



MASARYKOVA UNIVERZITA

PV231 Class 1
**Integrated Marketing
Communications Strategy Course**
Faculty of Informatics
SSME Program

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



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PROGRAM

Room G101

09:00 - 12:00 Course Intro & Lecture

12:00 - 13:00 Lunch Break

Room G107

13:00 - 14:00 Project Intro

14:00 - 15:00 Dr. Zdenek Vrbka Lecture

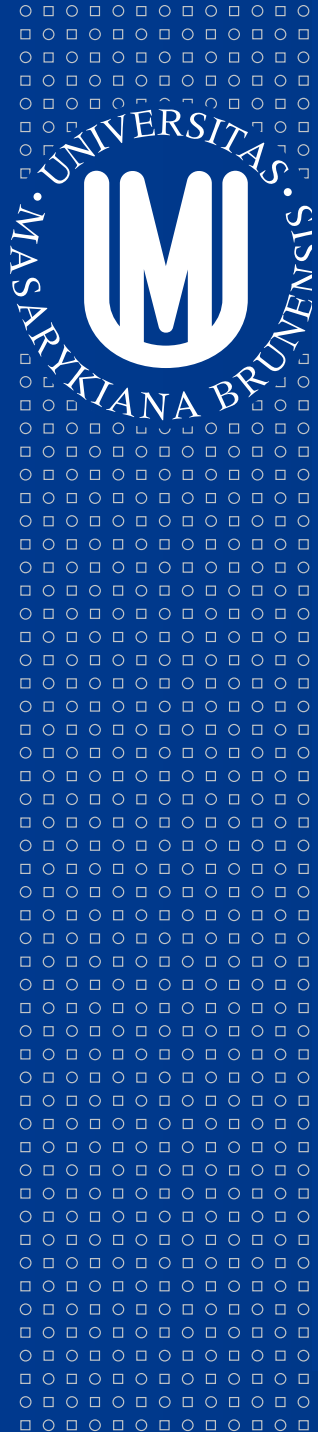
15:00 - 16:00 Lecture

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



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PV231 Integrated Marketing Communications SPRING 2011



ABOUT ME



MASARYK ZITA

1/2



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1/2





ERZITA

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About me

Name: Sandra Kumorowski

Hometown: Kromeriz, Czech Republic

Current City: Chicago, USA

Education:

Northwestern University, Project Management Certifications

Loyola University Chicago MBA (Marketing, Operations Mgmt)

Loyola University Chicago BBA (Economics, Intl. Business)

Wright College AA (Business Administration, Art & Literature)

University of Economics, Prague (International Relations, English/
French)

Research & Publishing:

Best Practices in Project Management by Dr. Harold Kerzner, 2010
Edition

Wine Marketing, Dental Marketing, Business Development,
Entrepreneurship

Expertise: IMC, Brand Strategy, Social Media, Project Mgmt,
Business Development, Education

Languages: Czech, Polish, French, German

Passions: Music, Art History, Literature, Cooking, Wine, Tennis,
Volleyball, Travel

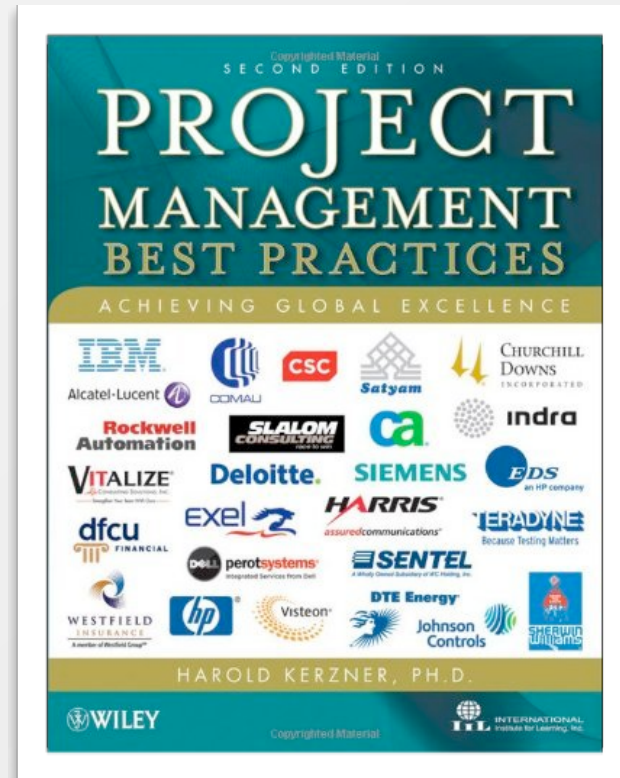
About my experience

Marketing & Operations Consultant	Chief Business Advisor & Founder	Assistant Professor Marketing Communications Career Development
	 <p><i>activating business potential</i></p> <p>DENTAL CATEGORY FINANCE HEALTH CARE EDUCATION</p>	

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FAKULTA INFORMATIKY



PM projects





Why I love marketing?

Marketing

Creativity

Dynamic Category

Combined with Operations/Project Mgmt (Dr. Kerzner Book)

FREE WILL

Main focus

Integrated Marketing Communication Strategy B2B/B2C

PM in Marketing, Design Planning

Business Development, Brand Strategy & Innovation

Consumer Research & Insight (MQ)

Brand Participation Model

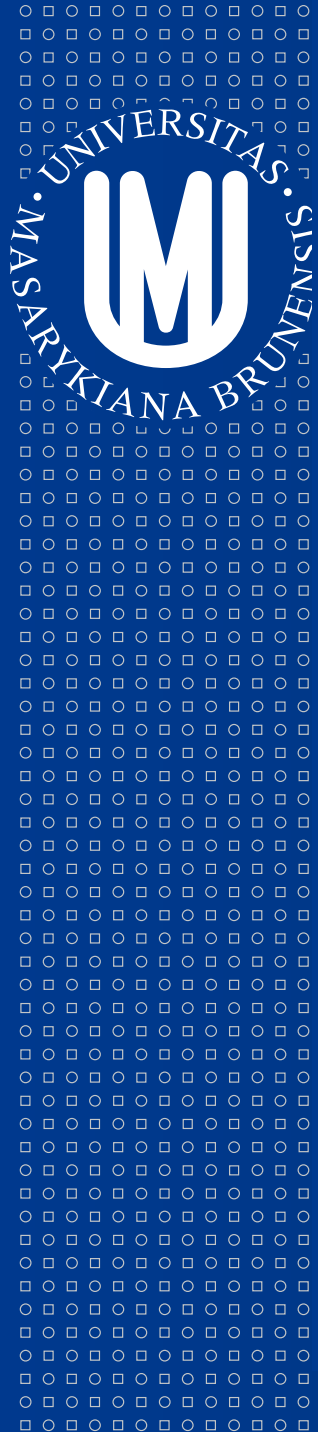
Online Anthropology

Archetypal Branding

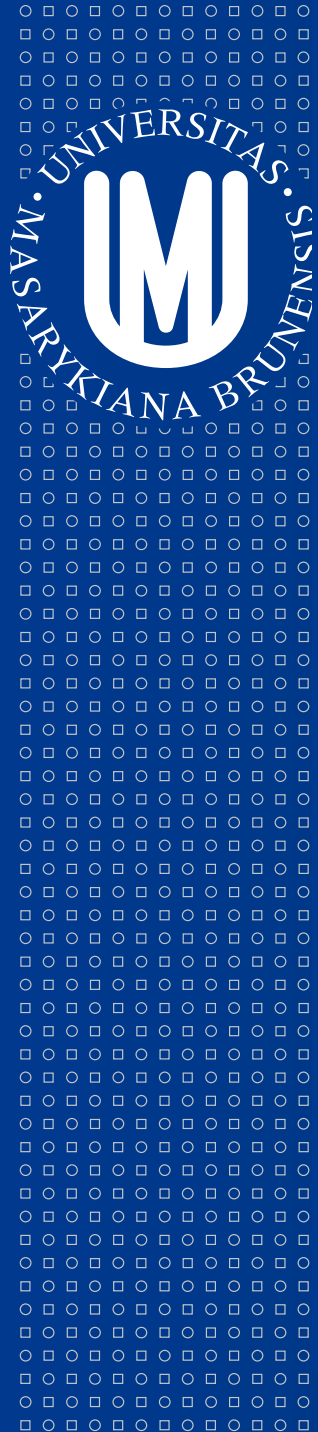
Social Media

SEM





ABOUT YOU



ABOUT MARKETING



What is marketing?

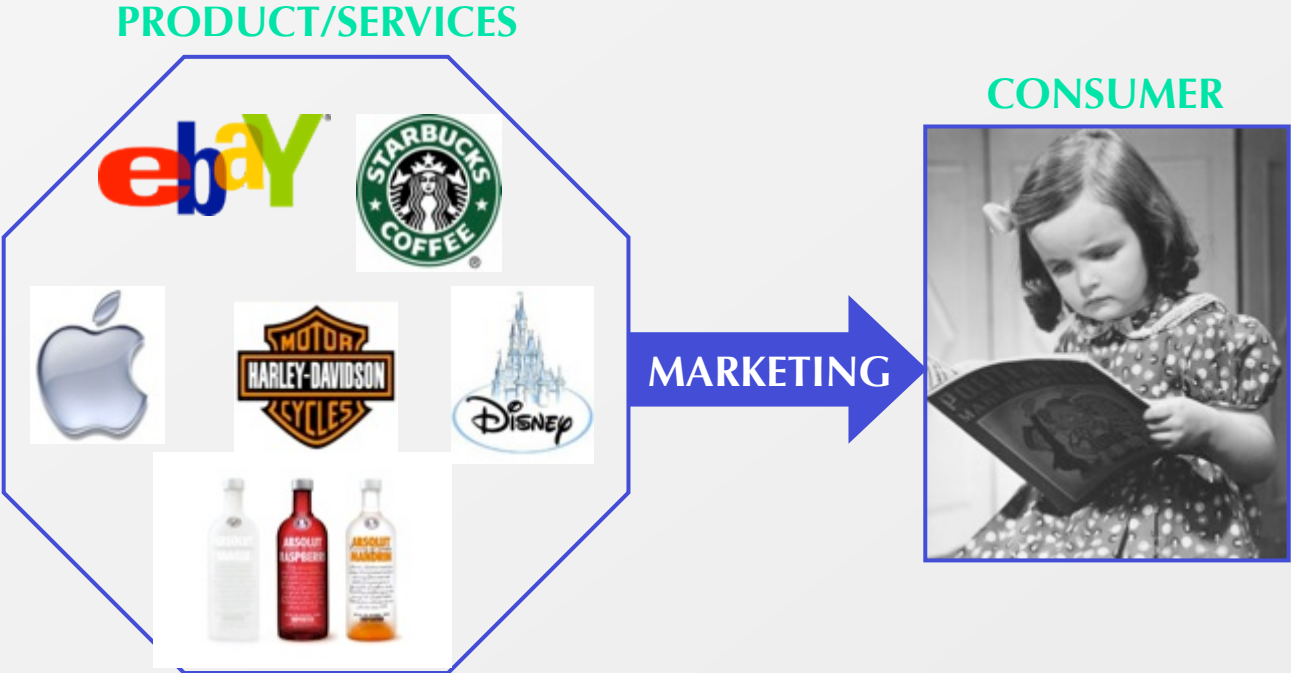
What does it mean





Marketing is all about the personal connection with the consumer

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BIG IDEAS



IMAGE IS EVERYTHING



SALES TEAMS



SALES STRATEGY



UNDERSTANDING CONSUMERS





It changes everyday

**As the world changes
As the consumer changes**



What is marketing about?

