



MASARYKOVA UNIVERZITA

PV231 Class 2
**Integrated Marketing
Communications Strategy Course**
Faculty of Informatics
SSME Program

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



EVROPSKÁ UNIE



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



MASARYKOVA UNIVERZITA

PROGRAM Room B204

09:00 - 10:45 Lecture

10:45 - 11:00 Short Break

11:00 - 12:30 Project Intro by Mr. Michal Hrabí

12:30 - 01:00 Team Work

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INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

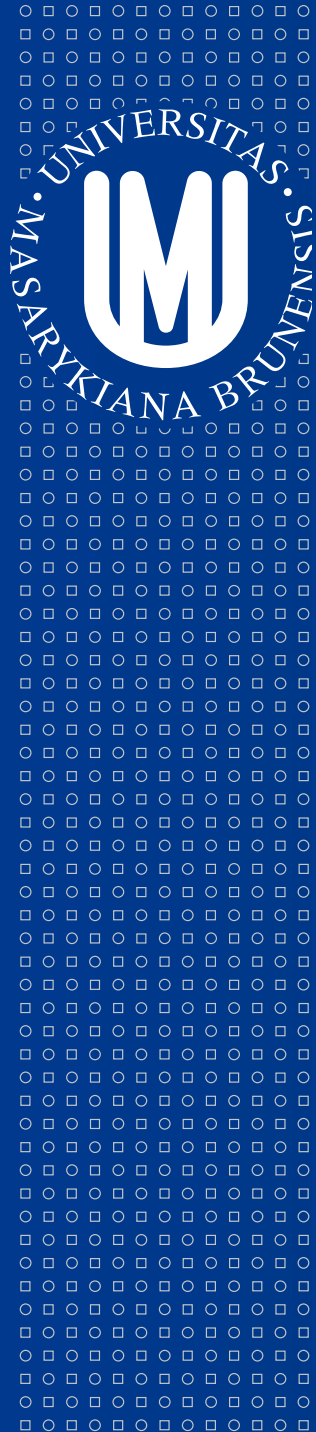
PV231 Integrated Marketing Communications SPRING 2011



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 RECAP



YOU WILL USE

Methods

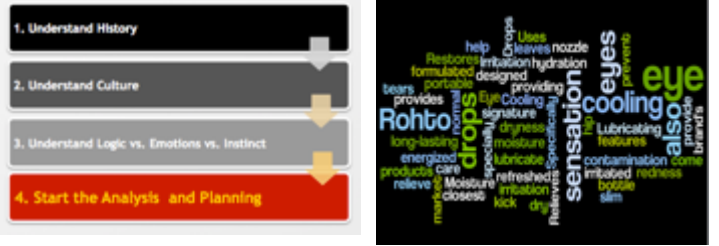
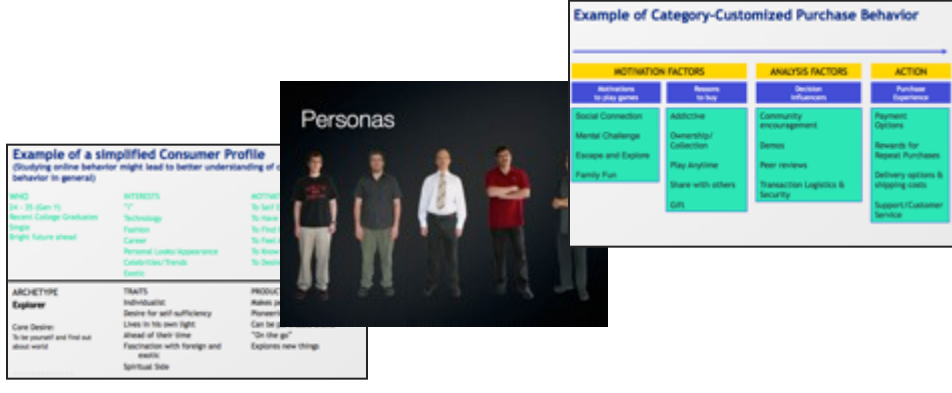


1. **Data Collection (offline & online)**
2. **Interviews**

Elements

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



Research Report

<p>Market (Industry/ Category)</p>	<p>Understand history & culture.</p> <p>Describe the conditions & climate, show trends.</p>	<p>Use Google insights Wordle</p> 																																																											
<p>Consumer Behavior</p>	<p>Create consumer profile/ personas & describe decision-making process.</p> <p>Include the results from you INTERVIEWS.</p>	 <p>Example of a simplified Consumer Profile (Studying online behavior might lead to better understanding of behavior in general)</p> <table border="1"> <thead> <tr> <th>BIIO</th> <th>INTERESTS</th> <th>ACTIVITIES</th> </tr> </thead> <tbody> <tr> <td>Age: 25 (Gen Y)</td> <td>Technology</td> <td>To Surf</td> </tr> <tr> <td>Recent College Graduate</td> <td>Fashion</td> <td>To Shop</td> </tr> <tr> <td>Single</td> <td>Career</td> <td>To Post</td> </tr> <tr> <td>Bright future ahead</td> <td>Personal Goals/Achievements</td> <td>To Study</td> </tr> <tr> <td></td> <td>Controversial Topics</td> <td>To Study</td> </tr> <tr> <td></td> <td>Exotic</td> <td></td> </tr> </tbody> </table> <p>ARCHETYPE Explorer</p> <p>Care Desire: To be yourself and find out about world</p> <table border="1"> <thead> <tr> <th>TRAIT</th> <th>PROUD</th> </tr> </thead> <tbody> <tr> <td>Individualistic</td> <td>Wants to be successful</td> </tr> <tr> <td>Desire for self-sufficiency</td> <td>Powerful</td> </tr> <tr> <td>Lives in his own light</td> <td>Can't let go</td> </tr> <tr> <td>Ahead of their time</td> <td>Explores new things</td> </tr> <tr> <td>Fascination with foreign and exotic</td> <td></td> </tr> <tr> <td>Spiritual Side</td> <td></td> </tr> </tbody> </table> <p>Example of Category-Customized Purchase Behavior</p> <table border="1"> <thead> <tr> <th>MOTIVATION FACTORS</th> <th>ANALYSIS FACTORS</th> <th>ACTION</th> </tr> </thead> <tbody> <tr> <td>Wants to do good</td> <td>Desire to buy</td> <td>Purchase Experience</td> </tr> <tr> <td>Social Connection</td> <td>Addictive</td> <td>Repeat Purchases</td> </tr> <tr> <td>Health Challenge</td> <td>Ownership/Collection</td> <td>Rewards for Repeat Purchases</td> </tr> <tr> <td>Escape and Explore</td> <td>Play anytime</td> <td>Delivery options & shipping costs</td> </tr> <tr> <td>Family Fun</td> <td>Share with others</td> <td>Support/Customer Service</td> </tr> <tr> <td></td> <td>Gifts</td> <td></td> </tr> <tr> <td></td> <td>Transaction Logistics & Security</td> <td></td> </tr> </tbody> </table>	BIIO	INTERESTS	ACTIVITIES	Age: 25 (Gen Y)	Technology	To Surf	Recent College Graduate	Fashion	To Shop	Single	Career	To Post	Bright future ahead	Personal Goals/Achievements	To Study		Controversial Topics	To Study		Exotic		TRAIT	PROUD	Individualistic	Wants to be successful	Desire for self-sufficiency	Powerful	Lives in his own light	Can't let go	Ahead of their time	Explores new things	Fascination with foreign and exotic		Spiritual Side		MOTIVATION FACTORS	ANALYSIS FACTORS	ACTION	Wants to do good	Desire to buy	Purchase Experience	Social Connection	Addictive	Repeat Purchases	Health Challenge	Ownership/Collection	Rewards for Repeat Purchases	Escape and Explore	Play anytime	Delivery options & shipping costs	Family Fun	Share with others	Support/Customer Service		Gifts			Transaction Logistics & Security	
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The Codes & Consumer Behavior

