



# International Marketing Communication

**International Marketing (English)**

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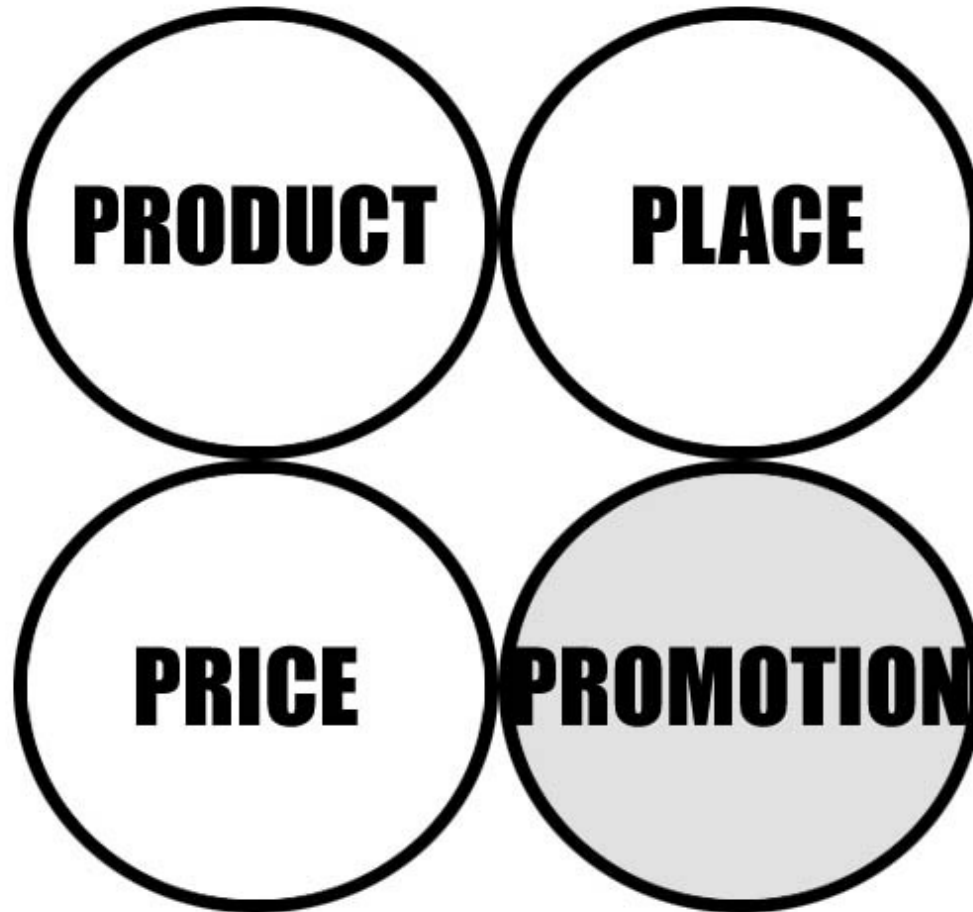
Masaryk University Brno, 2009

# Structure of the Lucture

- **Topic Context**
  - Within 4P and 4C Marketing Frameworks
- **Definitions**
  - Promotion, Marketing Communication, Communication
- **Communication Process Across Cultures**
  - Communication Modelling, Message, Culture
- **Promotion & Marketing Communication**
  - Definition, Meaning, Characteristics, Forms, Campaign Design
- **Advertising, Sales Promotion, PR**
  - Definitions, Tools & Tactics, Applications
- **Direct Marketing**
  - Definitions, Tools & Tactics, Application
- **Integrated Marketing Communication**
  - What it is, and why is it important
- **Case Study:** Railway stations & Trains as an Advertising space

