

# 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 GIMMICKS delivery on his birthday?

**The Solution**  
A few bottles of GIMMICKS of course. Except that, the bottle of GIMMICKS has been stolen by the thief. Different first! Disappointment turns into bliss when the recipient discovers that GIMMICKS has anticipated the hiccup and enclosed a replacement voucher for a free 4 pack.

**The Results**  
And what of this birthday postcard? At a stroke, the recipient calls our celebrity marketing with their compliments. Based on the response, we're already looking forward to their orders!



**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 a business product benefit 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

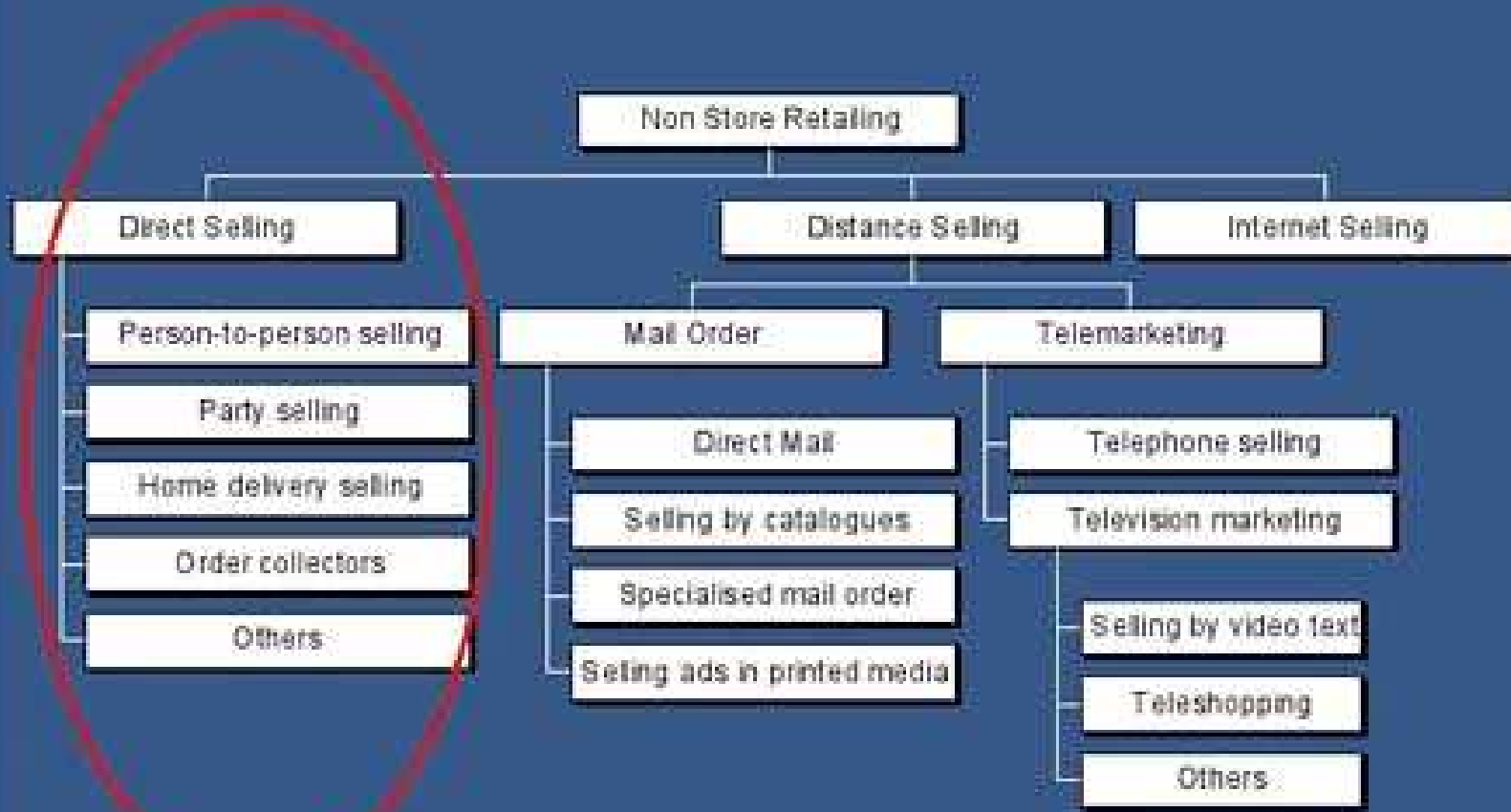
- nepodmíněná – „Vy buďte soudcem“
- podmíněná