1. Understand History

2. Understand Culture

3. Understand Logic vs. Emotions vs. Instinct

4. Start the Analysis and Planning



Rohto drops sensation cooling eyes also eye
formulated portable designed providing
Restores Irritation hydration
help Drops Uses leaves nozzle
tears provides normal Eye Cooling
signature dryness
long-lasting specially moisture
energized lubricate
products care Refreshed
relieve Moisture irritation
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sensation
cooling
eyes
prevent
also
eye
provide
brand's
Lubricating
features
contamination
irritated
redness
bottle
slim
come



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

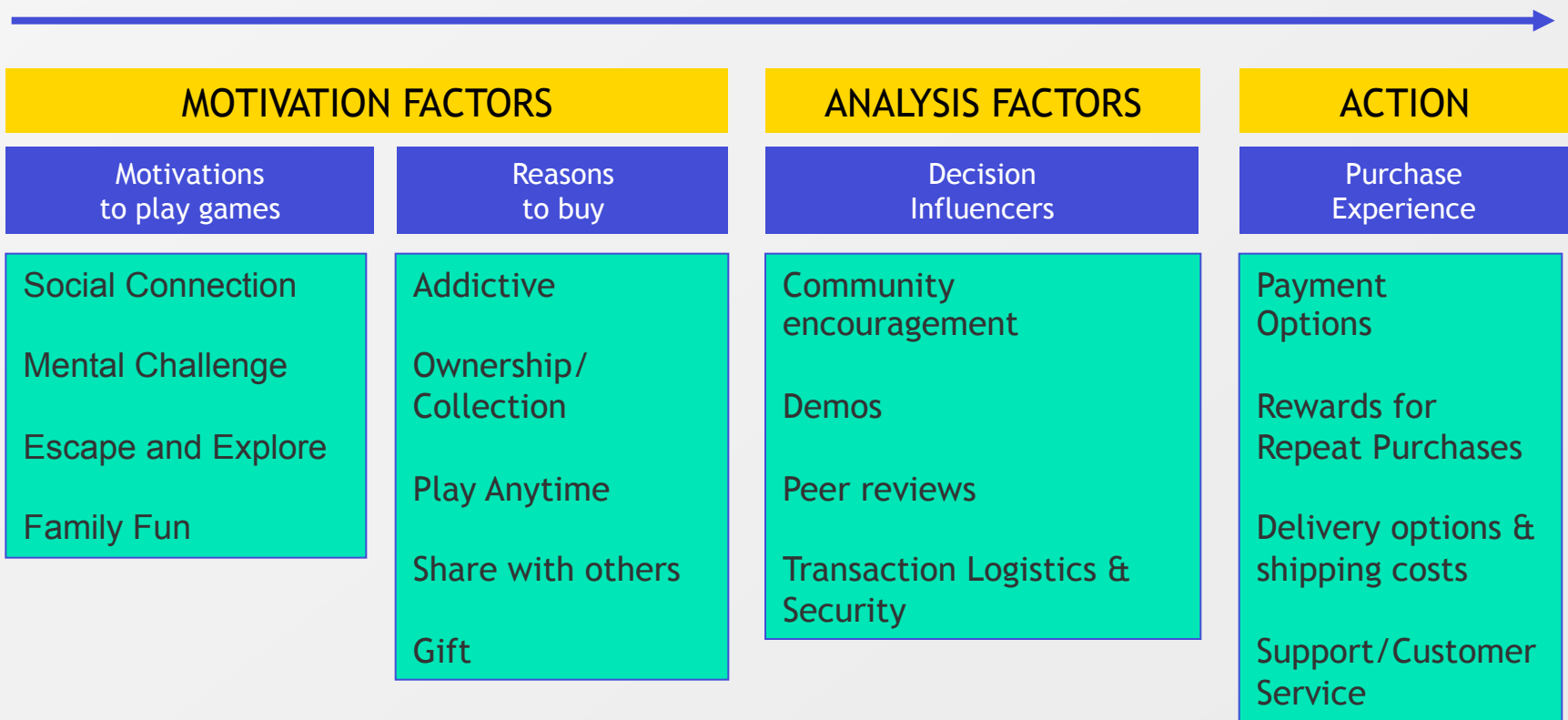


Personas





Example of Category-Customized Purchase Behavior

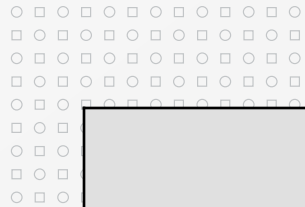




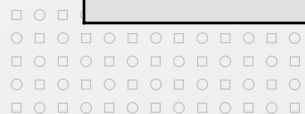
Competitive Positioning Map

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





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





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	





Key things to remember ABOUT STRATEGIC PLANS

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



[Edit](#) [Language](#) [Font](#) [Layout](#) [Color](#)

innovation






Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase. ("table tennis") <input type="text" value="microsoft"/> + Add search term	<input type="text" value="Web Search"/> <input type="text" value="Worldwide"/> <input type="text" value="2004 - present"/> <input type="text" value="All Categories"/>
		<input type="button" value="Search"/>

Web Search Interest: microsoft

Worldwide, 2004 - present

Categories: [Computers & Electronics \(50-75%\)](#), [Internet \(0-10%\)](#), [Games \(0-10%\)](#), [Business \(0-10%\)](#), [more...](#)

Totals ⓘ

microsoft  64

Interest over time

Forecast News headlines

[Learn what these numbers mean](#)



💡 See worldwide top rising searches by [clearing the search terms](#)

- [A Microsoft to buy Skype](#)
- [B Microsoft files Google complaint](#)
- [C Nokia, Microsoft to build rival to Android](#)
- [D Microsoft in Windows tablet move](#)
- [E Microsoft unveils Windows Phone 7](#)
- [F Nokia replaces CEO Microsoft exec](#)
- [G Apple v Microsoft](#)

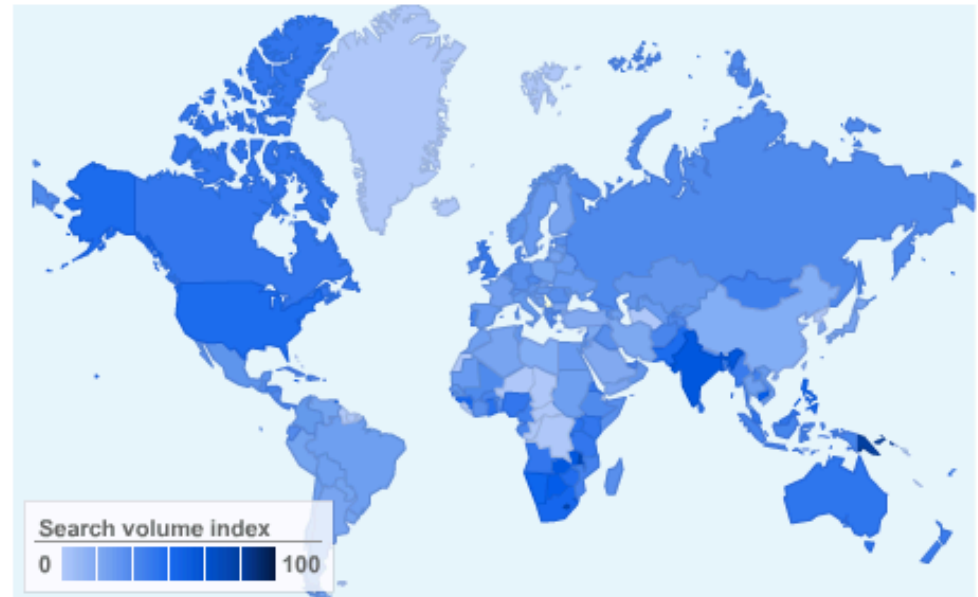
 [Embed this chart](#)



Regional interest

[?](#) Region [City](#)