Why (is it important)
How (what it takes to do successful marketing)





WHY? Marketing is a strategy

Marketing is (should be) all about an unique integration of all the pieces of an organization around a single factor: the wants and needs of customers.

It's a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs over time with consumers, customers, prospects, employees, associates and other targeted relevant external and internal audiences.





HOW? How to do successful marketing

Understand the need
Understand the consumer
Understand the product/service/company environment
Understand the market
Plan & be spontaneous at the same time
Be CREATIVE, UNIQUE & PERSISTENT





The New World - segmentation requires integration

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New Environment

Globalization: Asia, Middle East, Latin America
Digital technology
Internet (2 worlds: online & offline)
Enabled mobility
Green/Holistic/Organic/Exotic
Shift from manufacturers to retailers
Virtual Teams (IBM)
Project Management

Advertising no longer dominant
DIGITAL & Sales promotions increase
Increased demand for IMC & IMC channels
Measurement & Accountability
Buzz marketing (organic consumer data: MotiveQuest)
Database marketing (Salesforce.com)
Web analytics (Coremetrix, Interwoven)
SEO marketing
Email marketing (ConstantContact, iContact)
PR distribution (PRWeb)

New Consumer

People saving more
Access to information
Simplicity
WOM enabled, reviews
Increased connectivity
Engagement
Personalization
Self-expression
Real-time connection
Social media (natural consumer segmentation)
Blogging
Ethics



TRANSPARENCY





What is IMC?

- Integrated Marketing Communications uniquely integrates all the pieces of an organization around a single factor: the wants and needs of customers

- **Integrated Marketing Communication is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs over time with consumers, customers, prospects, employees, associates and other targeted relevant external and internal audiences.**
- **The goal is to generate both short-term financial returns and build long-term brand and shareholder value.**

- Don Schultz, Northwestern University





Who is Don Schultz?

Don Edward Schultz is Professor Emeritus of Service at Northwestern University's Medill School. He is most notable for his research and writing on Integrated Marketing Communications (IMC).

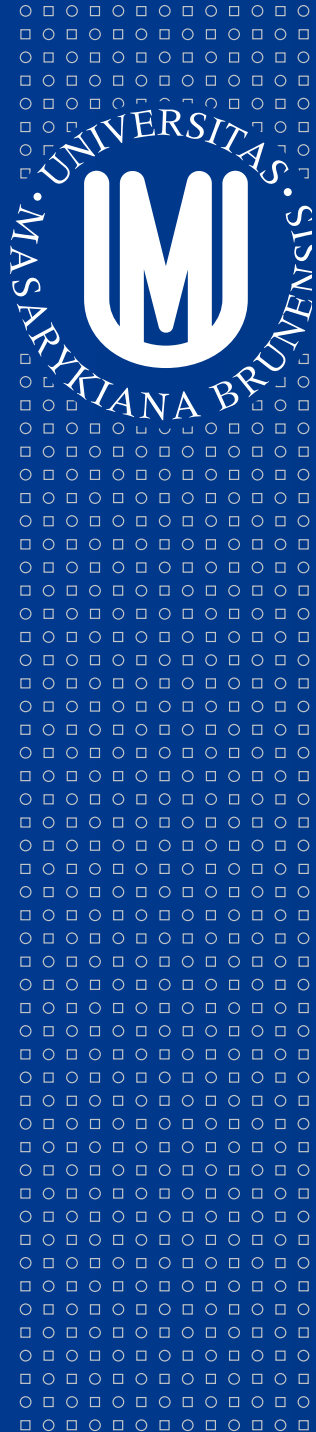
In 1992, the American Advertising Federation named him **Advertising Educator of the year**, and in 1998 Sales and Marketing Management magazine named him one of the 80 Most Influential People in sales and marketing.

Often referred to as the **"father of integrated marketing"**, Schultz is the author or co-author of 13 books on marketing, including *Integrated Marketing Communications* (1993), *Communicating Globally* (2000), and *IMC: The Next Generation* (2003). He writes a regular column on Integrated Marketing for Marketing Management magazine, the trade publication of the American Marketing Association.

Prior to his academic career, Schultz worked for 15 years in the field of advertising.

Schultz earned a Bachelor of Business Administration from University of Oklahoma in 1957, a Master of Arts in Advertising from Michigan State University in 1975, and a Ph.D. in Mass Media from Michigan State in 1977.

Schultz lectures and consults for various business groups and currently resides in the Chicago metropolitan area. He is also the president and founder of Agora, Inc., a consulting firm based in Evanston, IL.



REMARKABILITY IN MARKETING



Student Projects Overview



Awareness
Website



Newspaper Industry
Revival Campaign
iPad



Branding
Chicago Chapter Awareness
Team Reeve
Christopher Reeve Day



US Automotive Revival
Campaign



New Brand & C2C Strategy



Brand Revival
Consumer Engagement
Strategy



Brand Organization & Strategy

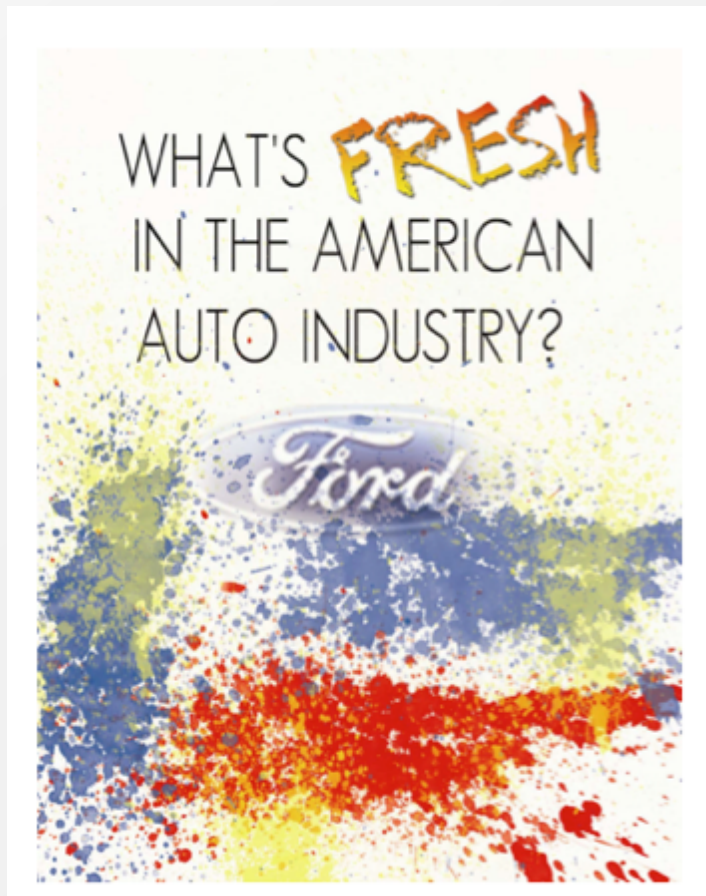


Brand Revival/Exit Strategy





Student Projects: Automotive Industry Revival Campaign





Student Projects:

Andrew Murray Vineyards Creative Brief



Student Projects: Adler Planetarium Community Partner Award

A promotional sticker sheet for Adler Planetarium. It features a central logo and several colorful circular stickers with prompts: "I'M BUSY EXPLORING", "TODAY I LEARNED", "MY SKY IS", "I SAW", "I HAVE AN IDEA!", "ADLER PLANETARIUM", "MY WORLD JUST GOT BIGGER", "LOOK WHAT I FOUND!". Below the stickers is a list of instructions: "EXCITED ABOUT EXPLORATION? LEARN SOMETHING NEW? visit www.itsyoursky.com". The sheet is shown being held by hands at the bottom.

**EXCITED ABOUT EXPLORATION?
LEARN SOMETHING NEW?**
visit www.itsyoursky.com •••••

1. place these stickers on your face, clothes, etc.
2. capture the moment with your phone or digital camera
3. visit www.itsyoursky.com
4. upload your pictures
5. share with friends and family!

ADLER PLANETARIUM



Student Projects: First-ever enacted Christopher Reeve Day




1st ANNUAL

**CHRISTOPHER
REEVE
DAY**
CHICAGO SEPT 25

christopherreeve.org/reevedaychicago

Help us celebrate! Join us on **Friday, September 25** from **6-9 pm** for a cocktail* celebration at **theWit Hotel's** ROOF-top lounge.

Upon arrival, please mention that you're joining the Christopher Reeve Day celebration;
Don't miss out on a special birthday cake from Sweet Mandy B's!
theWit is located at 201 N.State St. Chicago, IL 60601;
*cash bar

 **CHRISTOPHER & DANA
REEVE FOUNDATION**
TODAY'S CASE. TOMORROW'S CURE.
CHICAGO CHAPTER



Student Projects: Candy Coated

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NOW AVAILABLE IN HOT TOPIC STORES EVERYWHERE!

