

University of Global Village

Department of Business Administration

Course Title: Integrated Marketing Communication/ Advertising & Promotion Management

Course Code: 0414-522; 0414-725; 0414-642	Credits: 03
Semester End Examination (SEE) hours: 03	CIE Marks: 90 SEE Marks: 60

Course Learning Outcomes (CLOs)-after Successful completion of the course students will be able to-

CLOs	
CLO1	Understand and Describe the fundamental principles of advertising and promotion, including various strategies and techniques used in the industry.
CLO2	Develop & Demonstrate comprehensive advertising and promotional plans, incorporating market research, target audience analysis, and media selection.
CLO3	Differentiate & Analyze the effectiveness of different advertising and promotional campaigns through case studies and real-world examples.
CLO4	Evaluate the ethical and social implications of advertising and promotional activities, ensuring adherence to legal and industry standards.

❖ **Course plan specifying contents, teaching times and CLOs-**

Sl. No.	Topic	Hours	CLOs
1	Introduction to Integrated Marketing Communication	6	CLO1 CLO2
2	The Role of IMC in the Marketing Process	4	CLO1 CLO2
3	Consumer Behaviour	4	CLO1 CLO3
4	The Communication Process	4	CLO3 CLO4
5	Sources, Messages and channel Factors	4	CLO1 CLO3 CLO4
6	Creative Strategy: Planning and development	4	CLO1 CLO3 CLO4
7	Creative Strategy: Implementation & Evaluation	4	CLO1 CLO2 CLO3 CLO4
8	Media Planning and Strategy	4	CLO3 CLO4

❖ **Course plan specifying content, CLOs, Teaching Learning and Assessment Strategy Mapped with CLOs : (TLS= Teaching Learning Strategy, AS= Assessment Strategy)**

Week	Chapter	Course Contents	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1	1	<p>Introduction to Integrated Marketing Communication</p> <p>Defining IMC, Traditional approach to marketing communication, Goal of IMC, Benefits and impacts of IMC.</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise ▪ Assignment 	<ul style="list-style-type: none"> ▪ Quiz ▪ Written Examinations ▪ Assignment 	<p>CLO1</p> <p>CLO2</p>
2	1	<p>Introduction to Integrated Marketing Communication</p> <p>IMC and the need for Integration, Importance of Integration, IMC process model, Elements of promotional mix.</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise ▪ Assignment 	<ul style="list-style-type: none"> ▪ Quiz ▪ Written Examinations ▪ Assignment 	<p>CLO1</p> <p>CLO2</p>
3	1	<p>Introduction to Integrated Marketing Communication</p> <p>Classification of Advertising, Sales promotion tools, Publicity vehicles, Public relation tools, Advertising vs</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion 	<ul style="list-style-type: none"> ▪ Quiz ▪ Written Examinations ▪ Case Study 	<p>CLO1</p> <p>CLO2</p>

		Publicity.			
4	2	<p>The Role of IMC in the Marketing Process</p> <p>Marketing and promotion process model, Target marketing process, segmentation process, Positioning process, Positioning development strategy process.</p>	<ul style="list-style-type: none"> ▪ Written exam ▪ MCQ test ▪ Assignment ▪ Presentation 	<ul style="list-style-type: none"> ▪ Written exam ▪ MCQ test ▪ Oral test 	<p>CLO1</p> <p>CLO2</p>
5	2	<p>The Role of IMC in the Marketing Process</p> <p>Approach to positioning product or brand, Packaging, pricing decision, distribution channel, Push vs Pull policy.</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise ▪ Assignment 		<p>CLO1</p> <p>CLO2</p>
6	4	<p>Consumer Behaviour</p> <p>Consumer Behaviour, consumer decision process, Sources of problem recognition, Selective perception process.</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise ▪ Assignment 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) 	<p>CLO1</p> <p>CLO3</p>
7	4	<p>Consumer Behaviour</p> <p>Consumer Attitude, Influence to change consumer attitude, Consumer learning process, External influences on</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) ▪ Class Test 	<p>CLO1</p> <p>CLO3</p>

		consumer.	<ul style="list-style-type: none"> ▪ Exercise ▪ Assignment 		
8	5	<p>The Communication Process</p> <p>Communication process, encoding/ decoding, types of channels, Model of response process, Involvement concept.</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise ▪ Assignment 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) ▪ Class Test 	<p>CLO3</p> <p>CLO4</p>
9	5	<p>The Communication Process</p> <p>Cognitive response, model of cognitive responses, How advertising works.</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise ▪ Assignment 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) ▪ Class Test 	<p>CLO3</p> <p>CLO4</p>
10	6	<p>Sources, Messages and channel Factors</p> <p>Sources attributes and receiver processing model, Source creativity, source attractiveness, Use of celebrity, risk of using celebrity</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) 	<p>CLO1</p> <p>CLO3</p> <p>CLO4</p>
11	6	<p>Sources, Messages and channel Factors</p> <p>Message factors, fear appeal, pros and cons of using humour appeal, Channel factors.</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) ▪ Class Test 	<p>CLO1</p> <p>CLO3</p> <p>CLO4</p>

			<ul style="list-style-type: none"> ▪ Exercise ▪ Assignment 		
12		QUIZ/ASSIGNMENT/CASE STUDY/PRESENTATION	<ul style="list-style-type: none"> ▪ Written exam ▪ MCQ test ▪ Assignment ▪ Presentation 	<ul style="list-style-type: none"> ▪ Written exam ▪ MCQ test ▪ Oral test 	
13	8	Creative Strategy: Planning and development Advertising creativity, creative process, Inputs to the creative process, Advertising campaign, Advertising slogan.	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) ▪ Class Test 	CLO1 CLO3 CLO4
14	8	Creative Strategy: Planning and development Major selling Ideas, Unique selling proposition, Creating a Brand Image.	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise ▪ Assignment 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) 	CLO1 CLO3 CLO4
15	9	Creative Strategy: Implementation & Evaluation Advertising Appeal, Rational appeal, Emotional appeals, Transformational Advertising, Level of relationship with brands, Advertising execution techniques, Print advertising, Print ad layouts	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise ▪ Assignment 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) ▪ Class Test 	CLO1 CLO2 CLO3 CLO4

16	10	<p>Media Planning and Strategy</p> <p>Media terminology, problems in media plan, developing media plan, Brand and category analysis.</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving ▪ Exercise ▪ Assignment 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) 	<p>CLO3</p> <p>CLO4</p>
17	10	<p>Media Planning and Strategy</p> <p>Media planning criteria considerations, pros and cons of television, radio, magazine, outdoor and interactive media.</p>	<ul style="list-style-type: none"> ▪ Lecture ▪ Discussion ▪ Problem Solving 	<ul style="list-style-type: none"> ▪ Question & Answer (Oral) 	<p>CLO3</p> <p>CLO4</p>

CIE- Continuous Internal Evaluation (90 Marks)

Bloom's Category	Quiz	Assignments	External Participation in Curricular/ Co-curricular activities	Test (45)
Marks (out of 90)	(15)	(15)	(15)	
Remember			Bloom's affective domain: (Attitude or Will) Attendance: 15 Copy or Attempt to copy: -10 Late Assignment: -10	10
Understand	05	05		05
Apply	05			10
Analyze		05		05
Evaluate	05	05		10
Create				05

SEE- Semester End Examination (60 Marks)

Bloom's Category	Test
Remember	10
Understand	10
Apply	10
Analyze	10
Evaluate	10
Create	10

Recommended Books:

Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more" by Jerry Kliatchko

Edition: 1st Edition (2019)

Supplementary Readings:

Advertising & Promotion, 10th Edition by Dr. George E. Belch & Dr. Michael A. Belch

Week-1
Slides 2-10

Chapter-1

Introduction to Integrated Marketing Communication



WHAT IS MARKETING?

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization.

4Ps

PRODUCT

PRICE

PROMOTION

PLACE

WHAT IS INTEGRATED MARKETING COMMUNICATION?

Integrated Marketing Communication is the coordination and integration of all marketing communication tools, avenues and sources within the company into a seamless program that maximizes the impact on consumers and other end users at minimal cost

PRODUCT

PRICE

PLACE

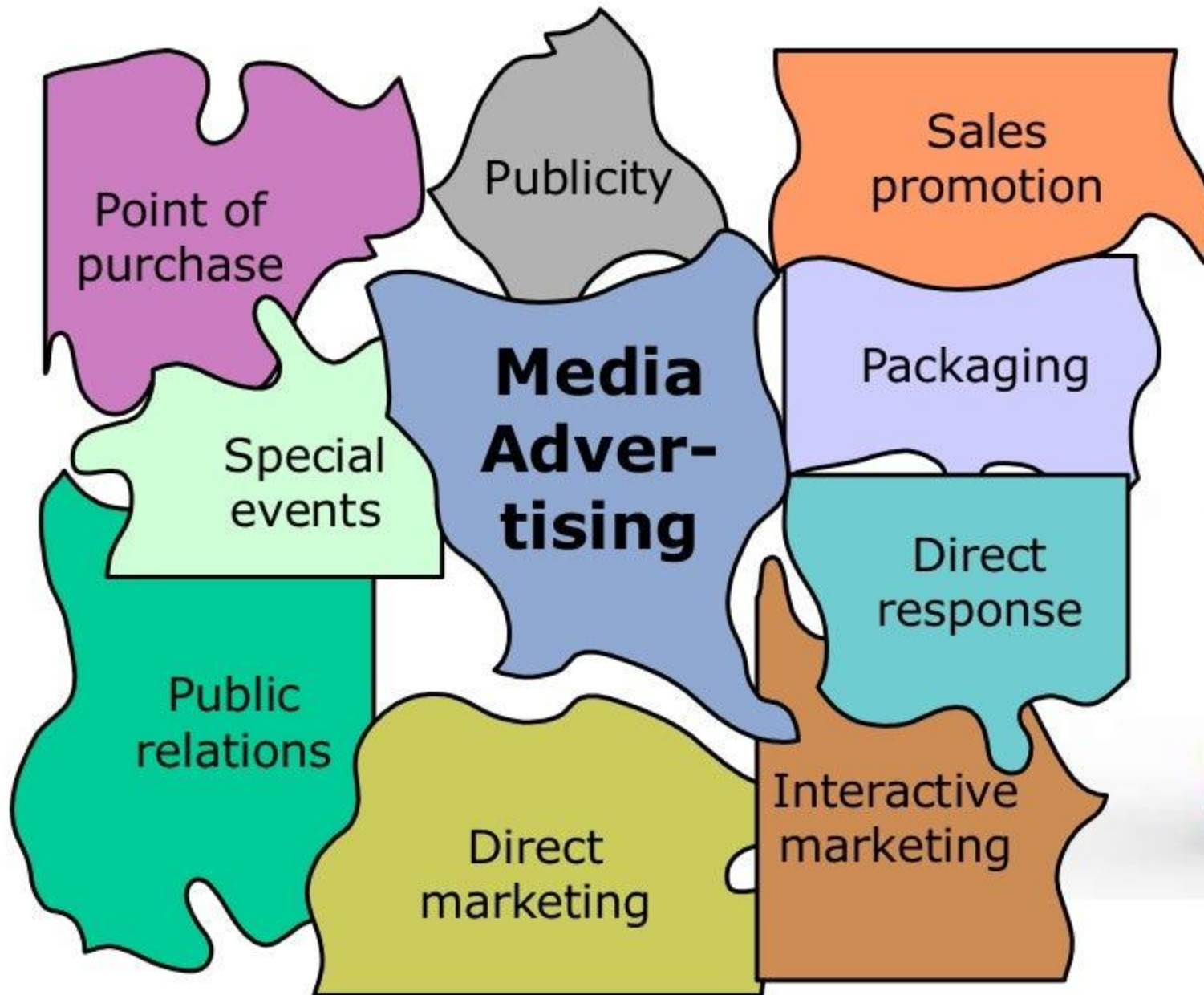
PROMOTION

PEOPLE

PROCESS

PHYSICAL EVIDENCE

TRADITIONAL APPROACH TO MARKETING COMMUNICATIONS



CONTEMPORARY IMC APPROACH



GOAL OF IMC

BUILD BRANDS – brands that are well known and liked are more likely to be purchased

—————→ **INCREASE PROFIT MARGIN**

Generate short-term financial returns and build long-term brand value.

BENEFITS OF IMC

IMC

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graph LR; IMC[IMC] --> A[BRAND DIFFERENTIATION]; IMC --> B[ACCOUNTABILITY WITHIN A FIRM]; IMC --> C[TRUST AMONG CONSUMERS]; IMC --> D[LEVEL OF EFFECTIVENESS IS CUTTING THROUGH A MESSAGE CLUTTER THAN SINGLE STRATEGIES];
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BRAND DIFFERENTIATION

ACCOUNTABILITY WITHIN A FIRM

TRUST AMONG CONSUMERS

LEVEL OF EFFECTIVENESS IS CUTTING THROUGH A MESSAGE CLUTTER THAN SINGLE STRATEGIES

IMPACT OF IMC

Business-to-business (B2B)
interactions

Marketing Channel
Communications

***INTEGRATED
MARKETING
COMMUNICATION***

Customer-Focused
Communications

Internally Directed
Communication

THE CHANGING WORLD

MC

Media advertising

Mass media

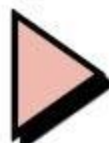
Manufacturer dominance

General focus

Low agency accountability

Traditional compensation

Limited Internet availability



IMC

Multiple forms of communication

Specialized media

Retailer dominance

Data-based marketing

Greater agency accountability

Performance-based compensation

Widespread Internet availability

THE CHANGING WORLD

OLD WORLD

“Talking At”
Consumers

Focus on Winning
New Customers

Marketers Relied
Primarily on
Advertising and
Promotions

NEW WORLD

Two-way Dialogue with
Consumers

Focus on Building Long
Term Relationships with
Consumers

Marketers Use and
Coordinate Many Different
Forms of Communication
With Consumers

Week 2
Slides 12-20



IMC – THE EVOLUTION

Mass Marketing
Using Mass Communication



Relationship Marketing
Using Integrated Marketing Communication
with a Focus on Interaction

WHAT TRENDS ARE DRIVING THE INTEGRATION

INTERNAL

Brand and Product Proliferation

Customization

Decreasing Brand Loyalty

Price Sensitivity

More Demand, Less Trust

Clutter

Service Economics

Rising Costs & Accountability

EXTERNAL

Expertise

Corporate Missions

Communication Technology

Benefits to be Gained

IMC AND THE NEED FOR INTEGRATION

Covers a number of different media and strategies

TV, Radio, Direct, PR, Social Media etc.

Selective combination of appropriate types of communication

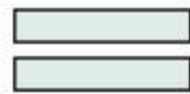
Meeting a common set of objectives for the brand.

Integration over time with regard to customers

Integration provides synergy

INTEGRATION AND SYNERGY

INTEGRATION



SYNERGY

**When brand
messages are
integrated...**



**...they reinforce
each other...**

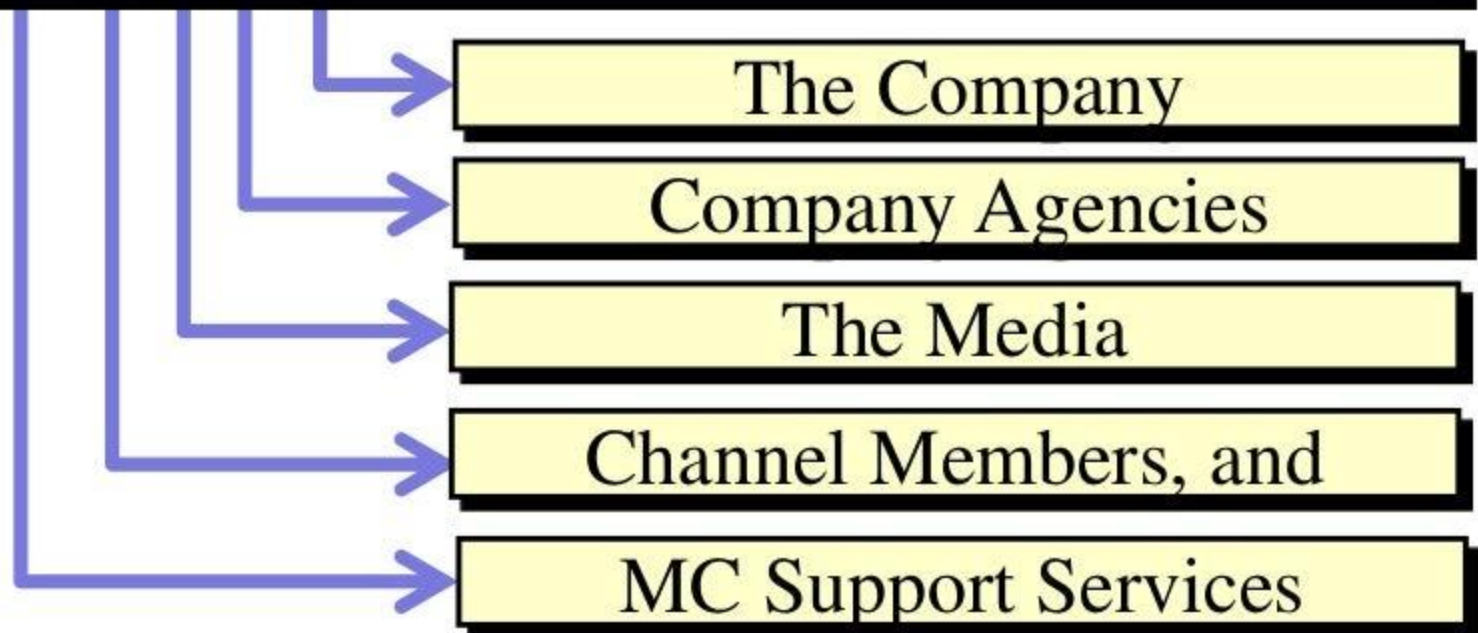


**...and create
synergy**

THE IMPORTANCE OF INTEGRATION

Integration begins with the way a company and its agencies organize the process for creating and delivering brand messages

All participants involved in creating and delivering brand messages must work together:



IMC PROCESS MODEL

Brand Manager communicated by advertising, sales promotion, direct response, packaging, customer service, sponsorship, etc.

Evaluating and Planning

ONE- AND Two-Way Media radio, newspaper, TV, outdoor boards, events, and sponsorships, mail, phone, internet, packaging, etc.

Customer Brand Experience

STRONG BRAND RELATIONSHIPS

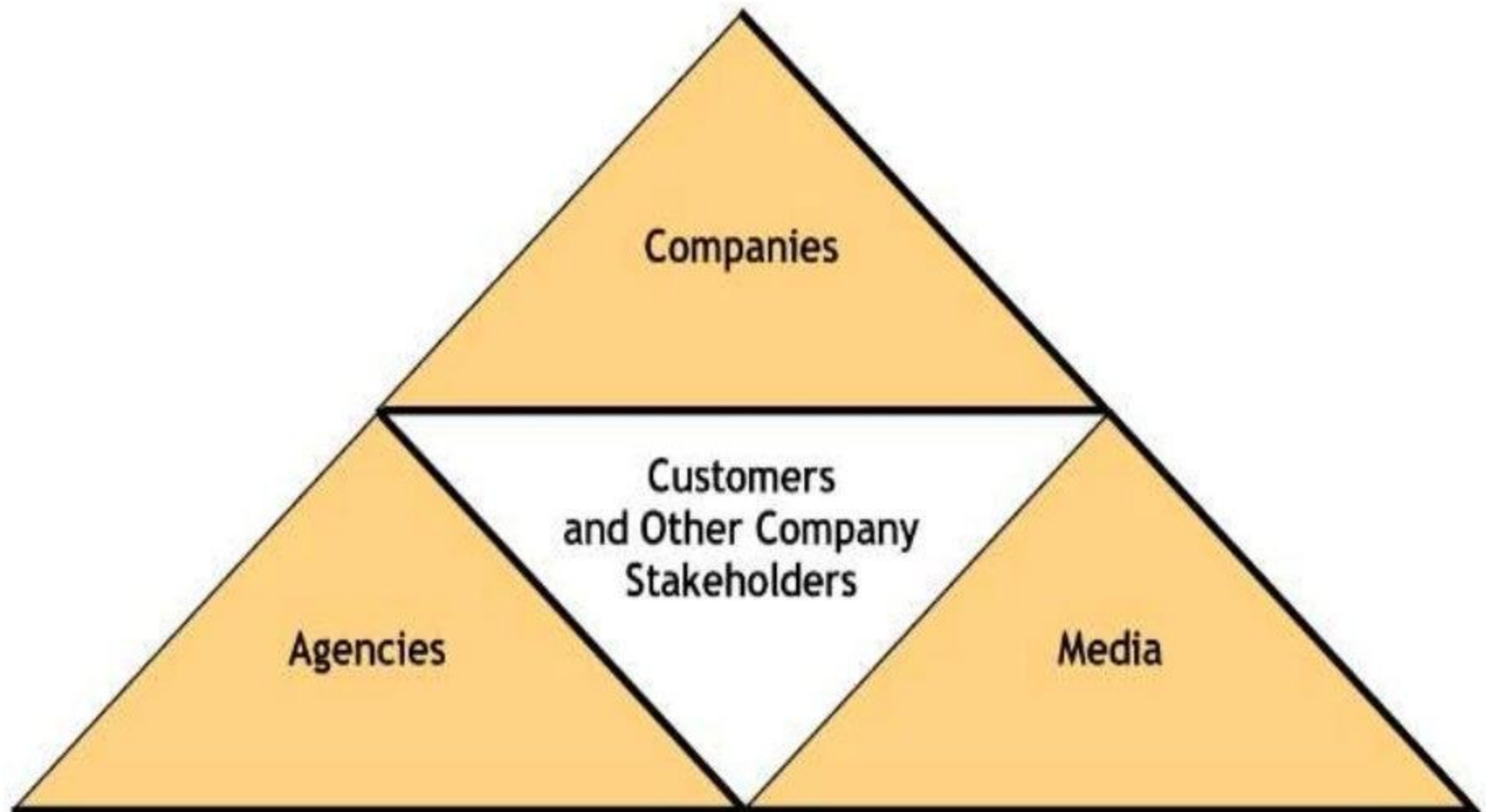
Increased Sales, Customers, and Brand Equity