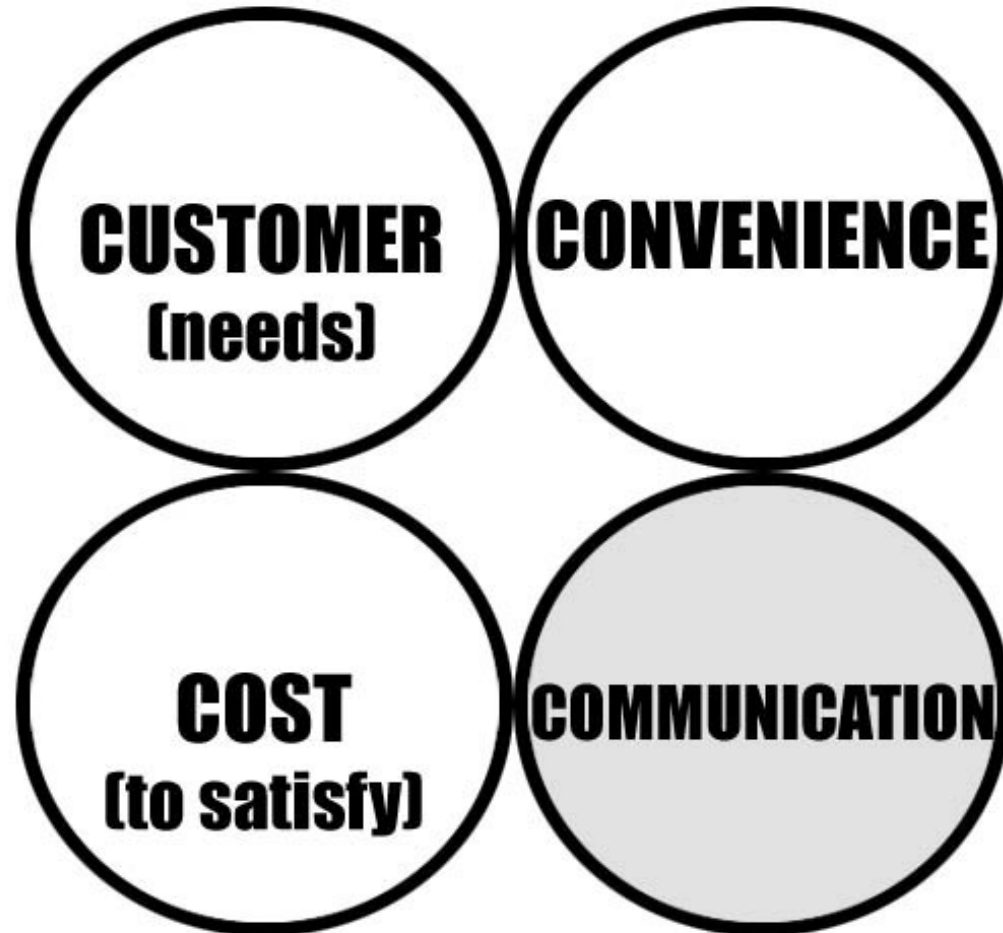
# Topic Context

- 4P



# Topic Context

- 4C



# Promotion & Marketing Communication

## ■ Definitions

### □ Promotion

- „Promotion involves disseminating information about a product, product line, brand, or company. It is one of the four key aspects of the marketing mix.“ (wikipedia.org)

### □ Marketing communication

- „Coordinated promotional messages delivered through one or more channels such as print, radio, television, direct mail, and personal selling.“ (businessdictionary.org)

# Promotion & Marketing Communication

## ■ Definitions

### □ Communication

- „Communication is a process of transferring information from one entity to another.“  
(wikipedia.org)
- „Communication processes are **sign-mediated interactions** between at least two agents which share a repertoire of **signs** and **semiotic rules**.“ (wikipedia.org)
  - Semiotic rules = signs and symbols (are culture specific)
  - Semiotics divided into:
    - Semantics: Relation between signs and the things to which they refer; their denotata
    - Syntactics: Relations among signs in formal structures
    - Pragmatics: Relation between signs and their effects on those (people) who use them