CANDY

LIPGLOSS
ONLY
6.99

COATED

beauty made sweet





Student Projects: Candy Coated

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EXAMPLE

North Bridge Road

B07

CANDY
COATED

beauty made sweet

LIPGLOSS
ONLY

6.99

NOW AVAILABLE
IN HOT TOPIC
STORES
EVERYWHERE!

BUS-STOP
BILLBOARD





MASARYK

Columbia Projects Columbia 2016 Strategy



**Communication isn't just talk,
it's an art.**



**We know that better than
anybody.**

INNOVATION IN THE VISUAL, PERFORMING
MEDIA, AND COMMUNICATION ARTS

Columbia
COLLEGE CHICAGO



MASARYKO

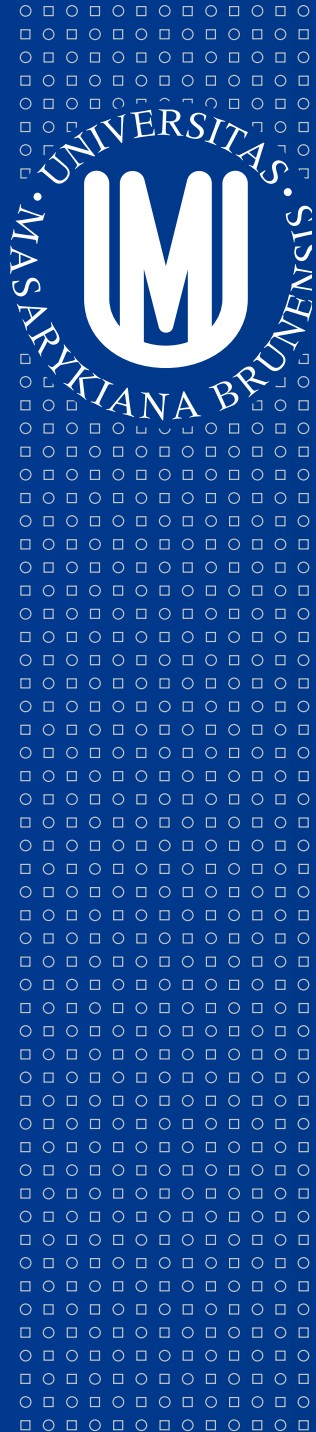
Columbia Projects Columbia Chronicle Creative Revival



Insight

The Chronicle vending machines blend in with the rest of the street clutter. Though, I think the Red Eye is on-to-something. Their design grabs your attention and is immediately recognizable. Chronicle needs to give its vending machines a make over.





CREATIVITY IN MARKETING



Creativity Definition

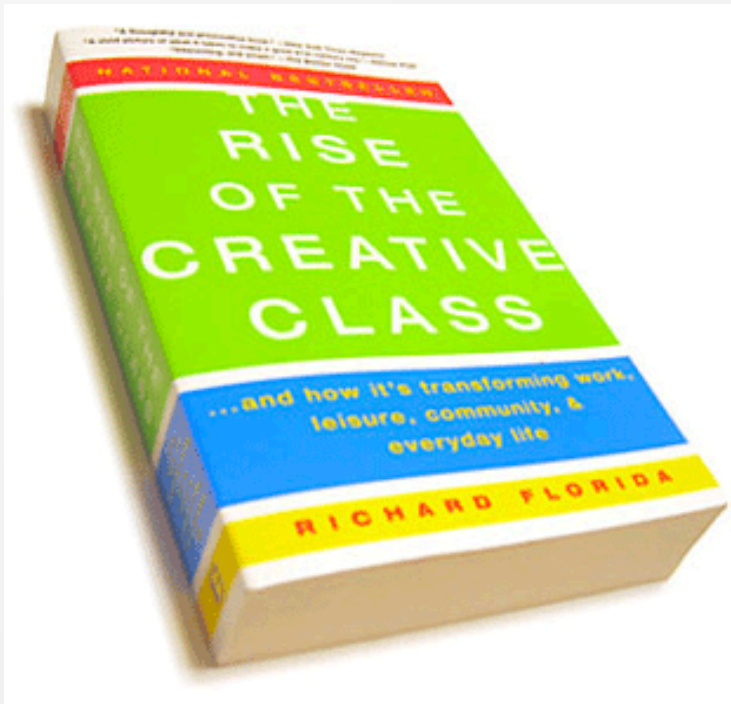
- ☒ Creativity lies in
 - ☒ Exploration
 - ☒ Observation
 - ☒ Learning (Acquiring knowledge)
 - ☒ Action (And in what we do with that knowledge)

- ☒ Creativity is the **only solution for sustainability**





Creative Class



- ❏ Creativity has come to be the most highly prized commodity in our economy - and yet it is not a “commodity”. It comes from people.
- ❏ Creative people don't just cluster where the jobs are. They cluster in places that are centers of creativity and also where they like to live. (Athens, Rome, Florence, Paris, London, San Francisco, New York)
- ❏ The economic need for creativity has registered itself in the rise of a new class, which is called the Creative Class. Some 38 million of Americans belong to this class.
- ❏ Those in Working and Service Class are paid to execute according to a plan. Those in Creative Class are paid to create & have more autonomy and flexibility.
- ❏ Key Finding: Creativity is directly correlated with earning potential and standard of living.



Bien plus qu'un marchand de meubles



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GROUPON®

Visit More Cities ▲

Get The Daily Email ▲



Daily Deals on the Best in Chicago

Today's Deal

Recent Deals

How Groupon Works

Discussion



Sign Up

For our daily email so you never miss another Groupon!

Submit

Recent Deals for Chicago

Jul 25, 2010

\$13 for a One-Year, Sunday-Only Subscription to Chicago Tribune (\$51.48)

7467

Groupons Bought

Price: **\$13**

Value: **\$51**

Savings: **\$38**



Jul 02, 2010

\$40 for Four Weeks of Fitness Boot Camp from Bulldog Bootcamp (\$195 Value).

2984

Groupons Bought

Price: **\$40**












Value: **\$195**

Savings: **\$155**



Will It Blend?™

PRESENTED BY BLENDTEC

-  Will It Blend? Home
-  Don't Try This @ Home
-  Try This @ Home
-  Friends of Will It Blend
-  Will It Blend Store
-  Suggest Stuff To Blend
-  Tell A Friend
-  Subscribe
-  Blendtec Home Blenders
-  Blendtec Commercial Blenders
-  Will It Blog?



Will The iPad Blend?

Tom blends the iPhone 4, but not everyone wants to see it destroyed. Go to www.blendtec.com and enter to win your very own iPhone 4 with a 2-year AT&T contract compliments of Blendtec!

[Find Out For Yourself!](#)

DON'T TRY THIS



TRY THIS



The Perfect Menu. Now Change It.



Sally Ryan for The New York Times

Testing oeufs Bénédicte for Next.

By JULIA MOSKIN

Published: February 15, 2011

Frequently Asked Questions

What is Next Restaurant?

Next Restaurant will explore world cuisine. It is being developed by chef Grant Achatz, Nick Kokonas, and the creative team that built Alinea, including Crucial Detail designer Martin Kastner, Architect Steve Rugo, and Interior Designer Tom Stringer.

Next Restaurant will serve four menus per year from great moments in culinary history – or the future. Our team of chefs will investigate, test, refine, and present authentic menu interpretations from cultures, places and times. Depending on the cuisine, meals will be 5 to 6 courses and will include food, beverage pairings, and service.

Our goal each season is to present the best possible menu from each culinary inspiration. We want to take diners on a journey to the foods we find exciting, delicious, and important.

How much?

A meal at Next will represent a great value. Depending on the menu AND what day and time you are dining, food will be \$40 to \$75 for the entire prix fixe menu. Wine and beverage pairings will begin at a \$25 supplement. Next's goal is to serve 4-star food at 3-star prices.

Tickets?

Yes. Instead of reservations our bookings will be made more like a theater or a sporting event. Your tickets will be fully inclusive of all charges, including service. Ticket price will depend on which seating you buy – Saturday at 8 PM will be more expensive than Wednesday at 9:30 PM. This will allow us to offer an amazing experience at a very reasonable price. We will also offer an annual subscription to all four menus at a discount with preferred seating.

Two walk-in tables will be available every evening.

The tickets will be available via our website, and we are building the reservation system from scratch to ensure the best customer experience. It will be simple to use, efficient, and familiar to anyone who has booked a show or travel online.

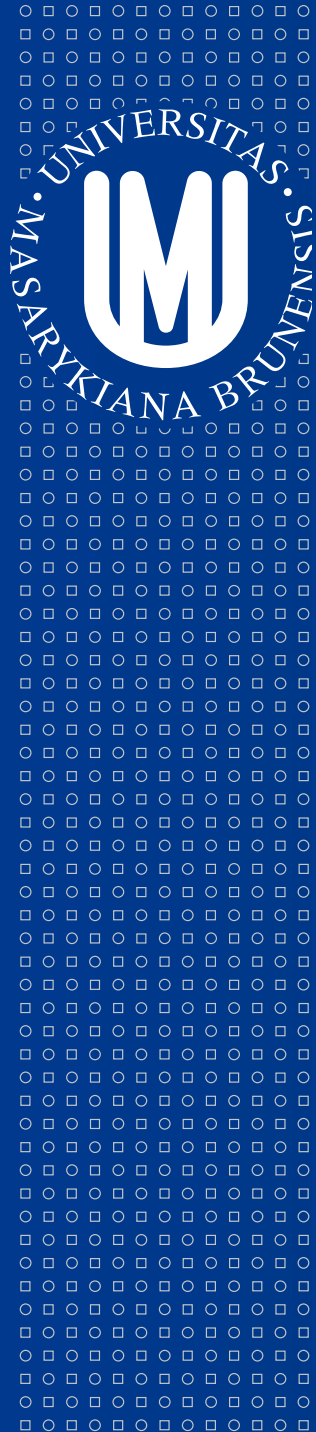
When?

We learned not to predict an opening date. Fall 2010 if all goes well. [Sign up here](#) to be notified when we begin booking, or follow our progress on [Facebook](#) and [Twitter](#).