WEAK BRAND RELATIONSHIPS

Lose Customers, Sales, and Brand Equity

THE KEY PLAYERS IN THE IMC PROCESS

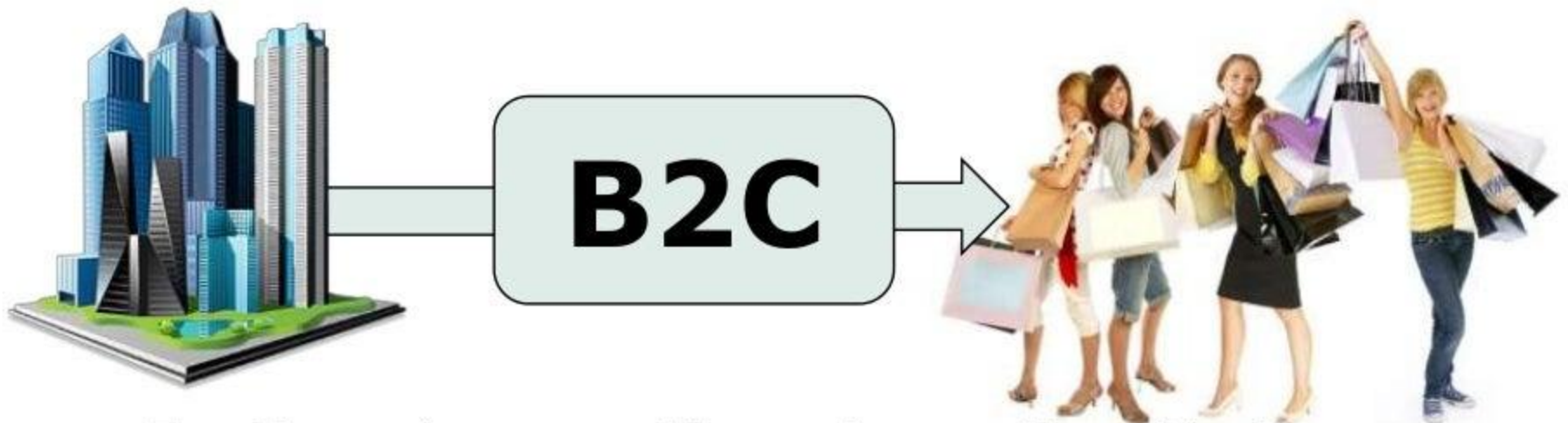
The Golden Triangle of IMC Partners



ORGANIZATIONS: JANILYN SHOES AS AN EXAMPLE



**Janilyn's Relationship with shoe retailer
like SM Department Store**



**Janilyn stores selling shoes directly to
customers**

ELEMENTS OF THE PROMOTIONAL MIX

ADVERTISING

SALES PROMOTION

PUBLIC RELATION | PUBLICITY

DIRECT MARKETING

PERSONAL SELLING

TRADE FAIRS AND EXHIBITIONS

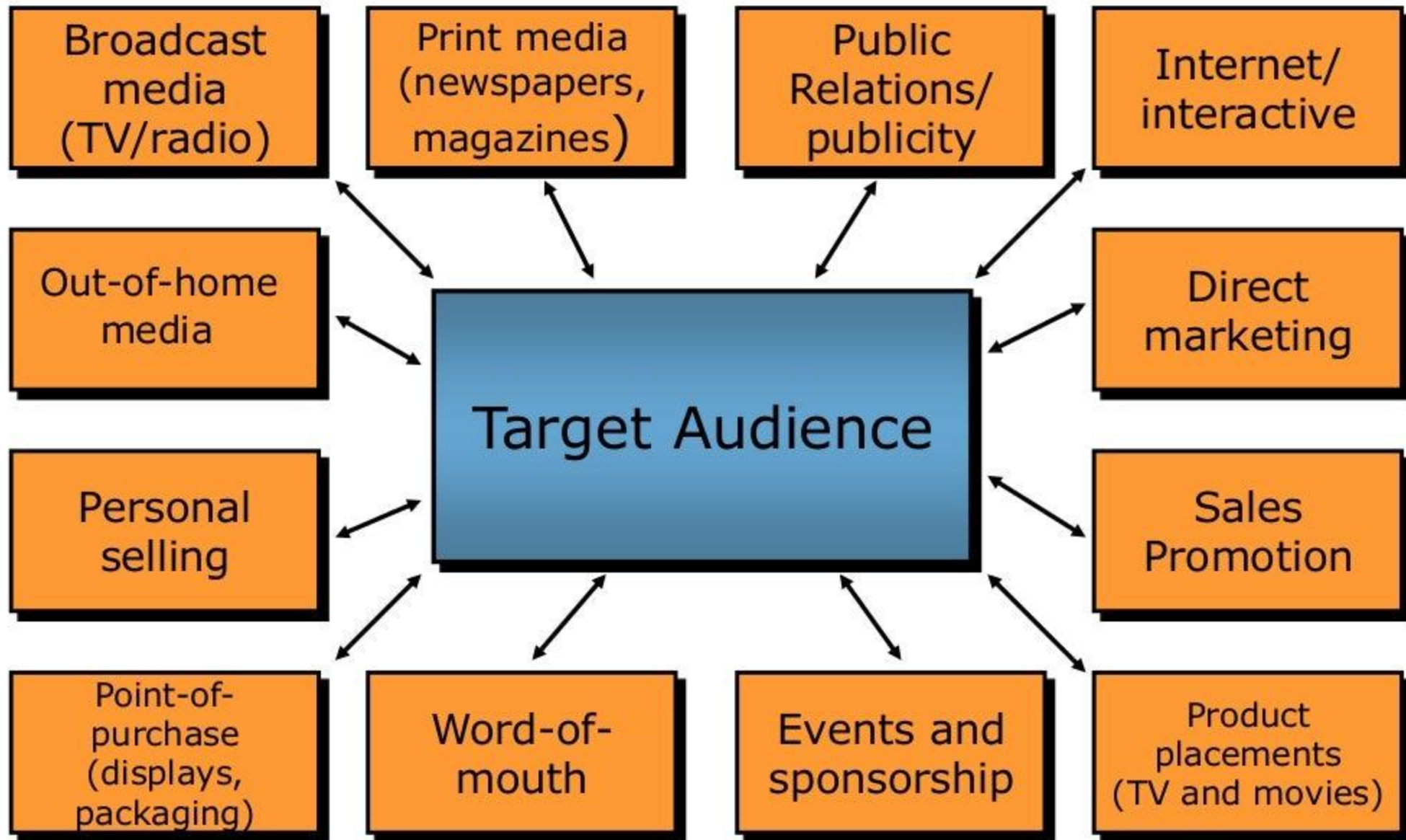
EVENTS AND SPONSORSHIPS

INTERNET AND SOCIAL MEDIA

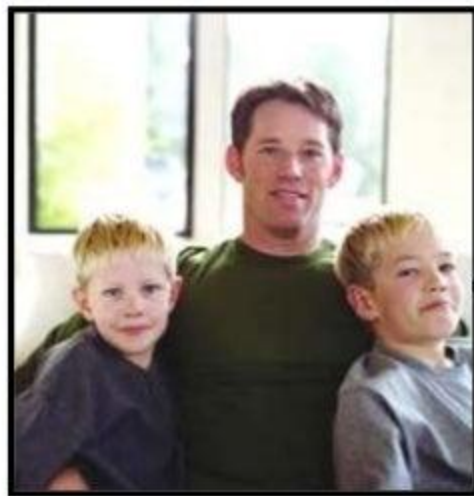
Week 3
Slides 22-31



IMC AUDIENCE CONTACT TOOLS



CLASSIFICATIONS OF ADVERTISING



Consumers

National Advertising

Retail/Local Advertising

Primary vs. Selective Demand Advertising

Business-to-Business Advertising

Professional Advertising

Trade Advertising

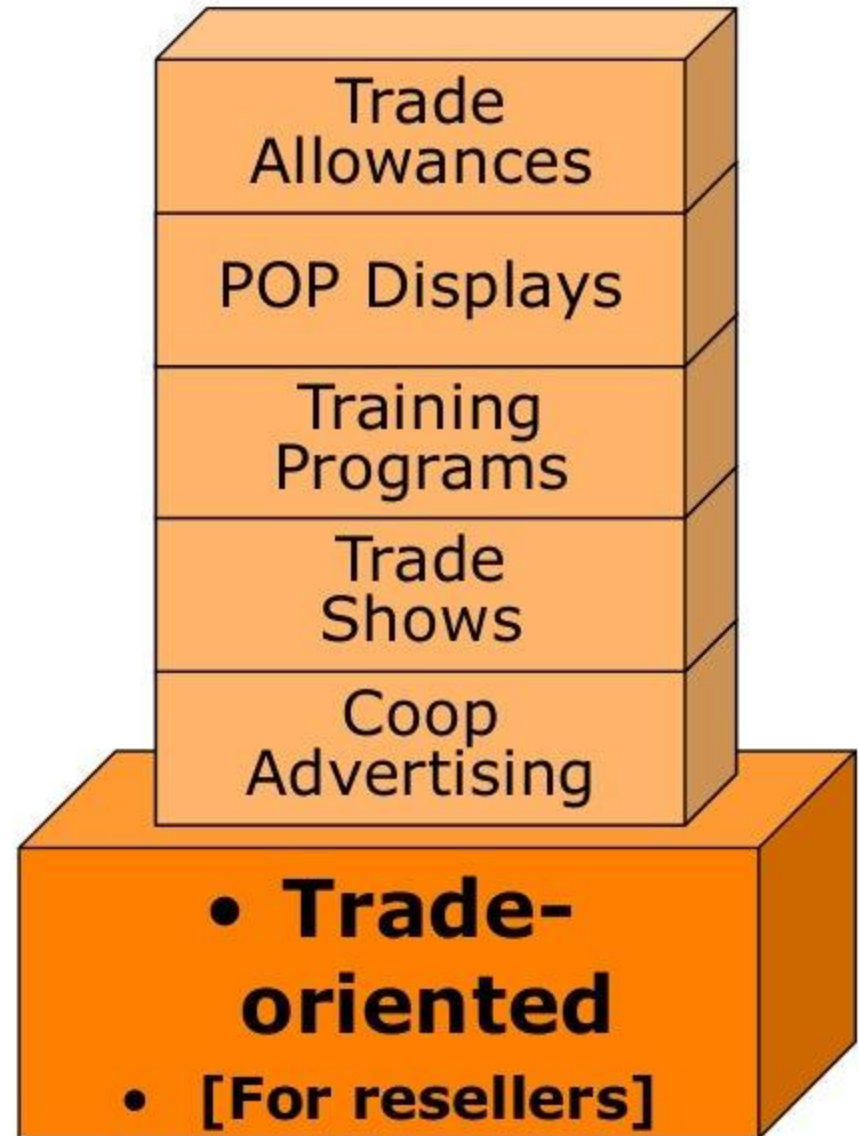
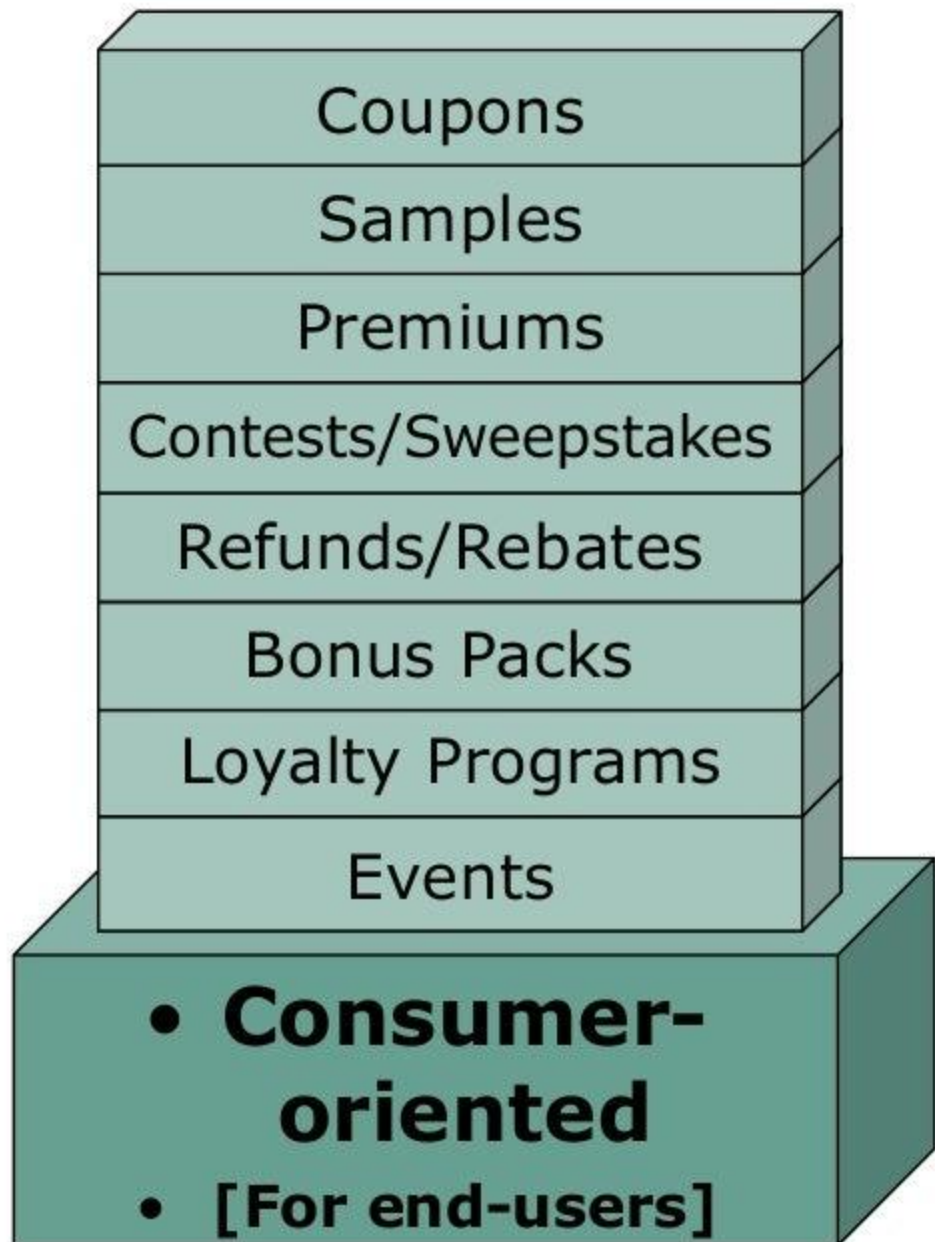


Organizations

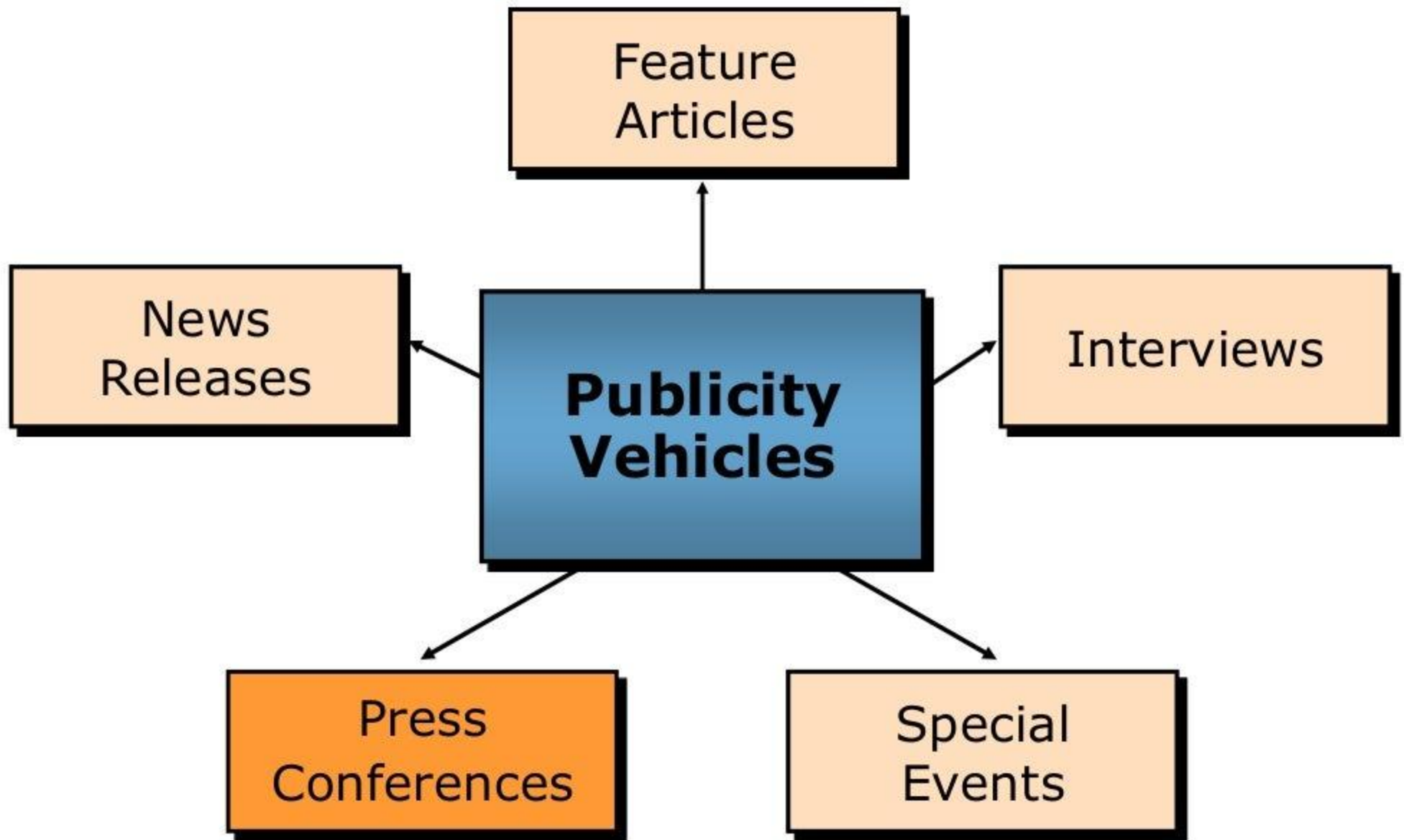
SALES PROMOTION



SALES PROMOTION TOOLS



PUBLICITY VEHICLES



PUBLIC RELATIONS TOOLS

**Publicity
Vehicles**

**Special
Publications**

**Community
Activities**

**Corporate
Advertising**

**Cause-related
Marketing**

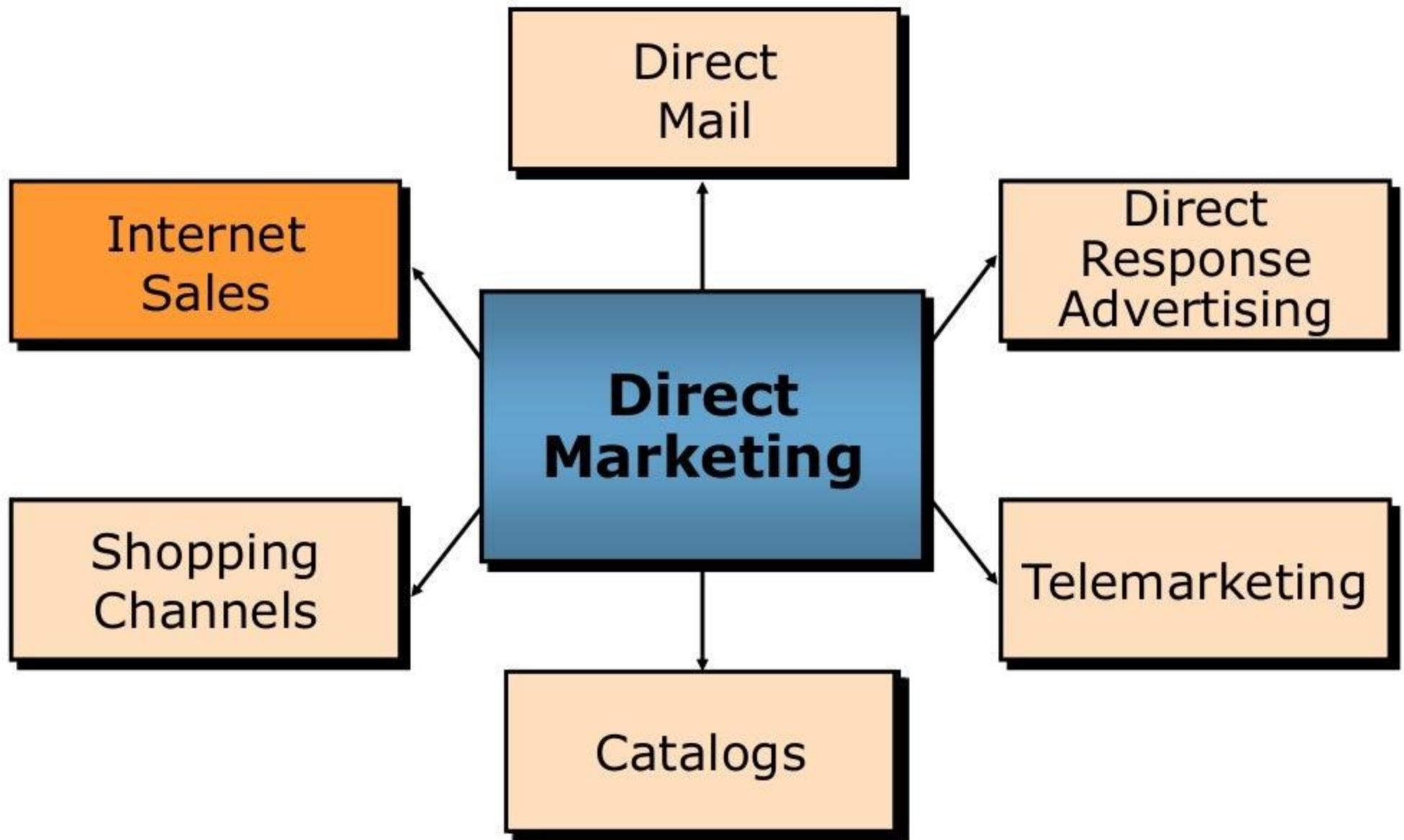
**Public Affairs
Activities**

**Special Event
Sponsorship**

ADVERTISING VERSUS PUBLICITY

<i>Factor</i>	<i>Advertising</i>	<i>Publicity</i>
Control	Great	Little
Credibility	Lower	Higher
Reach	Measurable	Undetermined
Frequency	Schedulable	Uncontrollable
Cost	High/Specific	Low/Unspecified
Flexibility	High	Low
Timing	Specifiable	Tentative

DIRECT MARKETING



EVENTS AND SPONSORSHIPS



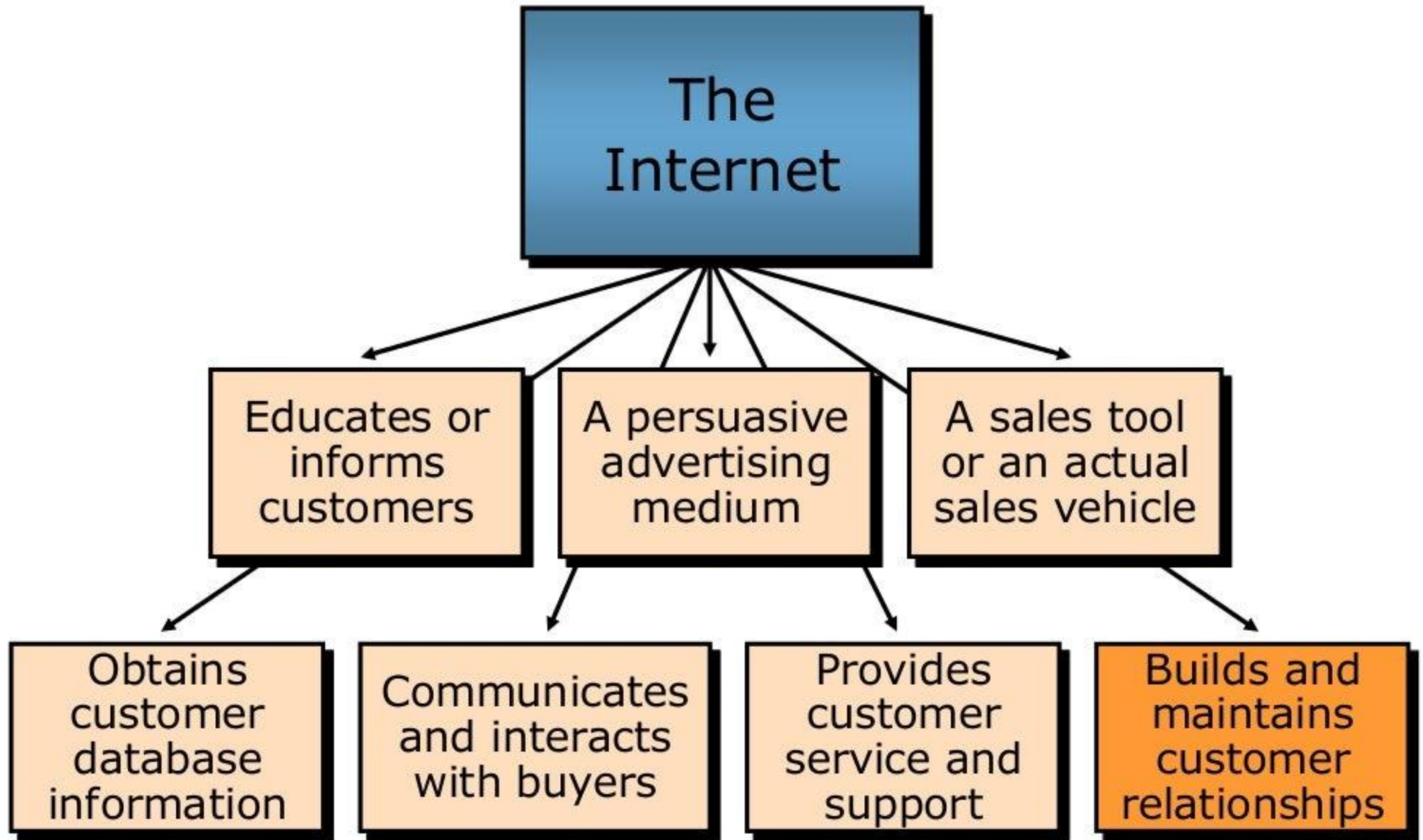
MEGAWORLD



THE GOOD CHOICE

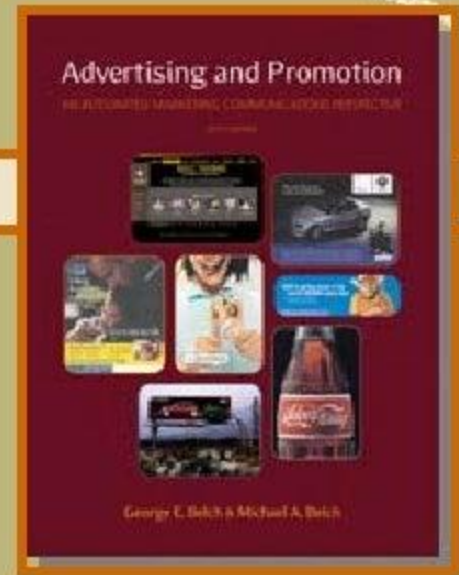


INTERNET | SOCIAL MEDIA



Week-4
Slides 1-13

2



The Role of IMC in the Marketing Process

Marketing and Promotions Process Model



The Target Marketing Process

Identify markets with unfulfilled needs

Determining market segmentation

Selecting market to target

Positioning through marketing strategies



Five-Step Segmentation Process

1. Finding ways to group consumers according to their needs.
2. Finding ways to group marketing actions, usually the products offered, available to the organization.
3. Developing a market/product grid to relate the market segments to the firm's products and actions.
4. Selecting the product segments toward which the firm directs its marketing actions.
5. Taking marketing actions to reach target segments.



Bases for Segmentation

- Geographic Segmentation
 - State - region - country - climate
- Demographic Segmentation
 - Age, sex, income, education, occupation, social class
- Psychographic Segmentation
 - AIOs, (Activities, Interests, Opinions)
 - VALS (Values and Lifestyles)
 - Personality traits
- Behavioristic Segmentation
 - Usage, loyalties, occasions.
- Benefit Segmentation
 - Types of specific needs or wants to be satisfied.



Selecting a Target Market

Determining How Many Segments To Enter

- Undifferentiated Marketing – offering one product or service to the entire market
- Differentiated marketing – competing in a number of segments with separate marketing strategies for each
- Concentrated Marketing – focusing on one market segment



Determining Which Market Segments Offer the Most Potential

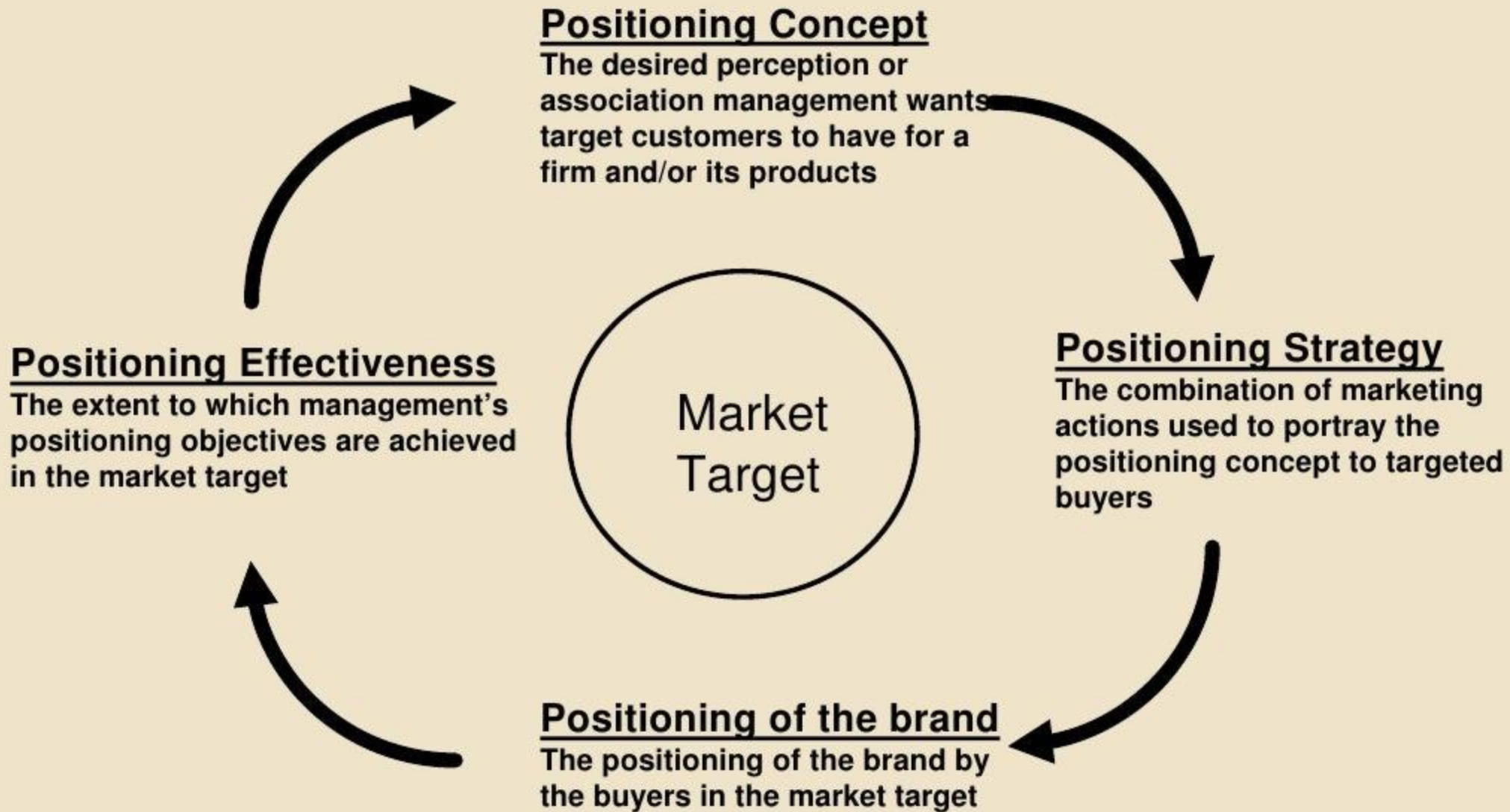
- Determine sales potential of the segment
- Determine opportunities for growth of the market segment
- Analyze the competition in the segment
- Analyze the company's ability to compete in the market segment
- Decide how to compete in the market segment



Segmentation Decision Check List

- Can the size of the market segment be measured?
- Is the market segment large and profitable enough to serve?
- Is the segment identified accessible? Can it be reached effectively and efficiently?
- Can effective marketing programs be developed to attract and serve the segment identified?

The Positioning Process





JetBlue Airways positions itself as a low price airline with great service

**THIRTY YEARS AFTER LANDING ON THE MOON.
SOMEONE FINALLY PUTS SATELLITE TV
ON AN AIRPLANE.
HELLLLLLLLL0000000000?**



Only JetBlue Airways delivers up to 24 channels of DIRECTV® at every big leather seat – absolutely free. See what over 4 million passengers nationwide have already discovered – we’re a better kind of airline committed to treating you right at super low prices. JetBlue. It’s not the only way to fly. But it should be.

1.800.jetblue

jetblue.com

jetBlue
AIRWAYS™

new york city florida california washington, d.c. new orleans seattle salt lake city denver upstate new york burlington

Source: Courtesy of JetBlue Airways and The Ad Store

Positioning Strategy Development Process

1. Identify the competitors

2. Assess perceptions of them

3. Determine their positions

4. Analyze consumer preferences

5. Make the positioning decision


6. Monitor the position



Product/Service and Brand Positioning

BASIC QUESTIONS TO ASK

1. What position, if any do we currently hold in the mind of customers?
2. What position do we want to hold?
3. Whom do we have to compete against to establish this position?
4. Do we have the resources to occupy and hold the position?
5. Can we stay with one consistent positioning strategy?
6. Does our marketing and advertising match our positioning strategy?

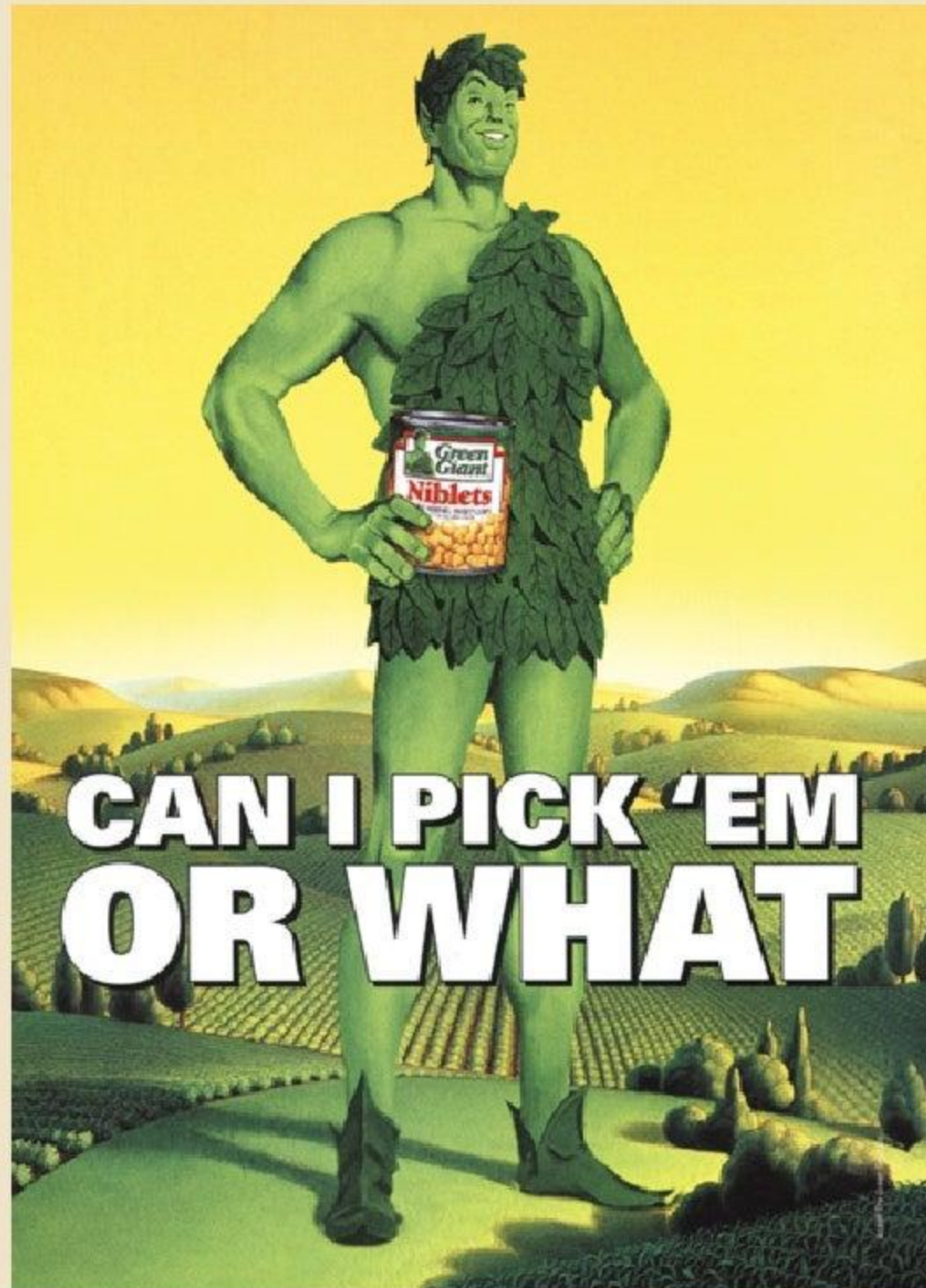


Approaches to Positioning A Product/Service or Brand

1. By Product or Service Attributes and Benefits
2. By Price/Quality
3. By Use or Application
4. By Product Class
5. By Product or Service User
6. By competition
7. By cultural symbols

Week 5
Slides 16-26

Positioning by cultural symbol



Source: Courtesy The Pillsbury Company



Product Decisions

A product is a bundle of benefits or values that satisfies the needs of consumers

- Product symbolism refers to what a product or brand means to customers
- Product quality, branding, packaging, and company name contribute to product image
- Branding:
 - Brand name communicates attributes and meaning
 - Advertising creates and maintains brand equity which results from the image and/or impression of a brand




The Value of Strong Corporate and/or Brand Identity

Strong corporate/brand equity:


- Creates more options for competing against lower-priced competitors
- Builds customer loyalty
- Makes it easier to withstand economic fluctuations and marketing crises
- Allows companies to sell products/services at a premium price and maintain larger profit margins
- Can facilitate brand and line extensions
- Makes customer response more inelastic to price increases and elastic to price decreases




Crest uses its strong brand equity to launch a line extension


©2001 P&G UJAN01167



Teeth whitening like you've never seen before.