časově omezená  
způsob použití

omezení poškození  
pouze oprava n. výměna

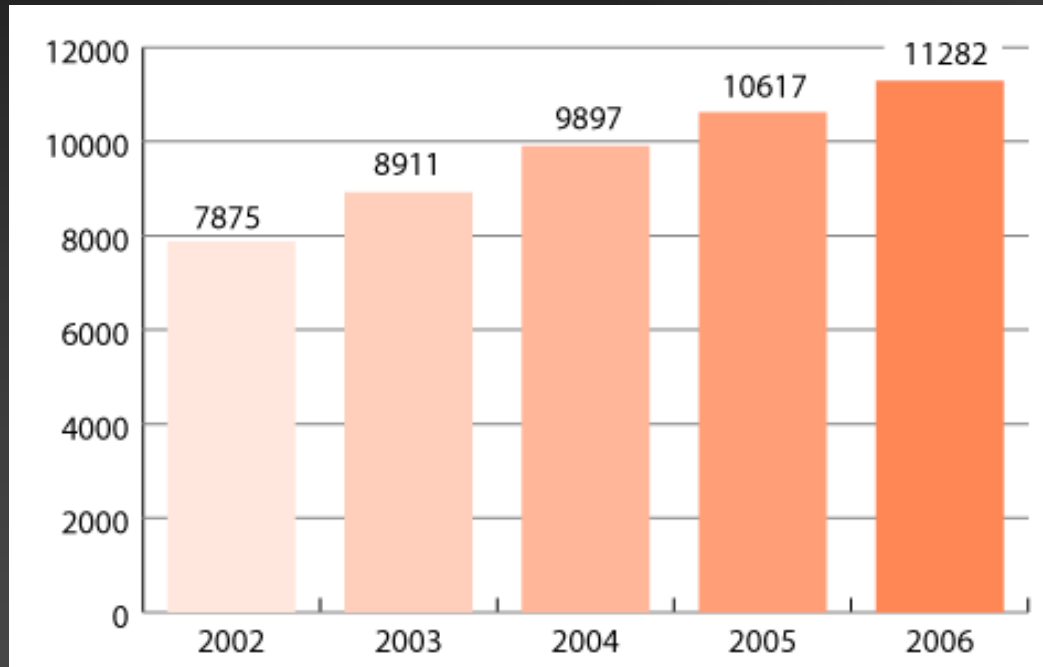
- dvojitá záruka
- konkurenční
- zdramatizovaná
- nabídka ponechání

