

# 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 customer's birthday?

**The Solution**  
In a moment of customer care, a customer was one bottle of wine short. How do you wish a customer's birthday? The solution was to use the missing bottle as a marketing tool. The customer was informed of the missing bottle and a replacement was offered for a free glass.

**The Results**  
Add it all up and the birthday pack used for a week, the response rate was virtually 100%. The missing bottle was a marketing tool that was being looked forward to more than ever.



**Virgin Credit Card launch - 'Plastic Surgery'**

**TV 1**

**TV 2**

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

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

**Results**  
Acquired most successful credit card acquisition launch since. The best 12 month credit card acquisition after only 10 months. Capturing over 31% of the total credit card market at 67% of target cost per account.

**Plastic surgery.**

**Liposuction for interest rates.**

# Záruky

- nepodmíněná – „Vy buďte soudcem“
- podmíněná

časově omezená

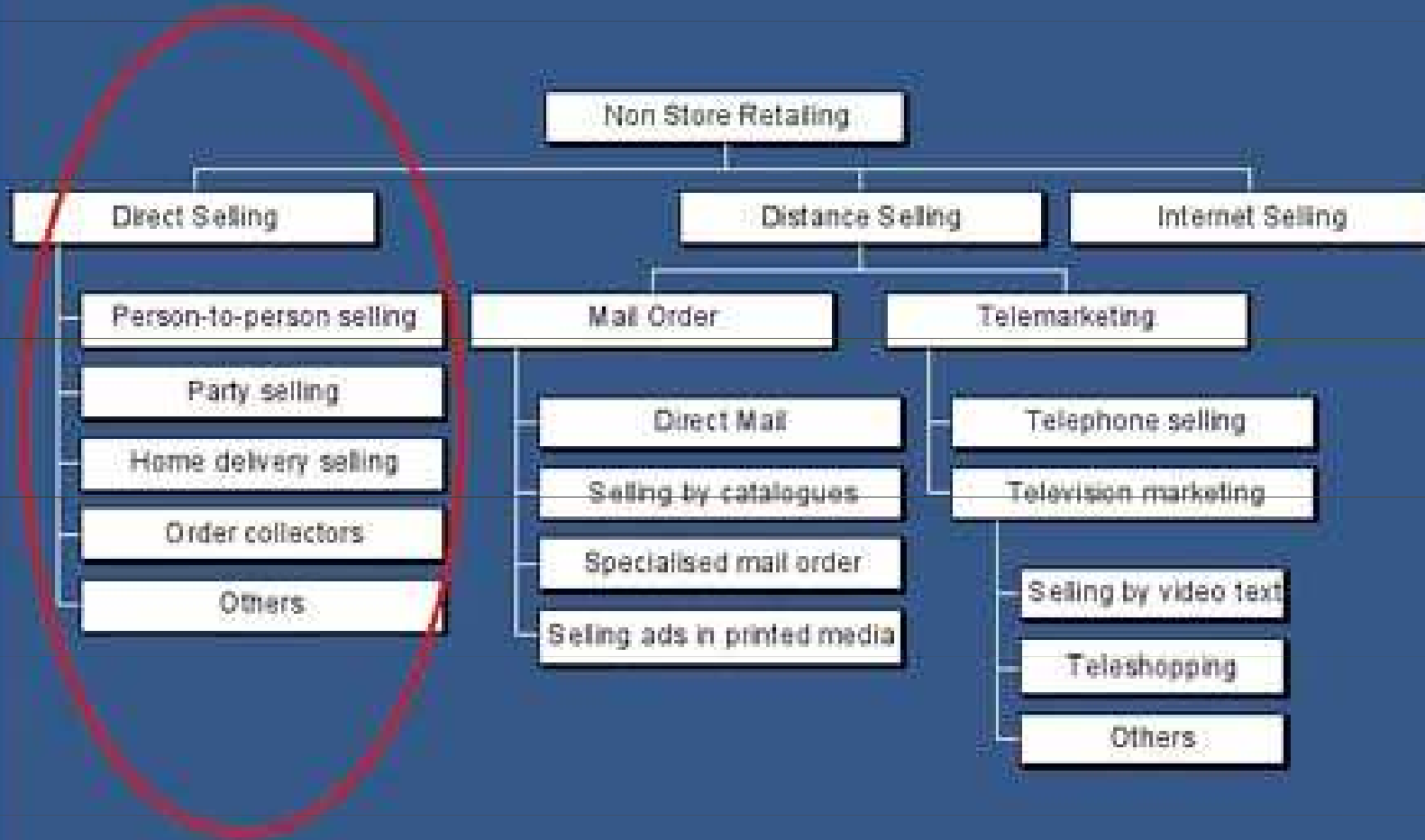
omezení poškození

způsob použití

pouze oprava n. výměna

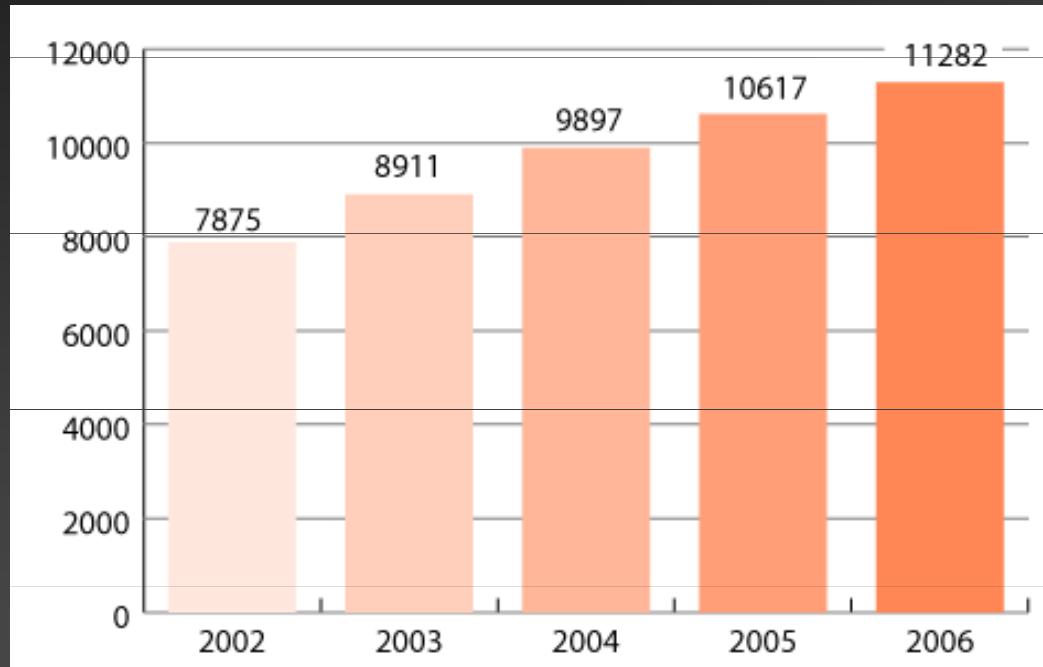
- dvojitá záruka
- konkurenční
- zdramatizovaná
- nabídka ponechání