Start  Crest® Whitestrips™. Thin, flexible strips coated with the same enamel-safe whitening ingredient dentists use. They get at stains below the enamel surface to whiten teeth 10 times better than the leading whitening toothpaste in just 2 weeks. Guaranteed.

Peel  Apply  Reveal* 

 Reveal Your Whiter Smile.

For more information, ask your dentist or go to www.whitestrips.com.
*Dramatization of typical 14 day results

www.Whitestrips.com

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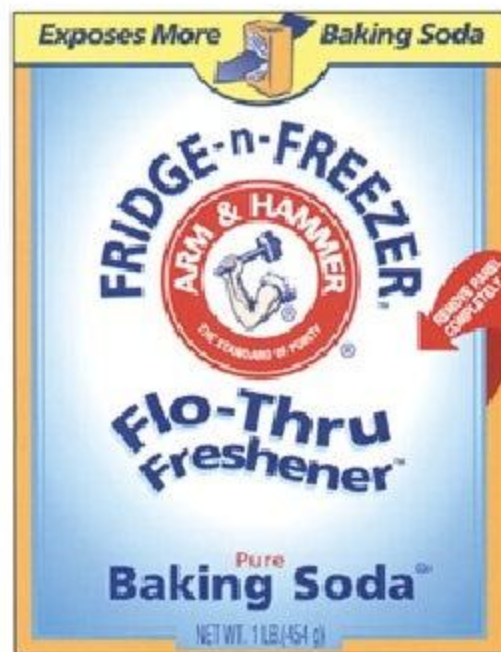


Packaging

- Traditional functions of packaging:
 - economy, protection, storage
- Packaging has become increasingly important because:
 - self service emphasis of many stores
 - buying decisions made at point-of-purchase
 - often customers first exposure to product
- Packaging is a way to communicate to consumers

Arm & Hammer Promotes New Packaging

FRIDGE-N-FREEZER FLO-THRU FRESHENER™ NEW! FROM ARM & HAMMER® BAKING SODA



- ❖ The new Blue Box has perforated front and back panels that expose twice the baking soda for maximum deodorization.
- ❖ The unique patented design with Flo-thru vents absorbs and locks in odors to keep foods tasting fresh longer.

- ❖ The cloth filter keeps baking soda from spilling.



FEATURE AND DISPLAY THE NEW "BLUE" BOX IN TIME FOR
"CHANGE THE BOX WITH THE CLOCKS" CAMPAIGN.

© 1999-2000



Pricing Decisions

- Price must be consistent with perceptions of the product
- Higher prices communicate higher product quality
- Lower prices often reflect bargain or “value” perceptions
- A product positioned as high quality while carrying a lower price than competitors may confuse customers
- Price, advertising and distribution must be unified to create the position for the product or service.



Distribution Channel Decisions

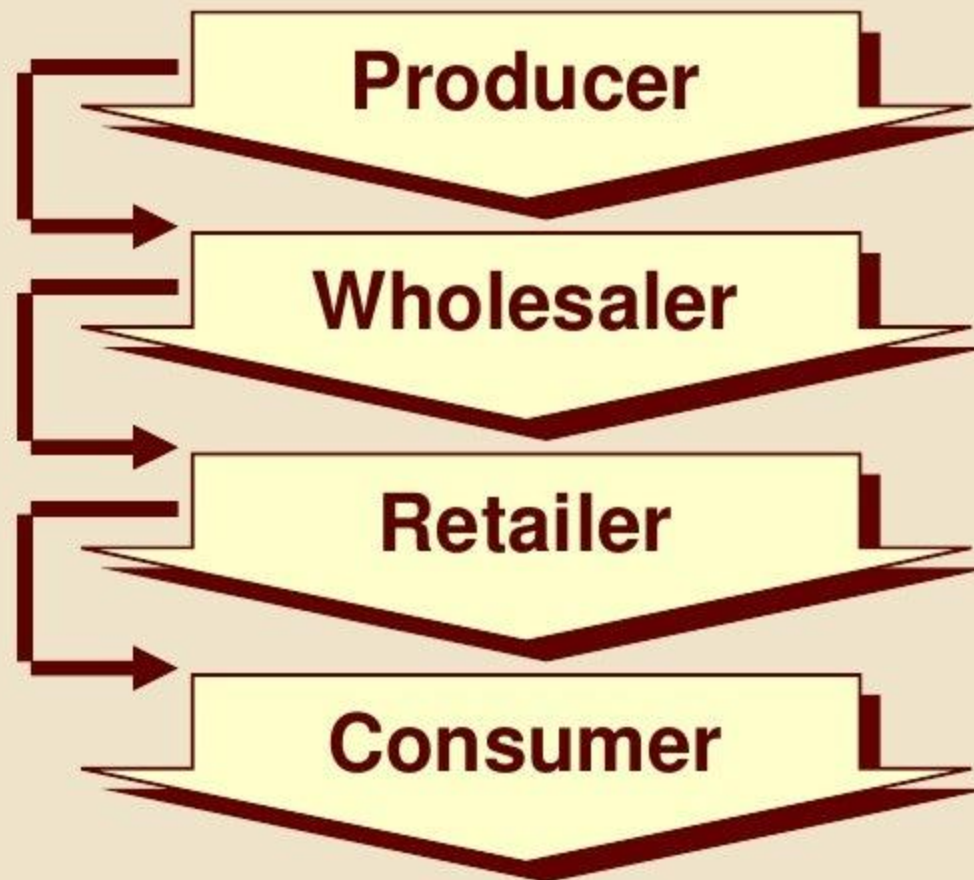
Channel decisions involve:

- Determining the type of channel system:
 - Direct channels
 - Indirect channels

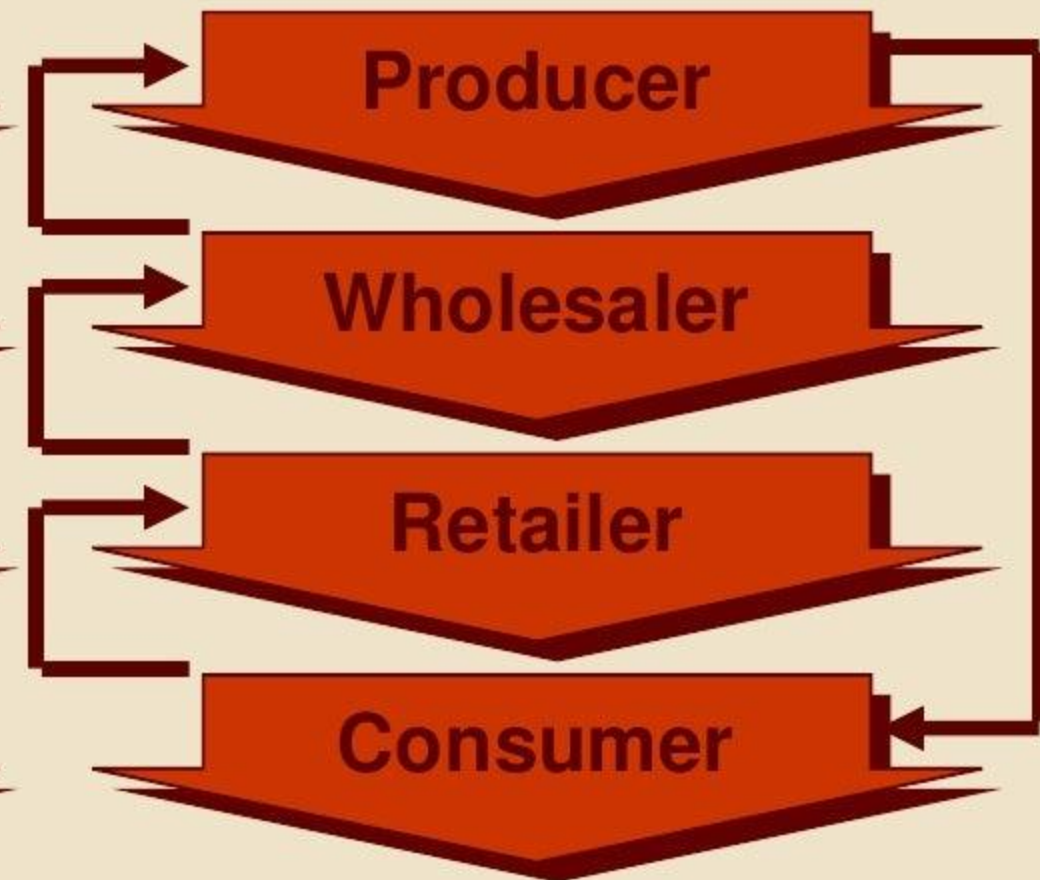
- Selecting, managing and motivating marketing intermediaries such as
 - Wholesalers
 - Distributors
 - Brokers
 - Retailers

Push Versus Pull

Push Policy



Pull Policy





"Push" Techniques

- Point of sale displays, racks, stands
- Trade deals, special displays
- Dealer premiums, prizes, gifts
- Cooperative advertising deals
- Advertising materials, mats, inserts
- Push money or "spiffs"
- Collaterals, catalogs, manuals
- Trade shows, conventions, meetings



"Pull" Techniques

- Sampling, free trial
- Coupons
- Premiums or gifts
- Contests, sweepstakes
- Price-off deals
- Refunds/rebates
- Frequency/loyalty programs
- Point-of-purchase advertising

Premium offers are part of a pull strategy

Kellogg's Time Capsule

\$2.99 Plus two dated box tops.

Hey Kids! Get in the millennium mood with a "Kellogg's" Time Capsule. It's a great way to celebrate and save your special memories for the future! Check out the side of this box to learn how you can get your own "Kellogg's" Time Capsule. Then, start collecting special things to store inside it.

Order your "Kellogg's" Time Capsule now and celebrate your memories.

Time Capsule List

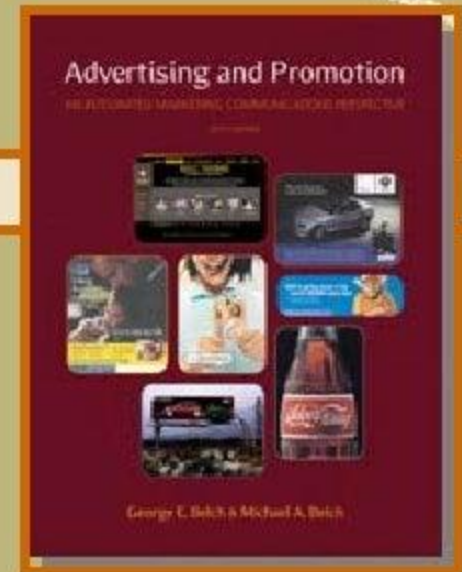
- ✓ Family tree
- ✓ Report cards
- ✓ Comic book
- ✓ Newspaper articles
- ✓ Trading cards
- ✓ A poem
- ✓ Predictions for the future
- ✓ A coin from the year you were born.

See Side Panel
for offer details

Source: KELLOGG'S CORN FLAKES® is a trademark of Kellogg Company. All rights reserved. Used with permission.

Week 6
Slides 1-14

4



Perspectives on Consumer Behavior



Consumer Behavior

The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and wants.

The Consumer Decision Process

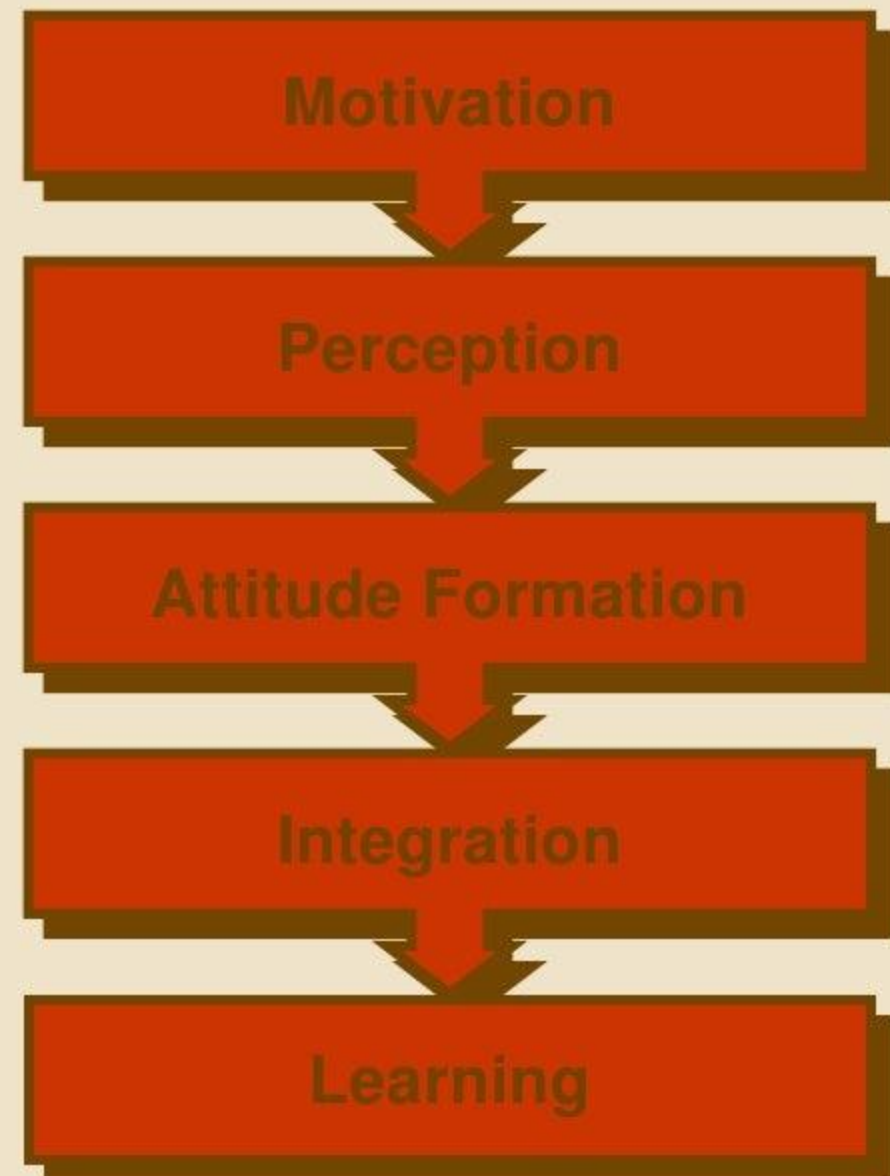


Consumer Decision Process and Relevant Internal Psychological Processes

Decision Process Stages



Psychological Processes

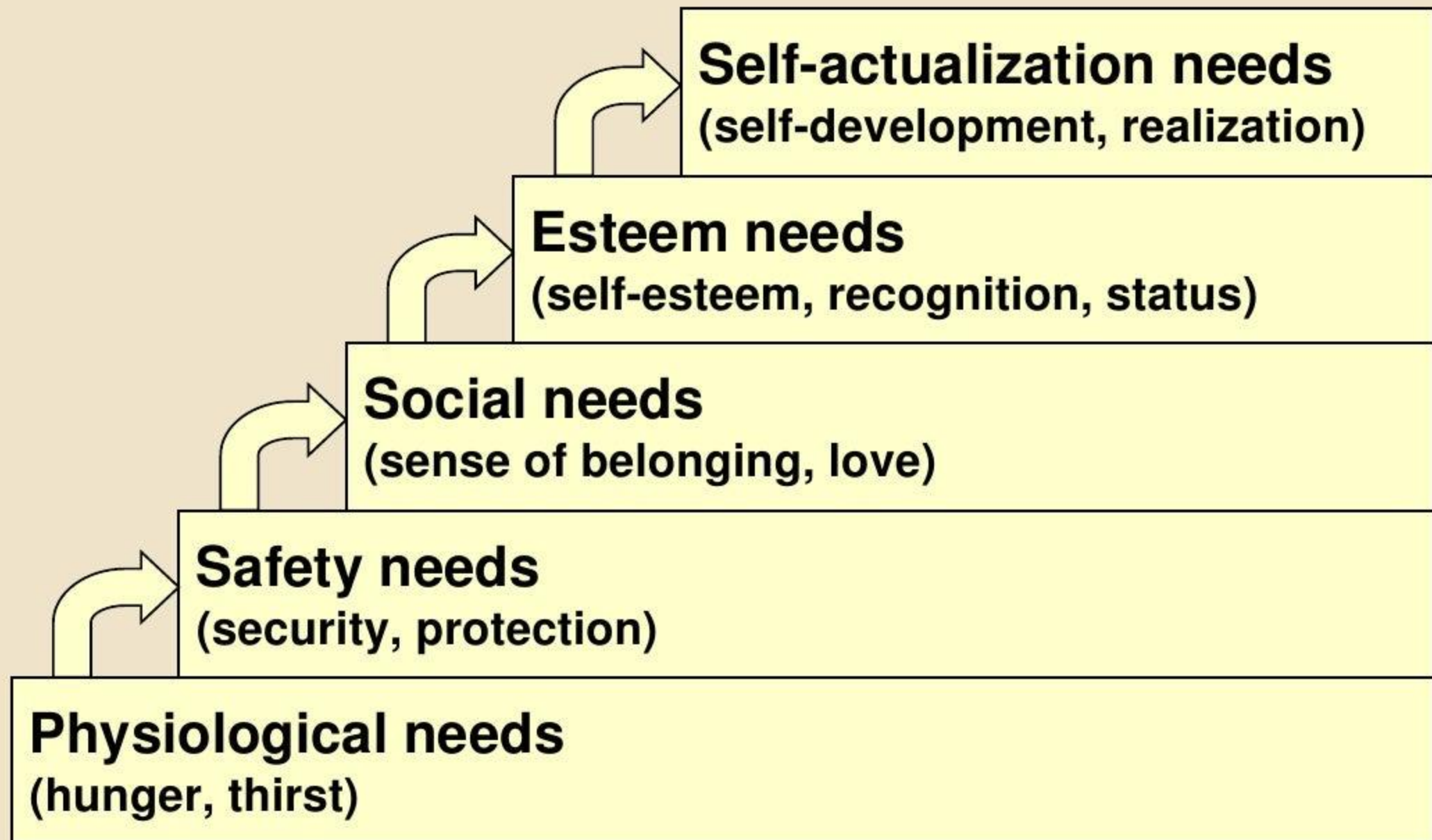




Sources of Problem Recognition

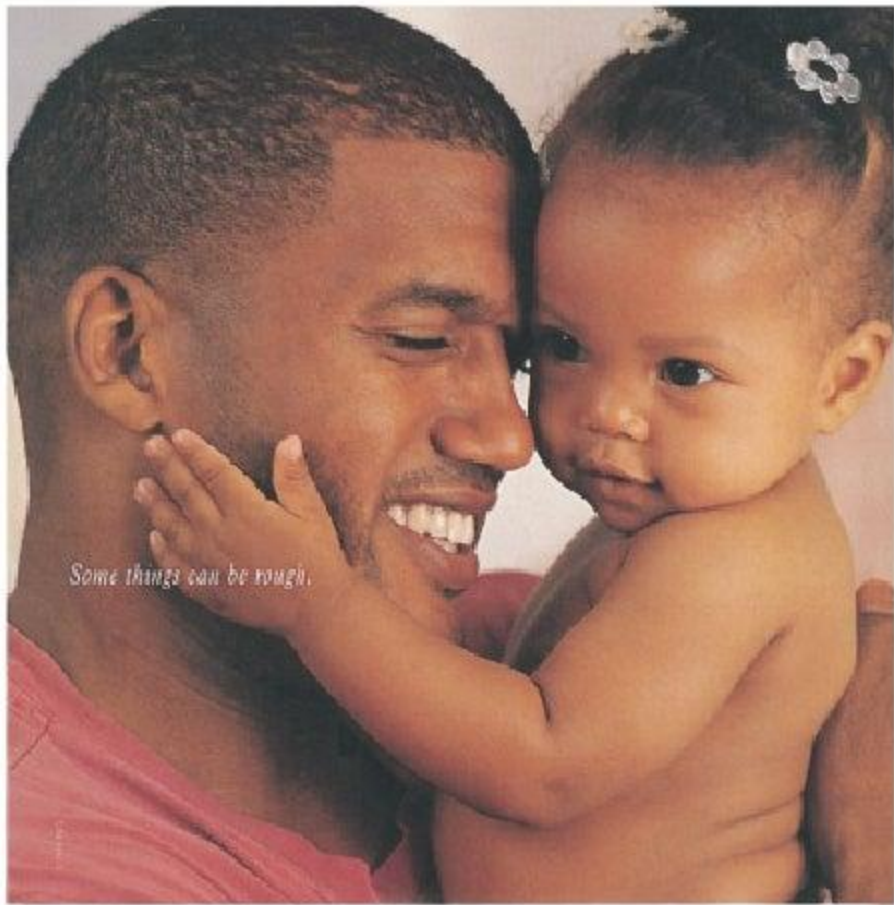
- Out of stock
- Dissatisfaction
- New needs or wants
- Related product purchase
- Market-induced recognition
- New products

Maslow's Hierarchy of Needs





Pampers appeals to needs for love and belonging in this ad



Some things can be rough.



Her wipe shouldn't be one of them.
Do you think your wipe is gentle enough? Pampers is.
You can count on Pampers wipes to always be fresh & soft.

Pamper the skin they're in.





Probing the Minds of Consumers

Psychoanalytic Theory & Motivation Research

➤ In-Depth Interviews

- The consumer talks freely in an unstructured interview to obtain insights into his or her motives, ideas or opinions.

➤ Projective Techniques

- Methods allowing consumers to project values, motives, attitudes or needs on some external object.

➤ Association Tests

- Consumers respond with the first thing that comes to mind when presented with some verbal or pictorial stimulus.

➤ Focus Groups

- A group of consumers with similar backgrounds or interests discuss a product, idea or issue.



Information Search

Internal Search– information stored in memory

External Search – actively seeking information from various sources

- Personal sources
 - Friends, relatives, co-workers
- Market-controlled sources
 - Ads, salespeople, in-store displays
- Public sources
 - Print articles, news reports
- Personal experience
 - Handling, examining, testing, using



Perception

The process by which an individual receives, selects, organizes and interprets information

Stages in the perception process:

- Sensation
- Attending to information
- Interpreting information
- Responding to information



The Selective Perception Process



```
graph TD; A[Selective Exposure] --> B[Selective Attention]; B --> C[Selective Comprehension]; C --> D[Selective Retention];
```

Selective Exposure

Selective Attention

Selective Comprehension

Selective Retention

Evaluation of Alternatives

All available brands



Evoked Set of Brands





Evaluative Criteria

Criteria - Dimensions or attributes of a product or service used to compare various alternatives

- Objective criteria - price, warranty, color, size
- Subjective criteria - style, appearance, image

Consequences – outcomes that result from using a product or service

- Functional consequences – concrete and tangible
- Psychosocial consequences – abstract, intangible

This ad focuses on the favorable consequences of using Top Flite golf balls

Finally, Someone Is Offering Affordable Long Distance With Results You'll Notice.

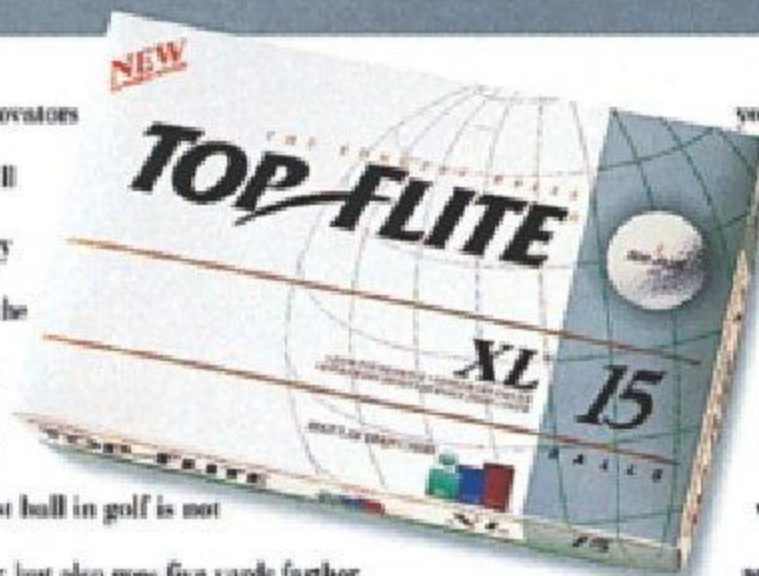
The innovators in golf ball technology introduce the Top-Flite XL.[®] Now

the longest ball in golf is not only softer, but also goes five yards farther.

Which means your shots will be longer and

	PAR	1	2	3	4
Jackie		4	4	3	4
Buddy		5	4	4	4

Before you tee off, pick up the Top-Flite XL Value Pack wherever you buy golf balls.



your scores will be lower. With the fifteen ball Value Pack, your dollars will go as far as your ball.

So pick up the Top-Flite XL Value Pack next time you buy golf balls, and get more yards per dollar.

TOP-FLITE
XL
The Longest Balls

Week 7
Slides 16-29



Consumer Attitudes

Learned predispositions to respond toward an object—an individual's overall feelings toward or evaluation of an object.