# Direct Selling / Non Store Retailing

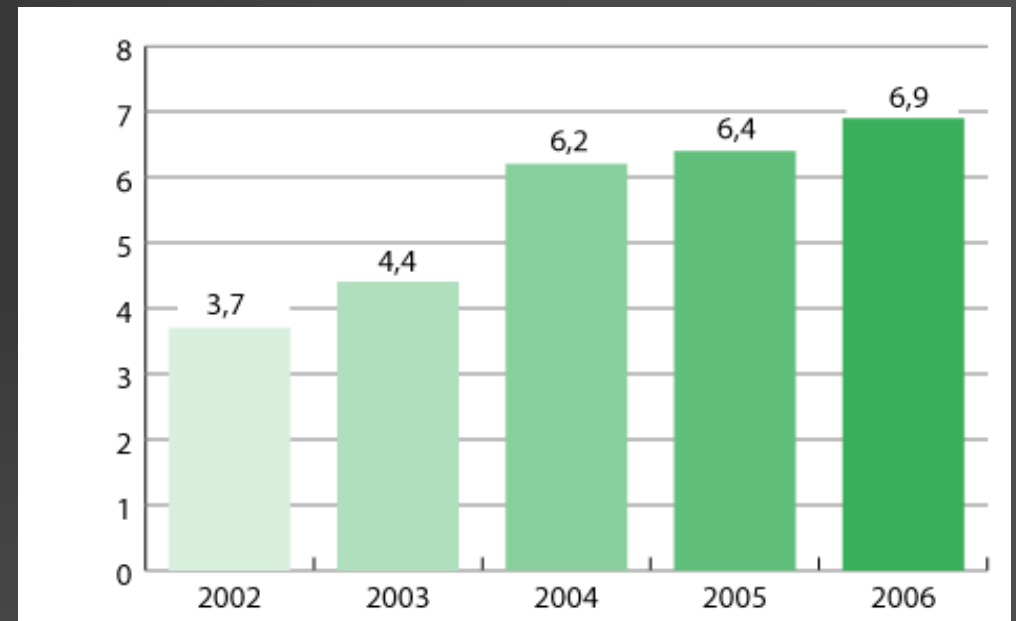


**Direct Selling is part of the Non Store Retailing sector**

# Přímý prodej



**Direct Selling in Europe - 2000-2005  
evolution  
- Sales (in millions €)**



**Number of direct sellers -  
2002-2006 evolution (in  
milions)**

## 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

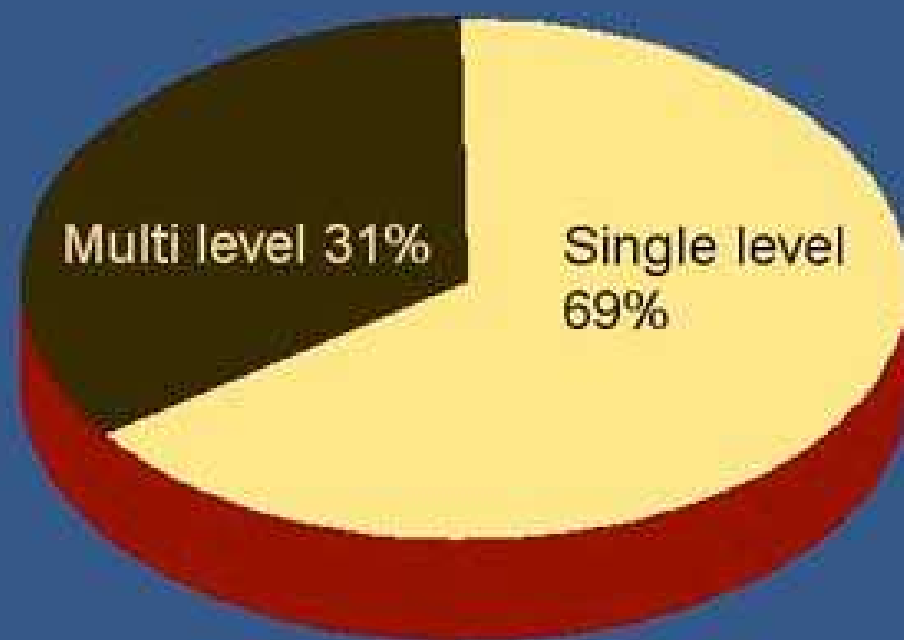
88%

[\*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

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- 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
-

# Neadresná distribuce

Rok	Počet ks (mld.)	Náklady - roznos (mld. Kč)	Náklady celkem (mld. Kč)
2001	1,7	0,48	
2002	2,3	0,67	
2003	2,7	0,8	6 – 8
2004	3,0	0,9	6,5 – 9
2005	3,2 – 3,3	1,0	7 - 10
2006	3,3 – 3,4	1,1	8 - 10

Zdroj: ADMAZ – Zpráva o stavu českého direct marketingu, 2007

# Neadresná distribuce

Počet významných firem na trhu = do 10

- Průměrná cena roznosu = 0,30 Kč/1 ks
- Cenové rozpětí roznosu = 0,20 – 1,00 Kč/1 ks
- Mění se struktura klientů podle vývoje retailu
- Zákazníci podle letáků nakupují (GfK/Incoma)
  
- Trend: POMALÝ RŮST

# Adresný direct mail

Rok	Počet ks (mil.)	Náklady - poštovné (mld. Kč)	Náklady celkem (mld. Kč)
2001	120		
2002	125	0,88	2,5
2003	135	0,88	2,7
2004	150	0,90	3,0
2005	160	0,95	3,1
2006	160	0,95	3,2

Zdroj: ADMAZ – Zpráva o stavu českého direct marketingu, 2007

# Adresný direct mail

3 významní poštovní operátoři na trhu (Česká pošta, Mediaservis, TNT Post)

- Desítky firem „agenturního typu“
- Průměrná cena poštovního 2005-6: cca 5 Kč/1ks
- Průměrné celk. náklady: cca 20 Kč/1 ks
- Cenové rozpětí velké
  