1.	Papua New Guinea	100
2.	Malawi	88
3.	Lesotho	86
4.	Swaziland	74
5.	India	73
6.	Zambia	73
7.	Cambodia	70
8.	Botswana	70
9.	Gambia	69
10.	Namibia	64



[+](#) [View change over time](#) [?](#)

Search terms

Top searches [?](#)

1.	office	100
2.	microsoft office	100
3.	microsoft download	65
4.	word	50
5.	microsoft word	50
6.	microsoft windows	50
7.	microsoft office 2007	30
8.	office 2007	30
9.	microsoft security	20
10.	microsoft outlook	20

[+](#) [Google](#) [Embed this table](#)

Rising searches [?](#)

1.	microsoft essentials	Breakout
2.	microsoft office 2007	Breakout
3.	microsoft security essentials	Breakout
4.	microsoft vista	Breakout
5.	office 2007	Breakout
6.	office 2010	Breakout
7.	download microsoft office	+350%
8.	microsoft security	+200%
9.	microsoft office	+140%
10.	office	+130%

[+](#) [Google](#) [Embed this table](#)

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use the minus sign to exclude terms. (wimbledon -tennis) <input type="text" value="microsoft"/> + Add search term	Web Search Czech Republic 2004 - present All subregions All Categories
		<input type="button" value="Search"/>

Web Search Interest: microsoft

Czech Republic, 2004 - present

Totals ⓘ

microsoft 60

Interest over time

Forecast News headlines

[Learn what these numbers mean](#)



[Embed this chart](#)

Regional interest

Subregion [City](#)

1.	Středočeský kraj	 100
2.	Západočeský kraj	 99
3.	Východočeský kraj	 93
4.	Jihomoravský kraj	 92
5.	Jihočeský kraj	 91
6.	Soveromoravský kraj	 89
7.	Severočeský kraj	 87










Search terms

Top searches



1.	office		100
2.	microsoft office		100
3.	microsoft download 		75
4.	microsoft windows		60
5.	office 2007		40
6.	microsoft office 2007		35
7.	microsoft word		25
8.	word		25
9.	microsoft office download		20
10.	microsoft cz		15

 [Embed this table](#)

Rising searches



1.	microsoft essentials	Breakout
2.	microsoft office 2007	Breakout
3.	microsoft windows 7	Breakout
4.	office 2007	Breakout
5.	office 2010	Breakout
6.	windows 7	Breakout
7.	microsoft security	+400%
8.	microsoft framework	+250%
9.	microsoft office download	+250%
10.	microsoft office	+200%

 [Embed this table](#)



Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use the plus sign to indicate OR. (tennis + squash) <input type="text" value="microsoft"/> + Add search term	Web Search Czech Republic Jihomoravsky kraj 2004 - present All Categories
		<input type="button" value="Search"/>

Web Search Interest: microsoft

Jihomoravsky kraj (Czech Republic), 2004 - present

Totals ?
 microsoft 66

Interest over time

Forecast News headlines

[Learn what these numbers mean](#)



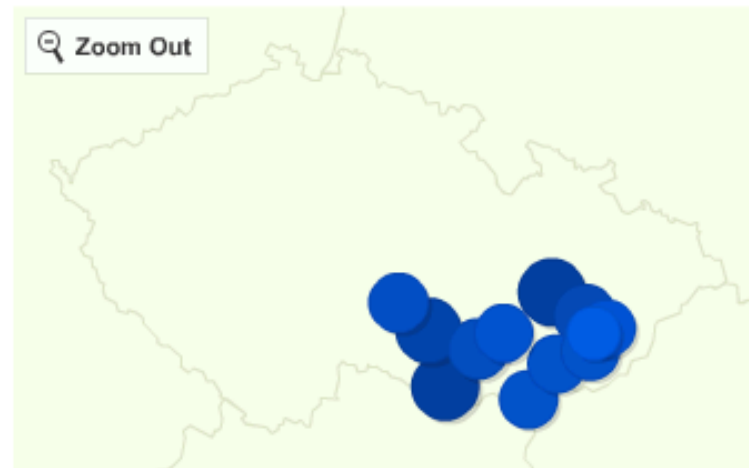
* The last value prior to the forecast is based on partial data and may change. [Learn more](#)
 ** Forecast values are based exclusively on the extrapolation of past values. [Learn more](#)

[Google](#) [Embed this chart](#)

Regional interest

? City

1. Prostějov	100
2. Znojmo	100
3. Třebíč	96
4. Kroměříž	90
5. Ivančice	87
6. Jihlava	84
7. Blatná	82
8. Uherské Hradiště	82
9. Kyjov	82
10. Brno	81



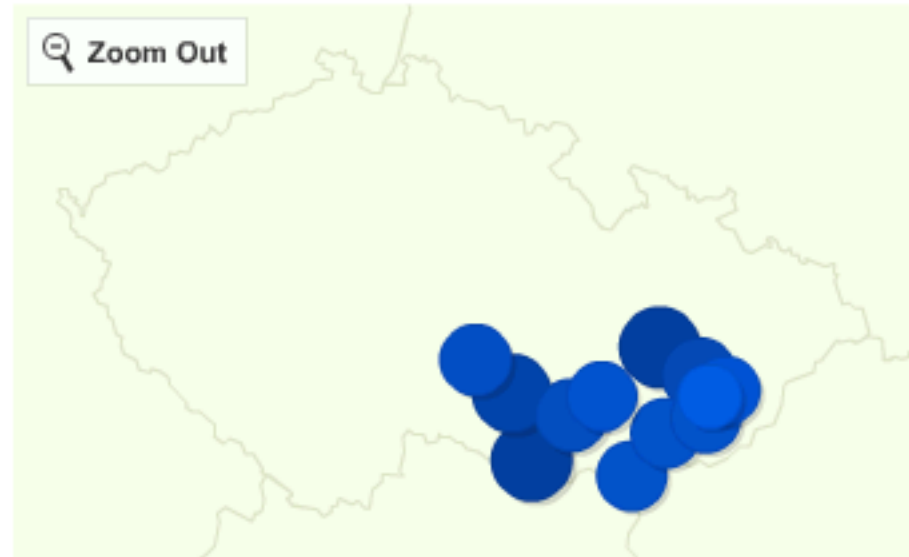
[Zoom Out](#)



Regional interest

City

1.	Prostějov	100
2.	Znojmo	100
3.	Třebíč	96
4.	Kromeriz	90
5.	Ivančice	87
6.	Jihlava	84
7.	Breclav	82
8.	Uherské Hradiště	82
9.	Kyjov	82
10.	Brno	81



Search terms

Top searches

?

1.	microsoft office	100
2.	office	95
3.	microsoft download	80
4.	microsoft windows	70
5.	microsoft office 2007	40
6.	office 2007	35
7.	microsoft word	25
8.	word	25
9.	microsoft office download	20
10.	microsoft cz	20

[Embed this table](#)

Rising searches

?

