

**“Designing and Managing  
Integrated Marketing  
Communications”**

# Chapter Questions

- What is the role of marketing communications?
- How do marketing communications work?
- What are the major steps in developing effective communications?
- What is the communications mix and how should it be set?
- What is an integrated marketing communications program?

# What are Marketing Communications?

**Marketing communications** are the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell.

# Modes of Marketing Communications

- Advertising
- Sales promotion
- Events and experiences
- Public relations and publicity
- Direct marketing
- Interactive marketing
- Word-of-mouth marketing
- Personal selling

# Figure 17.1 IMC Builds Brands

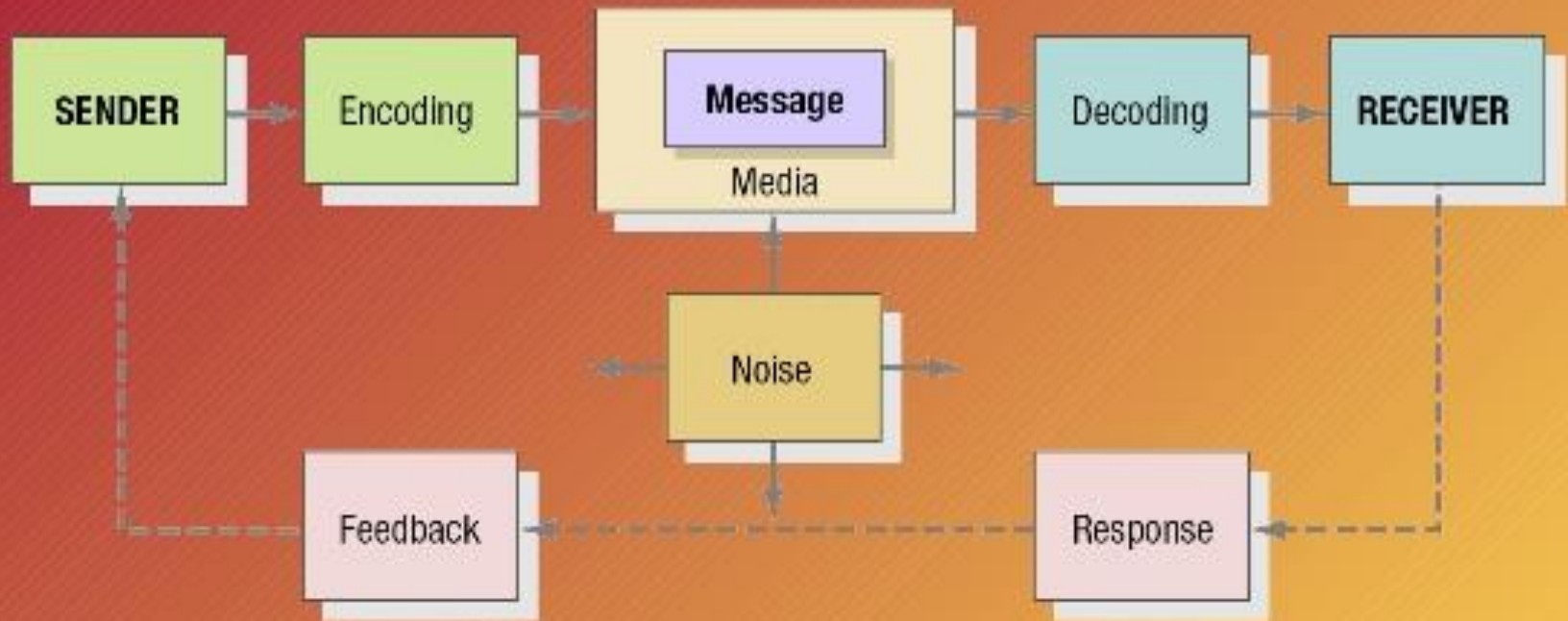
FIG. 17.1

Integrating Marketing Communications to Build Brand Equity





# Figure 17.2 Elements in the Communications Process



# An Ideal Ad Campaign

- The right consumer is exposed to the message at the right time and place
- The ad causes consumer to pay attention
- The ad reflects consumer's level of understanding and behaviors with product
- The ad correctly positions brand in terms of points-of-difference and points-of-parity
- The ad motivates consumer to consider purchase of the brand
- The ad creates strong brand associations

## Figure 17.4 Steps in Developing Effective Communications





# Communications Objectives

Category Need

Brand Awareness

Brand Attitude

Purchase Intention

# Designing the Communications

- Message strategy
- Creative strategy
- Message source
- Global adaptation



# Select Communication Channels

- Personal channels
- Nonpersonal channels
- Integration of channels

# Factors in Setting Communications Mix

- Type of product market
- Buyer readiness stage
- Product life cycle stage