

Integrovaná marketingová komunikace

„An Army of One“

<http://www.goarmy.com/nfindex.jsp>



= a concept of marketing communications planning that recognizes the added value of comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – for example, general advertising, direct response, sales promotion, and public relations – and combines these disciplines to provide clarity, consistency, and maximum communications impact (**American Association of Advertising Agencies**).



Přímý marketing



Business - Missing Bottle

The Brief
How do you wish a GIMMIES delivery on his birthday?

The Solution
A box brimming with GIMMIES of course. Except that, the bottle of GIMMIES has been replaced by the festive festive first! (Disappointment turns into bliss when the recipient discovers that GIMMIES has anticipated the hiccup and enclosed a replacement voucher for a free Gimmie.)

The Results
And what of this birthday gift used as a result, the recipient calls our celebrity marketing with their compliments. Based on the response, we're looking for more customers.



Virgin Credit Card launch – 'Plastic Surgery'

TV 1

TV 2

Brief
Launch a new credit card into a competitive, aggressive market with no existing customer base. Overcome consumer inertia with incumbent providers whilst communicating Virgin Money's financial credentials.

Idea
Use the credit as business product benefits in a typically Virgin manner, with humor and as the consumer champion. Use Richard Branson PR to launch and then integrate through TV, Press and CRM acquisition strategies.

Results
Acquire most successful credit card acquisition launch ever. The best 12 months credit card acquisition after only 10 months. Capturing over 3% of the total credit card market at 50% of target cost per account.

Plastic surgery.

BEFORE **AFTER**

Liposuction for interest rates.

11.9%

Virgin



Záruky

- nepodmíněná – „Vy buďte soudcem“

- podmíněná

 - časově omezená

 - způsob použití

 - omezení poškození

 - pouze oprava n. výměna

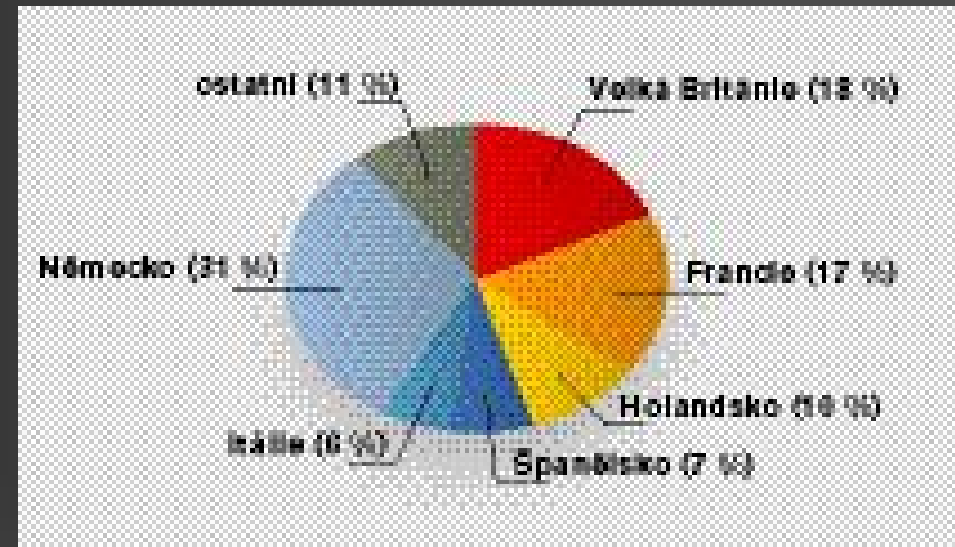
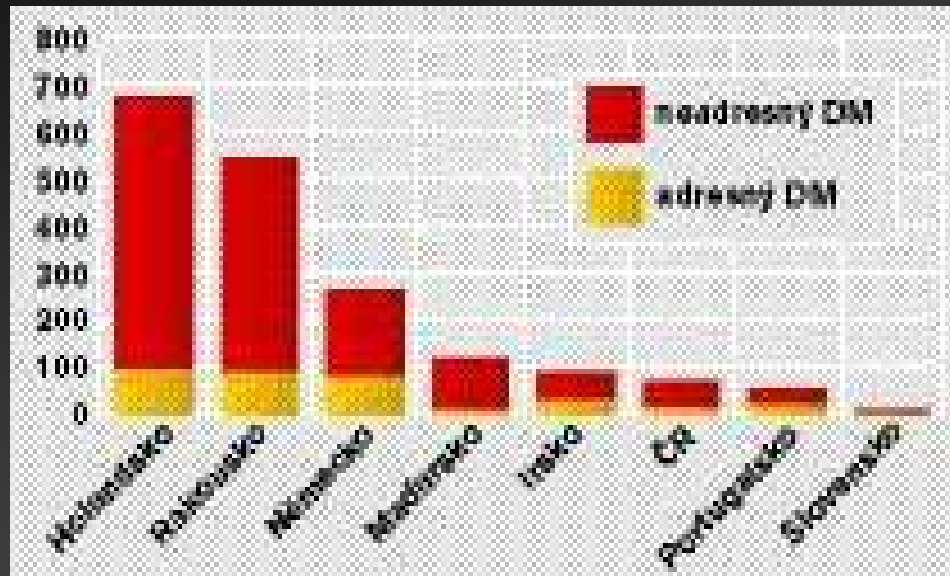
- dvojitá záruka