# Communication Process Across Cultures

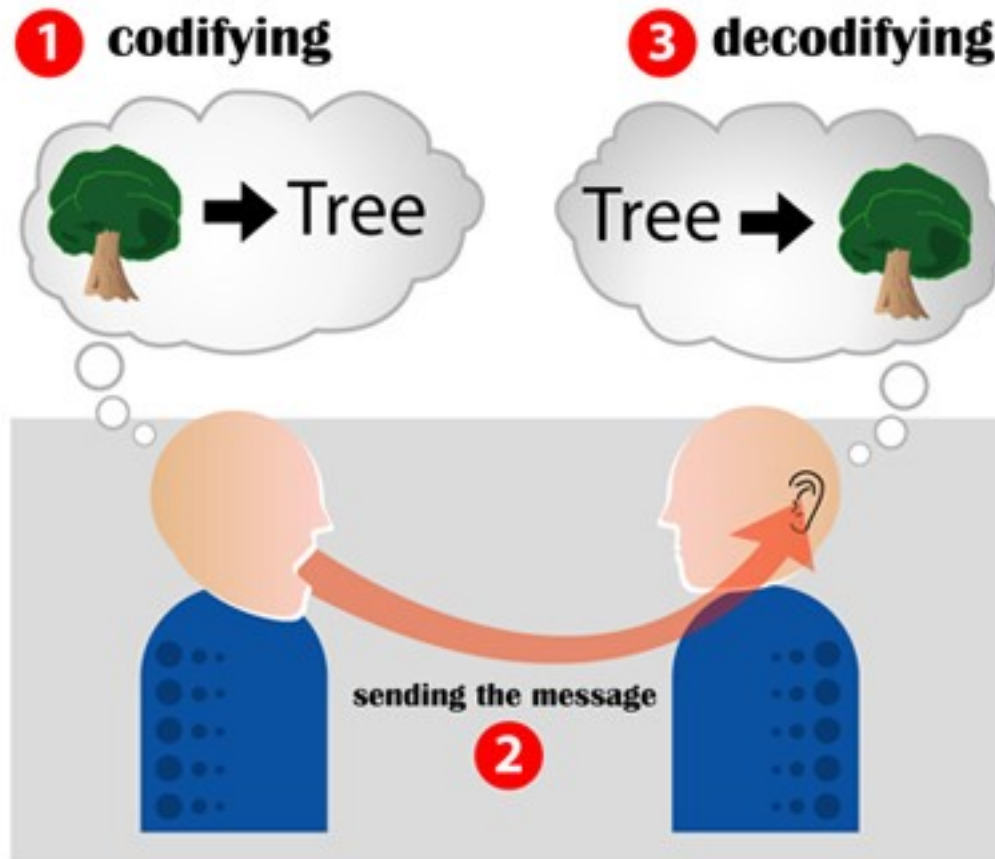
- Describing / Modelling Communication
  - Communication is usually described along a few major dimensions
    - Content (what type of things are communicated)
    - Source / emisor / sender / encoder (by whom)
    - Form (in which form)
    - Channel (through which medium)
    - Destination / receiver / target / decoder (to whom),
    - The purpose (and why?)

# Communication Process Across Cultures

- **Communication as a means of sending and receiving information** – The „Simple communication model“ (Claude Shannon and Warren Weaver)
- **Elements:**
  - An information source, which produces a message.
  - A transmitter, which encodes the message into signals
  - A channel, to which signals are adapted for transmission
  - A receiver, which 'decodes' (reconstructs) the message from the signal.
  - A destination, where the message arrives.



# Communication Process Across Cultures



# Communication Process Across Cultures

## ■ Issues with Communication „itself“

(both sides are in the same culture, use same language – have similar stereotypes, set of symbols, similar „weltanschauung“ world-view)

- **The technical problem:** how accurately can the message be transmitted?
- **The semantic problem:** how precisely is the meaning 'conveyed'?
- **The effectiveness problem:** how effectively does the received meaning affect behavior?

# Communication Process Across Cultures

## ■ Culturally determined Communication Issues

- Culture (Stereotypes, Assumptions)
- Context (Who speaks, where when: low context (more impersonal) – e.g. Swiss and High context (more personal) – Latin, Japanese cultures)
- Language (something lost in translation)

# Communication Process Across Cultures

## ■ Culturally determined Communication Issues

### ■ Context Example

- Master Card ads USA:  
[http://www.youtube.com/watch?v=J8kMrLx6\\_aQ](http://www.youtube.com/watch?v=J8kMrLx6_aQ)
- Visa Ad Argentina:  
<http://www.youtube.com/watch?v=d08MXqKSu5I>
- Gameboy Brazil  
<http://www.youtube.com/watch?v=PAW0VRqsXZM>
- Gameboy Germany  
<http://www.youtube.com/watch?v=nidwyXgwn5M>

# Communication Process Across Cultures

## ■ Culturally determined Communication Issues

- Areas that need to be addressed in campaign implementation / design
  - Verbal communication styles
  - Non-verbal communication (gestures, eye contact, body language)
  - The way languages shapes and reflects particular world-views
  
- How to do it?
  - Educate yourself, Travel
  - Hire a professional „domestic“ agency 😊
  - Let your loyal customers „fans“ create/approve/test the message (FB / YouTube)