1.	microsoft cz	Breakout
2.	microsoft essentials	Breakout
3.	microsoft office 2007	Breakout
4.	microsoft office download	Breakout
5.	microsoft security	Breakout
6.	office 2007	Breakout
7.	office	+300%
8.	microsoft office	+250%
9.	word	+180%
10.	microsoft windows	+140%

[Embed this table](#)

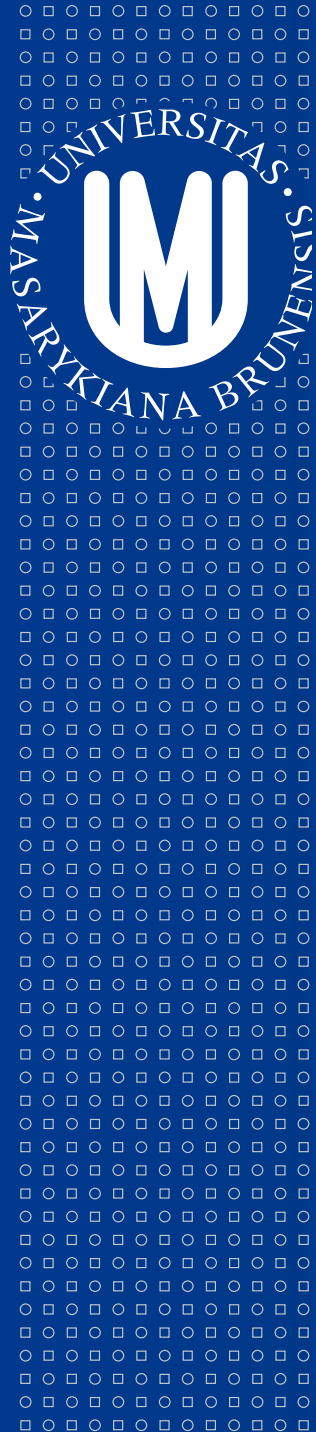




Online Research Tools

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





INTERGRATED MARKETING COMMUNICATIONS



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





ITA

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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.