ZE ZEMĚ NAHORU

STRATEGICKÝ PROJEKTOVÝ MANAGEMENT



ABOUT MARKETING PLANS



Current Environment

- Complex
- Competitive
- Controlled by consumer
- Constantly changing

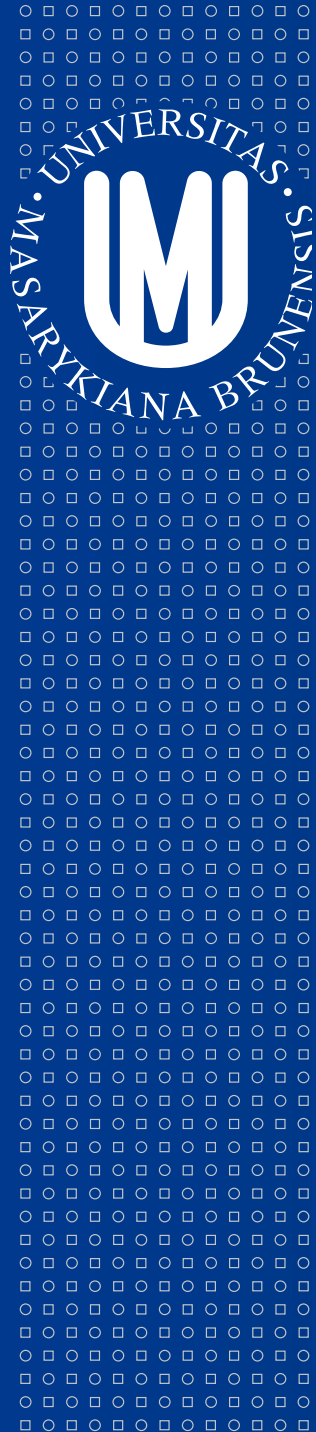




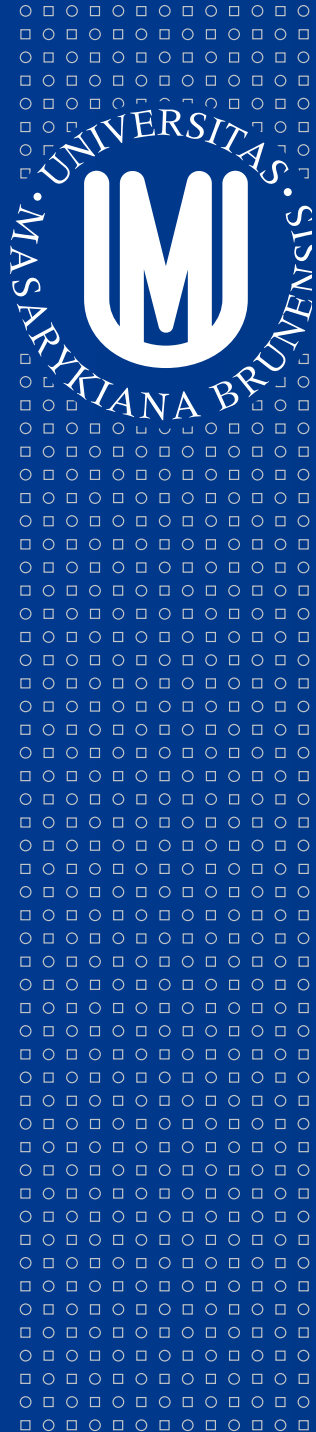
Key things to remember ABOUT STRATEGIC PLANS

WHAT * **WHY** * **HOW**





SYLLABUS OVERVIEW & TEAMS



MIC PROJECT OVERVIEW



Project Deliverables

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Research Report May 23th	Creative Brief May 25th	Final IMC Plan DRAFT May 30th	Creative Pitch May 30th	Final IMC Presentation June 2nd	Final IMC Plan June 2nd
MARKET ANALYSIS Industry & Category Overview	Project Goal & Overview	Executive Summary	Short 5-7 minute presentation of the plan ideas	20-minute presentation of all ideas in front of the client	Executive Summary
Consumer Behavior Analysis	Research Insight Summary	Research Report			Research Report
Competitive Analysis	Audience, Message, Media Overview	IMC Plan Communication Strategy: Audience, Message			IMC Plan Communication Strategy: Audience, Message
Brand/Product/ Service Analysis & SWOT	Schedule & Budget	Execution Strategy: Media, Schedule, Budget, Measurement Creative Strategy: Branding Ideas, Creative/Design			Execution Strategy: Media, Schedule, Budget, Measurement Creative Strategy: Branding Ideas, Creative/Design
Research Insights	Visual/Creative Strategy Overview	Conclusion			Conclusion



RESEARCH

- Process
- Situation analysis:
 - Market (Industry/Category)
 - Consumer behavior
 - Competitive analysis
 - Brand analysis
 - SWOT
- Methods



Research Process Overview





Understanding research

Qualitative Methods	Quantitative Methods
Methods include focus groups, in-depth interviews, and reviews of documents for types of themes	Surveys, structured interviews & observations, and reviews of records or documents for numeric information
Primarily inductive process used to formulate theory or hypotheses	Primarily deductive process used to test pre-specified concepts, constructs, and hypotheses that make up a theory
More subjective: describes a problem or condition from the point of view of those experiencing it	More objective: provides observed effects (interpreted by researchers) of a program on a problem or condition
Text-based	Number-based
More in-depth information on a few cases	Less in-depth but more breadth of information across a large number of cases
Unstructured or semi-structured response options	Fixed response options
No statistical tests	Statistical tests are used for analysis
Can be valid and reliable: largely depends on skill and rigor of the researcher	Can be valid and reliable: largely depends on the measurement device or instrument used
Time expenditure lighter on the planning end and heavier during the analysis phase	Time expenditure heavier on the planning phase and lighter on the analysis phase
Less generalizable	More generalizable





Approaches to study of consumer behavior

Approaches	Core Disciplines	Primary Objectives	Primary Methods
Interpretive	Cultural anthropology	Understand consumption and its meanings	Long interviews Focus groups
Traditional	Psychology Sociology	Explain consumer decision making and behavior	Experiments Surveys
Marketing science	Economics Statistics	Predict consumer choice and behavior	Math-modeling Simulation





Other Research Approaches & Methods

Demographics
(Boomers, Gen Y, Gen X)

Maslow's Hierarchy

Neuromarketing

Decision-Making Process



Archetypes

Anthropology

Mnemonics

Commonly met mnemonics are often verbal, something such as a very short poem or a special word used to help a person remember something, particularly lists, but may be visual, kinesthetic or auditory. Mnemonics rely on associations between easy-to-remember constructs which can be related back to the data that is to be remembered.

Psychoanalysis

Symbolism

Color Psychology

Ethnography

Phenomenology
(Experiences)

Statistics

Simulation
(Monte Carlo)

Game Theory





YOU WILL USE

Methods

1. Data Collection (offline & online)
2. Interviews

Elements

1. Situation analysis:
 1. Market (Industry/Category)
 2. Consumer behavior
 3. Competitive analysis
 4. Brand analysis
 5. SWOT
2. Insight Development





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Industry/Category Analysis





Market Research & Analysis: Industry

1. Create a research plan
2. Identify **the industry** your brand operates/could operate
3. Once you have identified **the industries**, start gathering data from different resources
 1. Online
 2. Library
 3. Bookstores, etc.
4. Create a folder – electronic & physical, use Idea Book for random ideas
5. Key is to understand the dynamics of **the industry**





Market Research & Analysis: Category

1. Create a research plan
2. Identify **the category** your brand operates/could operate
3. Once you have identified **the category**, start gathering data from different resources
 1. Online
 2. Library
 3. Bookstores, etc.
4. Create a folder – electronic & physical, use Idea Book for random ideas
5. Key is to understand the dynamics **of the category**





Market Research & Analysis: Industry/Category Trends

1. Look at the industry/category from the time perspective
2. Identify and explain trends
3. Use different resources
 1. Online (Google Insights, BlogPulse, PollDaddy, etc.)
 2. Trendhunter Magazine <http://www.trendhunter.com/>
 3. Library
 4. Bookstores, etc.
4. Show trends in interesting graphs & charts





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Consumer Behavior





What is Consumer Behavior?

A process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires.



As a marketer you have to learn about their needs, desires, and passions.

You must understand what makes them tick and most importantly, what makes them buy!





Approaches to study of consumer behavior

Approaches	Core Disciplines	Primary Objectives	Primary Methods
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Marketing science	Economics Statistics	Predict consumer choice and behavior	Math-modeling Simulation





IN CONSUMER BEHAVIOR SECTION

**I want to see
analysis!!!**





Example of a simplified Consumer Profile

(Studying online behavior might lead to better understanding of consumer behavior in general)

WHO

24 - 35 (Gen Y)
Recent College Graduates
Single
Bright future ahead

INTERESTS

“I”
Technology
Fashion
Career
Personal Looks/Appearance
Celebrities/Trends
Exotic

MOTIVATIONS

To Self Express & Share
To Have Independence
To Find Ones Identity
To Feel Attractive/Desired
To Know More/Curiosity
To Desire Parental Input (Still)

ARCHETYPE

Explorer

Core Desire:

To be yourself and find out about world

TRAITS

Individualist
Desire for self-sufficiency
Lives in his own light
Ahead of their time
Fascination with foreign and exotic
Spiritual Side