- konkurenční

- zdramatizovaná

- nabídka ponechání

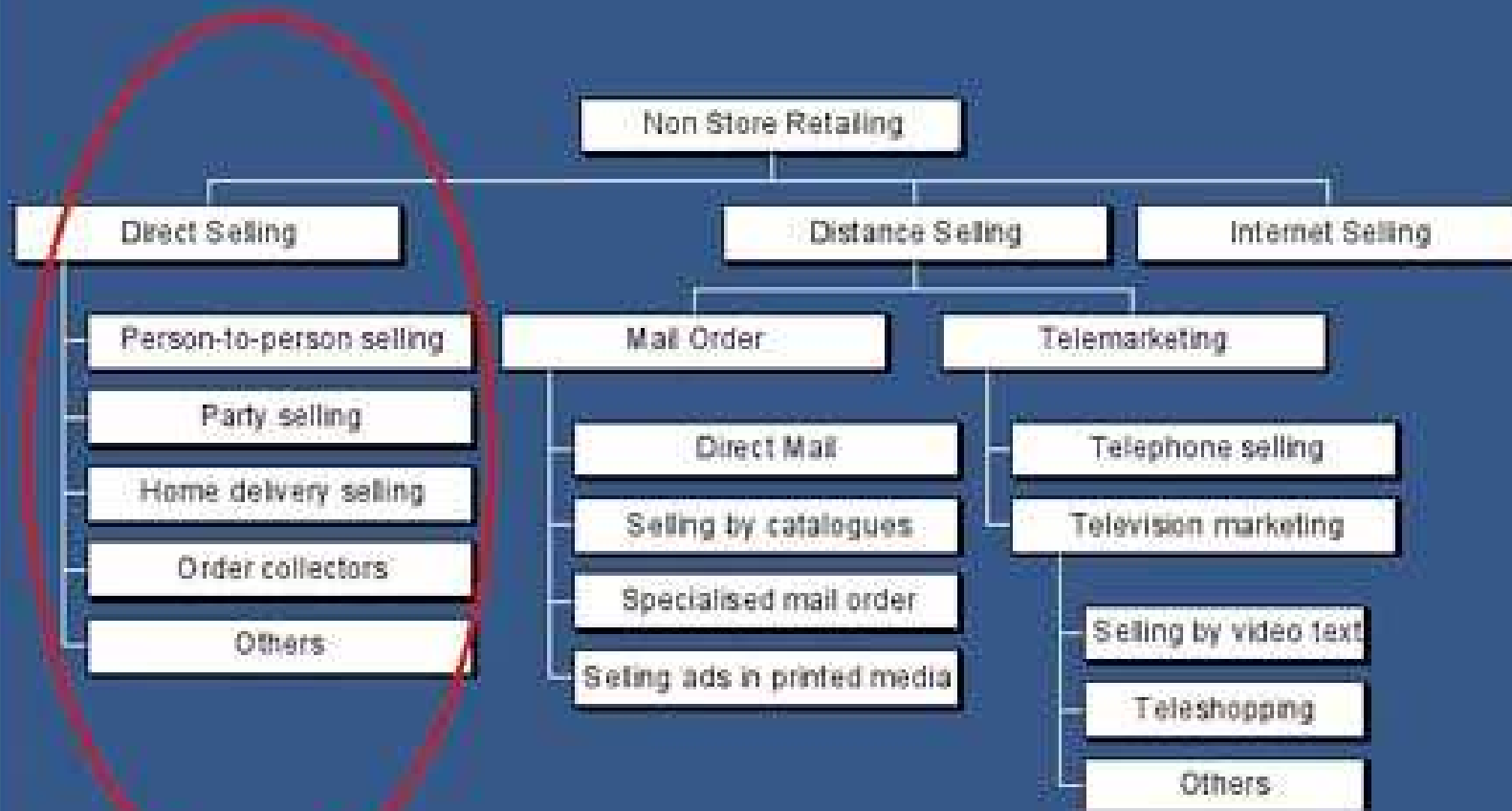
FEDMA (Federation of European Direct Marketing) – 2002 Survey on Direct and Interactive Marketing)