Source: http://en.wikipedia.org/wiki/Don_E._Schultz



Solution is in integrated approach that builds long-term brand equity & value

Marketing Strategy

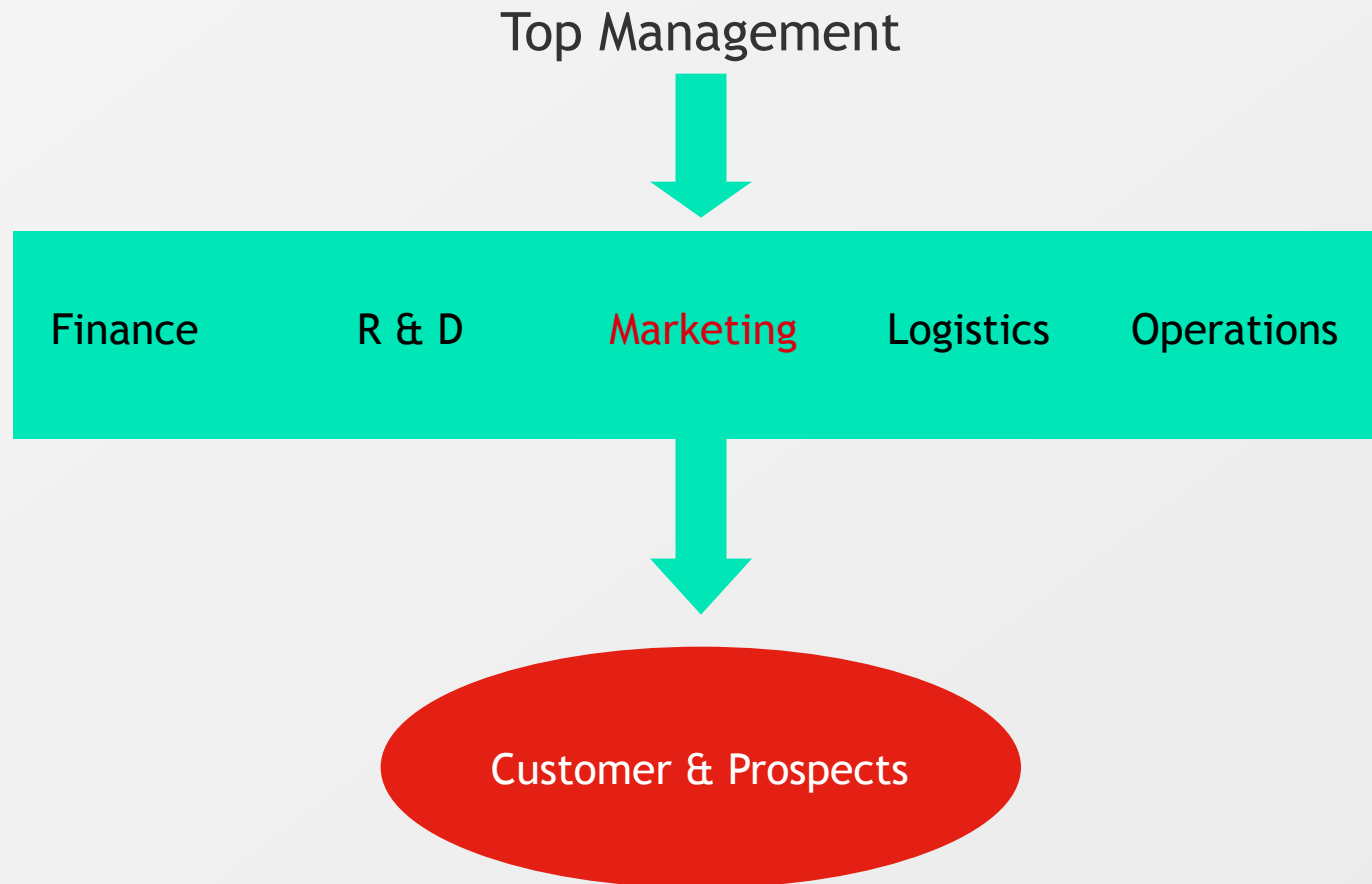


BRAND IDENTITY & EQUITY BUILDING



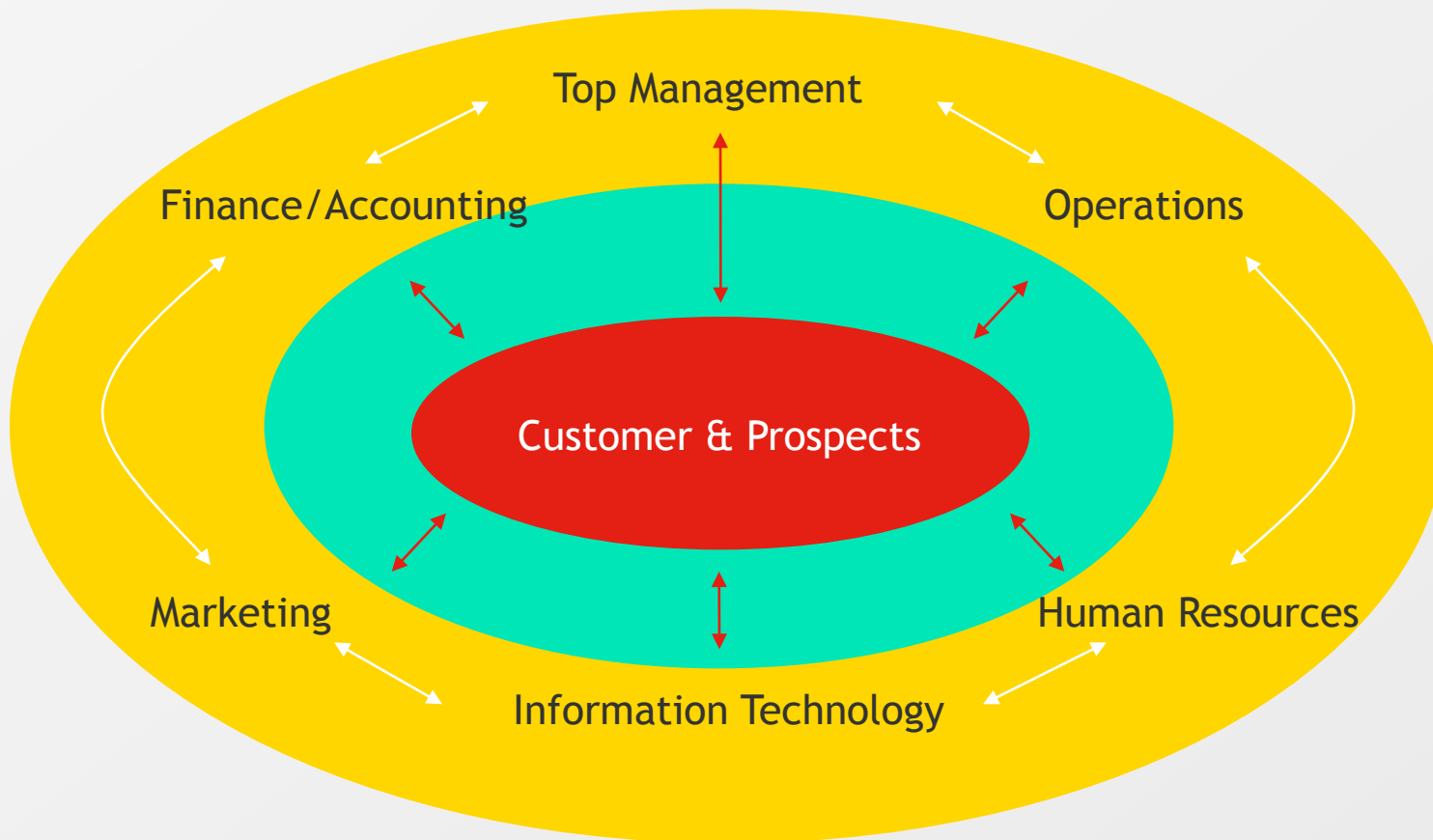


Traditional Organizational Structure



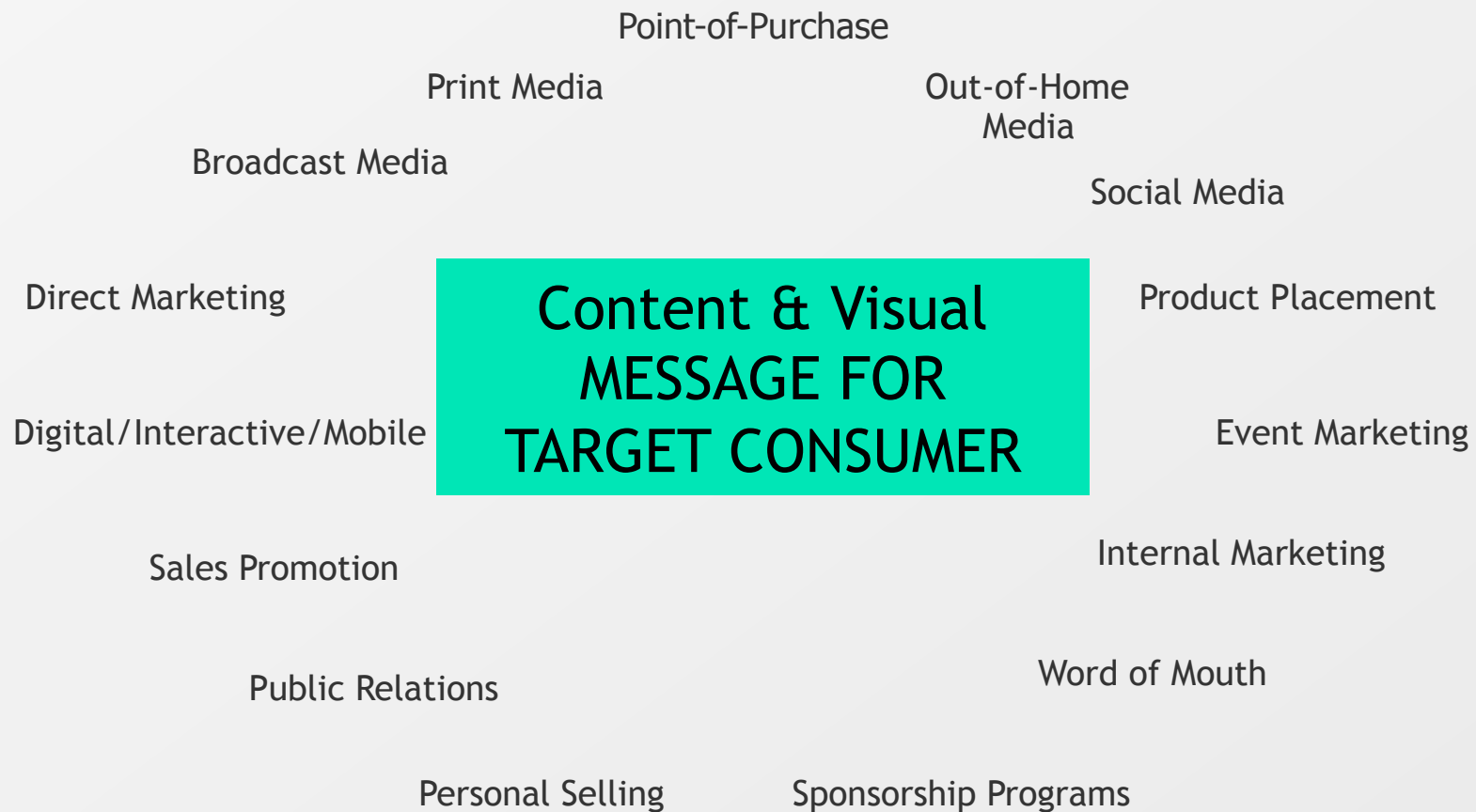


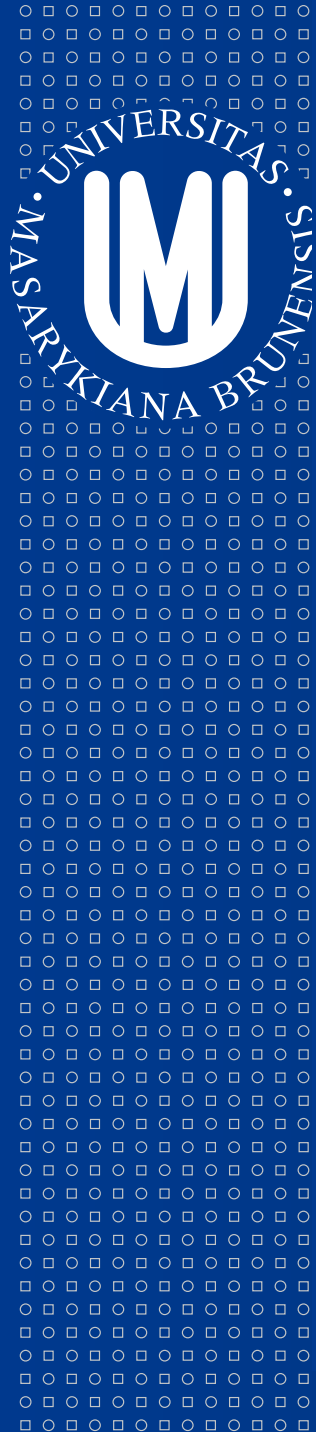
Integrated Organization: The ultimate end user, customer must be at the center of any organization. The organization must focus on its end user customers and consumers, for they are the only ones who provide the resources and therefore the rewards for everyone involved.