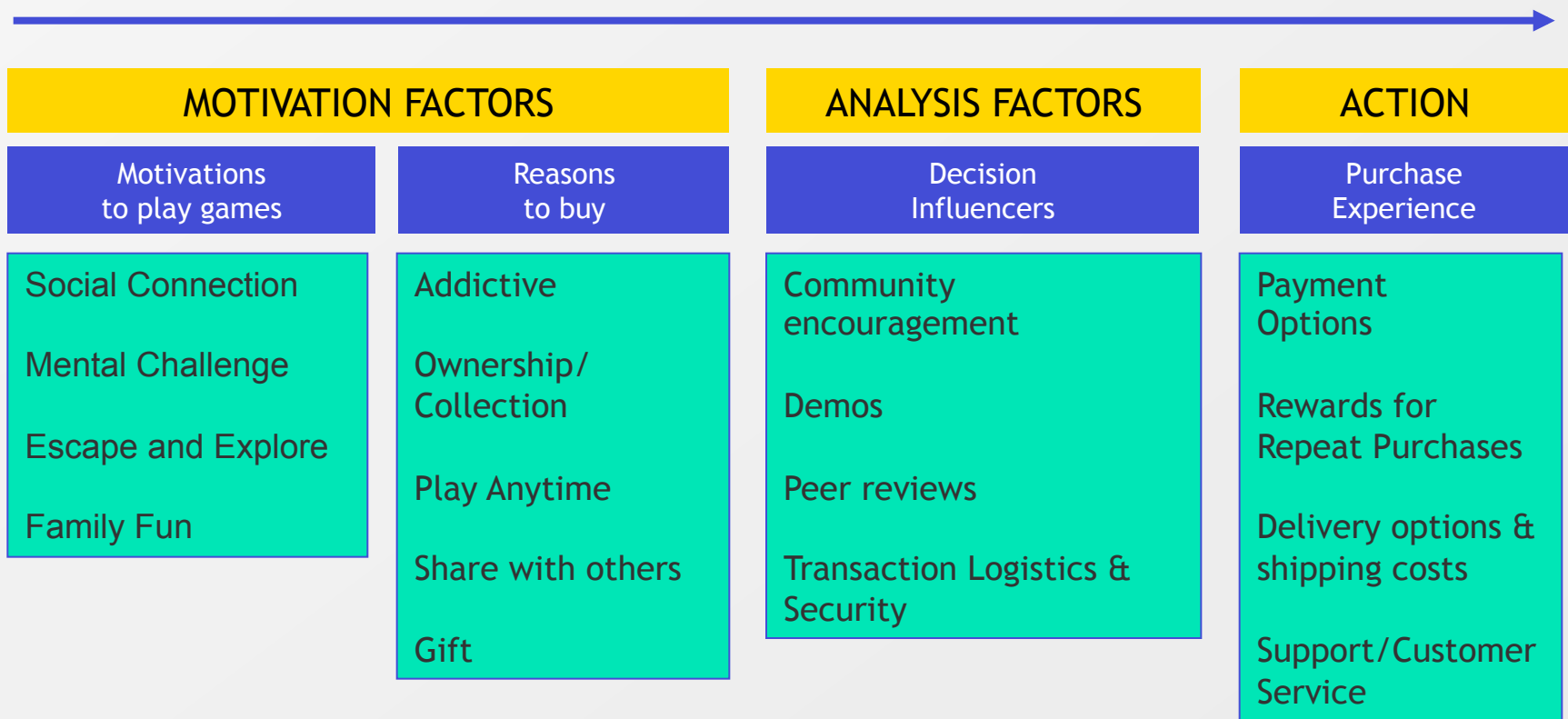
PRODUCT MATCH

Makes people feel free
Pioneering/Non-conformist
Can be purchased online
“On the go”
Explores new things





Example of Category-Customized Purchase Behavior

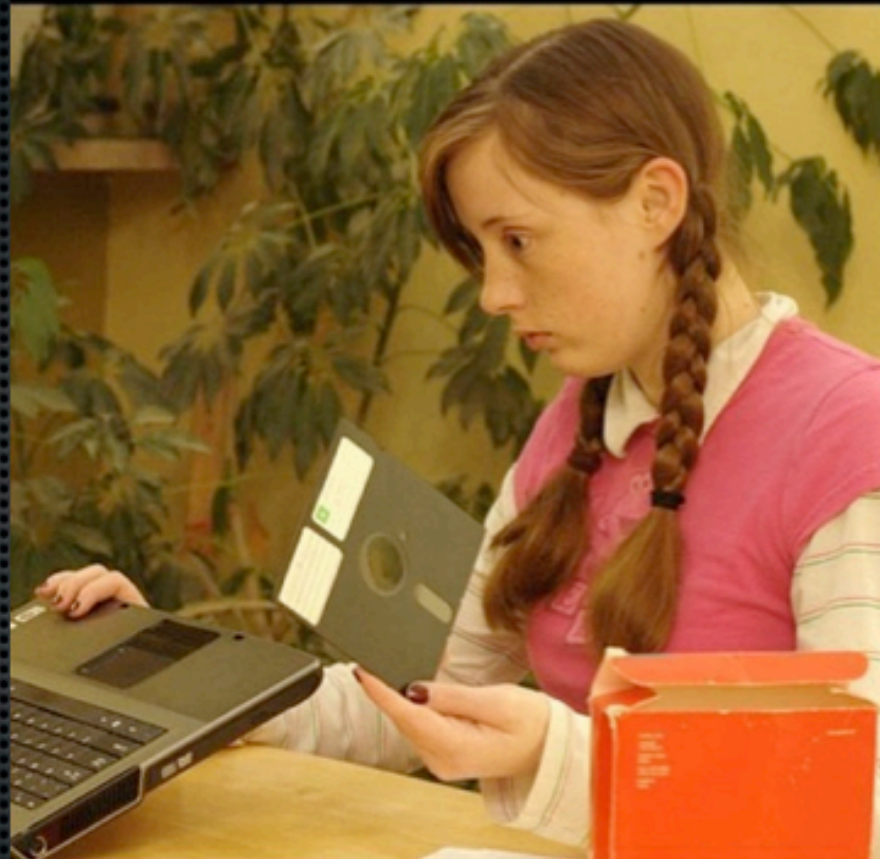


Rohto drops sensation cooling eyes also eye

formulated portable designed providing hydration nozzle
Restores Irritation help Drops Uses leaves
tears provides normal Eye Cooling signature dryness
long-lasting specially moisture lubricate Relieves Specifically
energized care drops Refreshed irritation kick dry
products care Moisture closest
relieve market care
normal Eye Cooling signature dryness
lubricating features
contamination irritated redness
bottle slim
provide brand's



How to Learn about Users and Their Needs?



User Research

- Interdisciplinary subject
- Informs about (potential) users'
 - needs
 - habits
 - experience
 - skills
- Is not market research
 - similar methods
 - different focus (behavior - attitude)

Personas



Personas

- Method of user data representation
- Fictive users of the product
- Represent subgroups of users
- Cover the whole spectra of users
- Narrative and detailed
- Motivation - empathy
- Based on empiric research

Creation of Personas

- Involve stakeholders
- Collect data
- Develop Skeletons
- Add narratives
- Create Personas one-pagers
- Prioritize
- Train
- Support & Update





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The Culture Code

BY CLOTAIRE RAPAILLE





Clotaire Rapaille CULTURE CODE



“An ingenious way to understand why people around the world live and buy as they do.”

The Culture Code, Clotaire Rapaille



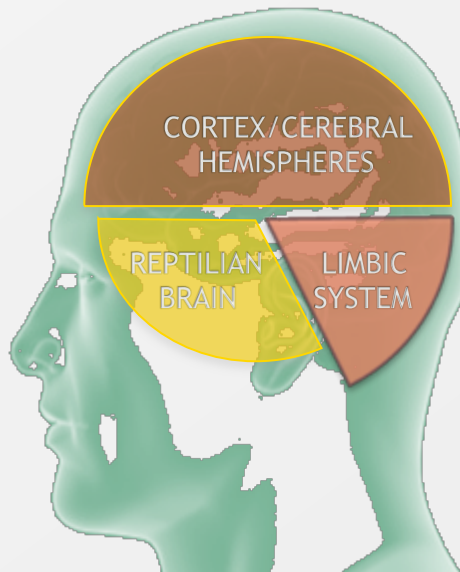
Our Brain = Three Brains

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“emotion drives reason more than reason drives emotion”

“MAKING SENSE” (Intelligence)
CORTEX/CEREBRAL HEMISPHERES

- Where logic resides
- Control, rational choices, order
- Where we do higher-level reasoning
- Handles learning, abstract thought, imagination
- Not developed until age 7



“FEELING GOOD” (Emotions)
LIMBIC SYSTEM

- Deals with emotions
- Is involved in motivation & emotional association with memory
- Influences the formation of memory by integrating emotional states with stored memories of physical sensations

“INSTINCT”
REPTILIAN BRAIN (BRAIN STEM & CEREBELLUM)

- Programs us for 2 major things: SURVIVAL & REPRODUCTION
- More influential than other two brains, born with it, inherited
- Physical attraction
- Cultures have very strong reptilian dimension; thus we find the codes for certain elements of a culture, when we understand how our reptilian brands address that element



Example Work: PT Cruiser, Jeep Wrangler, AT&T, P&G

PT Cruiser (US)	Jeep Wrangler (US)	AT&T (US)	P&G(US)
<p data-bbox="199 526 583 581">Issue: What kind of car Americans want?</p> <p data-bbox="199 589 583 613">Result of Sessions: Car – PT Cruiser</p> <p data-bbox="199 695 594 979">The first imprint of a car was reflected in specific memories of very distinctive cars - cars that have character, that you turn head after when you see one. PT Cruiser is a reptilian car because it has strong identity and when you see it on the street, you immediately recognize it.</p> <p data-bbox="199 1157 541 1182">Culture Code for Car: IDENTITY</p>	<p data-bbox="630 526 1022 550">Issue: Sales problems with Wrangler</p> <p data-bbox="630 558 1022 672">Result of Sessions: Jeep Wrangler new features (ROUND headlights, removable doors, etc.)</p> <p data-bbox="630 721 1022 915">The first imprints of Wrangler for majority of participants were this cowboyish images of Wild West and HORSES. Riding a horse where you can feel the wind and savor the nature around you.</p> <p data-bbox="630 1200 968 1224">Culture Code for Jeep: HORSE</p>	<p data-bbox="1058 526 1430 581">Issue: What represents quality and perfection in America?</p> <p data-bbox="1058 589 1430 644">Result of Sessions: Better understanding of Quality</p> <p data-bbox="1058 652 1451 823">Very first imprint of quality was for many a negative one. Positive imprints focused on functionality rather than brilliance of design or excellence of performance.</p> <p data-bbox="1058 863 1446 888">Culture Code for Quality: IT WORKS</p> <p data-bbox="1058 937 1457 1172">Result of Sessions: Better understanding of Perfection Perfection is something abstract and inchoate , something distant and maybe even undesirable. Quest for perfection seemed to be something most people preferred to avoid.</p> <p data-bbox="1058 1213 1446 1237">Culture Code for Perfection: DEATH</p>	<p data-bbox="1486 526 1879 581">Issue: What is the Code for health & wellness in America?</p> <p data-bbox="1486 589 1850 672">Result of Sessions: Better understanding of health and wellness</p> <p data-bbox="1486 721 1879 1062">Americans are doers. “Just do it.” is right on Code. During the sessions, a powerful theme emerged. For Americans, health and wellness means being able to accomplish your mission - it involves action. Americans believe that if they are strong enough to act, then they are healthy. Their greatest fear about being sick is the inability to do things.</p> <p data-bbox="1486 1172 1879 1227">Culture Code for Health & Wellness: MOVEMENT</p>