Asociace direct marketingu a zásilkového obchodu (ADMAZ) – 2002: nejdůležitější je stále adresný direct mail, roste neadresný direct mail, telemarketing

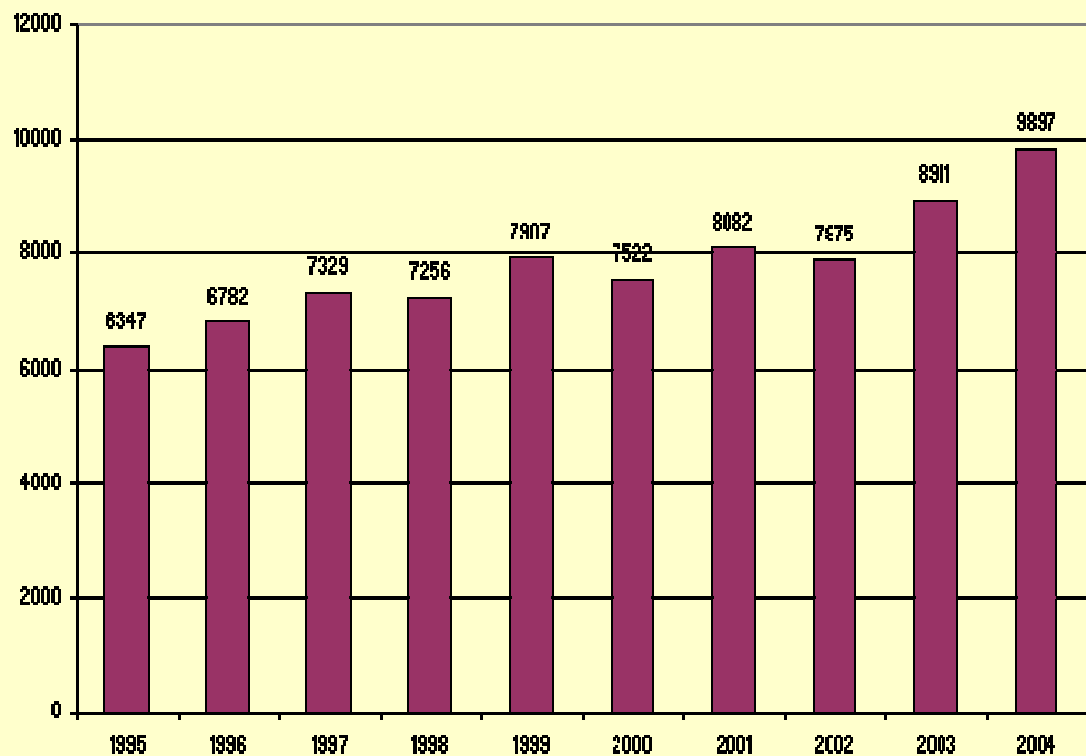
Přístup opt-in, opt-out, projekt „Safe Harbor“, směrnice „balance of interest“