IMC Approach – everything is integrated through all media





RESEARCH INSIGHT DEVELOPMENT PROCESS & CREATIVITY



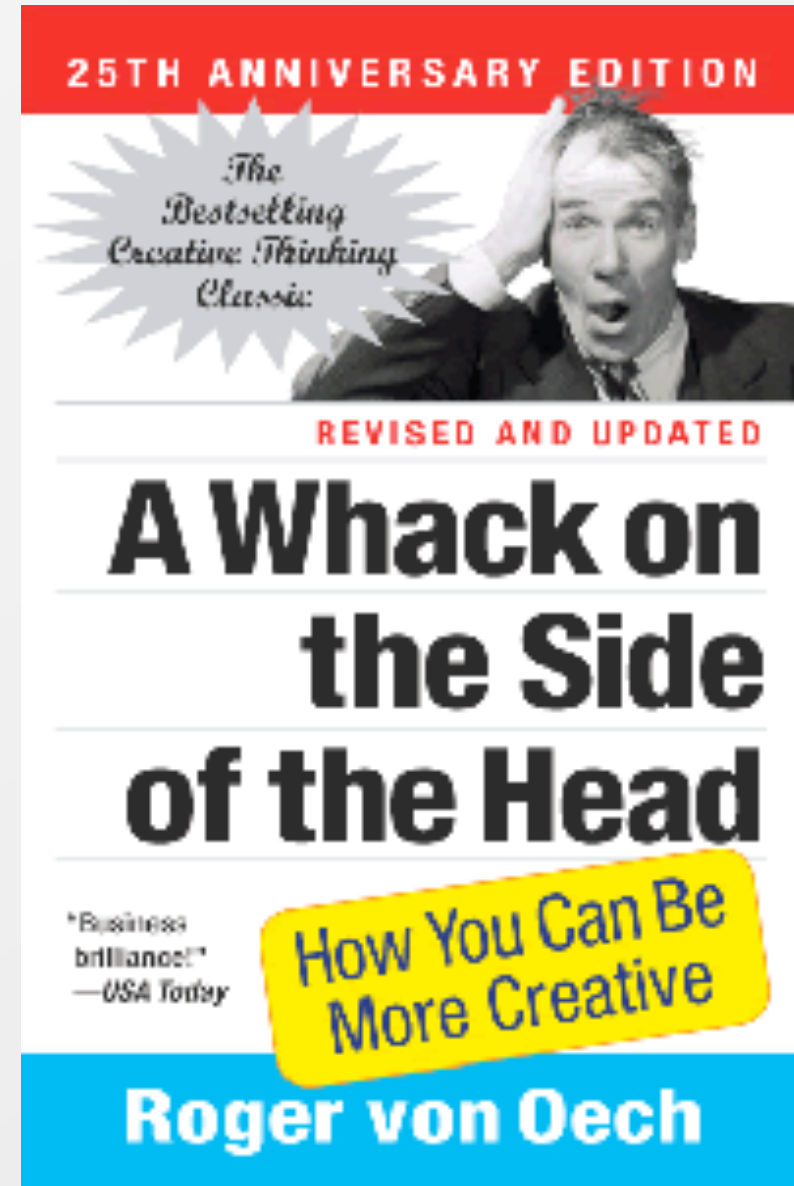
Creativity check

- When was the last time you had a creative idea?
- What was it?
- What motivates you to be creative?





The “Whack” Book





The Creative Process: Insight Development

IMAGINATIVE PHASE
“Thinking something
different”

PRACTICAL PHASE
“Getting something
done”





Ideation

observe all the time

be open to ideas

carry an idea book

**look for inspiration
in unusual places**

**brainstorm & play
with the idea**





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Creativity Tools & Techniques





Always ask the question

What rules can we break?





Making the Strange Familiar

Use metaphors (MICROSOFT is like...)





Ask

“What if”

Questions

**(to come up with different
scenarios/opportunities)**





Be

An explorer
(at all times & explore
other categories)



Put on your fool's cap





Listen

To your intuition & dreams





The Creative Process: Insight Development

IMAGINATIVE PHASE
“Thinking something
different”

PRACTICAL PHASE
“Getting something
done”





Research: Developing an insight

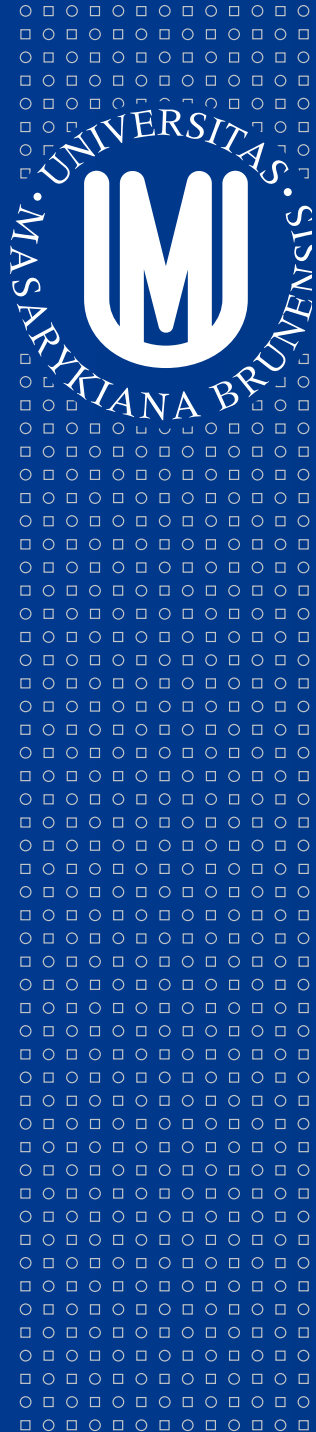
- What are the insights from:
 - Market (Industry/Category)
 - Consumer Behavior
 - Competitive Analysis
 - Brand Analysis & SWOT
 - Your interviews

- What is THE BIG IDEA based on your research and project work?

- MY BIG IDEA IS

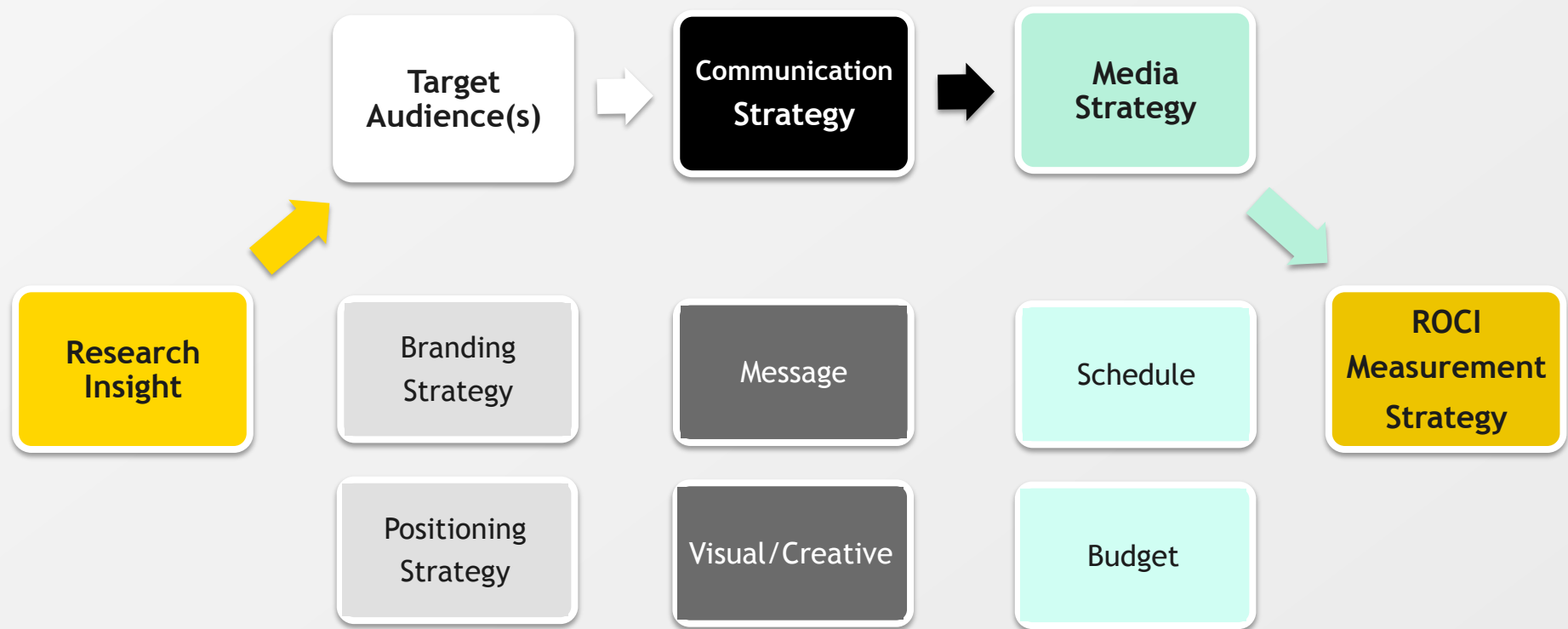
- Based on my BIG IDEA , the goal of my strategy will be to.....