Consumers may hold attitudes toward:

- Individuals
- Brands
- Companies
- Organizations
- Product categories
- Retailers
- Advertisements
- Media



Multiattribute Attitude Model

Attitudes are a function of:


$$A = \sum B_i \times E_i$$

A = Attitude

B_i = Beliefs about brands performance on attribute i

E_i = Importance attached to attribute i

N = Number of salient attributes considered by consumer



Ways to Influence or Change Attitudes

- Increase or change the strength or belief rating of a brand on an important attribute
- Change consumers' perceptions of the importance or value of an attribute
- Add a new attribute to the attitude formation process
- Change perceptions of belief ratings for a competing brand



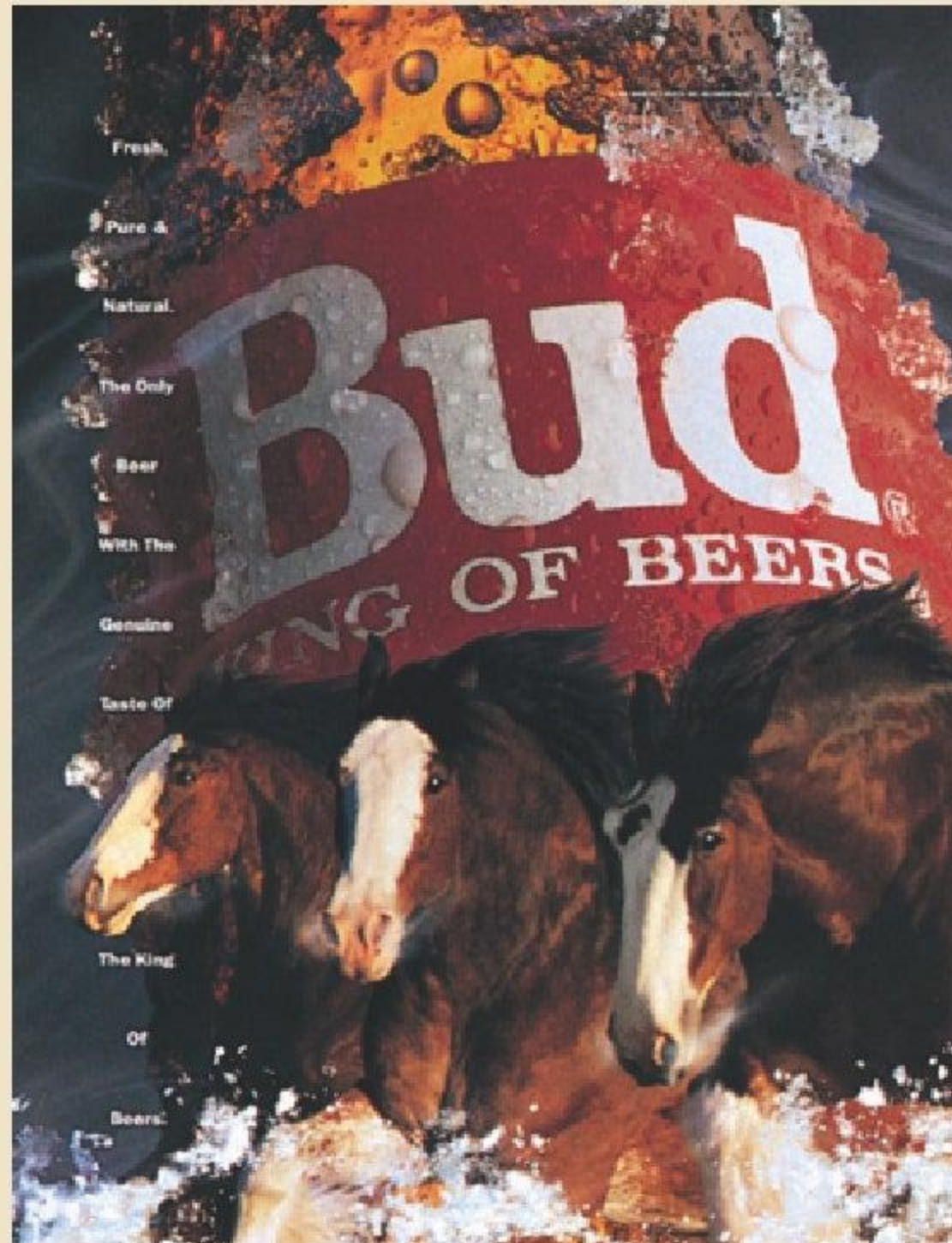
Integration Processes and Decision Rules

Integration processes are the way product knowledge, meaning, and beliefs are combined to evaluate alternatives

Types of decision rules:

- Heuristics – simple rule of thumb rules that are easy to use and apply
 - Buy least expensive brand
 - Buy brand on sale or for which I have a coupon
- Affect referral rule – make decision on basis of overall affective impression or feelings about the brand
- Compensatory rules – evaluate the strengths and weaknesses of each brand

Market leaders such as Budweiser appeal to consumer affect in their advertising

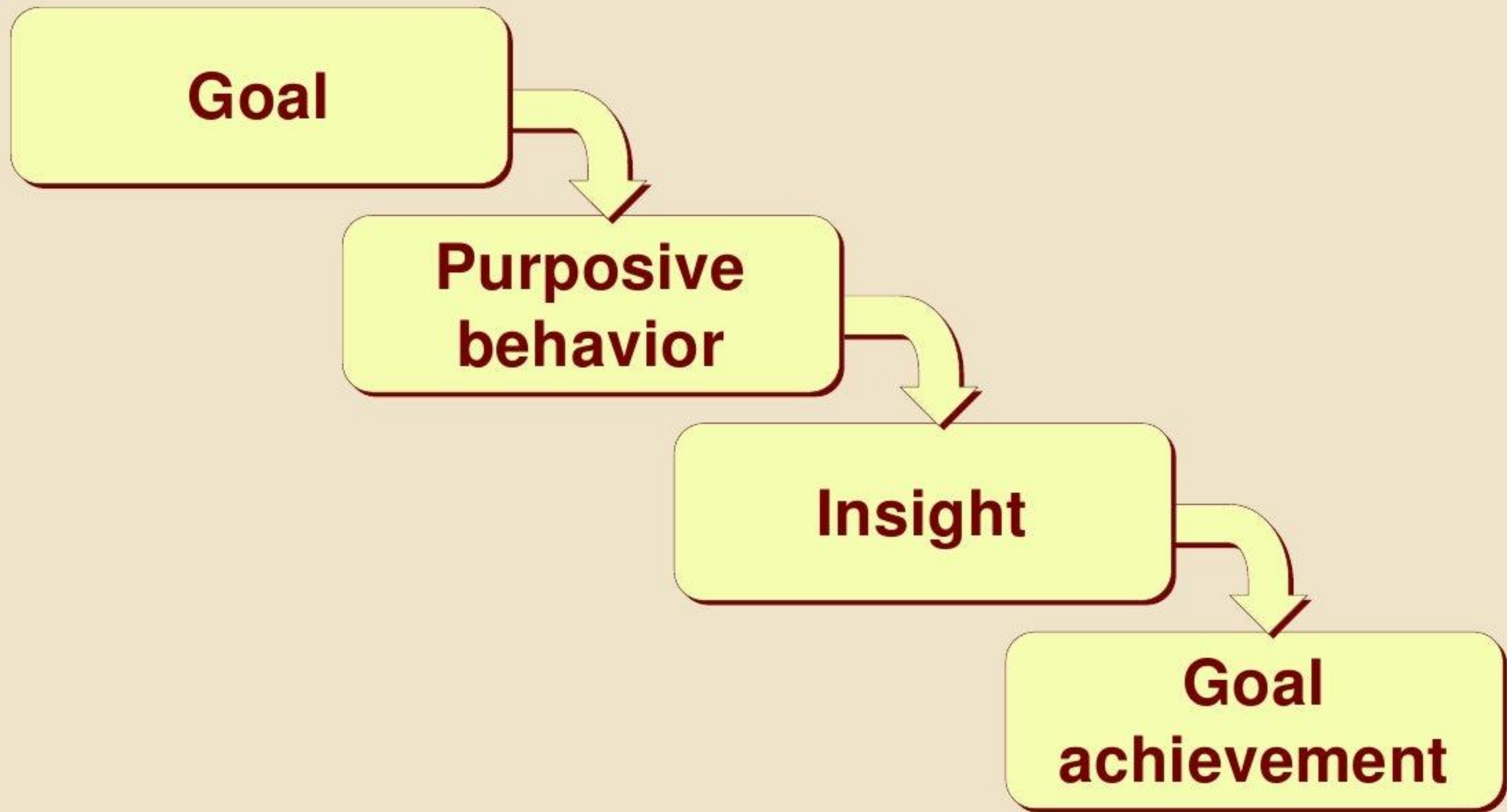




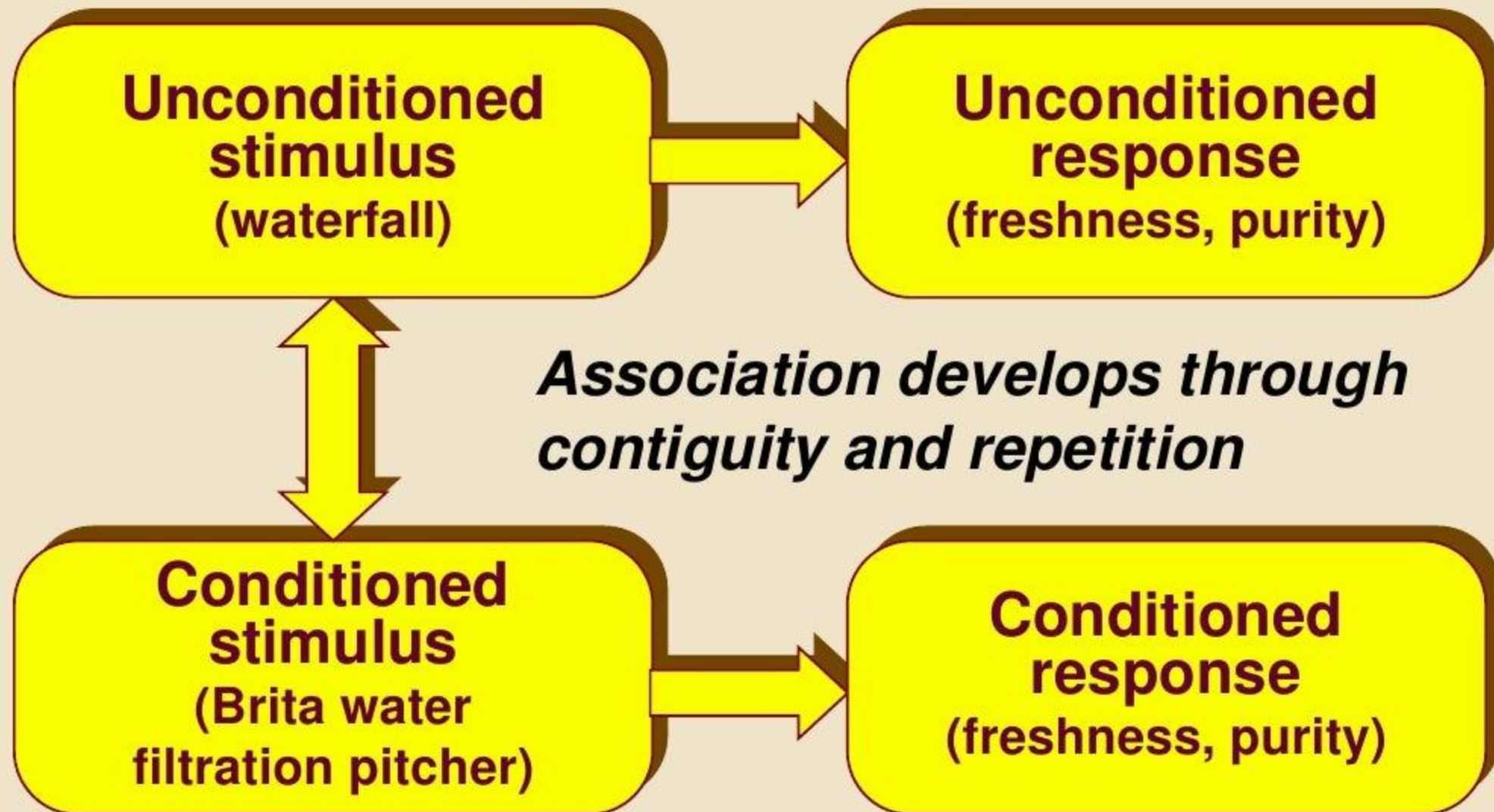
Consumer Learning Processes

- **Cognitive Learning**
 - Consumers learn through information processing and problem solving
- **Behavioral Learning**
 - Learning via association (classical conditioning)
 - Learning via reinforcement (instrumental cond.)
- **Modeling Processes**
 - Based on observation of outcomes and consequences experienced by others

Cognitive Learning Process



Classical Conditioning Process



This Brita ad uses classical conditioning



We can't bring you here.

But we can give you a taste.

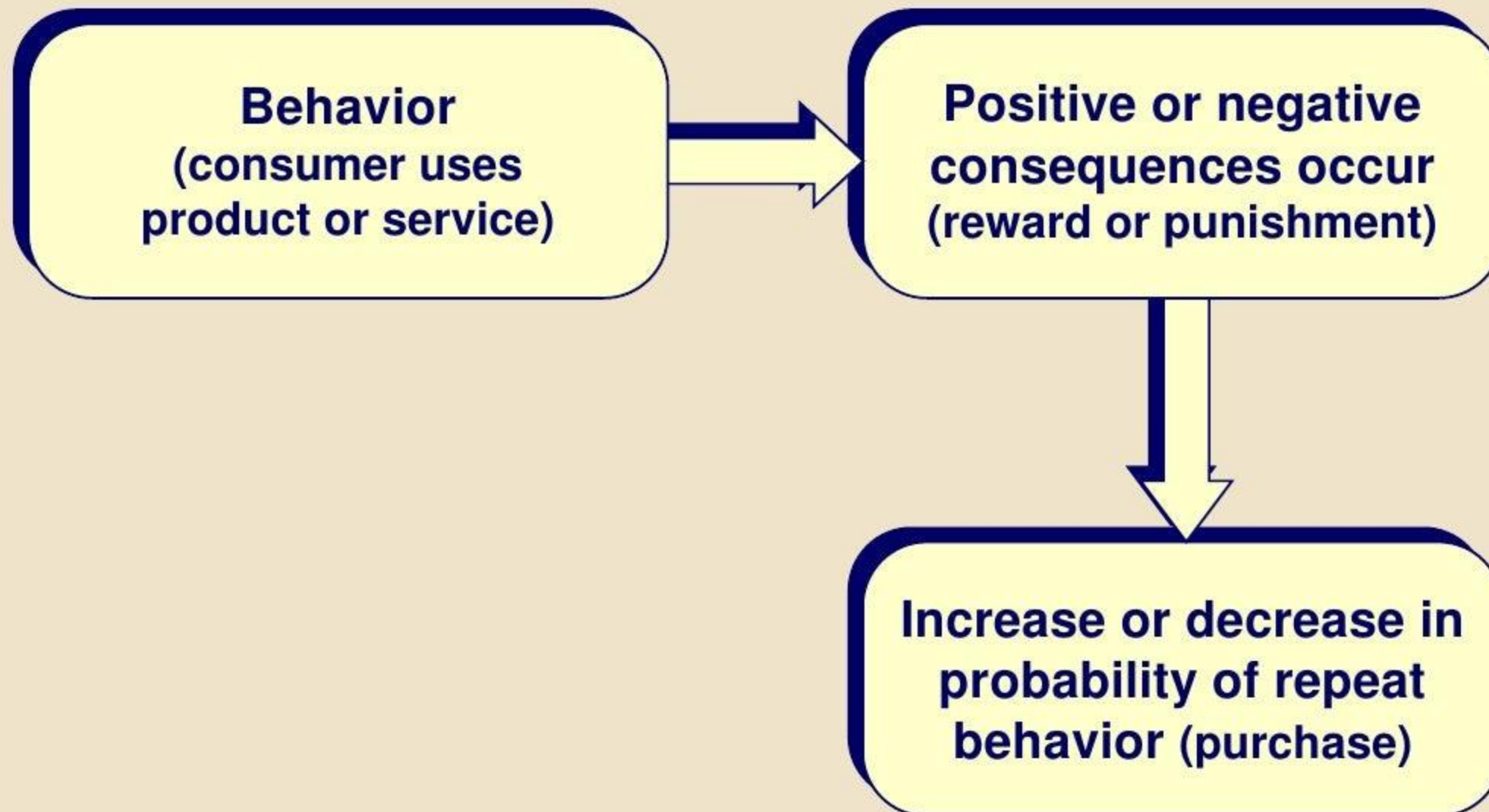
How far do you have to go for clear, fresh, wonderful water? As far as your faucet. All you need is the Brita® Water Filtration Pitcher. Just fill with tap water. The remarkable filter does the rest, reducing chlorine taste, sediment,

water hardness and copper. It even removes 93% of lead. You'll get some of the best tasting water in the world. And you don't have to go anywhere.

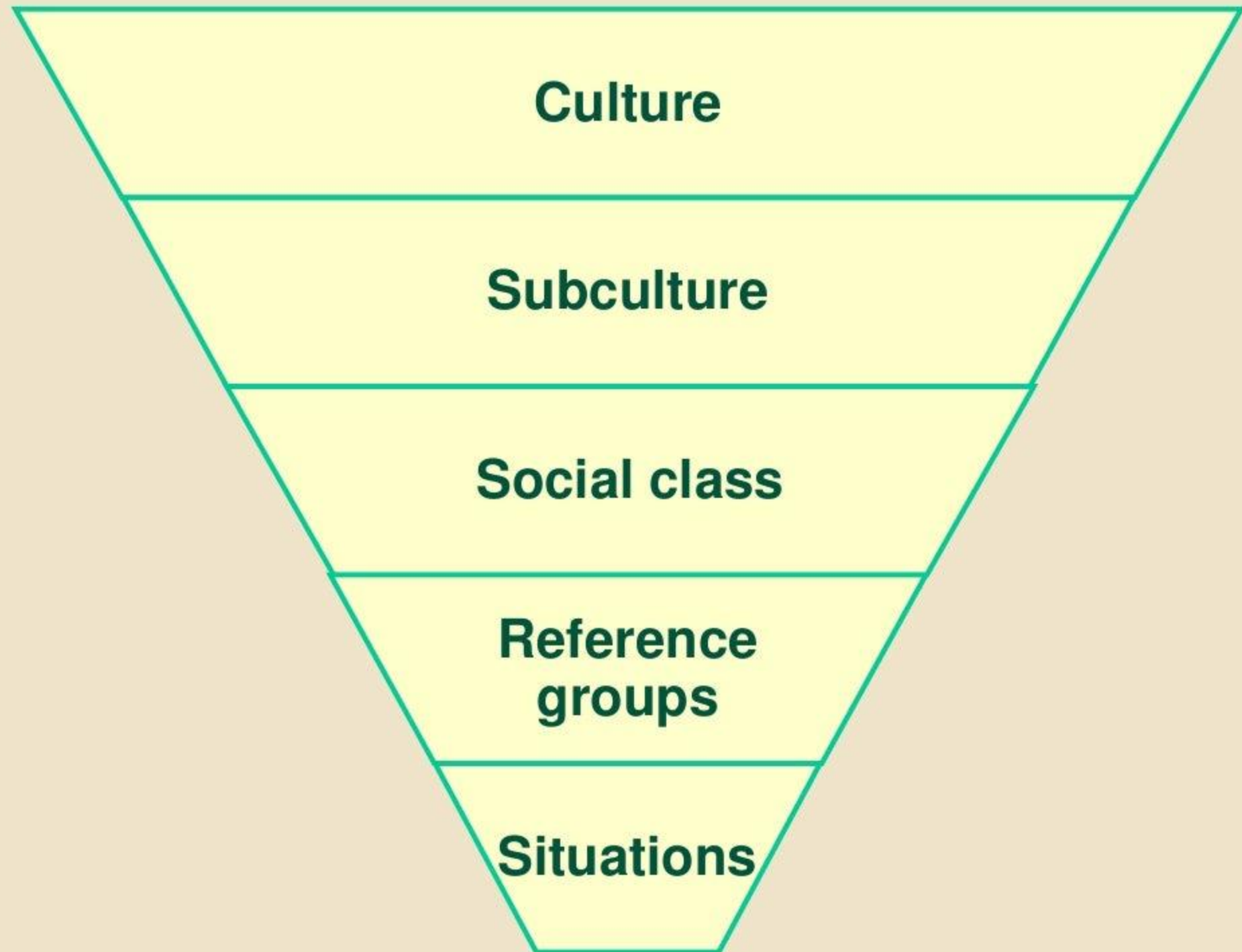


BRITA
Tap into great taste.

Instrumental Conditioning Process



External Influences on Consumers



The Hispanic subculture is a very important market in many parts of the U.S.

hispanic growth

SAN DIEGO: THE 11TH LARGEST HISPANIC METRO IN THE U.S.



WHAT ARE SAN DIEGO HISPANICS LIKE?

There are 766,318 Hispanics in San Diego County

- 62% have a computer in their homes
- 63% access the Internet
- 195,900 own their own home
- 30% rented a car in the past year
- 58% have a cellular telephone
- 226,160 Hispanic adults are reached by a four-issue daily campaign in *The San Diego Union-Tribune*

Source: February 2001 - January 2002 San Diego Scarborough Report; 2001 MapInfo Corp.

COMPARED TO THE ENTIRE POPULATION OF SAN DIEGO, HISPANICS HERE:

- Are younger: Median age of 33
- Have children in the household: 62% have one or more children
- Are more likely to buy children's shoes, car stereo systems, home stereo systems and children's clothing.

Source: February 2001 - January 2002 San Diego Scarborough Report; 2001 San Diego Union-Tribune Continuing Analysis of Shopping Habits (C.A.S.H.) Study; 2001 MapInfo Corp.

METRO MARKET	TOTAL HISPANIC POPULATION
Los Angeles / Long Beach	4,310,900
New York, NY	2,373,400
Chicago, IL	1,462,100
Miami, FL	1,318,900
Houston, TX	1,293,900
Riverside / San Bernardino, CA	1,274,000
Orange County, CA	900,100
Phoenix / Mesa, AZ	855,900
Dallas, TX	847,600
San Antonio, TX	830,800
SAN DIEGO, CA	770,000
El Paso	541,200
McAllen / Edinburg / Mission, TX	516,700
Oakland, CA	454,700
Washington, D.C.	447,000

Source: Sales & Marketing Management
2001 Survey of Buying Power



Source: Courtesy of The San Diego-Union Tribune



Variations in Consumer Decision Making

Types of Decision Processes:

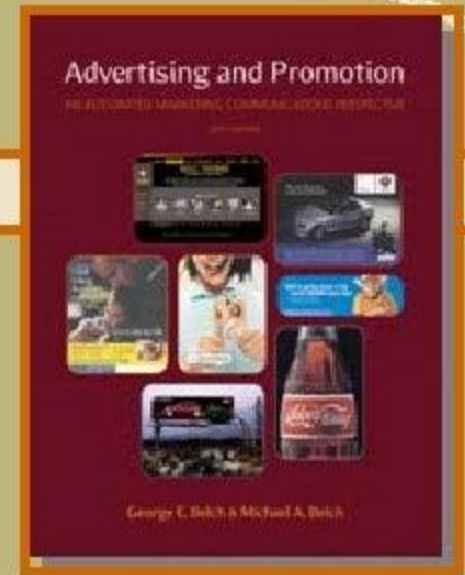
- Extended Problem Solving
- Limited Problem Solving
- Routine Response Behavior

IMC Communications Task Grid

Decision Role	Communication Task	Target Audience	Where and When	IMC Options
Role in Decision Making Process	Desired result or effect from communication	Primary group to reach at each stage	Best way to reach at each stage	Best IMC tool to accomplish communication task
Initiator				
Influencer				
Decider				
Purchaser				
User				

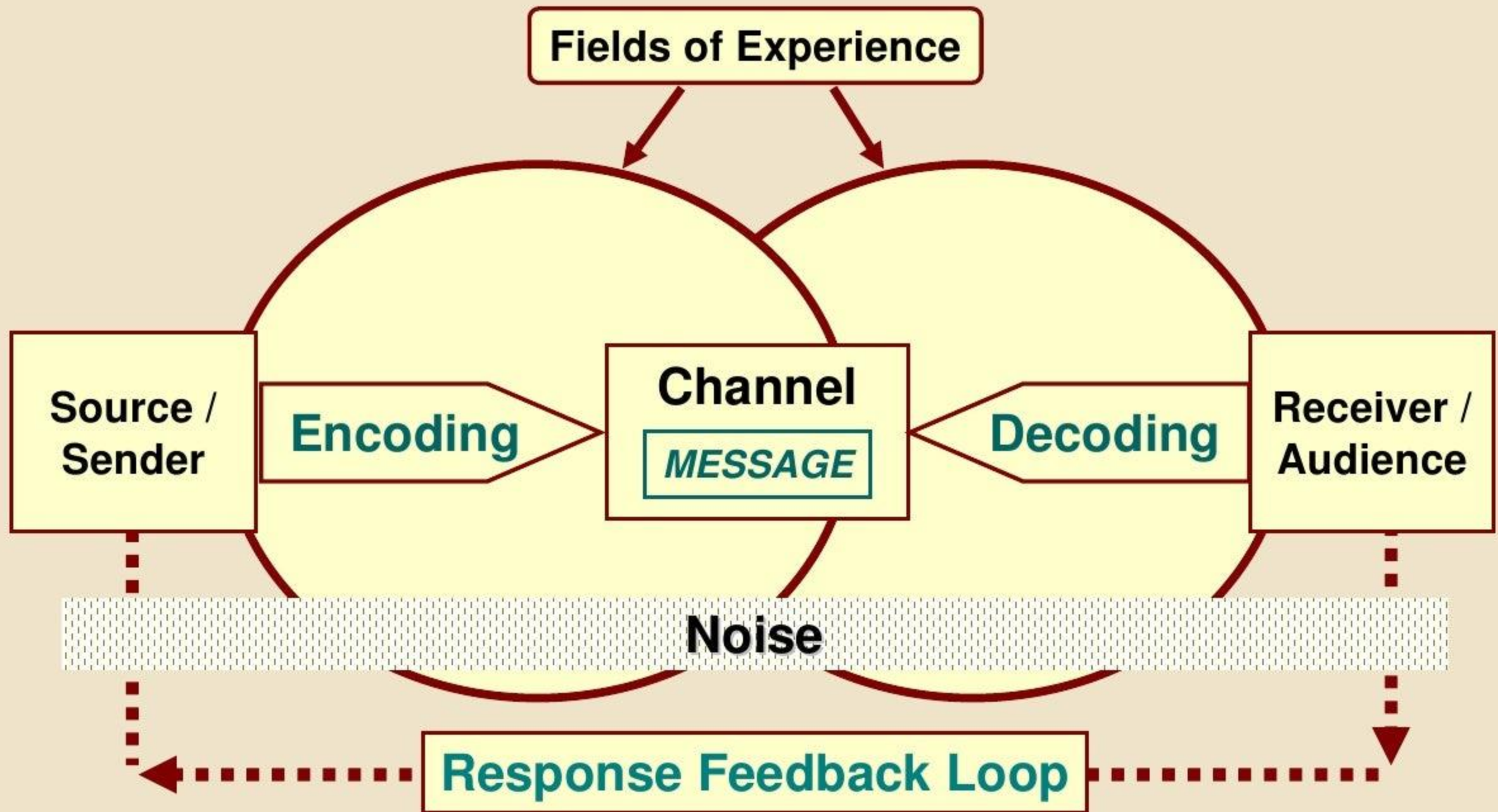
Week 8
Slides 1-14

5



The Communication Process

The Communications Process





Encoding / Decoding Symbols

- **Graphic**
 - Pictures
 - Drawings
 - Charts
- **Musical**
 - Arrangement
 - Instrumentation
 - Voice or chorus
- **Verbal**
 - Spoken word
 - Written word
 - Song lyrics
- **Animation**
 - Action/motion
 - Pace /speed
 - Shape/Form

Experiential Overlap

Different Worlds

Sender
Experience

Receiver
Experience

Moderate Commonality

Sender
Experience

Receiver
Experience

High Commonality

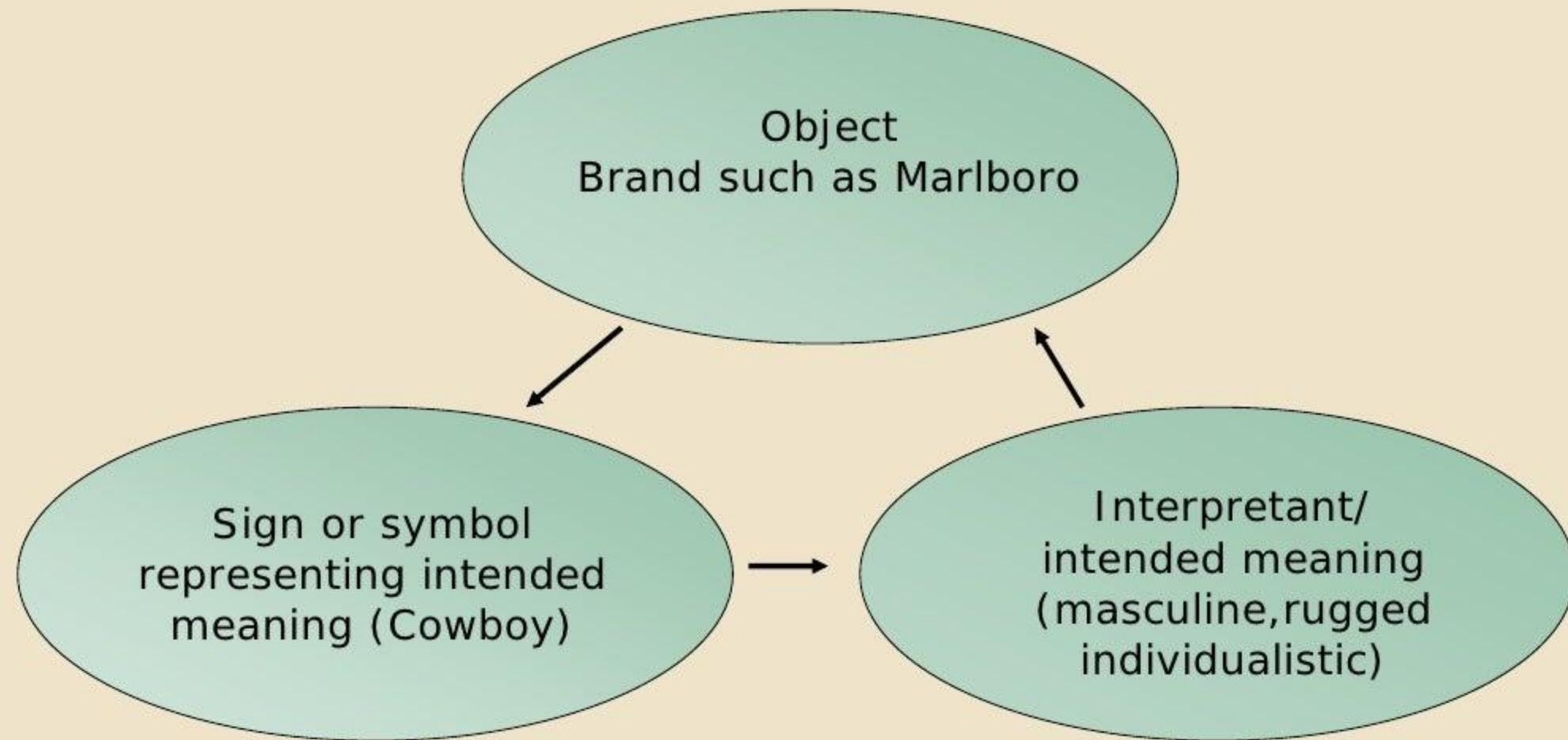
Sender
Experience

Receiver
Experience



Semiotics

Three Components of a marketing message



What is the symbolic meaning of the Snuggly bear?