- Trend: STAGNACE



# Telemarketing

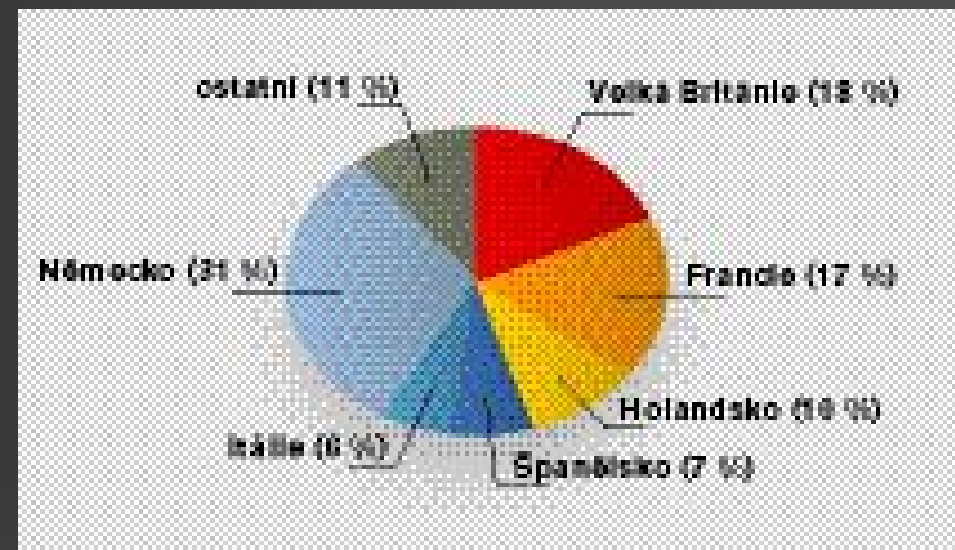
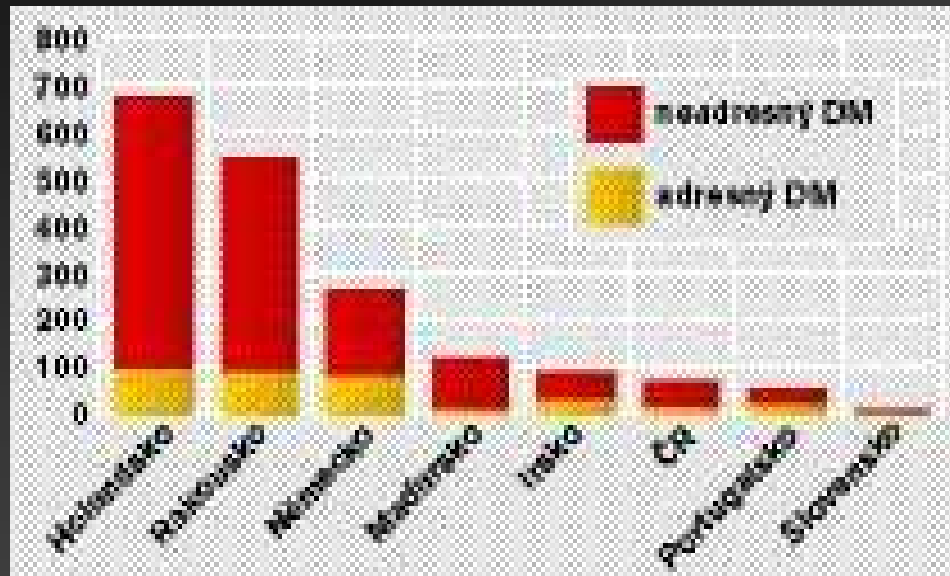
Rok	Počty telef. hovorů (mil. ks)	Náklady na TM (mil. Kč)
2001	16	550
2002	18	610
2003	22	780
2004	26	900
2005	29	1000
2006	31	1100

**Zdroj: ADMAZ – Zpráva o stavu českého direct marketingu, 2007**

# Telemarketing

- Počet významných externích CC na trhu: do 30
  - Poměr aktiv/pasiv: 40:60
  - Běžné cenové rozpětí – aktiv: 15 – 75 Kč/1 hovor
  - Běžné cenové rozpětí – pasiv: 3 – 65 Kč/1 hovor
  - Těžko srovnatelná čísla počtu operátorských míst
- 
- Trend: RŮST

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



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

# Nepřetržité programy

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- 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.admaz.cz/o_nas.asp)
- [http://www.fedsa.be/en/5\\_publications/5-2\\_pwc.html](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.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