Direct Selling / Non Store Retailing

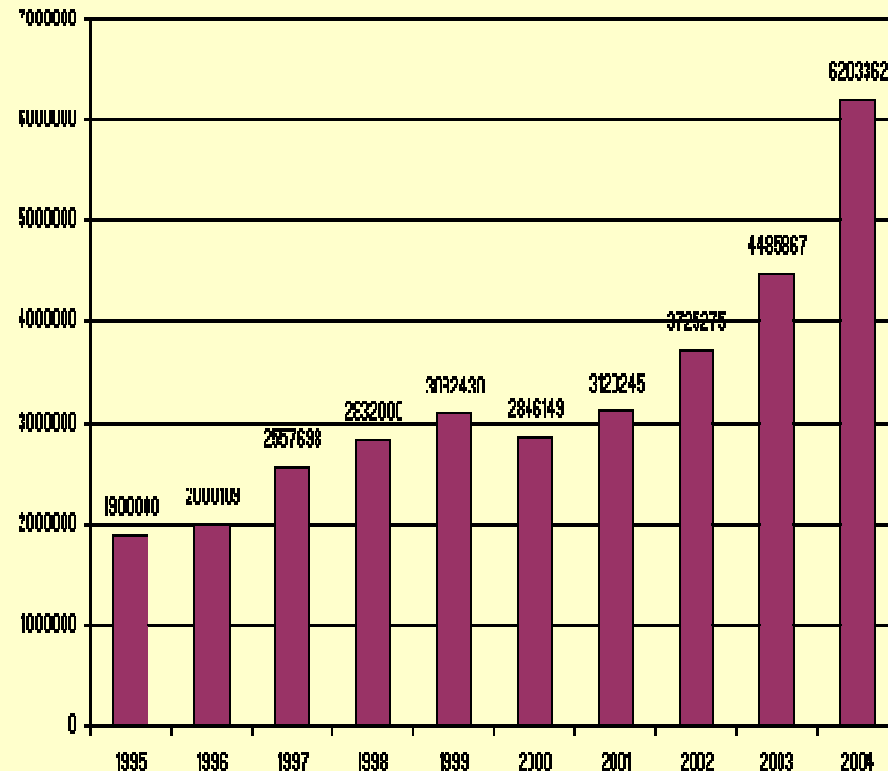


Direct Selling is part of the Non Store Retailing sector

Přímý prodej



**Direct Selling in Europe - 1994-2004
evolution
- Sales (in millions €)**



**Number of direct sellers -
1994-2004 evolution**

First Socio-Economic Study of the Direct Selling Industry in the EU

- Research focused on the Direct Selling Industry in France, Germany, Italy, Spain, Sweden & the UK
- These 6 countries represent 92% of the sales of the Direct Selling Industry in the EU
- Results of analyses were consolidated and translated to the 15 member states of the EU
- Research included interviews with six Direct Selling Associations, various Direct Selling Organisations, as well as thought leaders in socio-economic trends
- In addition surveys of 450 Direct Selling Organisations and 6.250 Direct Sellers were conducted

The largest sample on Direct Selling ever in the EU

Profile of Direct Sellers

Characteristics	%
High level of female participation	80%
Primarily working part time	80%
Self employed	98%
Aged between 35- 49 years old	47%
Married / Co-habit	75%
Three or more dependants in the household	77%

(PricewaterhouseCoopers Survey 1999)

Direct Sellers are typically female, self employed and work part time

Profile of Direct Sellers - cont'd

<u>Educational qualifications higher than secondary school</u>	<u>%</u>
Female Direct Sellers	20%
Male Direct Sellers	35%

<u>Before joining Direct Selling</u>	<u>%</u>
Held a position of employment	69%
Unemployed or no professional activity -- Female	36%
No background in Direct Selling	66%

<u>Length of time in Direct Selling</u>	<u>%</u>
Have worked more than 1 year in the Direct Selling Industry	89%
Have worked more than 7 years in the Direct Selling Industry	47%

A significant proportion of people have been in the industry for many years

Reasons for becoming a Direct Seller

Direct Sellers

- Earn an (additional) income
- Flexibility to choose working hours
- Low cost / low risk way of establishing own business
- Absence of age discrimination

Female Direct Sellers

- Buy products for their own use
- Social contact
- Re-enter workforce after bringing up children

Male Direct Sellers

- To run their own business

(PricewaterhouseCoopers Survey 1999)

Direct Selling is attractive for a wide variety of reasons

Consumer Attitudes towards Direct Selling

Reasons for making a purchase via the Direct Selling channel

Product need and appeal (female customers)

Convenience (female customers)

Value for money (male customers)