Source: Courtesy Lever Brothers Company



Two Types of Channels

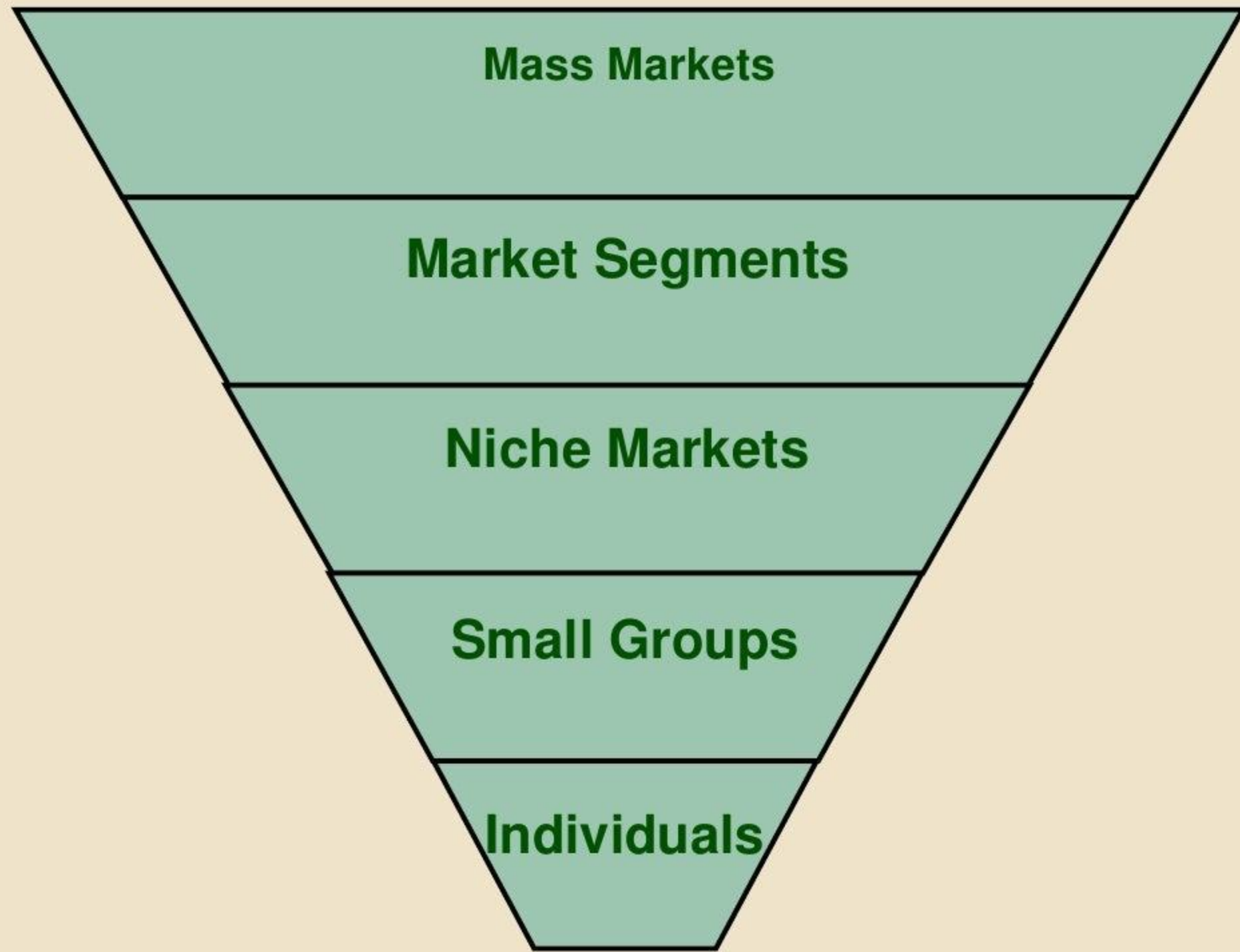
- Direct (Personal)
 - One-on-one
 - One to group
 - Team to group
- Indirect (Media)
 - Paid media
 - Unpaid media
 - Special media



Human Communicators

- Verbal
 - Vocabulary
 - Grammar
 - Inflection
- Nonverbal
 - Gestures
 - Facial expression
 - Body language

Levels of Audience Aggregation



Models of the Response Process

	Models			
Stages	AIDA model	Hierarchy of effects model	Innovation adoption	Information Processing
Cognitive	Attention	Awareness Knowledge	Awareness Interest	Presentation Attention Comprehension
Affective	Interest Desire	Linking Preference Conviction	Evaluation	Yielding Retention
Behavioral	Action	Purchase	Trial Adoption	Behavior

Advertising is used to make consumers aware of new products and their features


HDTV HDTV HDTV HDTV HDTV HDT

Immaculate reception.

It's simply the most revolutionary idea in television broadcasting since color. It's called HDTV – high definition television. HDTV lets you experience a digital world of unprecedented picture clarity and detail. The most exciting colors ever seen. And the bone-jarring impact of Dolby Digital* surround sound. All in a captivating cinema-style, wide-screen format. At Panasonic, we're ready to launch you into the age of digital television now. With our HDTV-compatible, wide-screen projection television. And our remarkable digital set-top decoder box.** Panasonic HDTV. You've got to experience it for yourself. From now on, you'll never watch television the same way again.

16:9
wide screen

For information call 1-800-211-PANA or www.panasonic.com/tv



1.5
MILLION
PIXEL
CLARITY

* Dolby Digital is a trademark of Dolby Laboratories Licensing Corp.
** Set-top decoder box required to view HDTV programs. Decoder will also allow your current set to display HDTV broadcasts at your set's maximum video capability. An over-the-air antenna will be required. As of this writing, the standards for Digital Television cable connectivity have not been finalized. The set-top decoder may not be capable of working with your cable system.

Panasonic
just slightly ahead of our time™

Models of Obtaining Feedback

Persuasion Process

Effectiveness Test

Circulation reach

Exposure, presentation

Listener, reader,
Viewer recognition

Attention

Recall, checklists

Comprehension

Brand attitudes,
Purchase intent

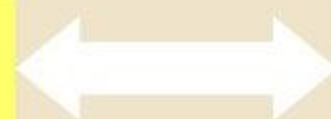
Message acceptance/
yielding

Recall over time

Retention

Inventory, POP
Consumer panel

Purchase behavior



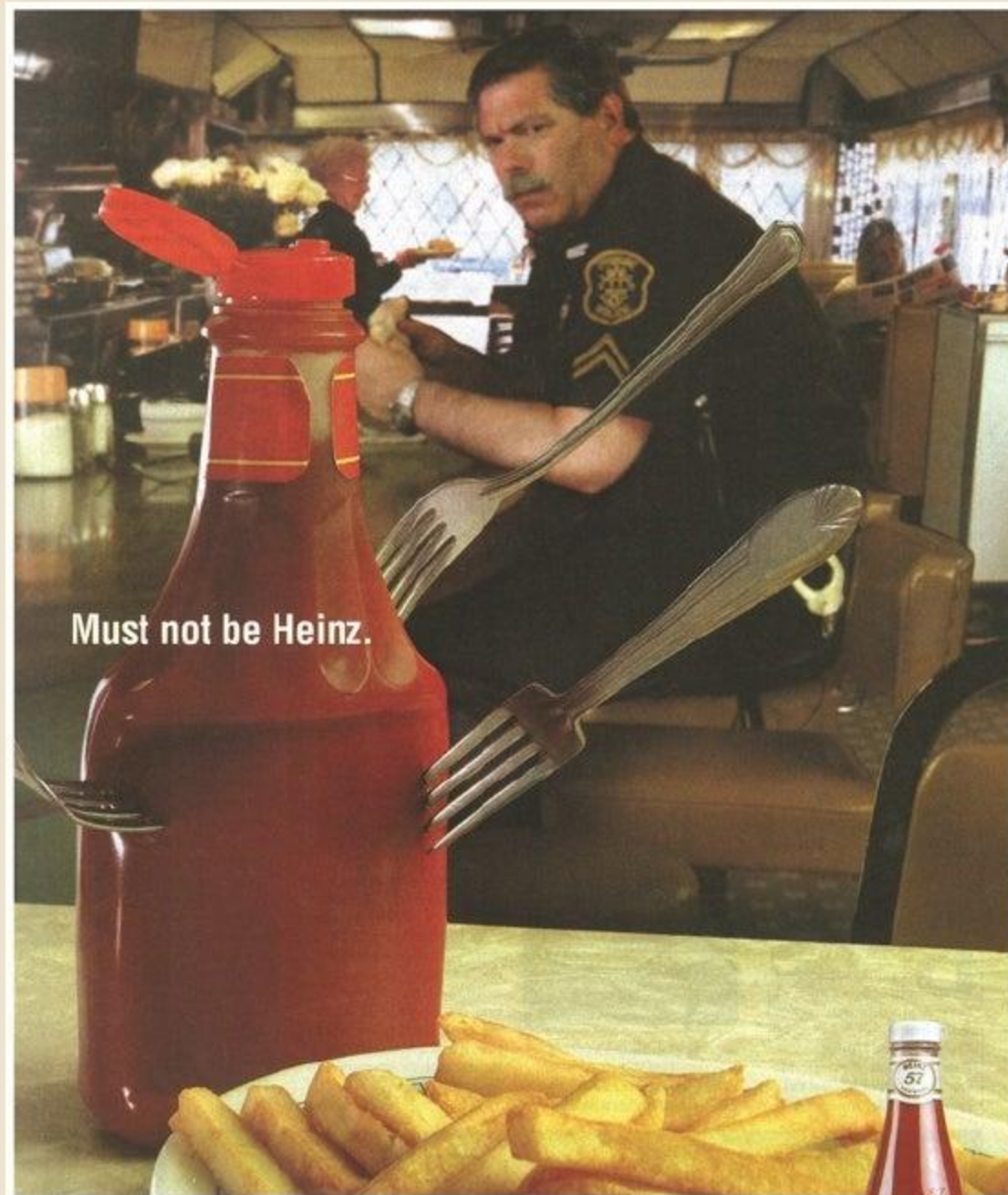
An Alternative Response Hierarchy

Topical Involvement

Perceived product
differentiation

	High	Low
High	<p><u>Learning Model</u></p> <p><i>Cognitive</i> <i>Affective</i> <i>Conative</i></p>	<p><u>Low Involvement Model</u></p> <p><i>Cognitive</i></p> <p><i>Conative</i></p>
Low	<p><u>Dissonance/ Attribution Model</u></p> <p><i>Conative</i> <i>Affective</i> <i>Cognitive</i></p>	<p><i>Affective</i></p>

An ad for a low involvement product



Must not be Heinz.

A good meal out deserves a great ketchup. Insist on



Source: © H.J. Heinz Company, L.P. Used with permission

Week 9
Slides 16-28

Involvement Concept

Antecedents of involvement derived from the literature

Person factors
- Needs
- Importance
- Interest
- Values

Object or stimulus factors
- Differentiation of alternatives
- Source of communication
- Content of communication

Situational factors
- Purchase/use
- Occasion

Involvement

With advertisements

With products

With purchase decisions

Possible results of involvement

- Elicitation of counterarguments to ads
- Effectiveness of ad to induce purchase
- Relative importance of the product class
- Perceived differences in product attributes
- Preference of a particular kind
- Influence of price on brand choice
- Amount of information on search
- Time spend deliberating alternatives
- Type of decision rule used in choice



Foote, Cone & Belding Grid

	Thinking	Feeling
High Involvement	1 Informative <i>The Thinker</i>	2 Affective <i>The Feeler</i>
Low Involvement	3 Habit Formation <i>The Doer</i>	4 Self- Satisfaction <i>The Reactor</i>



Footnote, Cone & Belding Grid

Thinking

1

Informative

The Thinker

Car-house-furnishings-new products
Model: Learn-feel-do (economic?)

Possible implications

Test: Recall diagnostics

Media: Long copy format

Reflective vehicles

Creative: Specific information

Demonstration

**High
Involvement**



Footnote, Cone & Belding Grid

Feeling

2

Affective ***The Feeler***

Jewelry-cosmetics-fashion goods
Model: Feel-learn -do (psychological?)

Possible implications

Test: *Attitude change*
 Emotional arousal

Media: *Large space*
 Image specials

Creative: *Executorial*
 Impact

High
Involvement



Foote, Cone & Belding Grid

Thinking

3

Habit formation

The Doer

Food-household items

Model: Do-learn-feel (responsive?)

Possible implications

Test: Sales

Media: Small space ads

10-second ID's

Radio; Point of Sale

Creative: Reminder

**Low
Involvement**

Foote, Cone & Belding Grid

Feeling

4

Self-satisfaction

The Reactor

Cigarettes, liquor, candy

Model: Do-feel-learn (social?)

Possible implications

Test: Sales

Media: Billboards

Newspapers

Point of Sale

Creative: Attention

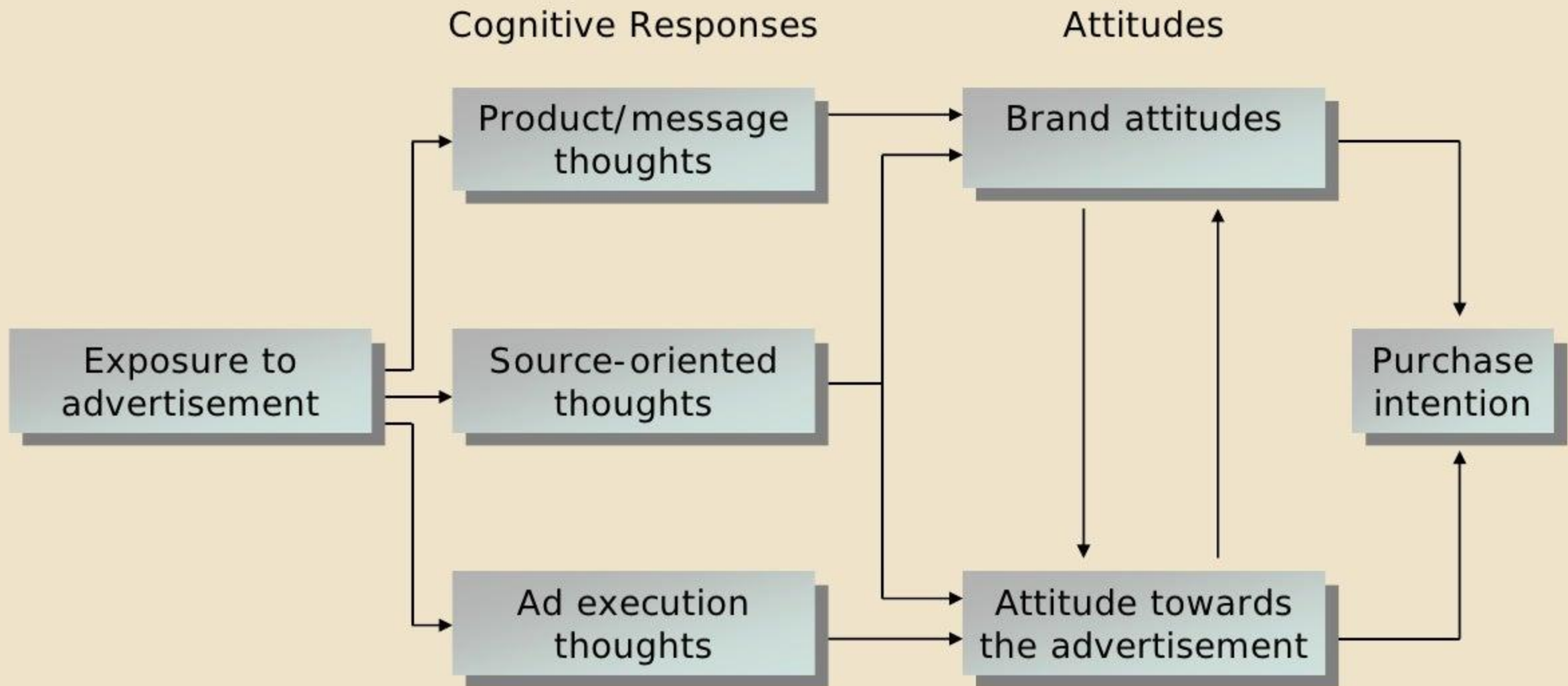
**Low
Involvement**



Cognitive Response

- A method for examining consumers' cognitive processing of advertising messages by looking at their cognitive responses to hearing, viewing, or reading communications
- Examines types of thoughts that are evoked by an advertising message

A Model of Cognitive Response





Cognitive Response Categories

- Product/Message Thoughts
 - Counter arguments, support arguments
- Source - Oriented Thoughts
 - Source derogation - source bolstering
- Ad - Execution Thoughts
 - Thoughts about the ad itself
 - Affect attitude toward the ad
 - Important determinant of advertising effectiveness



The Elaboration Likelihood Model

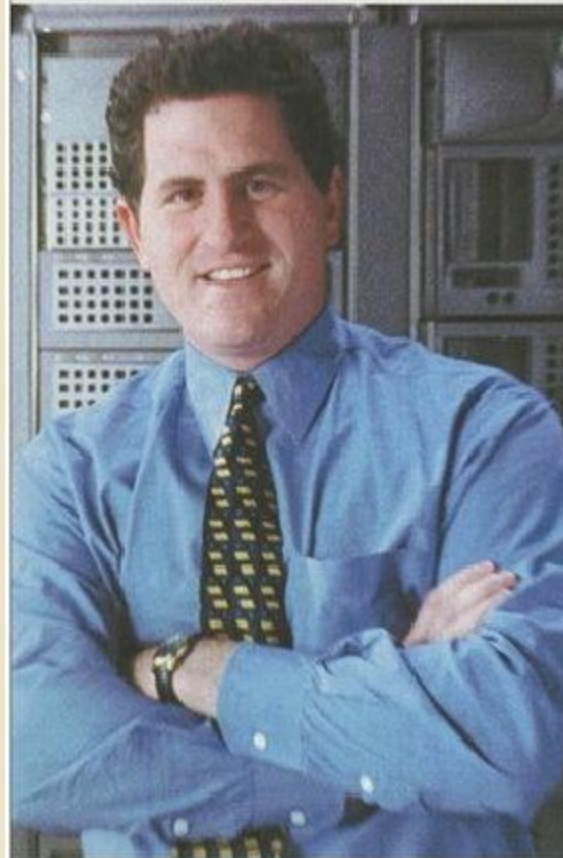
Focuses on the way consumers respond to persuasive messages based on the amount and nature of elaboration or processing of information

Routes to attitude change

- Central route to persuasion – ability and motivation to process a message is high and close attention is paid to message content
- Peripheral route to persuasion – ability and motivation to process a message is low and receiver focuses more on peripheral cues rather than message content

Central processing usually occurs for high involvement products

Everybody doing
business directly—
*To me that's the power
of the Internet.*



New Dell PowerEdge® Servers

My name is Michael Dell. I like to think of myself as an innovator who started a company, Dell Computer, around an idea: that everybody should be doing business directly with one another—one-to-one, with no barriers.

Today, the Internet is making that even more true, by enabling us all to establish direct relationships with our customers.

That's certainly true here. Once we start a relationship with you, we'll help you determine how best to integrate the Internet into your business.

At Dell, being direct is a philosophy of creating value for our customers. And it's our reason for being.

1-877-430-3355

Visit www.dell.com/innovator to learn more about how our new enterprise products, software, technology consulting and team of professionals can help make the Internet work for your business.



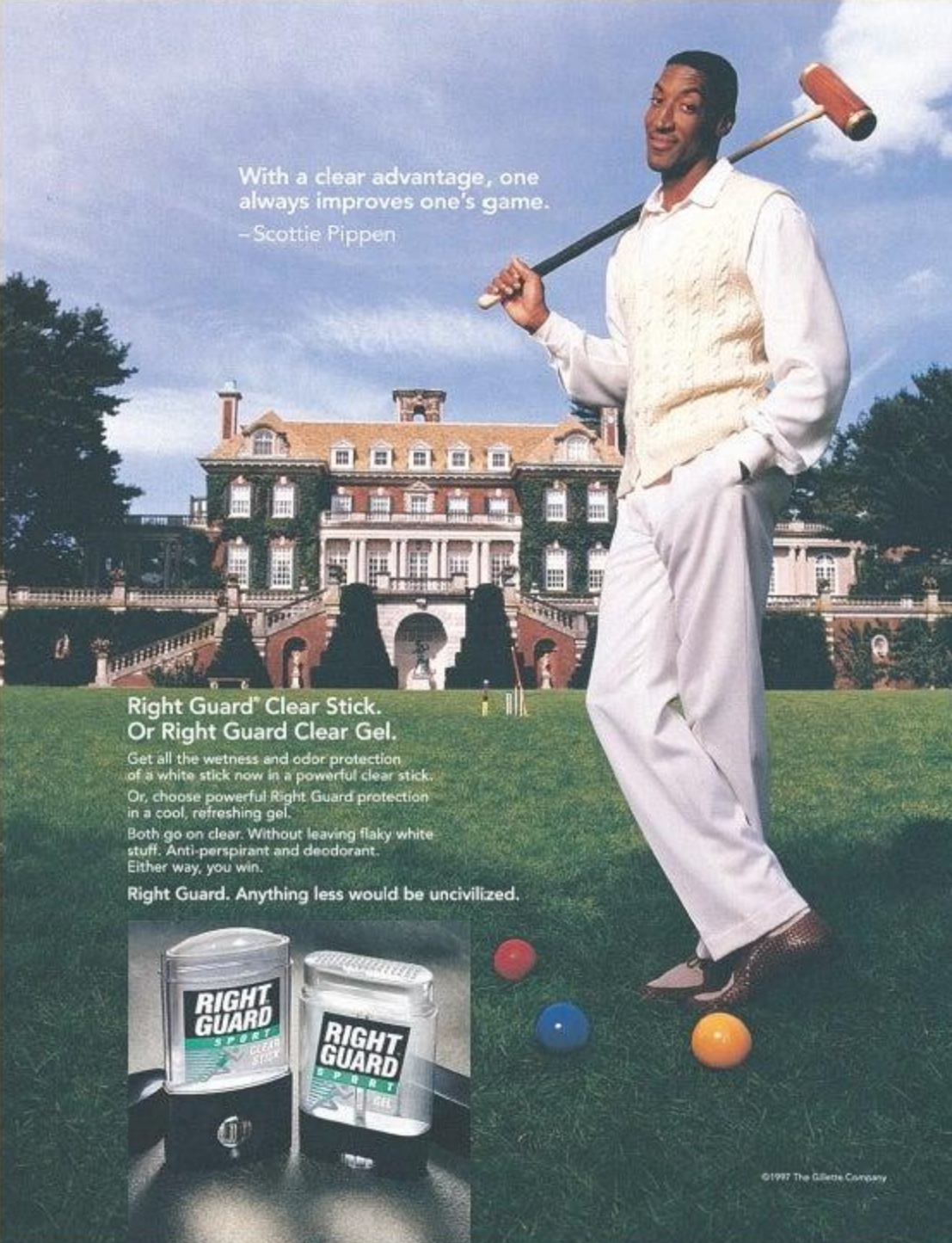
Dell offers a complete line of Intel-based Systems. Simplify your e-business with robust Dell PowerEdge servers based on the Pentium® III Xeon™ processor, including the Dell PowerEdge® 8450 Server. This monster can accommodate up to eight Pentium III Xeon processors, up to ten 64-bit PCI slots and is expandable to 32GB RAM.

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BE DIRECT™
DELL
www.dell.com

Source: Courtesy Dell Computer Corporation

An ad using peripheral cues

A photograph of Scottie Pippen in a polo field. He is wearing a white long-sleeved shirt, a white cable-knit vest, and white trousers. He is holding a polo mallet over his shoulder and looking towards the camera. In the background is a large, multi-story brick building with a white portico, likely a polo clubhouse. The sky is blue with some clouds. In the foreground, there are three colorful polo balls (red, blue, orange) on the grass.


With a clear advantage, one
always improves one's game.
— Scottie Pippen

**Right Guard® Clear Stick.
Or Right Guard Clear Gel.**

Get all the wetness and odor protection
of a white stick now in a powerful clear stick.
Or, choose powerful Right Guard protection
in a cool, refreshing gel.

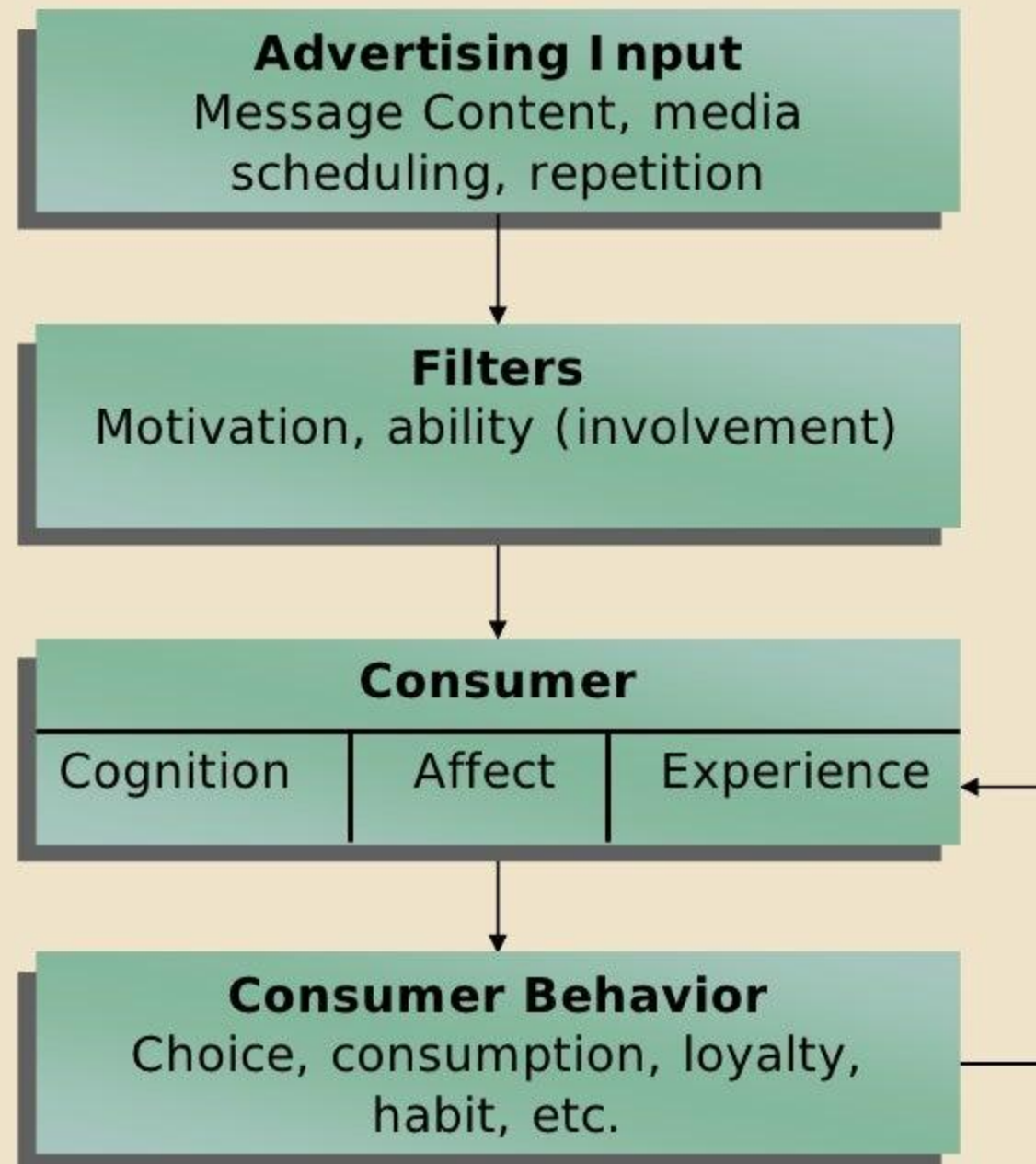
Both go on clear. Without leaving flaky white
stuff. Anti-perspirant and deodorant.
Either way, you win.

Right Guard. Anything less would be uncivilized.



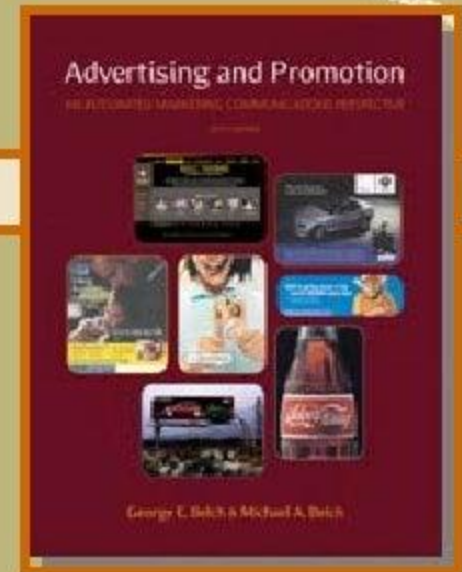
©1997 The Gillette Company

A framework for studying how advertising works



Week 10
Slides 2-12

6



Source, Message and Channel Factors

The Persuasion Matrix

	Independent variables: The Communications Components				
Dependent Variables	Source	Message	Channel	Receiver	Destination
Message presentation			2		
Attention	4				
Comprehension				1	
Yielding		3			
Retention					
Behavior					



Promotional Planning Through The Persuasion Matrix

1. Receiver/comprehension
 - Can the receiver comprehend the ad?
2. Channel/presentation
 - Which media will increase presentation?
3. Message/yielding
 - What type of message will create favorable attitudes?
4. Source/attention
 - Who will be effective in getting consumers' attention?

Source Attributes and Receiver Processing Modes

Source attribute

Process

Power

Compliance

Attractiveness

Identification

Credibility

Internalization



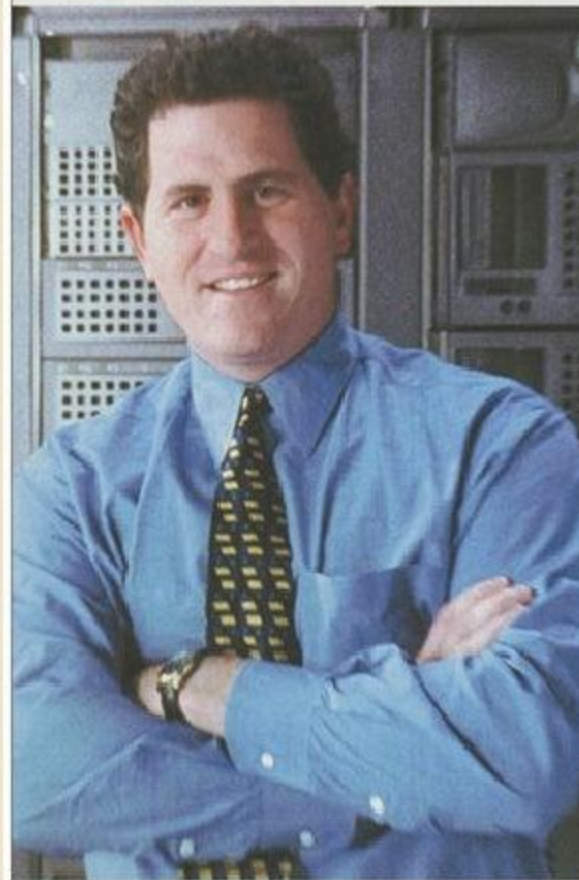


Source Credibility

- The extent to which the source is seen as having:
 - Knowledge
 - Skill
 - Expertise
- And the source is perceived as being:
 - Trustworthy
 - Unbiased
 - Objective

Dell Computer uses its founder and CEO as an advertising spokesperson

Everybody doing
business directly—
*To me that's the power
of the Internet.*



New Dell PowerEdge® Servers

My name is Michael Dell. I like to think of myself as an innovator who started a company, Dell Computer, around an idea: that everybody should be doing business directly with one another—one-to-one, with no barriers.