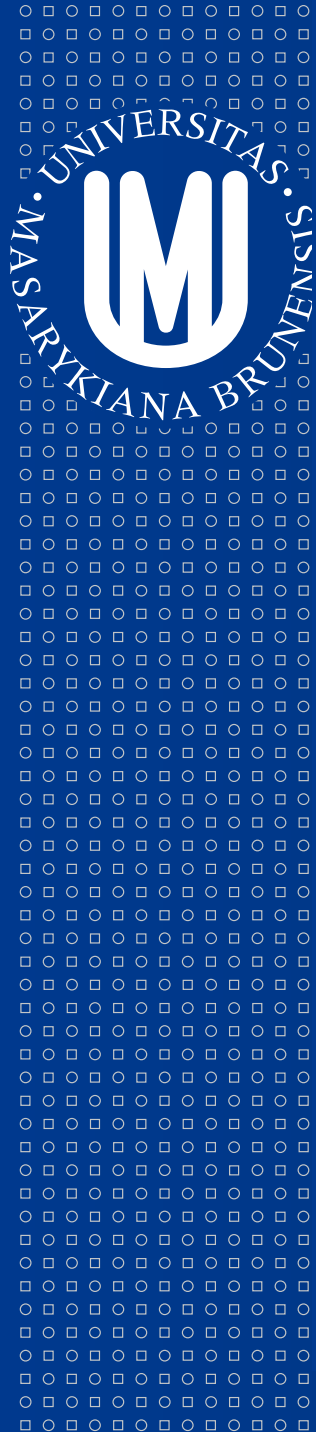




IMC STRATEGY DEVELOPMENT PROCESS

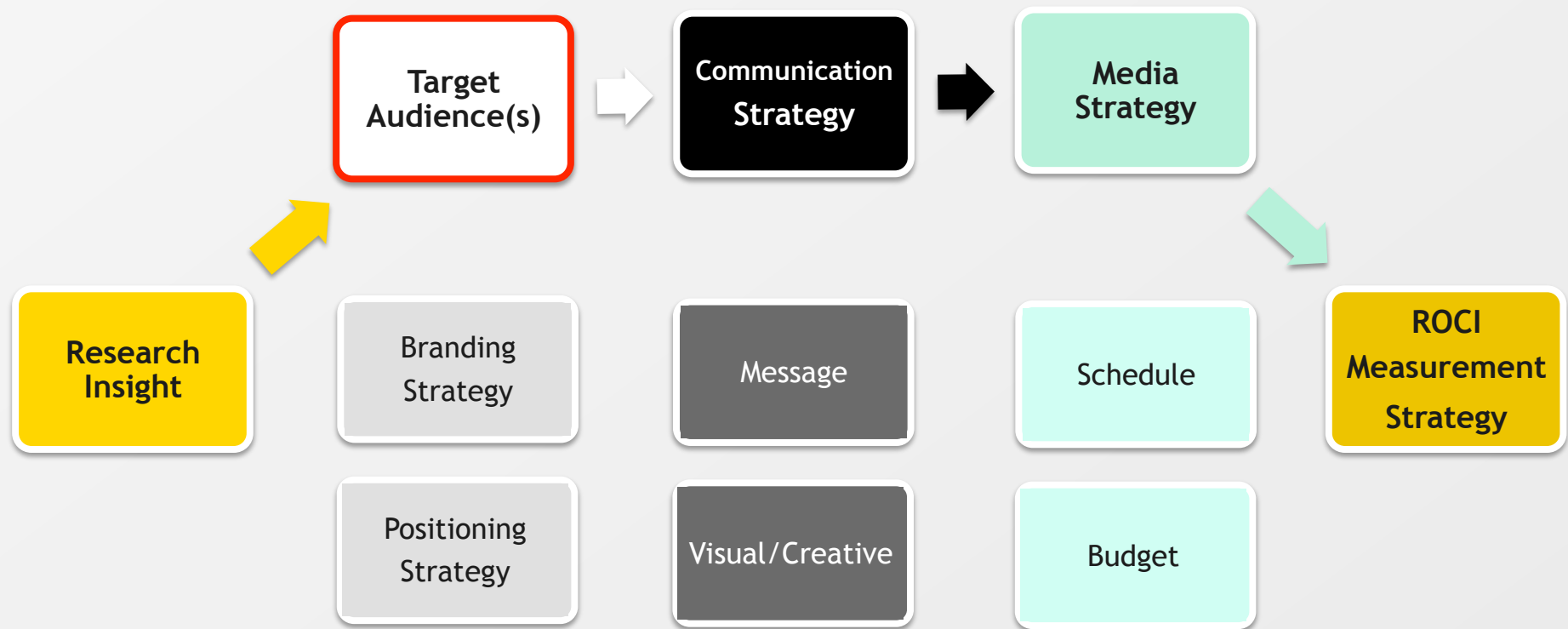
IMC Planning Process: Developing an IMC Plan





BRANDING STRATEGY

IMC Planning Process: Developing an IMC Plan





NUTRITIONAL INSTITUTE (PARENT BRAND)



HEALTH NUTS RADIO (PARTNER BRAND)



V1 (REVISED)

V2

GREEN LATTE (SUB BRAND)



V1 (REVISED)

V2 (REVISED)