Perception of the Direct Selling Industry

%

Would buy again via the same channel

93%

Would recommend buying from a Direct Selling Organisation

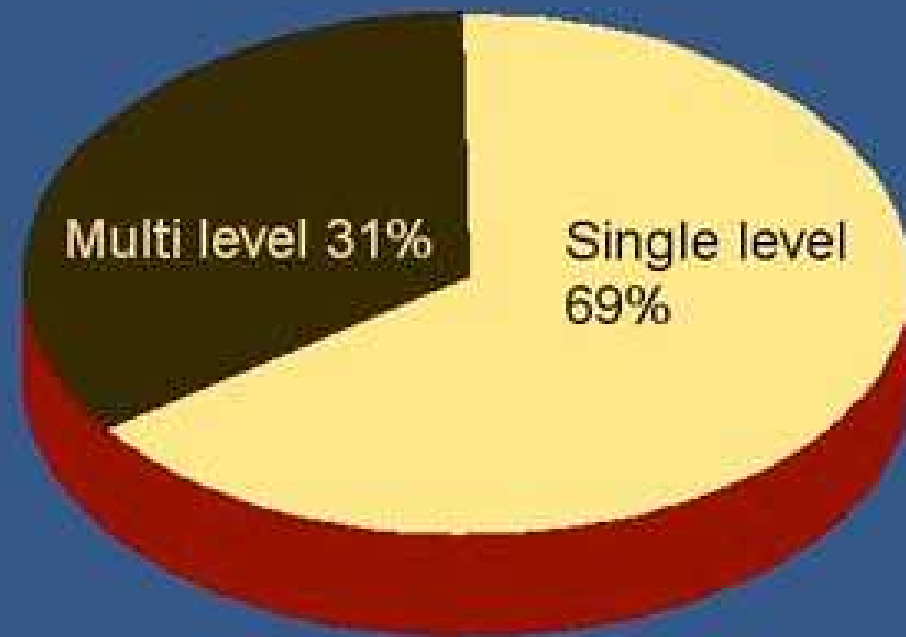
88%

[*Public perceptions of Direct Selling in the United Kingdom", Future Work Research Group, Westminster Business School, 1998]

Consumers with experience of Direct Selling have very positive opinions

Organisational structures

In the six countries :



(PricewaterhouseCoopers Survey 1999)

Majority of Direct Selling Organisations are single level structures

Multilevelmarketing

- 1940 – **California Vitamins**, později přejmenována na Nutrilite
 - 2 nejlepší distributoři Rich DeVos a Jay Van Andel založili **Amway Corporation**
 - 1960 Glen Turner založil společnost **Glen W. Turner Enterprises**
 - 1975 – Federal Trade Commission a tzv. „Pyramidový zákon“
 - Rozsudek FTC vs- Amway 93 FTC 618
-

Nepřetržité programy

- předplatné
- automatické plány zásilek
- klubové plány

Způsoby přihlášení:

- záporná volba
 - závazek
 - členský plán (slevová služba, předplatné katalogu a přizpůsobená služba)
-



Fixies - DM



kampaň: „Rodičovský rádce“

produkt: plenkové kalhotky Fixies

cíl. skupina: těhotné ženy

gynekologové mající těhotné pacientky



Telemarketing

- out-bound (=odchozí) telemarketing = aktivní
- in-bound (=příchozí) telemarketing = pasivní





Direct-response TV marketing (DRTV) = televizní marketing s přímou odezvou

Teleshopping



Převzaté zdroje:

- http://www.admaz.cz/o_nas.asp
- http://www.fedsa.be/en/5_publications/5-2_pwc.html
- http://www.fedsa.be/en/4_facts_figures/4-2_evolution.html
- <http://www.multilevelmarketing.cz>
- <http://www.x-entertainment.com/messages/512.html>
- Telemarketing a právní aspekty po vstupu do EU – MAM z 1. 12. 2003
- Výdaje firem na přímý marketing v roce 2002 vzrostly o 14 procent – MAM
- Mezi Čechy slábne zájem o adresné nabídky a reklamy – MAM z 21. 9. 2004
- GENERATION NEXT – MAM z 2. 6. 2003
- Evropa žije direct marketingem – MAM z 28. 4. 2003
- Přímý prodej v číslech – MAM z 15. 4. 2002
- *Přímý marketing*. Strategie z 03.11.2003
- NASH, E. *Direct marketing*
- *Fixies pracují s direct marketingem*. Strategie z 03.03.2003
- *Komerční call centra zažívají boom*. Strategie z 03.03.2003
- TÁCHA, D. *Teleshoppingový boom v ČT*. Strategie z 14.07.2003
- *Internetový marketing a elektronické obchodování*. Strategie z 03.11.2003
- *Integrovaný přímý marketing*. Strategie z 03.11.2003