Example Codes

US Codes

AMERICAN CULTURE: ADOLESCENT (new, abundance, strong belief that mistakes warrant second chances, we want to believe we are forever young, reinvention, optimism, fascination with extremes)

Code for Car: IDENTITY
Code for Cheese: DEAD
Code for Love: FALSE EXPECTATION
Code for Seduction: MANIPULATION
Code for Sex: VIOLENCE
Code for Beauty: MAN' S SALVATION
Code for Fat: CHECKING OUT
Code for Health & Wellness: MOVEMENT
Code for Toilet Paper: INDEPENDENCE
Code for Coffee: HOME

Code for Dinner: ESSENTIAL CIRCLE
Code for Work: WHO YOU ARE
Code for Money: PROOF
Code for Doctors: HERO
Code for Nurse: MOTHER
Code for Hospital: PROCESSING PLAN
Code for Youth: MASK
Code for Home: prefix "RE-"
Code for Betty Crocker: THE SOUL OF THE KITCHEN

Code for Shopping: RECONNECTING WITH LIFE
Code for Luxury: MILITARY STRIPES
Code for Presidency: MOSES
Code for America: DREAM
Code for Quality: IT WORKS
Code for Perfection: DEATH
Code for Food: FUEL
Code for Alcohol: GUN

British Codes

Code for America: UNASHAMEDLY ABUNDANT
Code for England: CLASS

Germany Codes

Code for Car: ENGINEERING
Code for America: JOHN WAYNE
Code for Germany: ORDER

French Codes

Code for Cheese: ALIVE
Code for Shopping: LEARNING YOUR CULTURE
Code for America: SPACE TRAVELLERS
Code for France: IDEA





The Codes & Consumer Behavior

1. Understand History



2. Understand Culture



3. Understand Logic vs. Emotions vs. Instinct



4. Start the Analysis and Planning





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Competitive Analysis





Market Research & Analysis: Competition

1. As you are researching the industry, category and trends, identify who are your major competitors
2. Describe your competitors and create a table that explains that strengths, weaknesses, and OTHER RELEVANT CRITERIA (customer service, website navigation, etc.)

COMPETITOR	STRENGTHS	WEAKNESS
NetJets		
Airbus		





Competitive Positioning Map

	Rohto	Clear Eyes	Visine	Blink
Compare product specs				
Compare message				
Compare brand story				
Compare price				





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Brand Analysis & Positioning Strategy





Brand Analysis

1. Current audience (What's the current audience(s)?)
2. Current message (What is the main message?)
3. Current brand image (Is there a need for rebranding? Colors, imagery, etc. What does the brand represent?)
4. Current product offering (+, -, quality, functionality, warranty, etc.)
5. Current price (What's the pricing strategy?)
6. Current distribution system
7. Current website (design, navigation, content, etc.)
8. Current brand presence
 1. Offline (stores, WOM)
 2. Online (social media, Google search)





What is a brand? What is branding?

BRAND

An identifying symbol, words, or mark that distinguishes a product or company from its competitors.

Usually brands are registered (trademarked) with a regulatory authority and so cannot be used freely by other parties.

For many products and companies, branding is an essential part of marketing.

BRANDING

The marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products





Brand's Position

Brand position is something (PERCEPTION) that happens in the mind of the target consumer. It's about rational and emotional connection.





Brand's Positioning Process

Phase 1: Understand Product/Service, Competition & Marketplace
Determining the current state of internal & external environment

Phase 2: Understand Consumer
What does the brand stand for today in the minds of consumers?

Phase 3: Development
Brand positioning development

Phase 4: Positioning Strategy Implementation
Applying an integrated approach to brand positioning implementation

Phase 5: Monitoring
Brand monitoring



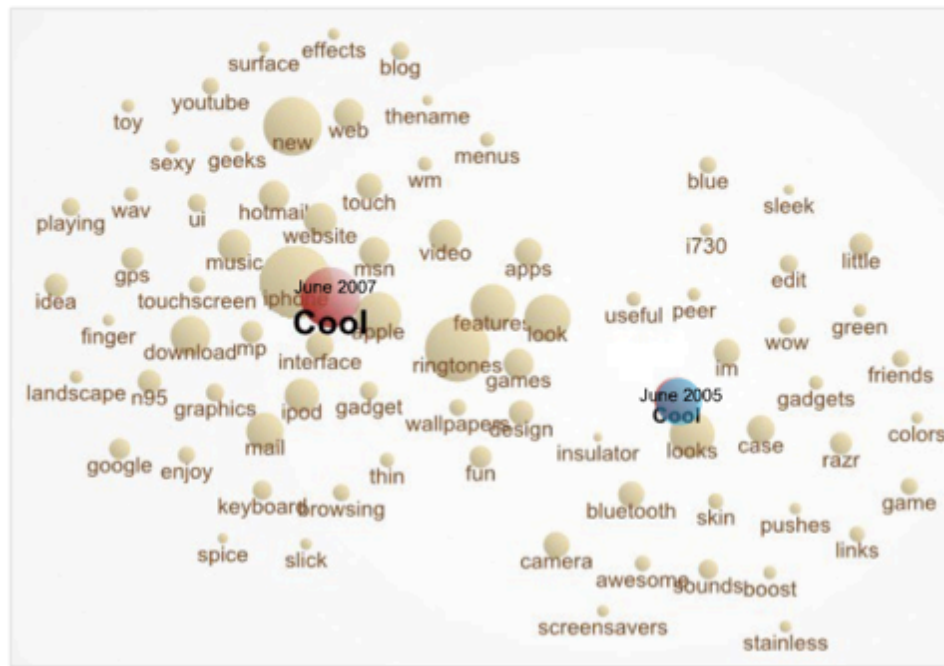
Innovative Brand Positioning Methods

Buzz/Sentiment Measurement, Brand Advocacy

Online Promoter Score (OPS)

COOL 2005 VS. 2007: The arrival of the iPhone changed the meaning of "cool" from physical (hardware) to interactive (software).

COOL WORDMAP – JUNE 2005 vs. JUNE 2007



2005	2007
RAZR	iPhone
Little	Sexy
Looks/Colors	User interface
Camera	Megapixel (mp)
Case	Touch screen
Useful	Enjoy/Toy

Note:

- WordMap is designed to expose the relationships between words.
- The WordMap shows the top 100 relevant words to a concept (AT&T and Cool).
- The relative sizing of the bubble represents the number of occurrences of a concept or word.
- The distance between a word and its concept is dependent on the relevance of the word to its concept.
- When a given word is relevant to 2 concepts the words move to the middle area between the 2 concepts.

Source: MotiveQuest



Example: Red Bull

Brand Positioning

Red Bull is an energy drink for young people who like **adventure-related** sports and **parties**
(use of Student Brand Managers)

Target

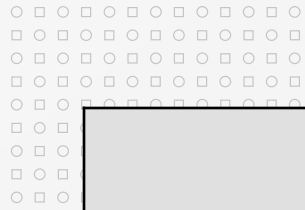
Youth, College Students





What's going to be your Positioning Statement?





	BRANDING MAP		
MESSAGE			SIGHT
SHAPES			SOUND
RITUALS			TASTE
TRADITIONS			SMELL
SYMBOLS			TOUCH/ TEXTURE





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SWOT





SWOT Analysis (exercise)

	STRENGTHS
	Reputation Skills & Time Efficiency Office Environment Innovative Approach

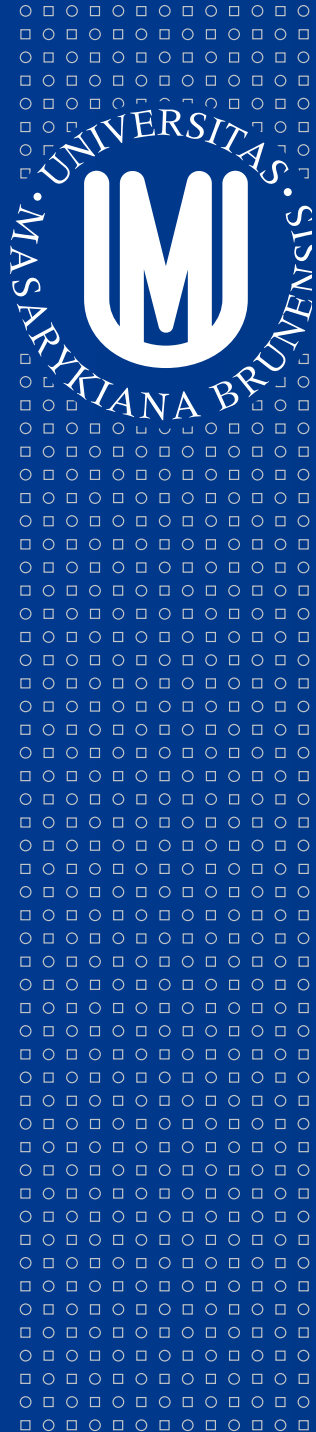
WEAKNESSES	
Location No Web Presence	



	OPPORTUNITIES
	New Image Visibility Online/Offline New Team Leadership Approach

THREATS	
Local Competition Not Enough Implants Benefits Awareness	





RESEARCH METHODS



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Online Research





Online Research Tools

- Google Search
- Google Insights
- Blog Pulse
- Forums & Message Boards (big-boards.com)
- Boardtracker
- Wikipedia
- Google Patents
- addictomatic.com
- Howsociable.com
- samepoint.com
- surchur.com





MarketingCharts.com



MC MARKETING CHARTS

Make a Big Move Up
IN ONE STEP



The Digital Media **PLANNING & BUYING** Training
You Need Now That Pays Back Just As Fast

Click for 12% Early Bird Discount



LAREDO GROUP
INTERACTIVE ADVERTISING EXPERTS

GET MARKETING CHARTS DAILY IN YOUR INBOX, SUBSCRIBE TO FREE NEWSLETTER

your email address

SUBSCRIBE » GET MCDAILY

Top 10 Public Service Announcements
Advertised on Radio by Number of Ad Plays
August 2010

Top 10 Brands Advertised on Radio
By Number of Ad Plays
Week of 09/20/10

Top 10 Department Stores
Advertised on Radio by Number of Ad Plays
August 2010

Top 10 Quick Service Restaurant Brands
Advertised on Radio by Number of Ad Plays
August 2010

Top US Web Properties
By Visits (Millions)
August 2010

Top US Web Properties
By Visits (Millions)
July 2010

Top 10 Brands Advertised on Radio
By Number of Ad Plays
Week of 09/13/10

FREE Downloadable
Marketing Charts &
Excel Spreadsheets



We provide over
20 data packages
for busy marketers

VIEW LIST →

ONLINE MEDIA

Google Loses Monthly, Yearly Search Market Share



Google lost US search market share on both a month-over-month and year-over-year basis in August 2010, **according to** data from **Compete**.