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1-877-430-3355

Visit www.dell.com/innovator to learn more about how our new enterprise products, software, technology consulting and team of professionals can help make the Internet work for your business.



Dell offers a complete line of Intel-based Systems. Simplify your e-business with robust Dell PowerEdge servers based on the Pentium® III Xeon™ processor, including the Dell PowerEdge® 8450 Server. This monster can accommodate up to eight Pentium III Xeon processors, up to ten 6.4-bit PCI slots, and is expandable to 32GB RAM.

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BE DIRECT™
DELL™
www.dell.com

Source: Courtesy Dell Computer Corporation



Source Attractiveness

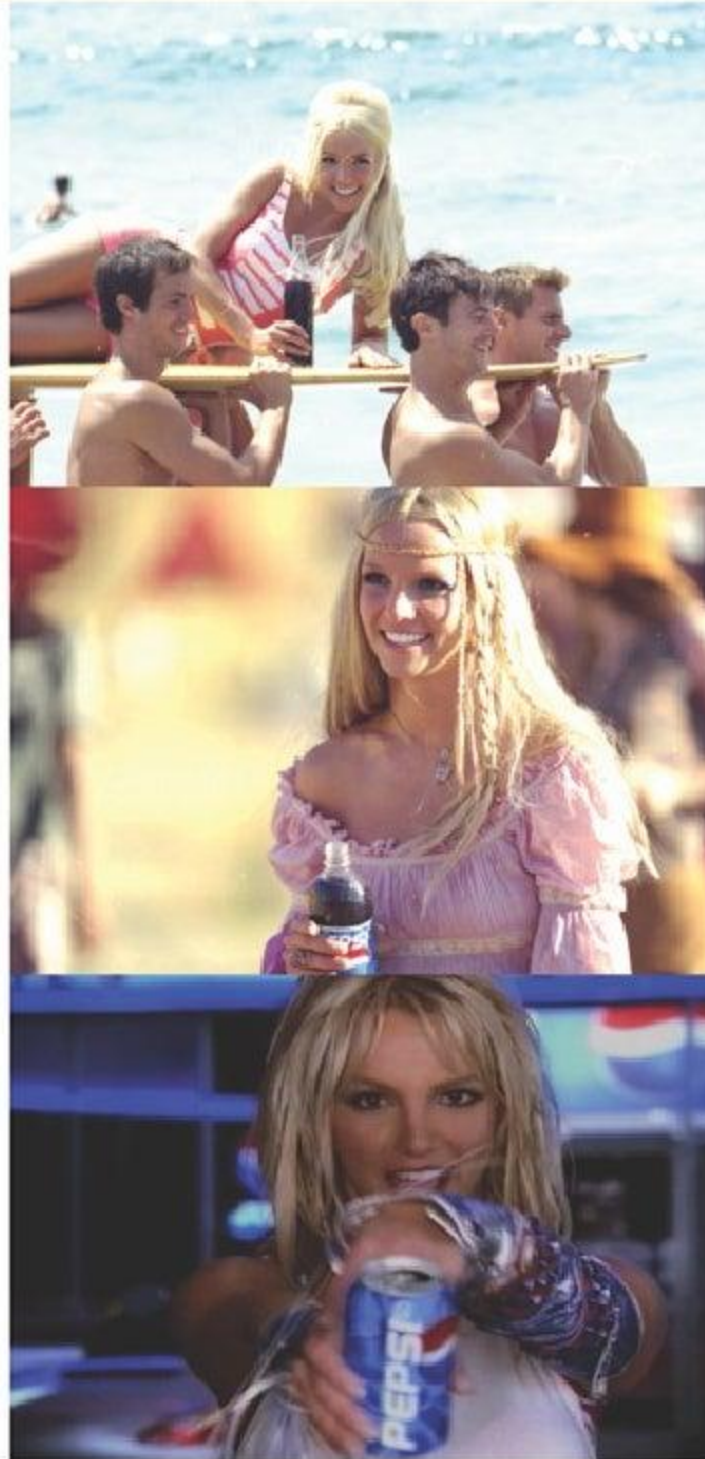
- Similarity
 - Resemblance between the source and recipient of the message
- Familiarity
 - Knowledge of the source through repeated or prolonged exposure
- Likeability
 - Affection for the source resulting from physical appearance, behavior, or other personal traits



The Use of Celebrities

- Endorsements
 - The celebrity, whether an expert or not, merely agrees to the use of his or her name and image in the promotion of the product.
- Testimonials
 - The celebrity, usually an expert with experience with the product, attests to its value and worth.
- Dramatizations
 - Celebrity actors or models portray the brand in use during dramatic enactments designed to show the goods.

Pepsi used pop star Brittany Spears as an endorser for several years



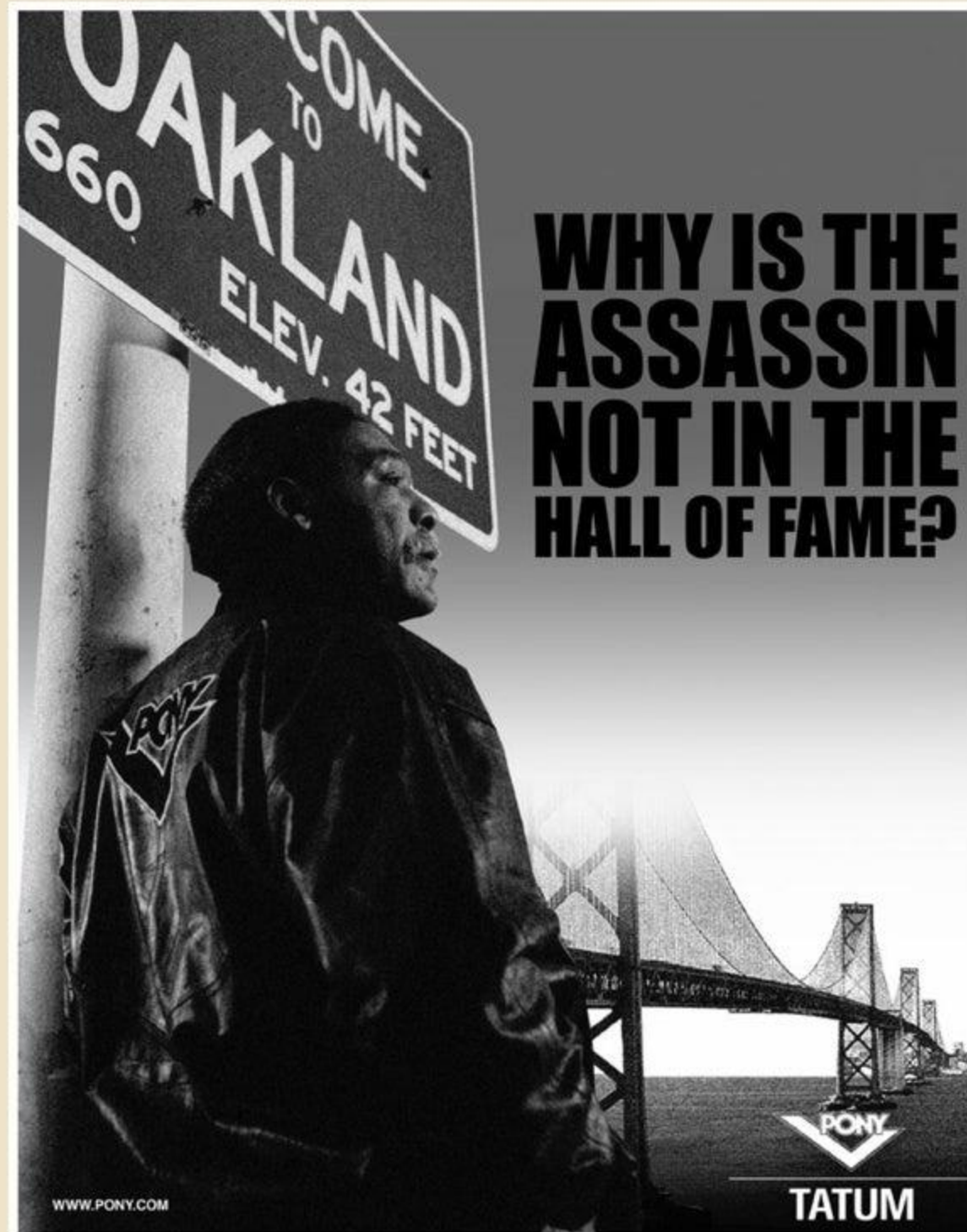
Source: Courtesy of Pepsi-Cola Company. Used with permission.



Risks of Using Celebrities

- The celebrity may overshadow the product
- The celebrity may be overexposed which reduces his or her credibility
- The target audience may not be receptive to celebrity endorsers
- The celebrity's behavior may pose a risk to the company

Pony used an athlete with a controversial image in this ad



Source: Courtesy of Pony

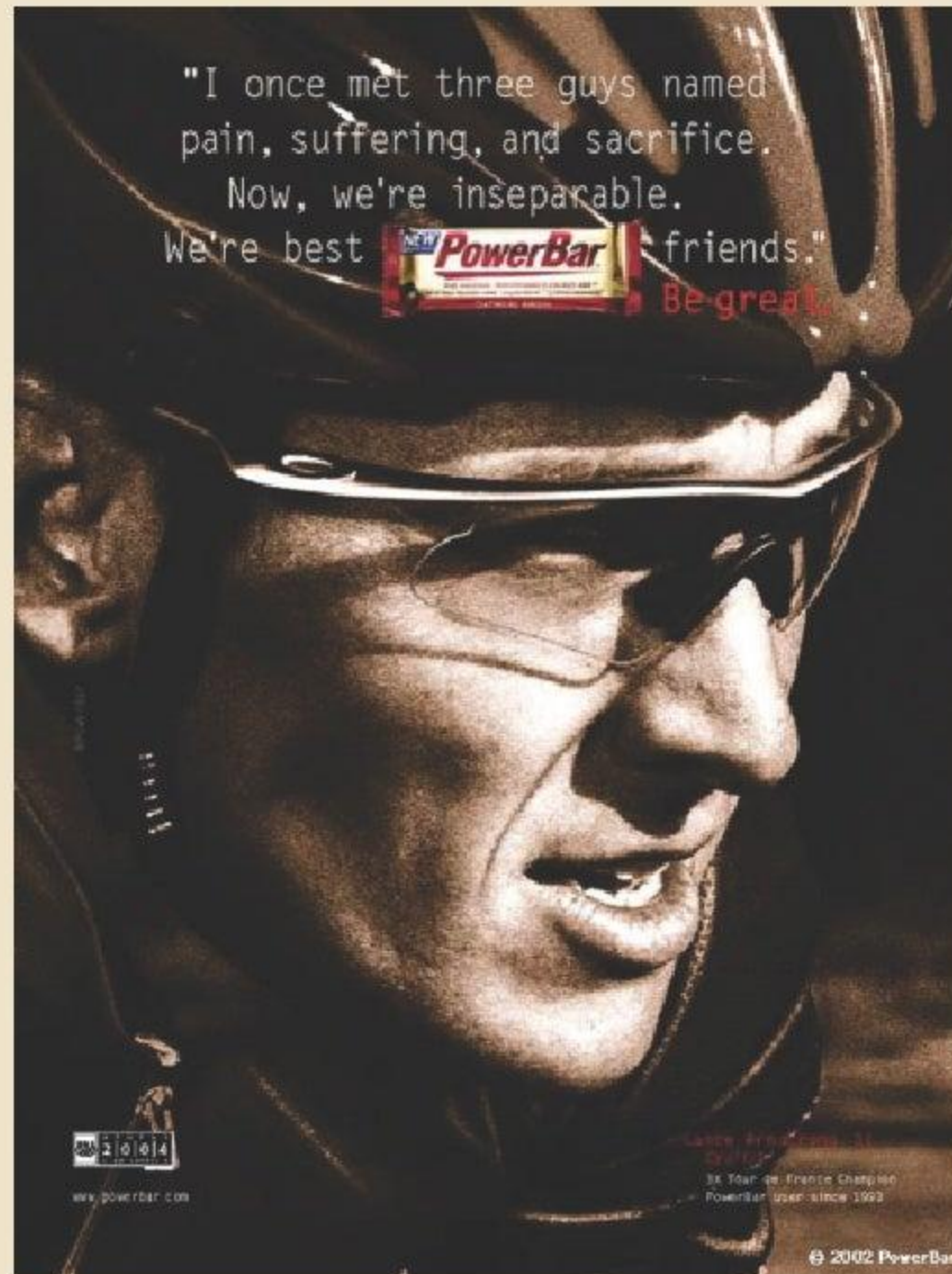
Meaning Movement and the Celebrity Endorsement Process



Week 11
Slides 14-24



Lance Armstrong's image helps assign meaning to Power Bar





Message Factors

Message Structure

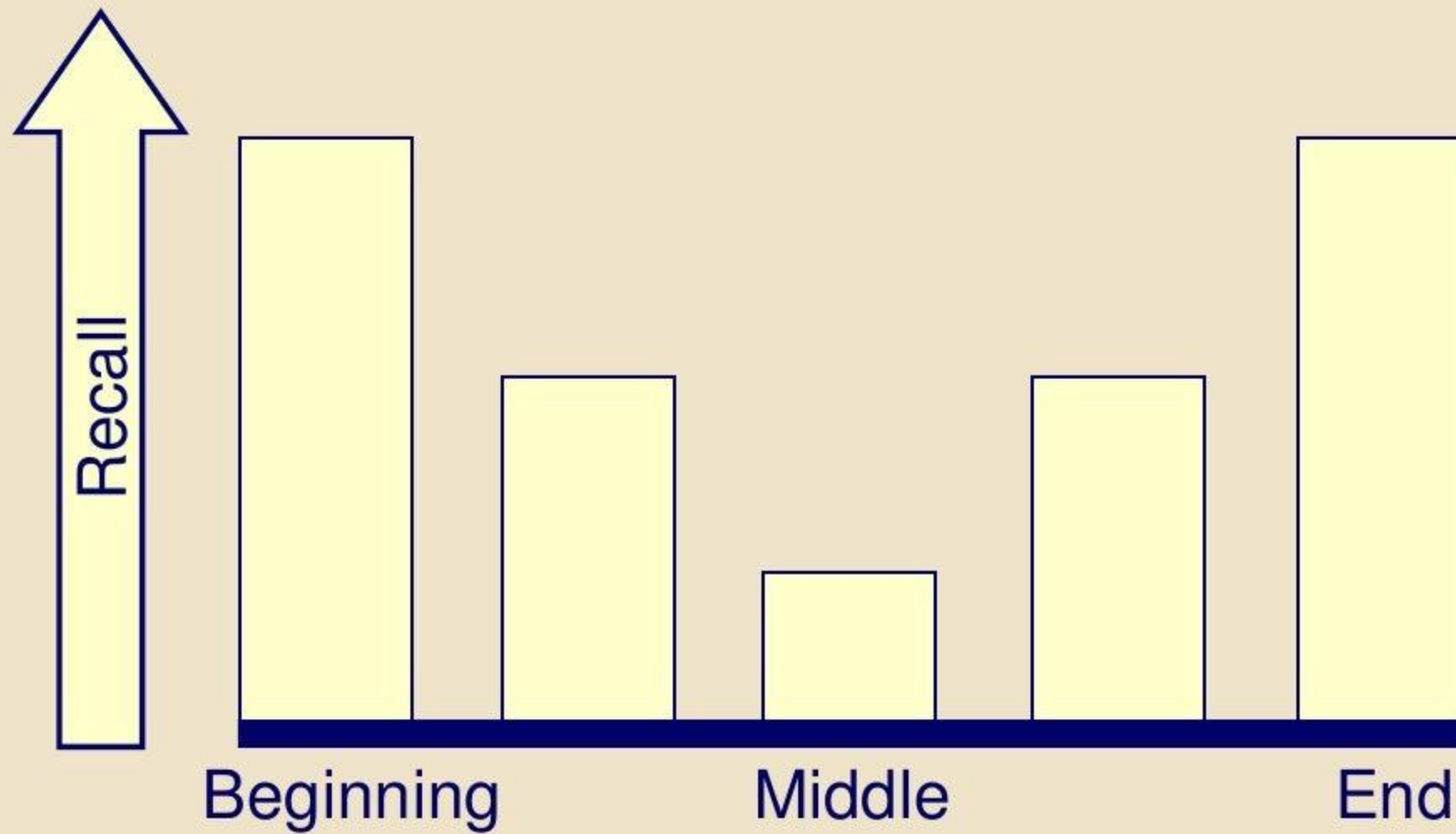
- Order of presentation (primacy vs. recency)
- Conclusion Drawing (open vs. closed end)
- Message sidedness (one vs. two-sided)
- Refutation
- Verbal vs. visual

The visual image supports the verbal appeal in this ad



Source: Courtesy of Pfizer Consumer Group, Pfizer Inc.

Message Recall and Presentation Order





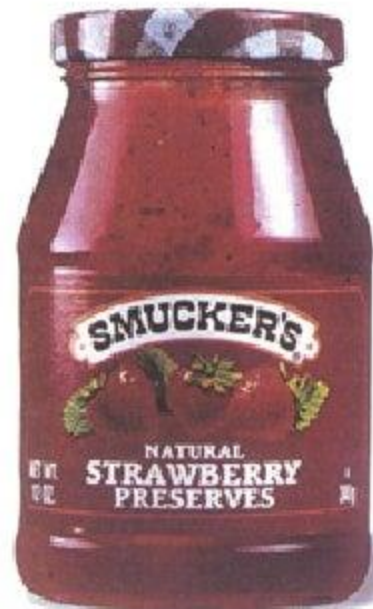
Message Factors

Message Appeals

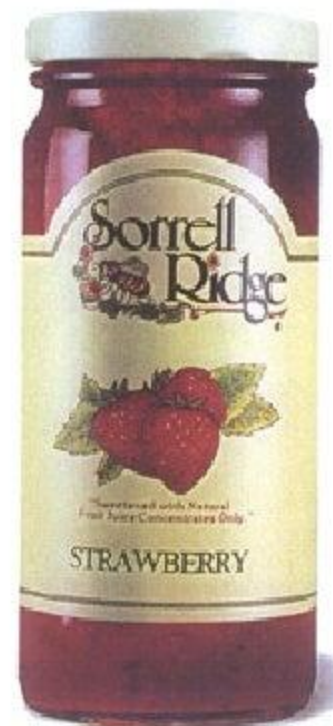
- Comparative Advertising
- Fear Appeals
- Humor Appeals

Sorrell Ridge uses a comparative ad

With a name like
Smucker's
it has to be good.



With 100% fruit,
Sorrell Ridge
has to be better.



Compare Sorrell Ridge with Smucker's preserves and you'll find a big difference. Smucker's has refined sugar, corn syrup and just some fruit.

Sorrell Ridge is 100% fruit and fruit juice. That's it.

And to prove just how good Sorrell Ridge tastes, here's a coupon to save on your favorite flavor.

Save 50¢
on any jar of Sorrell Ridge.



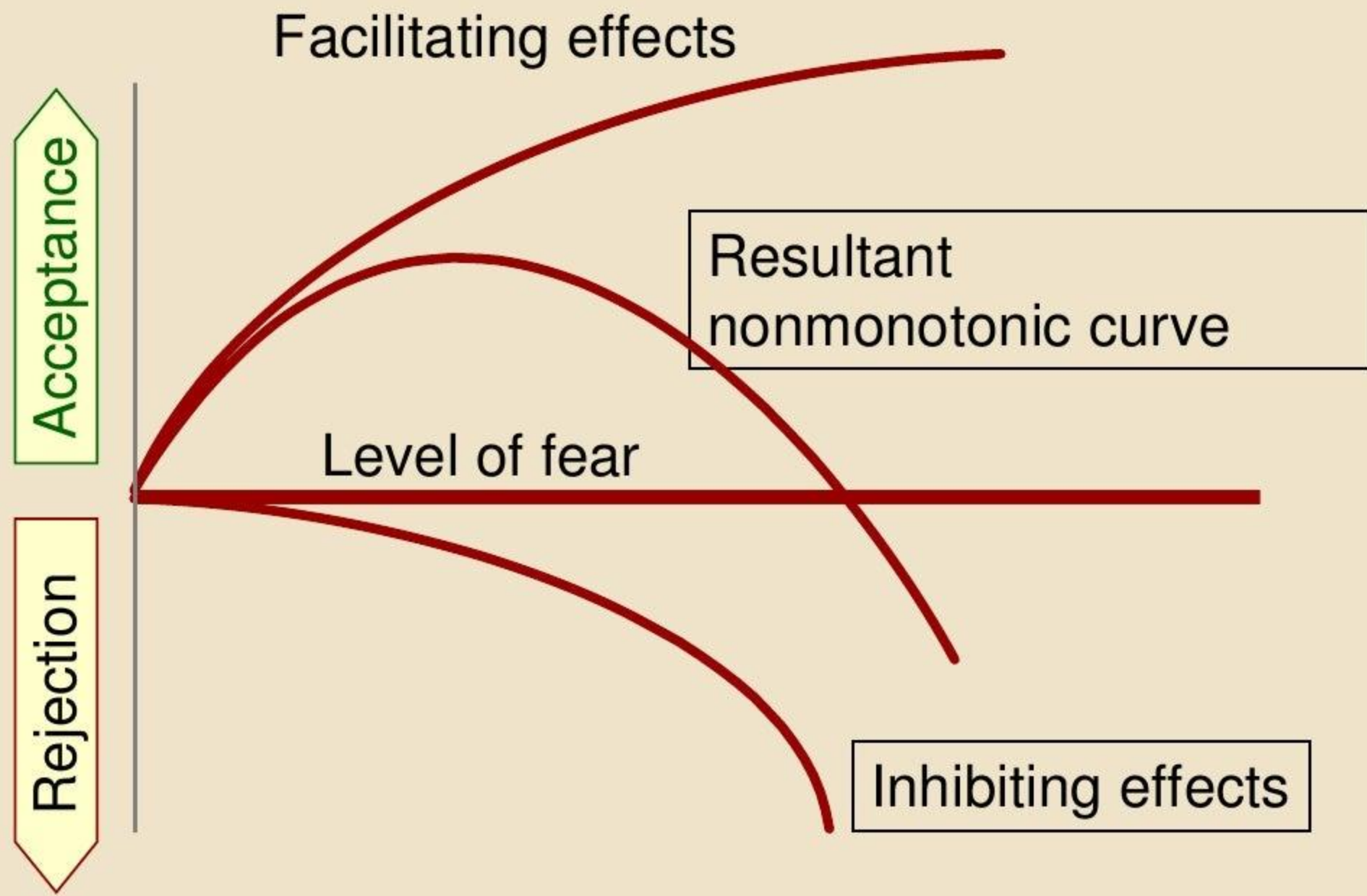
GROCCER: As our agent you may accept this coupon from retail customers only when redeemed on the specified product. Allied Old English, Inc. will reimburse you for the face value of this coupon plus 5¢ handling. Any other use may constitute fraud. Adequate proof of purchase must be submitted for payment. Customer pays any tax. This coupon cannot be cashed, assigned, redeemed, sold, loaned, or otherwise disposed of. Void where prohibited by law. Offer good only in the U.S. Mail priority addressed outside the U.S. to Allied Old English, Inc., P.O. Box 700642, El Paso, Texas 79973. EXPIRES 12/31/07. Redeemable only on the purchase of Sorrell Ridge product. Any other use may constitute fraud. This coupon may not be retransmitted or reproduced. Only one coupon per jar.

MANUFACTURER'S COUPON EXPIRES 12/31/07

Sorrell Ridge. With 100% fruit, it has to be better.

Source: Courtesy of Allied Old English, Inc

Fear Appeals and Message Acceptance





Pros and Cons of Using Humor

Advantages

- Aids attention and awareness
- May aid retention of the message
- Creates a positive mood and enhances persuasion
- May aid name and simple copy registration
- May serve as a distracter and reduce the level of counterarguing

Disadvantages

- Does not aid persuasion in general
- May harm recall and comprehension
- May harm complex copy registration
- Does not aid source credibility
- Is not effective in bringing about sales
- May wear out faster



Use of Humor

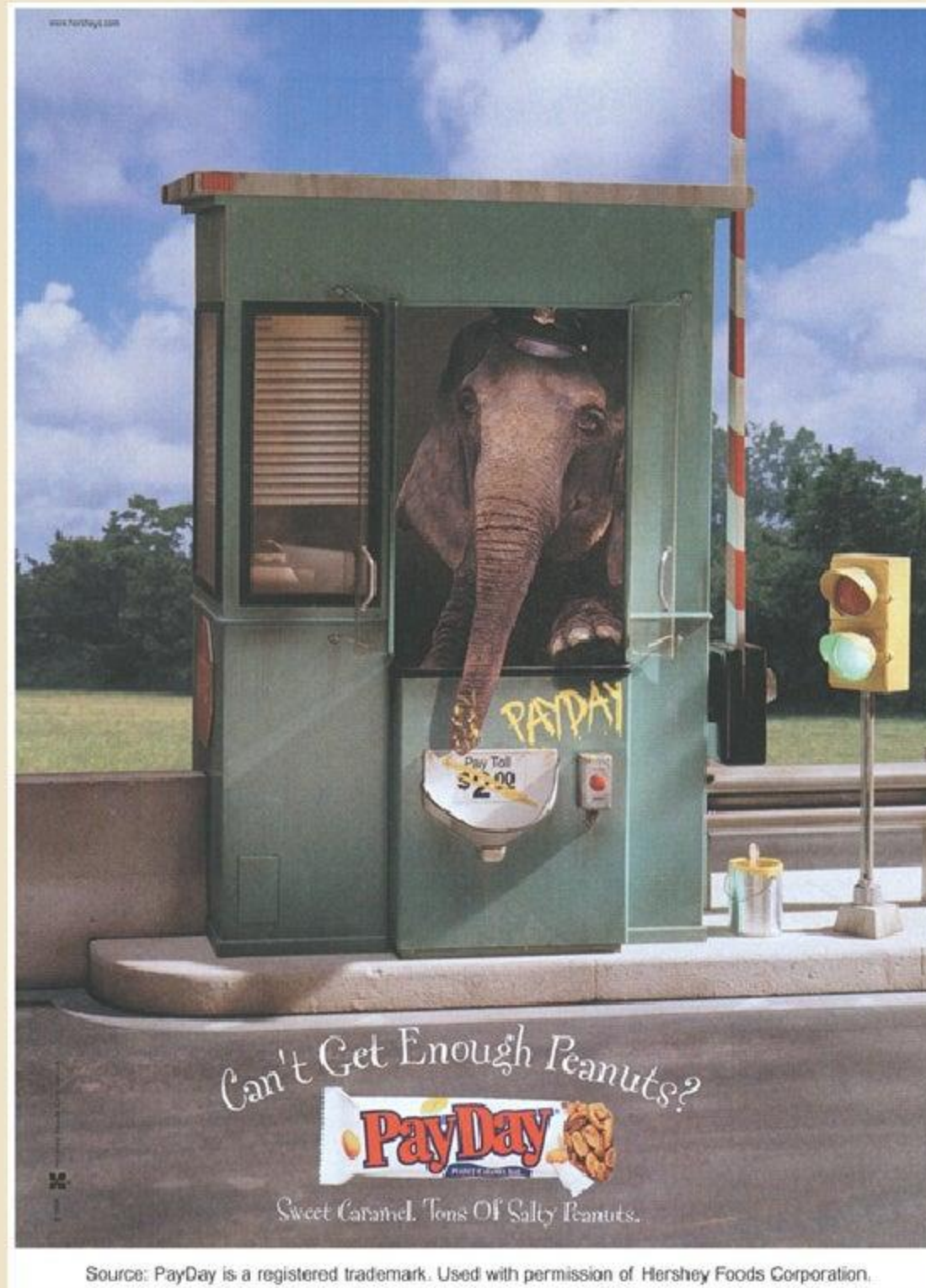
FAVORABLE TOWARD HUMOR

- Creative personnel
- Radio and television
- Consumer non-durables
- Business services
- Products related to the humorous ploy
- Audiences that are:
 - Younger
 - Better educated
 - Up-scale
 - Male
 - Professional

UNFAVORABLE TOWARD HUMOR

- Research directors
- Direct mail, newspapers
- Corporate advertising
- Industrial products
- Goods or services of a sensitive nature
- Audiences that are:
 - Older
 - Less educated
 - Down-scale
 - Female
 - Semi- or Unskilled

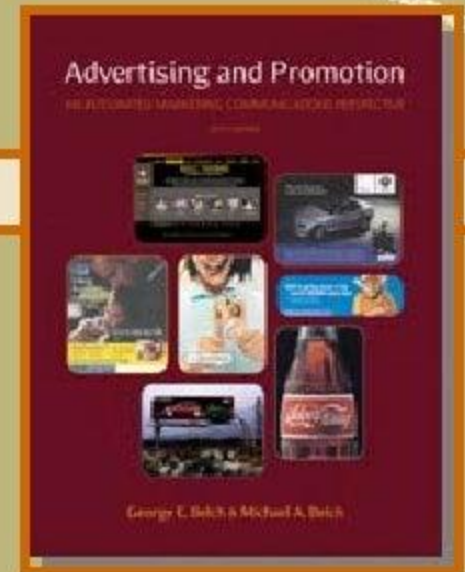
Payday uses a humorous print ad





Channel Factors

- Personal versus nonpersonal channels
- Effects of alternative mass media
 - Externally paced media (broadcast)
 - Internally paced media (print, direct mail, Internet)
- Effects of Context and Environment
 - Qualitative media effect
 - Media environment (mood states)
- Clutter



Creative Strategy: Planning and Development



Advertising Creativity

CREATIVE STRATEGY:

Determining what the advertising message will say or communicate

CREATIVE TACTICS:

Determining how the message strategy will be executed



ADVERTISING CREATIVITY

Advertising Creativity: the ability to generate fresh, unique and appropriate ideas that can be used as solutions to communication problems.