# Direct Selling / Non Store Retailing

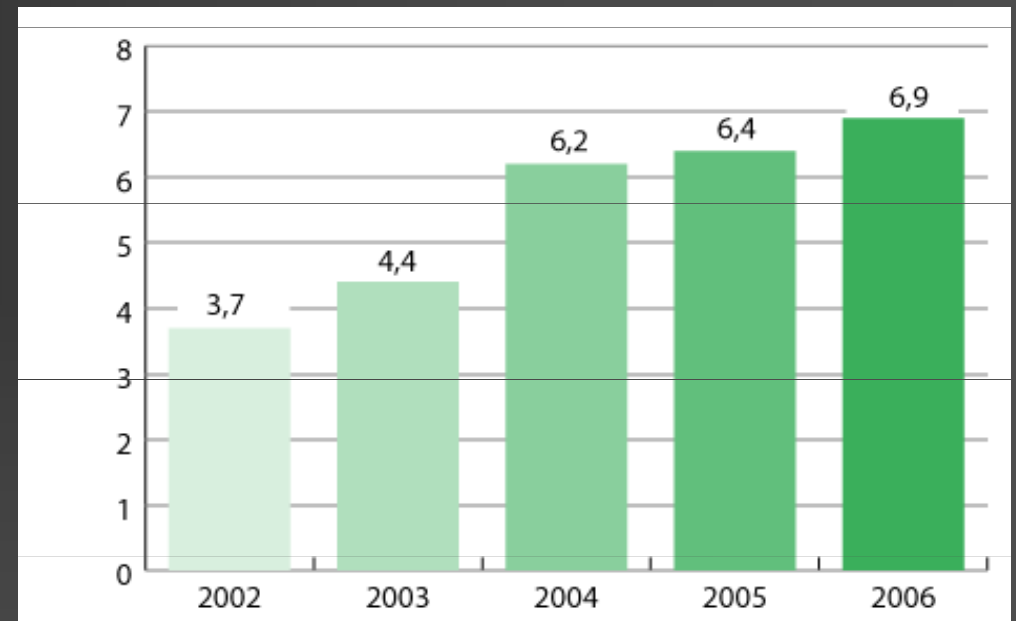


**Direct Selling is part of the Non Store Retailing sector**

# Přímý prodej



**Direct Selling in Europe - 2002-2006  
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

Educational qualifications higher than secondary school

%

Female Direct Sellers

20%

Male Direct Sellers

35%

Before joining Direct Selling

%

Held a position of employment

69%

Unemployed or no professional activity -- Female

36%

No background in Direct Selling

66%

Length of time in Direct Selling

%

Have worked more than 1 year in the Direct Selling Industry

89%

Have worked more than 7 years in the Direct Selling Industry

41%

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

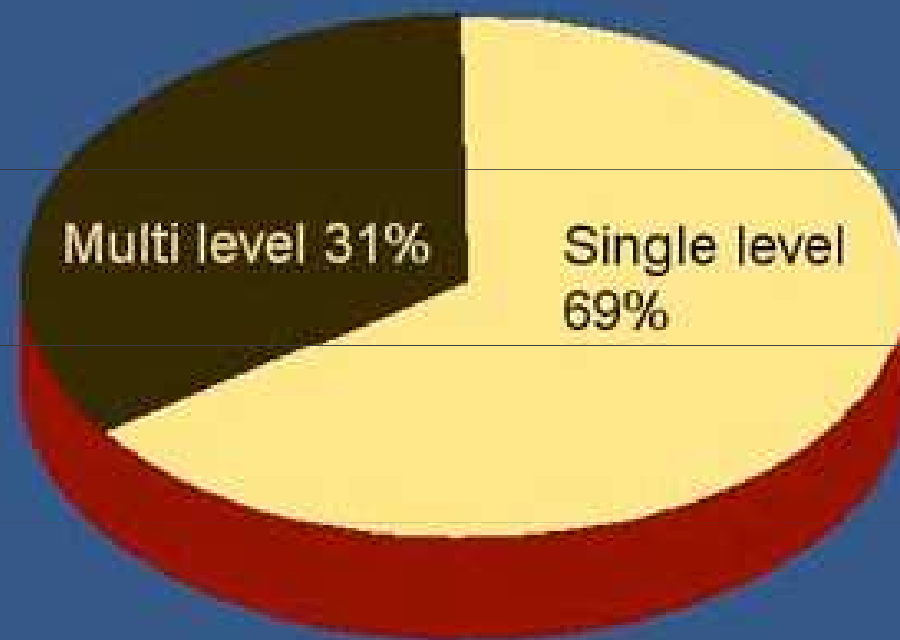
	%
Would buy again via the same channel	93%
Would recommend buying from a Direct Selling Organisation	88%