[more »](#)

Sep 30-10

TRADITIONAL MEDIA

Mature Consumers Pessimistic about Economy



Consumers 65 and older are much more pessimistic about the near-term state of the economy than younger consumers, **according to a new Harris Poll**.

Sep 30-10



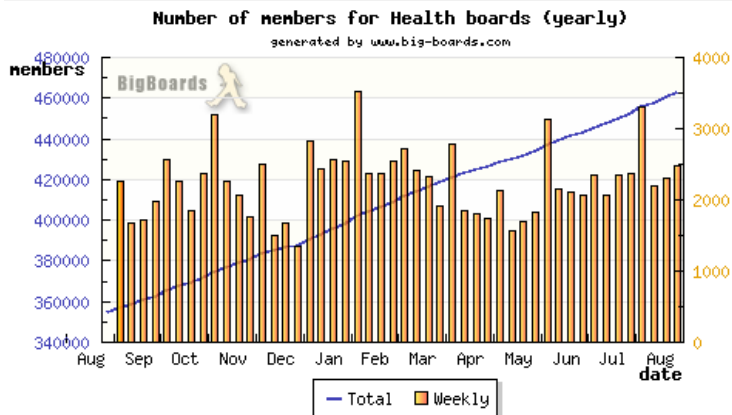


Healthboards.com Example: Activity

6th largest message board

Over 400,000 members

Rank	Board name and description	Posts	Members
1	Bodybuilding.com Bodybuilding and fitness related forums	29930995	1192135
2	Low Carb Friends Low carb diet discussion forum	9494909	74787
3	Elite Fitness Diet and fitness and bodybuilding message boards	9031746	173809
4	Low Carber Diet and low carb support message boards	6613630	110999
5	Student Doctor Forum for students in the health care industry	6508202	149130
6	Health boards Health and diseases message boards	3403634	463414
7	AskMen Askmen.com (online men magazine) forums	3030653	34990
8	Muscle Talk Bodybuilding and nutrition forums	2835005	33600
9	Allnurses.com Nurses discussion forums	2572754	258054
10	Hyster Sisters Women community for issues related to GYN diseases and complications	2346514	128657
11	Bus web board Discussion board related to self-injury	2127082	11811
12	Proaida Weight loss and health message boards	2273636	195251
13	Acne.org Message Boards Acne problems discussion forum	2186586	72589
14	Three Fat Chicks Weight loss Forum	2090202	90549
15	Veggie Boards Vegetarian and vegan message boards	1975925	33060
16	Wannabe Big Forums Bodybuilding message boards	1961356	47612
17	Recover your Life Self Harm discussion and support forums viewable on the page the URL links to.	1895221	10895
18	Steroidology Bodybuilding and steroids discussion board	1772134	75279
19	Beauty Board Beauty and wellness discussion forums (in German)	1663799	7825
20	Discuss Anything General discussion forum	1663725	11145





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Interviews





Conduct 3 interviews

- Select 3 individuals that fit your target audience
- Prepare the questions before-hand
- Record the answers (phone, in-person)
- Summarize & analyze results





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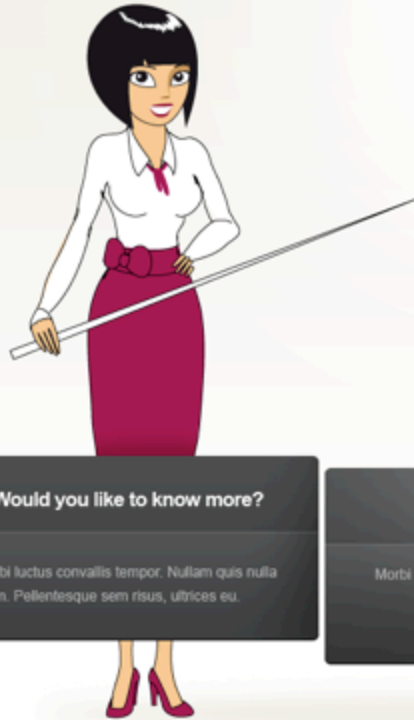
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Surveys & Polls



ana^Q survey





Ask'n'Answer

Ve světě, kde informace znamejí vše...

... jsem já, ANA, váš průvodce a rádce. Zároveň jsem isofistikovaným nástrojem pro sběr dat. Pomáhám najít odpovědi na vaše otázky. Zjednušuji práci, studium i podnikání...

Více informací

Would you like to know more?

Morbi luctus convallis tempor. Nullam quis nulla enim. Pellentesque sem risus, ultrices eu.

Use for free FREE

Morbi luctus convallis tempor. Nullam quis.

Sign up

Log in and use ANA

Morbi luctus pellentesque sem risus, ultrices eu.

Log in





Tips on creating surveys

1. **ESTABLISH GOAL:** What's the goal of the survey? What do you want to learn?
 1. Demographic Info
 2. Behavior Info
 3. Needs & Wants
2. **KNOW THE AUDIENCE:** Who is your audience?
3. **KEEP IT SIMPLE:** Use clear and concise language when writing questions. Use questions that begin with who, what, where, when, why or how. Although not fool proof, these types of questions often avoid the language pit falls often associated with surveys.
4. **ORDER MATTERS:** make the order logical/story
5. **BE MINDFUL OF TIME:** Do not make surveys that are too long or complex
6. **DISTRIBUTION CHANNELS:** Use several distribution channels: email, LinkedIn, FB, website





Question Types

- Multiple choice
- Numeric open
- Text open
- Rating scales
- Agreement scales

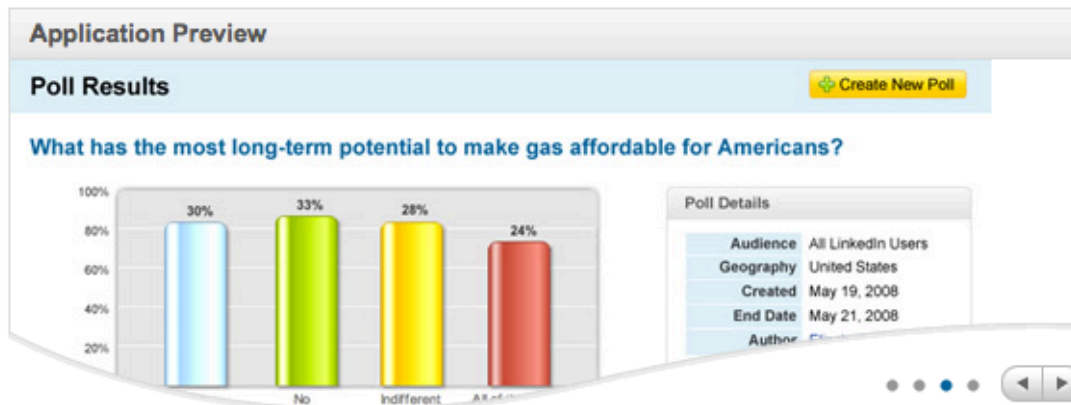




Applications

[FAQ](#) [Feedback](#) [Browse More Applications](#)

Polls



Add the Polls application and leverage the wisdom of millions of business professionals on LinkedIn.

LinkedIn Polls allow you to easily find answers to your business and market research questions. Target professionals with the right expertise, and then we'll analyze the results to show you how factors such as seniority, company size, job function, age and gender influence responses.

Distribute your poll in one of two ways:

- Your network: Ask your connections on LinkedIn (Free)
- Selected Professionals: A group of professionals (e.g. sales professionals, small business owners, software engineers) that you define by industry, job title, company size, job function, age, gender, or geography. (Pay per response, \$50 minimum.)

Application Info



Developed By LinkedIn

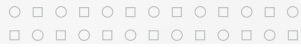
Category Utility

When you add an Application, you are allowing it to access profile information about you and your connections which the Application uses to provide the service. This and other information you provide to the Application may be displayed publicly depending on the Application's functionality.

By proceeding, you confirm your acceptance of the [LinkedIn Terms of Use](#) and you acknowledge that your use of the Application is subject to the Application developer's terms of use and to the Application developer's privacy policy.

- Display on my profile
- Display on LinkedIn homepage

[Add application](#)



Polls

Poll Results

How do you get your news?