Two perspectives on advertising creativity

Suits

“Its not creative unless it sells”

Poets



Artistic/aesthetic value and originality

This Norwegian ad generated debate over the use of an artistic, soft-sell approach

The Odyssey of Ted and Kate

Sing, Muse, of the travels of Ted and Kate
upon the winelands' sea. Of wily Ted,
broker of stocks, who renounced wingtips,
and white-armed Kate, who wore sunblock 40
and not much else. Tell of the lands they sailed
to on swift ships of many decks, and of
the laughing mammals who leap from the sea,
and the visit of Aphrodite and ensuing
warm sport, basking they may soon expect as heir.

Sing, too, of the dawn with rosy fingers,
of the purpling dusk and diamond night, and
the lozenge-eyed Captain, beloved of Poseidon.
Seven days they rode the waves and reached the shore
of their homeland, bearing gifts and tales and rolls
of undeveloped film. And their neighbors
saw their smooth bronzed limbs and felt envy
and their dog knew them not.



NORWEGIAN
CRUISE LINE

*It's
different
out
here.*

Source: Courtesy Norwegian Cruise Line and Goodby, Silverstein Partners



Young's Creative Process

➤ **Immersion**

- Getting raw material or data, immersing one's self in the problem to get background.

➤ **Digestion**

- Ruminating on the data acquired, turning it this way and that in the mind.

➤ **Incubation**

- Ceasing analysis and putting the problem out of conscious mind for a time.

➤ **Illumination**

- Often a sudden inspiration or intuitive revelation about a potential solution.

➤ **Verification**

- Studying the idea, evaluating it, and developing it for practical usefulness.



Wallas's Creative Process

- **Preparation**
 - Gathering information
- **Incubation**
 - Setting problem aside
- **Illumination**
 - Seeing the solution
- **Verification**
 - Refining the idea

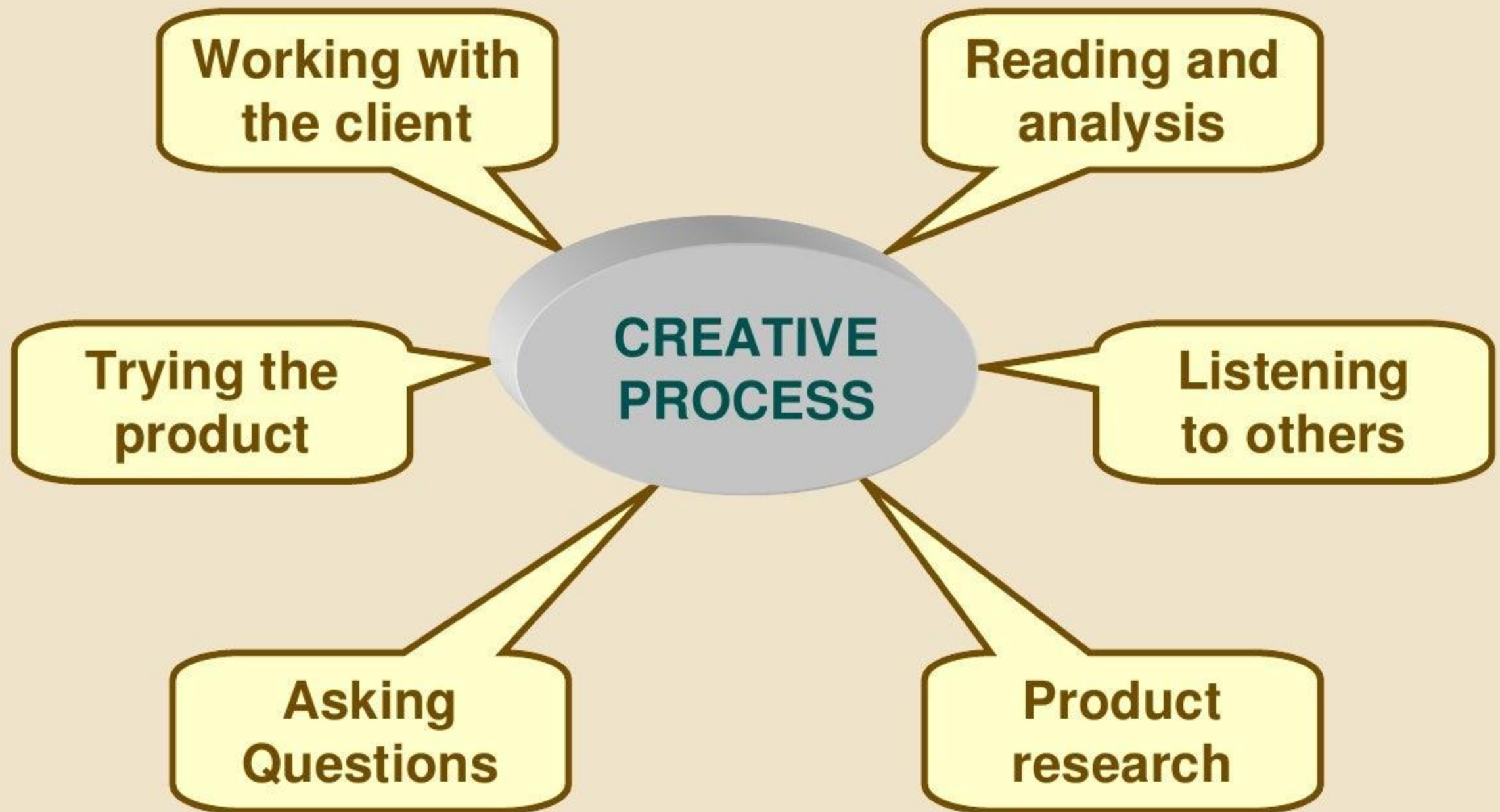


Inputs To The Creative Process

➤ **Preparation/ Incubation/ Illumination**

- General Preplanning Input:
 - Books, periodicals, trade publications, clipping services, journals, magazines, etc.
 - Trends, developments in marketplace
- Product Specific Preplanning Input
 - Qualitative and quantitative studies
 - Problem detection studies
 - Focus groups
 - Ethnographic studies

Inputs to the Creative Process





Verification and Revision of Ideas

➤ **Objectives:**

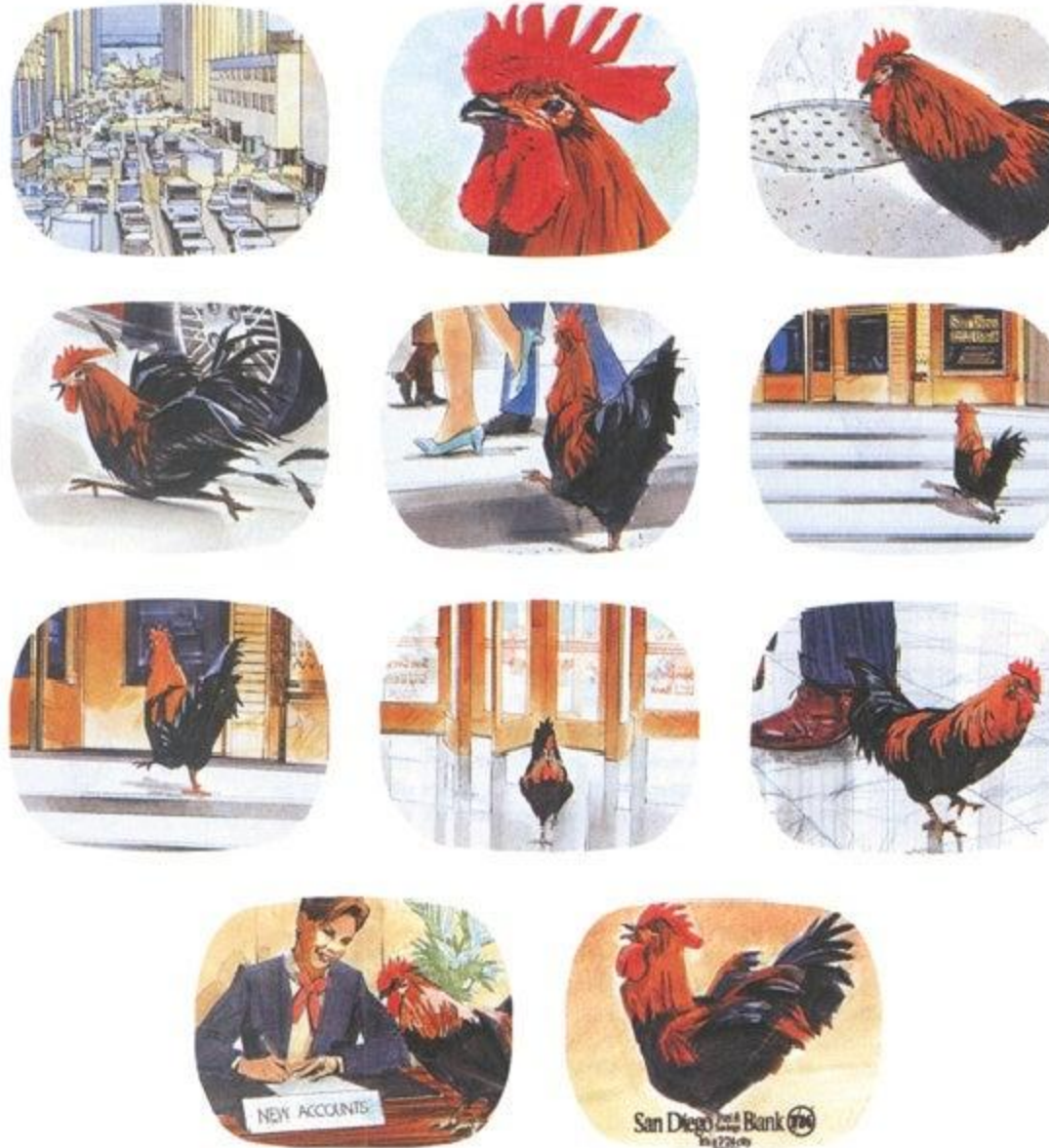
- Evaluate ideas generated
- Reject inappropriate ideas
- Refine remaining ideas
- Give them final expression

➤ **Techniques used:**

- Directed focus groups
- Message communication studies
- Portfolio tests
- Viewer reaction profiles

➤ **Use of Storyboards and Animatics**

Commercials can be evaluated in storyboard form as part of the creative process



SFX: CAR AND FOOT TRAFFIC
 AMBIENCE
 VO: Why did the chicken cross the road? To open a 7/24 Savings Plan at San Diego Trust.
 Because with \$500 in savings . . . he can avoid getting henpecked by

monthly charges on a checking account.
 What's more, he can access his nest egg through our huge ATM network . . .
 SFX: BANK AMBIENCE
 . . . and round-the-clock phone service.

VO: And of course, the interest he'll earn on savings isn't just chicken feed.
 So open a 7/24 Savings Plan at San Diego Trust
 And give yourself a good reason to . . .
 SFX: COCKA DOODLE DOO

Source: Used by permission of San Diego Trust & Savings Bank



Advertising Campaigns

Advertising Campaign

A set of interrelated and coordinated integrated marketing communication activities that center on a particular theme or idea that appears in different media across a specified time period.

Campaign Theme

The central message that will be communicated in all of the various IMC activities

- Miller Lite “At a place called Miller time”
- BMW “The Ultimate Driving Machine”
- Chevy Trucks “Like a Rock”

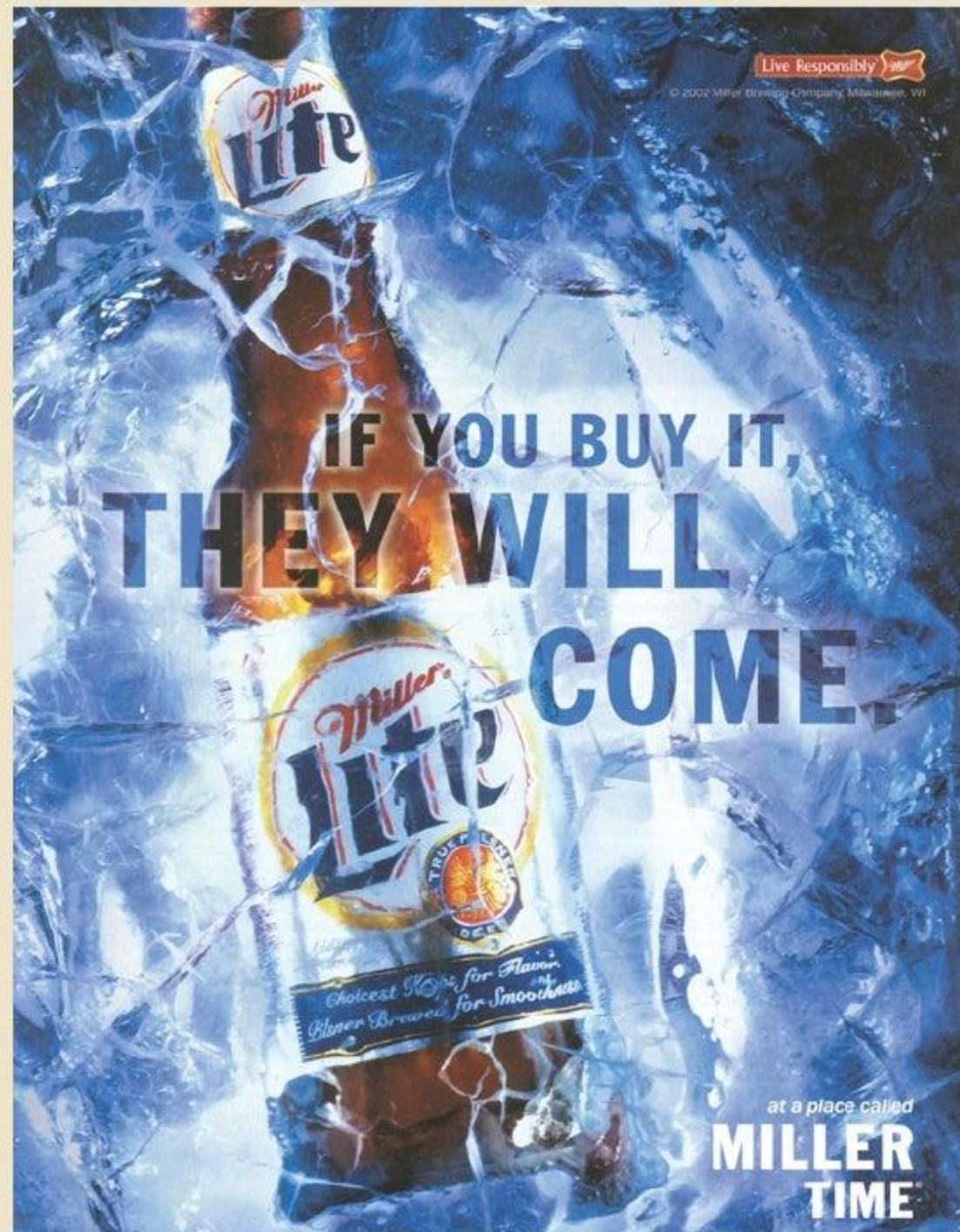


Successful Long-Running Campaigns

- **Nike**
Just do it
- **Allstate Insurance**
You're in good hands with Allstate
- **Hallmark cards**
When you care enough to send the very best
- **Budweiser**
This Bud's for you
- **Intel**
Intel inside
- **State Farm Insurance**
Like a good neighbor, State Farm is there
- **Chevy Trucks**
Like a rock
- **Dial soap**
Aren't you glad you use Dial?

Week 14
Slides 14-25

This ad is part of a new advertising campaign theme for Miller Lite beer



Source: Courtesy of Miller Brewing Company



Top Ten Advertising Slogans of the Century

Company or Brand

Campaign Theme

- | | |
|------------------|---------------------------|
| 1. DeBeers | Diamonds are forever |
| 2. Nike | Just do it |
| 3. Coca-Cola | The pause that refreshes |
| 4. Miller Lite | Taste great, less filling |
| 5. Avis | We try harder |
| 6. Maxwell House | Good to the last drop |
| 7. Wheaties | Breakfast of Champions |
| 8. Clairol | Does she or doesn't she |
| 9. Morton Salt | When it rains it pours |
| 10. Wendy's | Where's the beef? |



Copy Platform Outline

1. Basic problem or issue the advertising must address.
2. Advertising and communications objectives.
3. Target audience.
4. Major selling idea or key benefits to communicate.
5. Creative strategy statement (campaign theme, appeal, execution technique).
6. Supporting information and requirements.



Means of Finding Major Selling Ideas

“The **major selling idea** should emerge as the strongest singular thing you say about your product or service. This should be the claim with the broadest and most meaningful appeal to your target audience...”

- Using a unique selling position
- Creating a brand image
- Finding the inherent drama
- Positioning



Unique Selling Proposition

Three characteristics of a unique selling proposition:

- Each advertisement makes a proposition to the customer
- It must be one the competition cannot or does not offer
- It must be strong enough to pull over new customers to the brand

An ad that uses a unique selling proposition

**THE ONLY TOOTHPASTE
ACCEPTED BY THE A.D.A. FOR
PROTECTION AGAINST PLAQUE,
CAVITIES AND GINGIVITIS.**

Who knows better than the American Dental Association? And for the first time in its history, the A.D.A. granted the Seal of Acceptance to a toothpaste that provides long-lasting protection against cavities, plaque and even gingivitis. The recipient of this honor? New Colgate Total[®], the first toothpaste that works *between brushings* to fight cavities, tartar, bad breath, plaque and gingivitis all day long. Which is why we think millions of people who care about their teeth will be giving it their seal of acceptance, too.



www.colgate.com
© 1998 Colgate-Palmolive Co.

THE BRUSHING THAT WORKS BETWEEN BRUSHINGS.™



Creating a Brand Image

- Used when competing brands are so similar it is difficult to find or create a unique attribute
- The creativity strategy used to sell these products is based on a strong, memorable identity for the brand through **image advertising**
- Frequently used for products such as soft drinks, perfume, liquor, clothing, airlines.

No Fear's advertising creates a unique image for the brand



Source: Courtesy No Fear.



Creating a Brand Image

➤ **David Ogilvy's Approach**

- Brand image or personality is particularly important when brands are similar
 - Every ad must contribute to the complex symbol that is the brand image

➤ **Leo Burnett's Approach**

- Find the inherent drama or characteristic of the product that makes consumers buy it
 - “(Inherent drama) is often hard to find but it is always there, and once found it is the most interesting and believable of all advertising appeals.”



Approaches to the Major Selling Idea: Inherent Drama and Positioning

Inherent Drama:

- Focus on consumer benefits with an emphasis on the dramatic element in expressing them
- Messages generally presented in a warm, emotional way
 - Hallmark, Maytag, Kellogg

Positioning:

- Establish a particular place in the customer's mind for the product or service
- Based on product attributes/benefits, price/quality, use or application, type of user, problem solved

This ad helps position 3M as an innovative company

1 How can the whole world breathe easier?

2 With the world's first CFC-free inhaler. CFCs help deliver vital medicine, but harm the world's ozone layer. 3M Pharmaceuticals has discovered how to make metered-dose inhalers without them. And we're working in partnership with other pharmaceutical companies, so together, we can begin to replace the 500 million inhalers used each year. This breakthrough—along with the first metered-dose and breath-actuated inhalers—shows a commitment to leadership that's built one of the world's largest health care companies. And helps us make the leap *from need to...*

3M *Innovation*

© 3M 1999 For more information, call 1-800-3M-HELPS, or Internet: <http://www.3m.com/DDS>

Source: Courtesy 3M

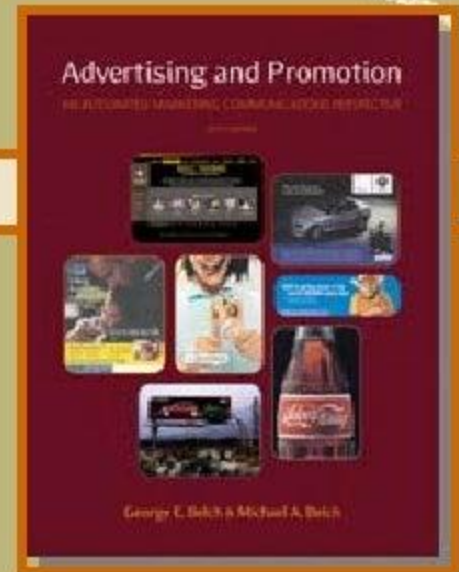


Burger King searches for the right ad campaign

- 76 Have it your way.
- 77-78 America loves burgers and we're America's Burger King.
- 78-80 Who's got the best darn burger?
- 80-82 Make it special. Make it Burger King.
- 82 Aren't you hungry for Burger King now?
- 82-83 Battle of the burgers.
- 83 Aren't you hungry?
- 83-85 The big switch.
- 85-86 Search for Herb.
- 86-87 This is a Burger King town
- 86-87 This is a Burger King town.
- 87 The best food for fast times.
- 87-89 We do it like you'd do it.
- 89-91 Sometimes you gotta break the rules.
- 91-92 Your way. Right away.
- 92-94 BK Tee Vee: I love this place!
- 94 Back to basics
- 94-96 Get your burger's worth.
- 96-98 It just tastes better.
- 99 Go the distance
- 2000 Got the Urge
- 01-02 The Whopper Says
- 02-03 At Burger King You Got It

Week 15
Slides 2-25

9



Creative Strategy: Implementation and Evaluation



Appeals and Execution Style

Advertising Appeal

- The approach used to attract the attention of consumers and/or
- To influence consumer feelings toward the product, service or cause

Creative Execution Style

- The way a particular appeal is turned into an advertising message
- The way the message is presented to the consumer



Advertising Appeals

Two Broad Categories of Appeals

Informational/ Rational Appeals

- Focuses on the consumer's practical, functional, or utilitarian need for the product or service
- Emphasizes the features or benefits
- Messages emphasize facts and logic

Emotional Appeals

- Relate to consumers' social and/or psychological needs for purchasing a product or service
- Many advertisers believe consumers' emotions work better at selling brands that do not differ markedly from competing brands



Rational Appeals

- Feature appeals
 - Focus on the dominant traits of the product
- Competitive appeals
 - Makes comparisons to other brands
- Favorable price appeals
 - Makes price offer the dominant point
- News appeals
 - News or announcement about the product
- Product/service popularity appeals
 - Stresses the brand's popularity



Informational/Rational Appeals

Rational Motives

- Comfort
- Convenience
- Economy
- Health
- Quality
- Dependability
- Durability
- Performance
- Efficiency



Emotional Appeals

Personal States or Feelings

- Achievement / Accomplishment
- Actualization
- Affection
- Ambition
- Arousal / stimulation
- Comfort
- Excitement
- Fear
- Happiness
- Joy
- Love
- Nostalgia
- Pleasure
- Pride
- Safety
- Security
- Self-esteem
- Sentiment
- Sorrow/grief

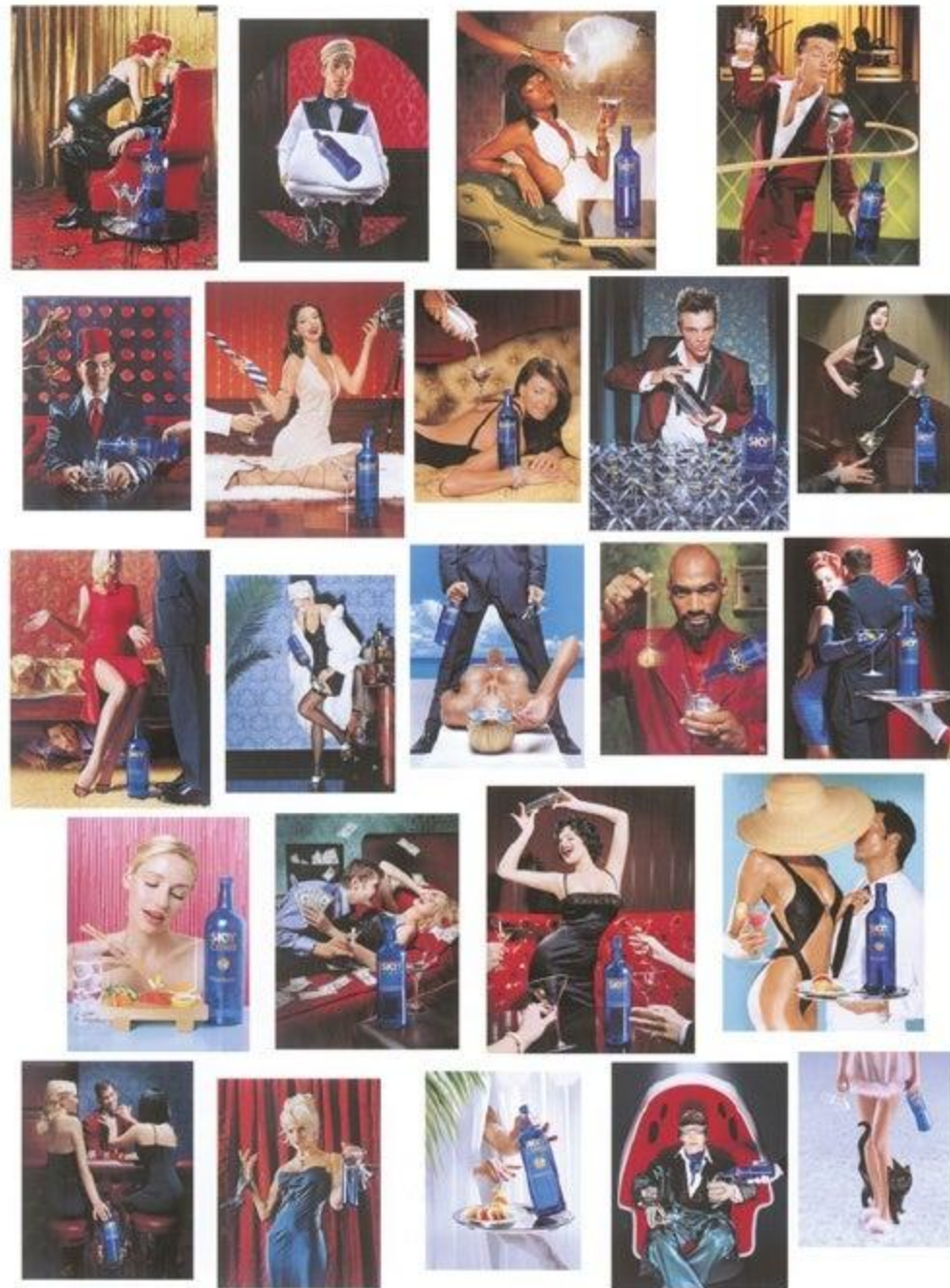


Emotional Appeals

Social-Based Feelings

- Acceptance
- Approval
- Affiliation / belonging
- Embarrassment
- Involvement
- Recognition
- Rejection
- Respect
- Status
- Sophistication

Advertising for Skyy vodka uses emotional appeals



Source: Courtesy of Skyy Spirits, LLC

Source: Courtesy of Skyy Spirits, LLC



Transformational Advertising

A **transformational ad** is “one which associates the experience of using the advertised brand with a unique set of psychological characteristics which would not typically be associated with the brand experience to the same degree without exposure to the advertisement”

- The ads create feelings, images, meanings, and beliefs about the product or service that may be activated when consumers use it
- Transformational ads have two characteristics:
 - The ad must make the experience of using the product richer, warmer, more exciting and/or enjoyable than that obtained solely from an objective description of the advertised brand
 - It must connect the experience of the ad so tightly with the experience of using the brand that the consumer can't remember the brand without recalling the experience generated by the ad

Levels of Relationship with Brands

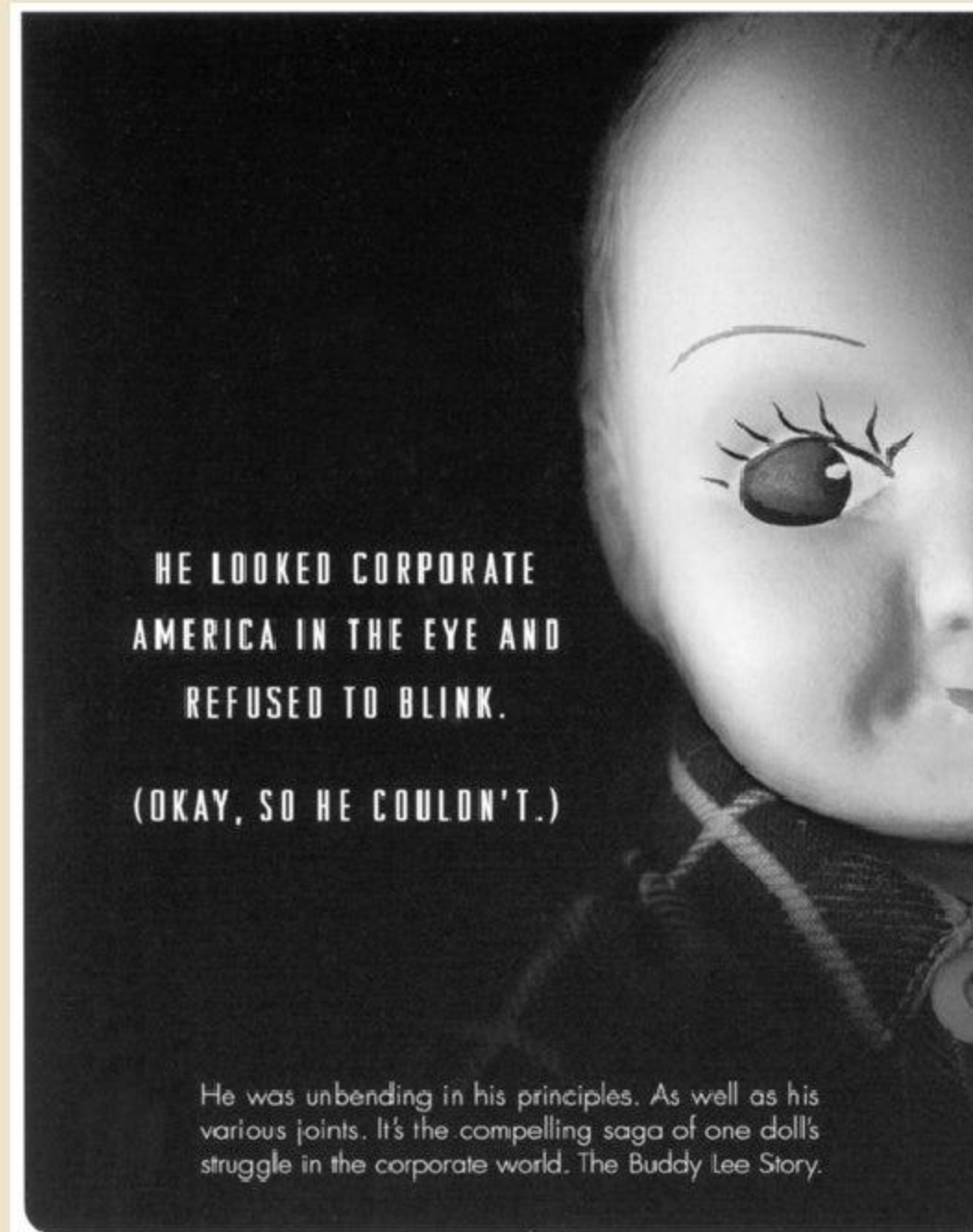




Other Types of Appeals

- **Reminder Advertising** – the objective is to build and/or maintain awareness and keep the name of the company and/or brand in front of the customer.
 - Often used by well known brands and market leaders that are well-established in the market.
- **Teaser advertising** – goal is to create curiosity, interest, and/or excitement about a product, brand or topic by mentioning it but not actually showing it.
 - Often used for new products/models and for movies.