# Promotion & Marketing Communication

## ■ Meaning

- Very similar, nearly identical terms

## ■ Characteristics

- Targeted
- Message has a purpose, has a goal
- Often paid for by the advertiser
- Often regarded as untrustworthy by the audience

## ■ Forms

- ATL: Advertising (message communicated in MassComm Media)
  - TV, radio, newspapers, Internet and Mobile Phones
- BTL: All other forms
  - Events, Trade shows, Direct marketing, PR, WOM, Sponsorship, Product Placement

# Promotion & Marketing Communication

## ■ Campaign design

□ 5 Steps to effective marketing communication (Kotler, 2007)

- Selecting target audience (target segment)
- Setting communication goals
- Preparing the actual message

⇒ **Appropriate for the target audience** (culture, context, language)

- Media planning
- Evaluating campaign (feedback)

+ considering budget limitations

+ considering synergy effects within:

- Marketing Communication mix
  - Integrated communication concept
- Marketing mix (as a whole)
  - Massive campaign useles if the goods not in stores yet...



# Advertising

## ■ Definition

- "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor,, (Kotler, 2007)

## ■ Media

- Typically in mass-comm media, but also billboards, stickers, public transport...



# Advertising

## ■ Ad & Campaign design

- **Message:** Informative vs. persuasive vs. reminding
- **Ad „tone“:** lifestyle, fantasy, image, music, ordinary day, music, scientific evidence, „buddy“ recommendations, humor...
  - Example: Bud Light
  - <http://www.youtube.com/watch?v=CFrh14LsQQ0>
  - <http://www.youtube.com/watch?v=KCpoldRGSiE>

# Sales Promotion

## ■ **Definition:**

- „Activities, devices, and techniques used to supplement the advertising efforts and help increase sales quickly“  
(Answers.com)

## ■ **Commonly used tools:**

- Contests, coupons, promotional discounts, free gift offers

## ■ **„Call to action“**

- More than any other element of the promotional mix, sales promotion is about “action” - stimulating customers to buy a product
- While advertising is more informative & image-building
  - Sales promotion is commonly referred to as “Below the Line” promotion

# Sales Promotion

## ■ Targeting

- Final consumer
- Resellers / dealers
- Organizations (Congress, Trade show)

## + Affiliate programs online

- Example Zappos.com

<http://www.zappos.com/associates.zhtml>

# PR (Public relations)

## ■ Definition

- „the practice of managing the flow of information between an organization and its publics. Public relations gains an organization or individual exposure to their audiences using topics of public interest and news items that do not require direct payment. Because public relations places exposure in credible third-party outlets, it offers a third-party legitimacy that advertising does not have.“  
(wikipedia.org)

## ■ Common activities

- speaking at conferences, working with the press, and employee communication, working with local authorities, investor relations (annual reports...)

# PR (Public relations)

## ■ Applications

- Brandbuilding (Kotler, 2007), increasing awareness

## ■ Message design „5W“

- Who
- What
- Where
- When
- Why

-example iPhone introduction by T-Mobile CR

# Direct Marketing

## ■ Definition

- „All marketing communication techniques which allow to address directly and individually the addressee with the objective of a more or less immediate answer.“

## ■ Media:

- telephone, mail and e-mail + personal selling

+ Direct marketing actions are also characterized by a database usage and by the ability to measure exactly the campaign results.



# Integrated marketing communication

- Concept

- popularized by P.Kotler, highlights the benefits of harmonizing marketing communication in all media, in all campaigns.

- Clarity

- Consistency

- Coordination

# Integrated marketing communication

## ■ Example

- Integrating Advertising and Direct marketing campaigns
  1. Advertisement with a direct response coupon  
(Postcard - Postage paid by addressee)
  2. Direct mail  
(Catalogue delivered to those who showed interest – send the postcard from the Ad)
  3. Telemarketing  
(Several days after prospects received the Catalogue, they are contacted by a telemarketer...)
  4. Personal Selling  
(...and can request an appointment with a representative)



# Case study: Railway station



Advantages, Disadvantages? Compare to urban street and highway. Propose an integrated mar. comm. concept.

# Case study: Railway station



- Compare to previous ad... call to action...

# Case study: Railway station

- Propose a different „guerilla“ visual in this area
- Is this a **Captive audience** area?





# Thank you

- For questions, feedback etc.

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