By Stacy Neier Clinical Professor at Loyola University Chicago

Overall Results

By Job Title

By Company Size

By Job Function

By Gender

By Age

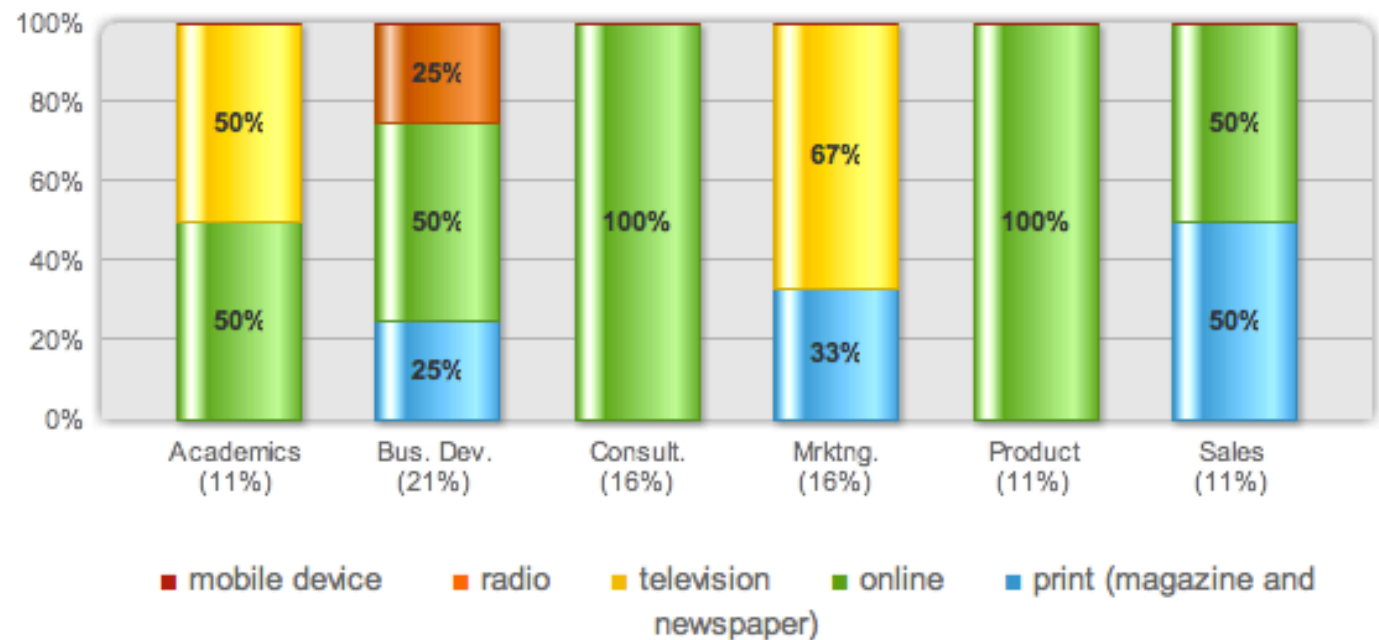
Share this URL:

<http://polls.linkedin.com/1>

Copy link to share poll



105 responses since Dec 21, 2009



Comments (22)




[Go to Application](#)
[Add to my Page](#)
[Add to My Page's Favorites](#)
[Suggest to Friends](#)
[Block Application](#)

Engage fans and make smarter decisions.

Create your first poll for your Fan Page or Profile by selecting 'Go to Application' above.

or contact us for custom poll at pollsupport@bykd.com.

Information

★★★★☆ (2.5 out of 5)

Based on 1,949 reviews

Users:

1,814,220 monthly active users,
24 friends

Category
Utilities

This application was **not** developed by Facebook.

Poll Like

[Wall](#)
[Info](#)
[Reviews](#)
[HELP](#)
[Showcase](#)
[Poll](#)
[»](#)

Poll HELP

Thank You for using our poll to engage fans and make smarter decisions.

Contact us with suggestions and requests at pollsupport@bykd.com

[How do I add the poll to my Profile page?](#)

[How do I add the poll to my Fan page?](#)

[How do I add the poll to my Group?](#)

[How do I publish the poll to the Wall of my Fan Page?](#)

[How can I get the Poll tab on my page?](#)

[How can I access data about my voters?](#)

[Can I get some extra features for my poll? How?](#)

Q: How do I add the poll to my Profile page?

- 1) Enter and authorize the [Poll application](#).
- 2) Go to the [Create a Poll](#) page and create a poll by entering your question, options, and clicking CREATE POLL button.
- 3) Go to 'Account' in the Facebook's top bar, select '[Application Settings](#)' and find 'Poll' in your list of applications. Click 'Edit Settings' and in the 'Profile' tab click 'Add' next to the Tab option to show polls in new POLL tab.
- 4) Find your new poll in your profile in the POLL tab. If you can not see the POLL tab click on "+" icon next to tabs on your Wall and find the POLL app in the list of your apps. Adjust the tab's position thanks to drag and drop feature.



NOTE: If you post more polls on a page, only the last one will be displayed within your Poll tab. However, you can post all the polls created on your Wall. For this option go to [My Polls](#), select the poll and click on the "Publish this poll" link located under the poll.

Result

[View Poll](#) | [Delete](#) | [Edit](#) | [Invite Friends To Vote](#) | [Download Vote List](#)

Pepsi or Coke?

Pepsi 59% (13 votes)



Tips on creating polls

- ESTABLISH GOAL
 - What's the goal of the poll? What do you want to learn?
- KNOW THE AUDIENCE
 - Who is your audience?
- BE MINDFUL OF TIME
 - Be considerate of your audience's time
- DISTRIBUTION CHANNELS
 - Use several distribution channels: email, LinkedIn, FB, website

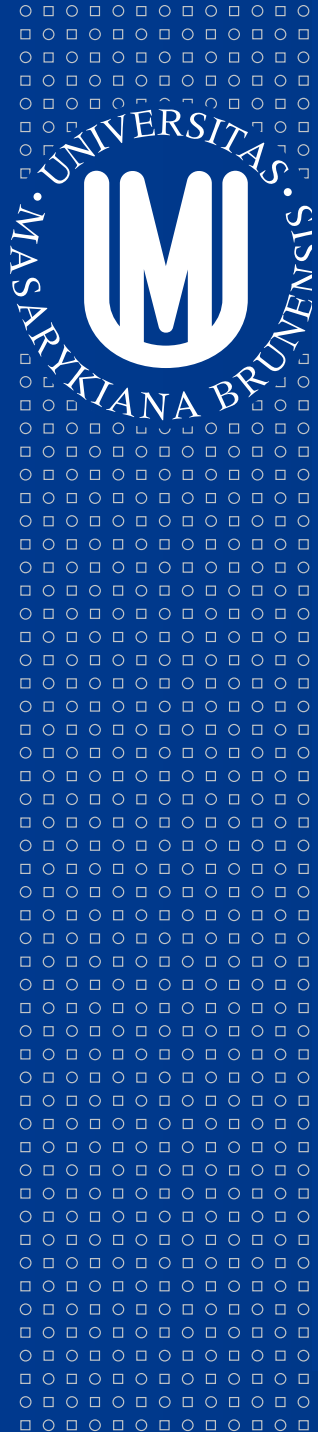




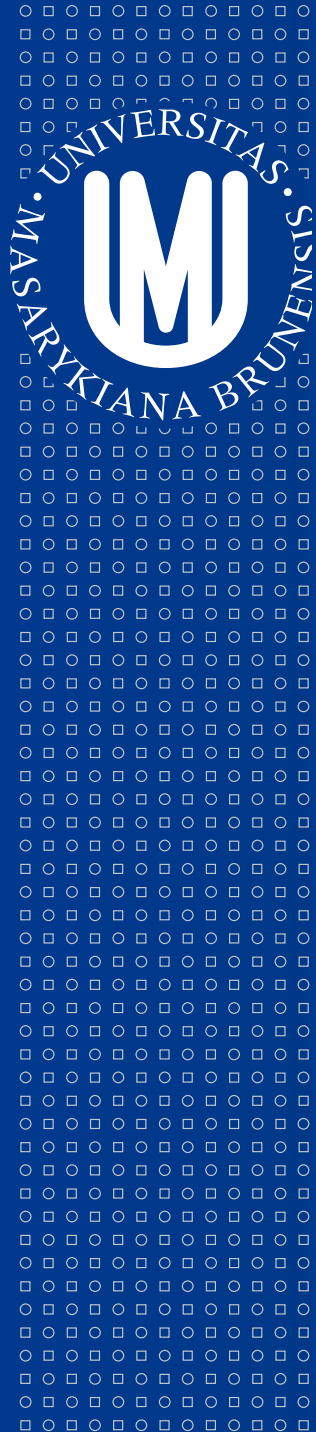
What can you do right now?

1. Have an “Idea” notebook or journal with you all the time
2. Start watching relevant industry, category news on TV, magazines, online
3. Test different words in natural Google search
4. Test different words in Google Trends
5. Visit relevant consumer forums to understand what consumers talk about
6. Set your Google alerts for relevant keywords, organize topically
7. Create a RESEARCH folder and collect interesting articles, studies, news
8. Launch a poll on LinkedIn/Facebook (OPTIONAL)
9. Interview family, friends, etc.





LUNCH BREAK



**YOUR RESEARCH REPORT
DUE ON MONDAY, 05/23**



Project Deliverables

www.muni.cz

Research Report May 23th	Creative Brief May 25th	Final IMC Plan DRAFT May 30th	Creative Pitch May 30th	Final IMC Presentation June 2nd	Final IMC Plan June 2nd
MARKET ANALYSIS Industry & Category Overview	Project Goal & Overview	Executive Summary	Short 5-7 minute presentation of the plan ideas	20-minute presentation of all ideas in front of the client	Executive Summary
Consumer Behavior Analysis	Research Insight Summary	Research Report			Research Report
Competitive Analysis	Audience, Message, Media Overview	IMC Plan Communication Strategy: Audience, Message			IMC Plan Communication Strategy: Audience, Message
Brand/Product/ Service Analysis & SWOT	Schedule & Budget	Execution Strategy: Media, Schedule, Budget, Measurement			Execution Strategy: Media, Schedule, Budget, Measurement
		Creative Strategy: Branding Ideas, Creative/Design			Creative Strategy: Branding Ideas, Creative/Design
Research Insights	Visual/Creative Strategy Overview	Conclusion			Conclusion



YOU WILL USE

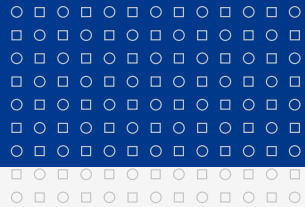
Methods

1. Data Collection (offline & online)
2. Interviews

Elements

1. Situation analysis:
 1. Market (Industry/Category)
 2. Consumer behavior
 3. Competitive analysis
 4. Brand analysis
 5. SWOT
2. Insight Development





Thank you for your attention.
Next class Monday, 5/23, 9:00 - 13:00
Room 204

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