Lee Jeans used teaser advertising to create interest and excitement for its new jeans



NOW SHOWING

REALLY, REALLY LATE NIGHT ON E! AND COMEDY CENTRAL.
THURSDAYS AND SATURDAYS AT THE TOP OF THE HOUR.

Source: Courtesy Lee Jeans

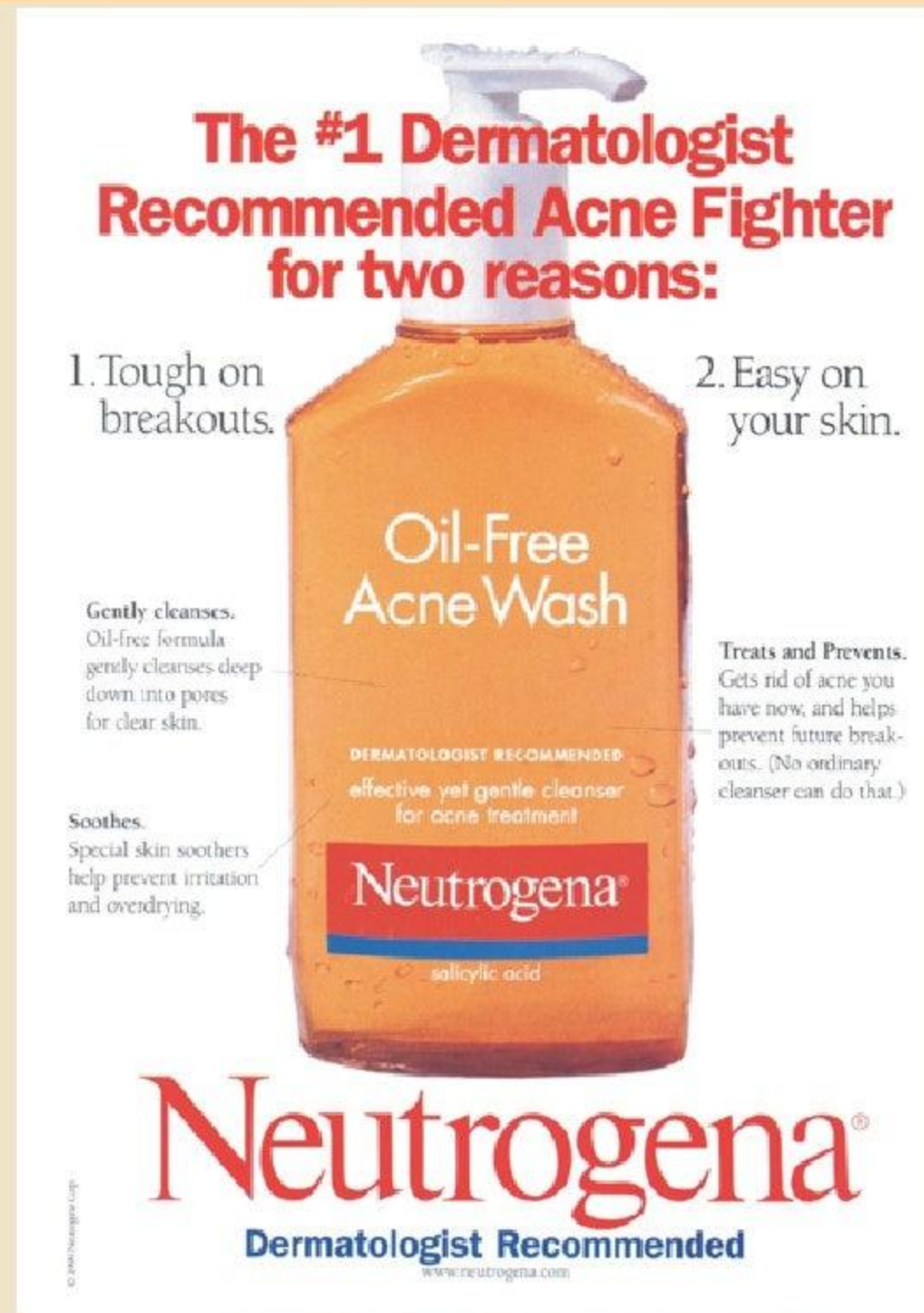


Advertising Execution Techniques

Creative execution: The way an advertising appeal is presented.

- Straight-sell or factual message
- Science / technical evidence
- Demonstration
- Comparison
- Slice of life
- Testimonial
- Animation
- Personality Symbol
- Fantasy
- Dramatization
- Humor
- Combinations

This ad uses a straight sell execution of a product popularity appeal



The #1 Dermatologist Recommended Acne Fighter for two reasons:

1. Tough on breakouts.

2. Easy on your skin.

Gently cleanses. Oil-free formula gently cleanses deep down into pores for clear skin.

Treats and Prevents. Gets rid of acne you have now, and helps prevent future break-outs. (No ordinary cleanser can do that.)

Soothes. Special skin soothers help prevent irritation and overdrying.

Oil-Free Acne Wash

DERMATOLOGIST RECOMMENDED
effective yet gentle cleanser for acne treatment

Neutrogena®

salicylic acid

Neutrogena®
Dermatologist Recommended
www.neutrogena.com

© 2000 Neutrogena Corp.

Source: Courtesy Neutrogena Corporation



Creative Tactics: Print Advertising

Headline

- Words in the leading position of the ad. Attract readers' attention/interest and encourage them to read the rest of the ad
 - Direct Headlines – straightforward and informative about the product or service
 - Indirect Headlines – provoke curiosity or interest by use of questions, provocations, challenges, how-to

Subheads

- Smaller than the main headline, larger than the copy. Used to break up large amounts of copy and highlight key sales points

Body copy

- The main text portion of a print ad, used to present the relevant information. Content depends on appeal and execution style



Creative Tactics: Print Ad Components

Visual Elements

- Must attract attention
- Communicate idea or image
- Work in synergistic fashion with headline and copy
- Illustrations such as drawings or photos
- Identification marks such as trademarks, logos, brand name

Layout or Format

- The physical arrangement of the various elements of a print ad including headline, subheads, body copy, illustrations, and identifying marks
- Decisions include size, color, white space

Elements of a Print ad

Headline



Visual



Body Copy



Identification Marks



**YOU WON'T FIND THE
FASTEST GROWING
DOCUMENT OUTPUT
COMPANY UNDER X.**



(You won't find it under C or M for that matter, either.)

Here's an interesting fact. The name of the fastest growing major document output company isn't Xerox, Canon, or Min. It's Savin. That's right, Savin. After all, Savin not only has the award-winning, multi-functional digital imaging systems today's networked offices require, we're also committed to becoming the fastest, most responsive name in the business. With smart, energetic, highly-trained Savin professionals willing to do whatever it takes to give you the satisfaction and service you deserve.

To find out more about Savin's full line of black & white and full-color digital imaging solutions, as well as our unshakable commitment to service, contact us at 1-800-234-1900 or www.savin.com. Or look in your card file under S.



savin
WE'VE GOT WHAT IT TAKES TO RUN FOLLOWS®
SINCE 1958, WE'VE BEEN SETTING THE STANDARD.

SIA

Source: Courtesy Savin Corporation



Creative Tactics: Print Ad Layout

- **Size**
 - Expressed in columns, column inches or portions of a page
- **Color**
 - Black & white or two-, three-, or four-color printing
- **White Space**
 - Marginal and intermediate space on the page that remains unprinted

Components of a TV Commercial

- Video – what is seen on the screen. Includes decisions regarding visual, sequencing, setting, lighting, talent, etc.
- Audio – voices, music, sound effects
 - Voiceover – delivery of the message
 - Music
 - Needledrop
 - Well known songs
 - Jingles



Classic songs used in commercials

<u>Title</u>	<u>Artist</u>	<u>Brand/Company</u>
Revolution	Beatles	Nike
Start Me Up	Rolling Stones	Microsoft Windows 95
Come Together	Beatles	Nortel
Desert Rose	Sting	Jaguar
Ray of Light	Madonna	Microsoft Windows XP
Rock and Roll	Led Zeppelin	Cadillac



Creative Tactics: Television Planning and Production

The elements of a TV commercial are brought together in a **Script** which is used to provide a detailed description of the video and audio content

Three Phases of Production

1. Preproduction

- All work before actual shooting, recording

2. Production

- Period of filming, taping, or recording

3. Postproduction

- Work after commercial is filmed or recorded



Creative Tactics: Television Preproduction Tasks

- Select a director
- Choose production company
- Bidding
- Cost and timing
- Production timetable
 - Set construction
 - Location
 - Agency, client approval
 - Casting
 - Wardrobes
- Production Meeting



Creative Tactics: Television Production Tasks

- Location versus set shoots
- Night/weekend shoots
- Talent arrangements



Creative Tactics: Television Postproduction Tasks

- Editing
- Processing
- Sound effects
- Audio/video mixing
- Opticals
- Client/agency approval
- Duplicating
- Release/shipping



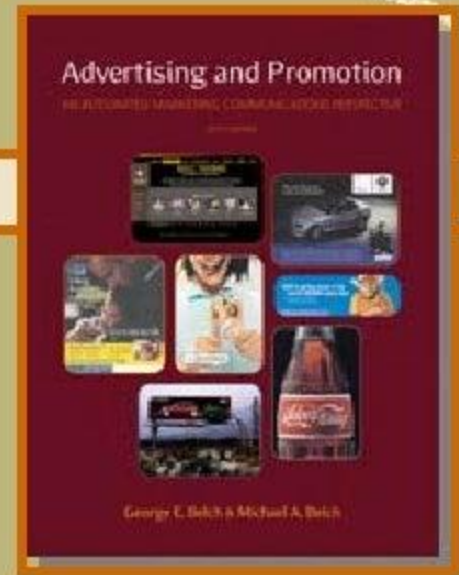
Evaluation and Approval of Creative Work

Guidelines for Evaluating Creative Output

- Consistent with brand's marketing objectives?
- Consistent with brand's advertising objectives?
- Consistent with creative strategy, objectives?
- Does it communicate what it's suppose to?
- Approach appropriate to target audience?
- Communicate clear, convincing message?
- Does execution overwhelm the message?
- Appropriate to the media environment?
- Is the advertisement truthful and tasteful?

Week 16
Slides 2-15

10



Media Planning and Strategy



Media Terminology

- **Media Planning** - A series of decisions involving the delivery of messages to audiences.
- **Media Objectives** - Goals to be attained by the media strategy and program.
- **Media Strategy** - Decisions on how the media objectives can be attained.
- **Media** - The various categories of delivery systems, including broadcast and print media.
- **Broadcast Media** - Either radio or television network or local station broadcasts.



Media Terminology

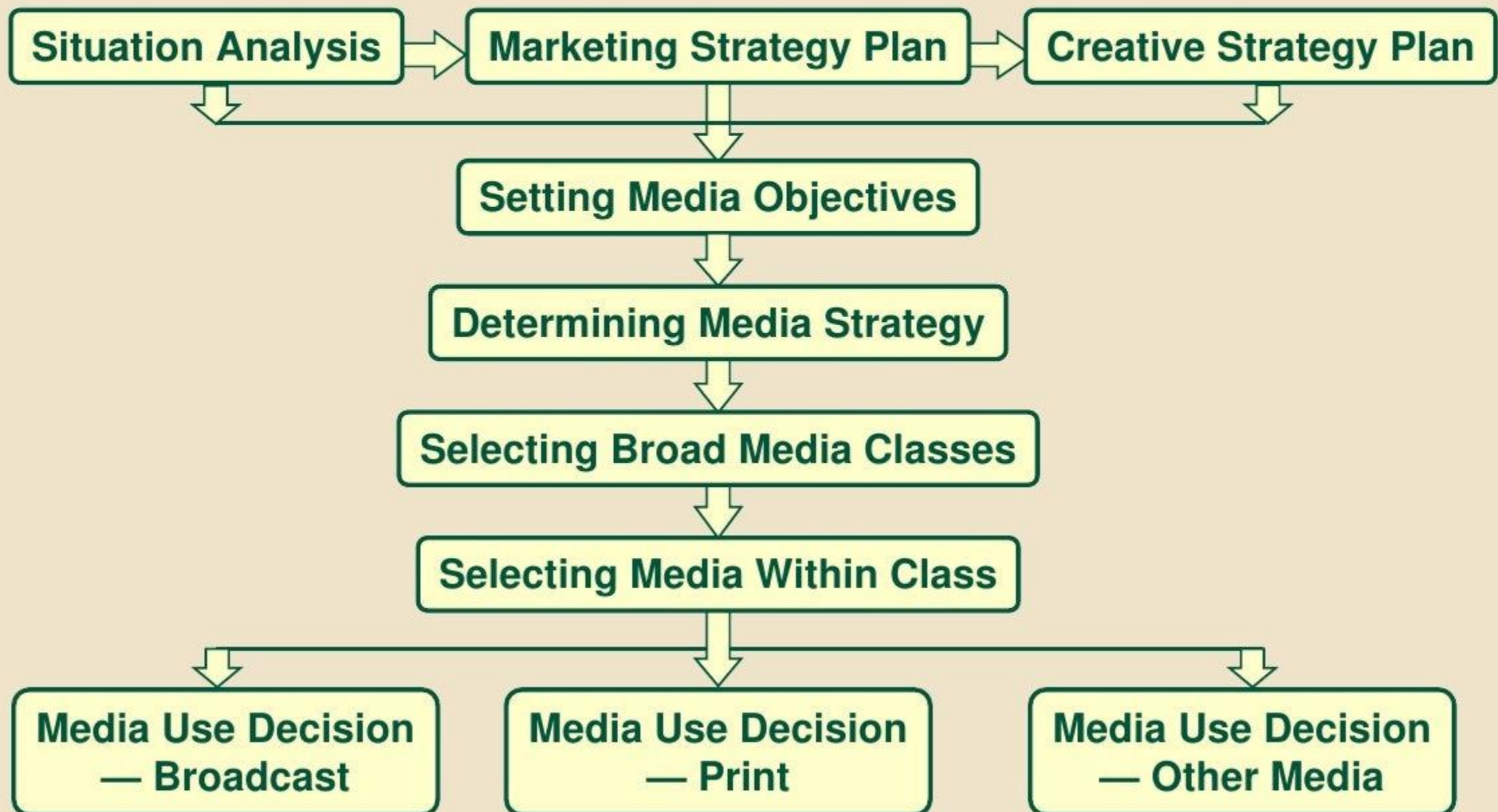
- **Print Media** - Publications such as newspapers and magazines.
- **Media Vehicle** - The specific message carrier, such as the Washington Post or 60 Minutes.
- **Coverage** - The potential audience that might receive the message through the the vehicle.
- **Reach** - The actual number of individual audience members reached at least once by the vehicle in a given period of time.
- **Frequency** - The number of times the receiver is exposed to vehicle in a specific time period.



Problems in Media Planning

- Lack of information
- Inconsistent terms
- Serious time pressure
- Measurement problems

Developing the Media Plan





Developing the Media Plan

Analyze the Market

Establish Media Objectives

Develop Media Strategy

Implement Media Strategy

Evaluate Performance



MRI Report on Cell Phone Users

3.1% of all adults purchased a cellular phone in the past year. Of this group, women account for 51.1%; 36.4% graduated from college; 26.0% are age 25 to 34; and 15.1% have \$50,000 to \$59,999 household income. Members of this group are 62% more likely than average adults to have purchased a cellular phone in the past year.

	Population (000)	Percent of Base
Base: All adults	5,863	3.1%
	Percent of Target	Index



Where to Promote?

Brand and Category Analysis

Brand Development Index

BDI =

Percentage of brand sales to
total US sales in market

Percentage of total U.S.
population in market

X 100



Where to Promote? Brand and Category Analysis

Category Development Index

$$\text{CDI} = \left(\frac{\text{Percentage of product category total sales in market}}{\text{Percentage of total U.S. population in market}} \right) \times 100$$



Brand and Category Analysis

High BDI

Low BDI

High CDI

**High market share
Good market
potential**

**Low market share
Good market
potential**

Low CDI

**High market share
Monitor for sales
decline**

**Low market share
Poor market
potential**



Brand and Category Analysis

High BDI

Low BDI

High CDI

The market usually represents good sales potential for both the product and the brand.

The product category shows high potential but the brand isn't doing well; the reason should be determined.

Low CDI

The category isn't selling well but the brand is; may be a good market in which to advertise but should be monitored for sales decline.

Both the product category and the brand are doing poorly; not likely to be a good place to advertise.



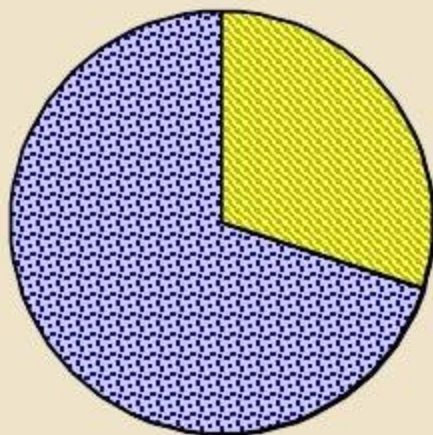
Media Planning Criteria Considerations

- The media mix
- Target market coverage
- Geographic coverage
- Scheduling
- Reach versus frequency
- Creative aspects and mood
- Flexibility
- Budget considerations

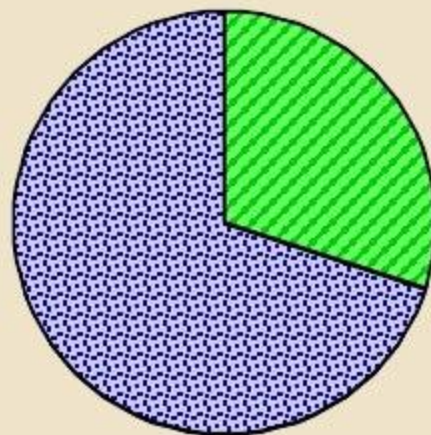
Target Audience Coverage

- Population excluding target market
- Target market
- Media coverage
- Media overexposure

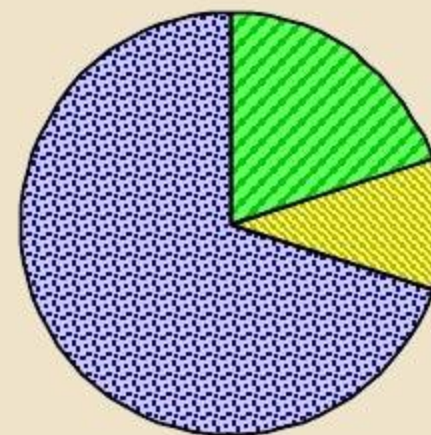
**Target
Market
Proportion**



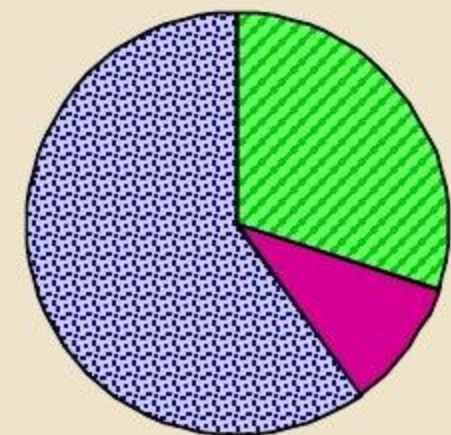
**Full
Market
Coverage**



**Partial
Market
Coverage**



**Coverage
Exceeding
Market**



Three Scheduling Methods

Continuity

Flighting

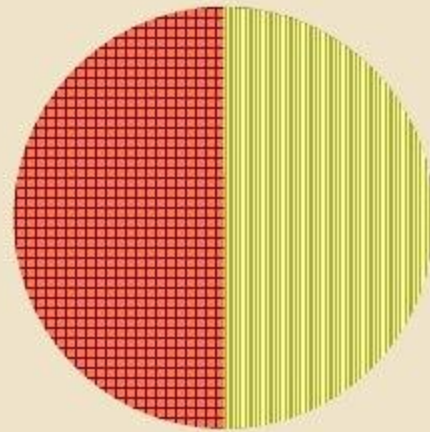
Pulsing

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



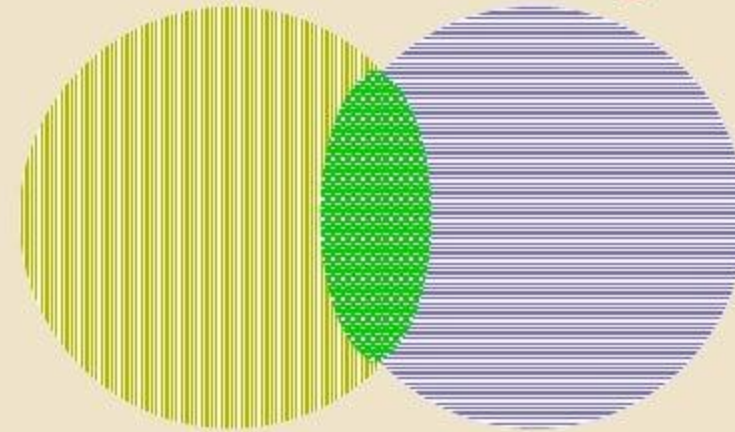
Reach and Frequency

Reach of One Program



Total market audience reached

Reach of Two Programs



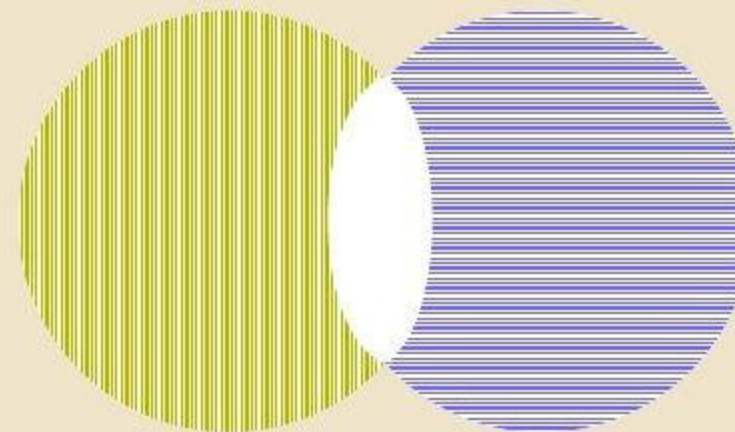
Total market audience reached

Duplicated Reach of Both



Total reached with both shows

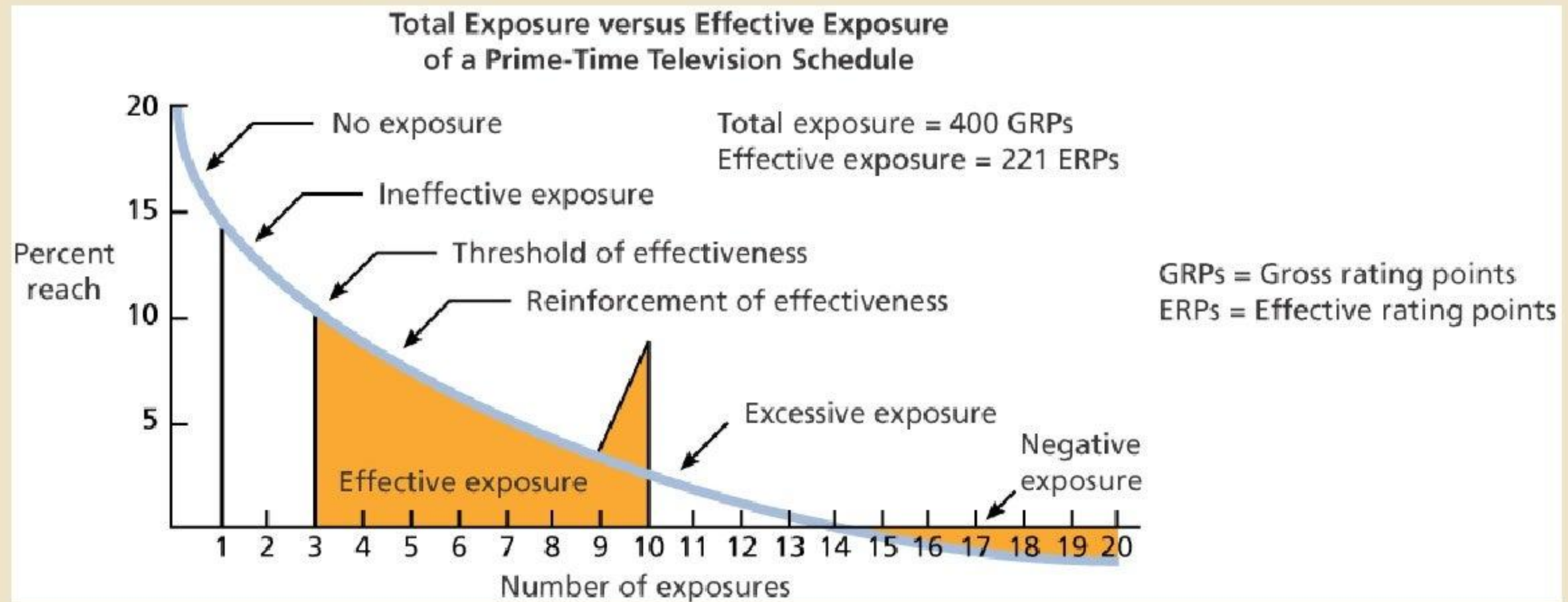
Unduplicated Reach of Both



Total reach less duplicate

Week 17
Slides 17-31

Graph of Effective Reach





Effects of Reach and Frequency

1. One exposure of an ad to a target group within a purchase cycle has little or no effect in most circumstances.
2. Since one exposure is usually ineffective, the central goal of productive media planning should be to enhance frequency rather than reach.
3. The evidence suggests strongly that an exposure frequency of two within a purchase cycle is an effective level.
4. Beyond three exposures within a brand purchase cycle or over a period of four or even eight weeks, increasing frequency continues to build advertising effectiveness at a decreasing rate but with no evidence of decline.



Effects of reach and frequency

5. Although there are general principles with respect to frequency of exposure and its relationship to advertising effectiveness, differential effects by brand are equally important
6. Frequency response principles or generalizations do not vary by medium.
7. The data strongly suggest that wearout is not a function of too much frequency. It is more of a creative or copy problem.



Marketing Factors Important to Determining Frequency

- Brand history
- Brand share
- Brand loyalty
- Purchase cycles
- Usage cycle
- Competitive share of voice
- Target group



Message or Creative Factors Important to Determining Frequency

- Message complexity
- Message uniqueness
- New vs. continuing campaigns
- Image versus product sell
- Message variation
- Wearout
- Advertising units



Media Factors Important to Determining Frequency

- Clutter
- Editorial environment
- Attentiveness
- Scheduling
- Number of media used
- Repeat Exposures

Determining Relative Cost of Media

Cost per thousand (CPM)

$$\text{CPM} = \left(\frac{\text{Cost of ad space (absolute cost)}}{\text{Circulation}} \right) \times 1,000$$

Determining Relative Cost of Media

Cost per rating point (CPRP)

$$\text{CPRP} = \left(\frac{\text{Cost of commercial time}}{\text{Program rating}} \right)$$



Television Characteristics

Advantages

- Mass coverage
- High reach
- Impact of sight, sound, and motion
- High prestige
- Low cost per exposure
- Attention getting
- Favorable image

Disadvantages

- Low selectivity
- Short message life
- High absolute cost
- High production costs
- Clutter



Radio Characteristics

Advantages

- Local coverage
- Low cost
- High frequency
- Flexible
- Low production costs
- Well-segmented audiences

Disadvantages

- Audio only
- Clutter
- Low attention getting
- Fleeting message



Magazines Characteristics

Advantages

- Segmentation potential
- Quality reproduction
- High information content
- Longevity
- Multiple readers

Disadvantages

- Long lead time for ad placement
- Visual only
- Lack of flexibility



Newspapers Characteristics

Advantages

- High coverage
- Low cost
- Short lead time for placing ads
- Ads can be placed in interest sections
- Timely (current ads)
- Reader controls exposure
- Can be used for coupons

Disadvantages

- Short life
- Clutter
- Low attention-getting capabilities
- Poor reproduction quality
- Selective reader exposure



Outdoor Characteristics

Advantages

- Location specific
- High resolution
- Easily noticed

Disadvantages

- Short exposure time requires short ad
- Poor image
- Local restrictions



Direct Mail Characteristics

Advantages

- High selectivity
- Reader controls exposure
- High information content
- Opportunities for repeat exposures

Disadvantages

- High cost/contact
- Poor image (junk mail)
- Clutter

Advantages

- User selects product information
- User attention and involvement
- Interactive relationship
- Direct selling potential
- Flexible message platform

Disadvantages

- Limited creative capabilities
- Web snarl (crowded access)
- Technology limitations
- Few valid measurement techniques
- Limited reach