(“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
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# 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

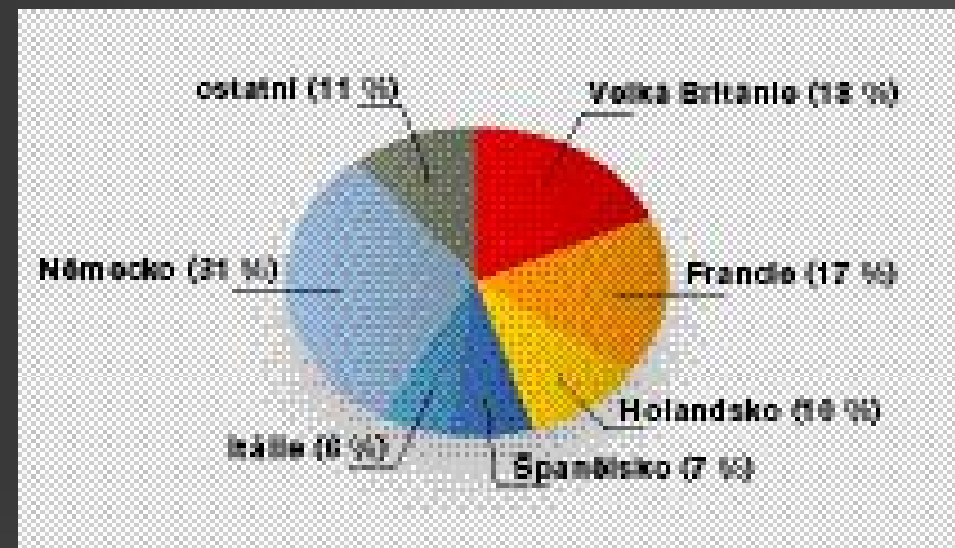
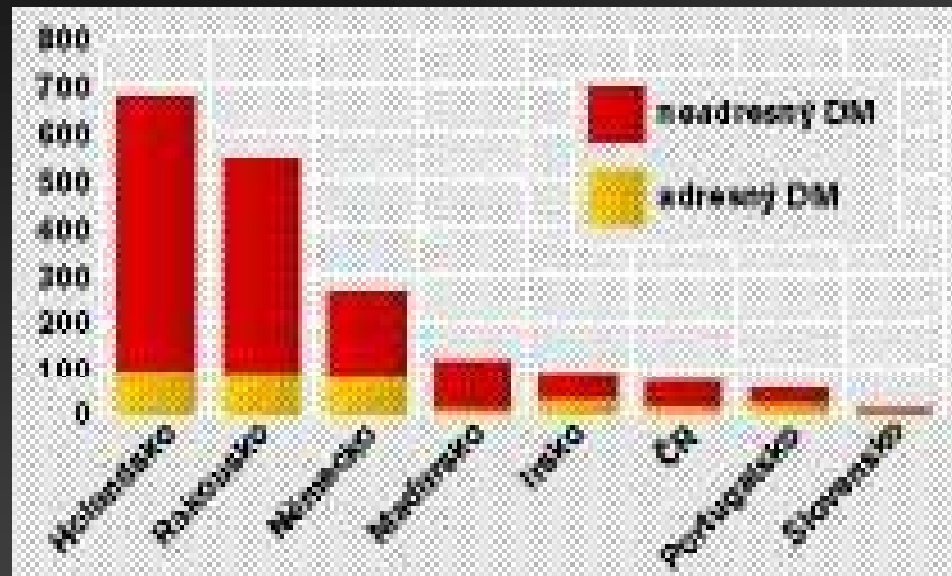
**Zdroj: ADMAZ – Zpráva o stavu českého direct marketingu, 2007**

# Telemarketing

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- 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
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- 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*