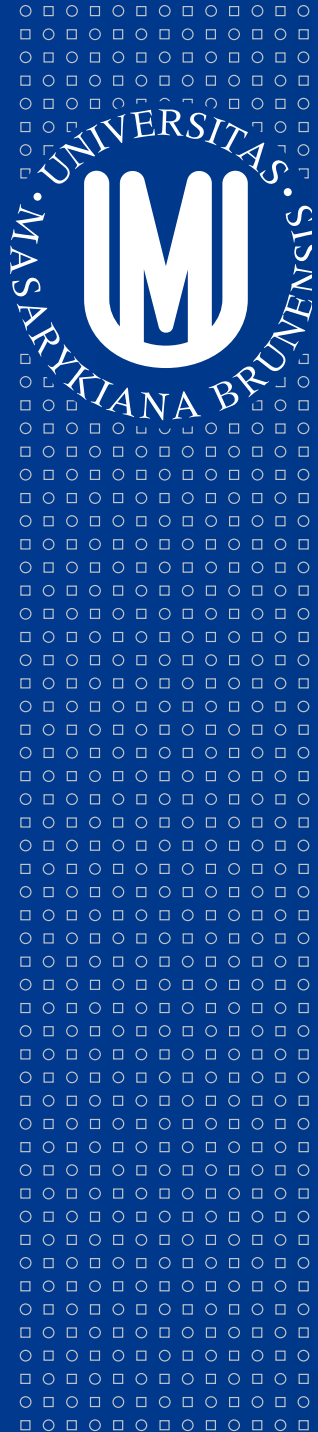


SUGGESTED FINAL HEALTH NUTS RADIO BRANDING



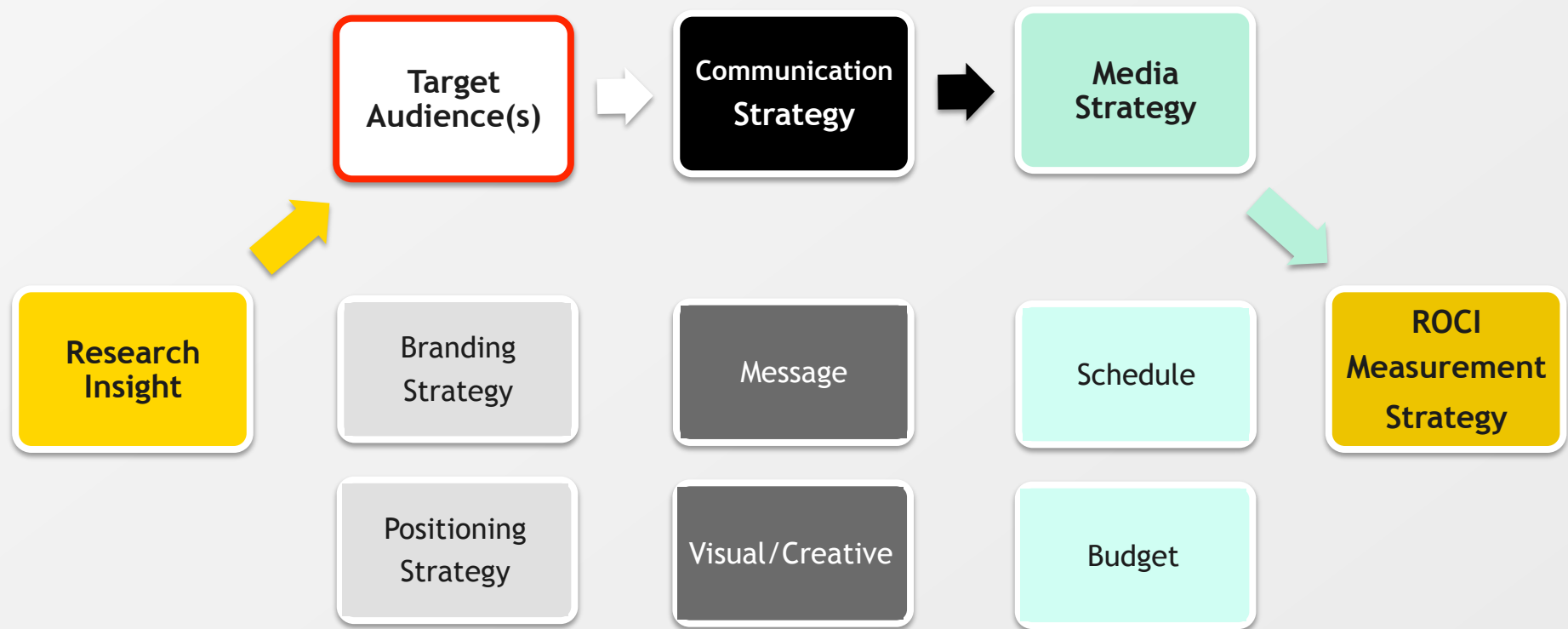
SUGGESTED FINAL GREEN LATTE BRANDING





POSITIONING STRATEGY

IMC Planning Process: Developing an IMC Plan





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)





Brand's Position

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





Competitive Positioning Map

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





BRAND ADVOCACY 2008



OBAMA



62^N

McCAIN



38^N



+1^N

day of

★ OCTOBER 30 ★



-1^N

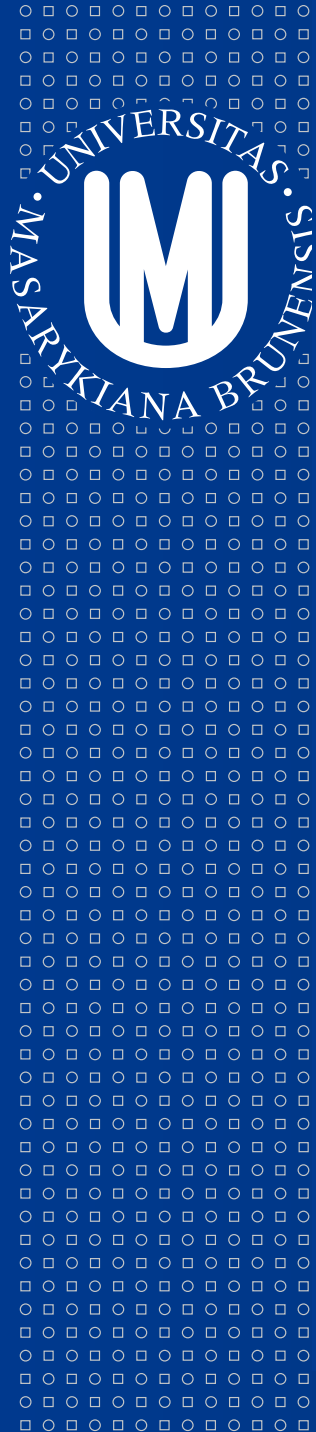
2008 Presidential Candidates' Online Promoter Score™

OPS up since yesterday
[click on thumb to view trend chart](#)

[Learn more about how & why we did this.](#)

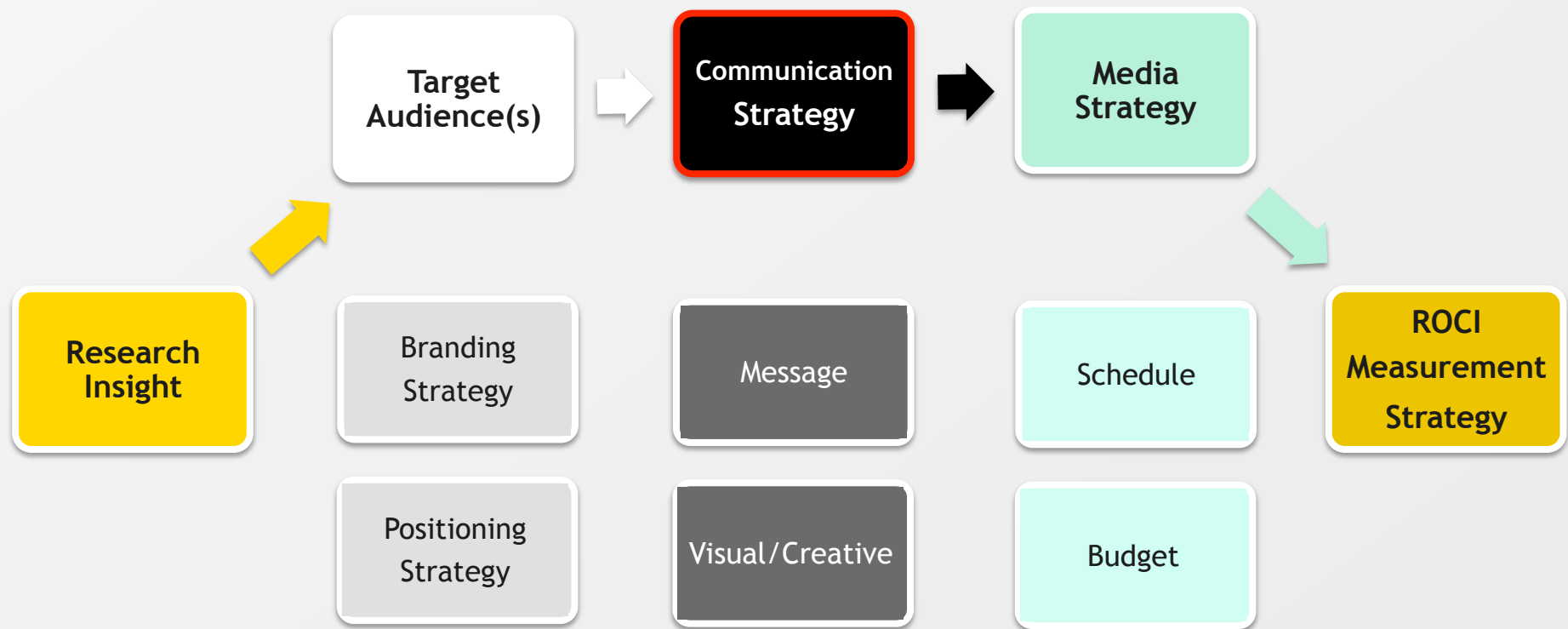
OPS down since yesterday
[click on thumb to view trend chart](#)





COMMUNICATION STRATEGY

IMC Planning Process: Developing an IMC Plan





Communication

- **MESSAGE** (What is it you are trying to communicate to your target audience?)
- **VISUAL** (How do you communicate your message visually?)
- **MEDIUM** (What medium do you use to communicate your message?)





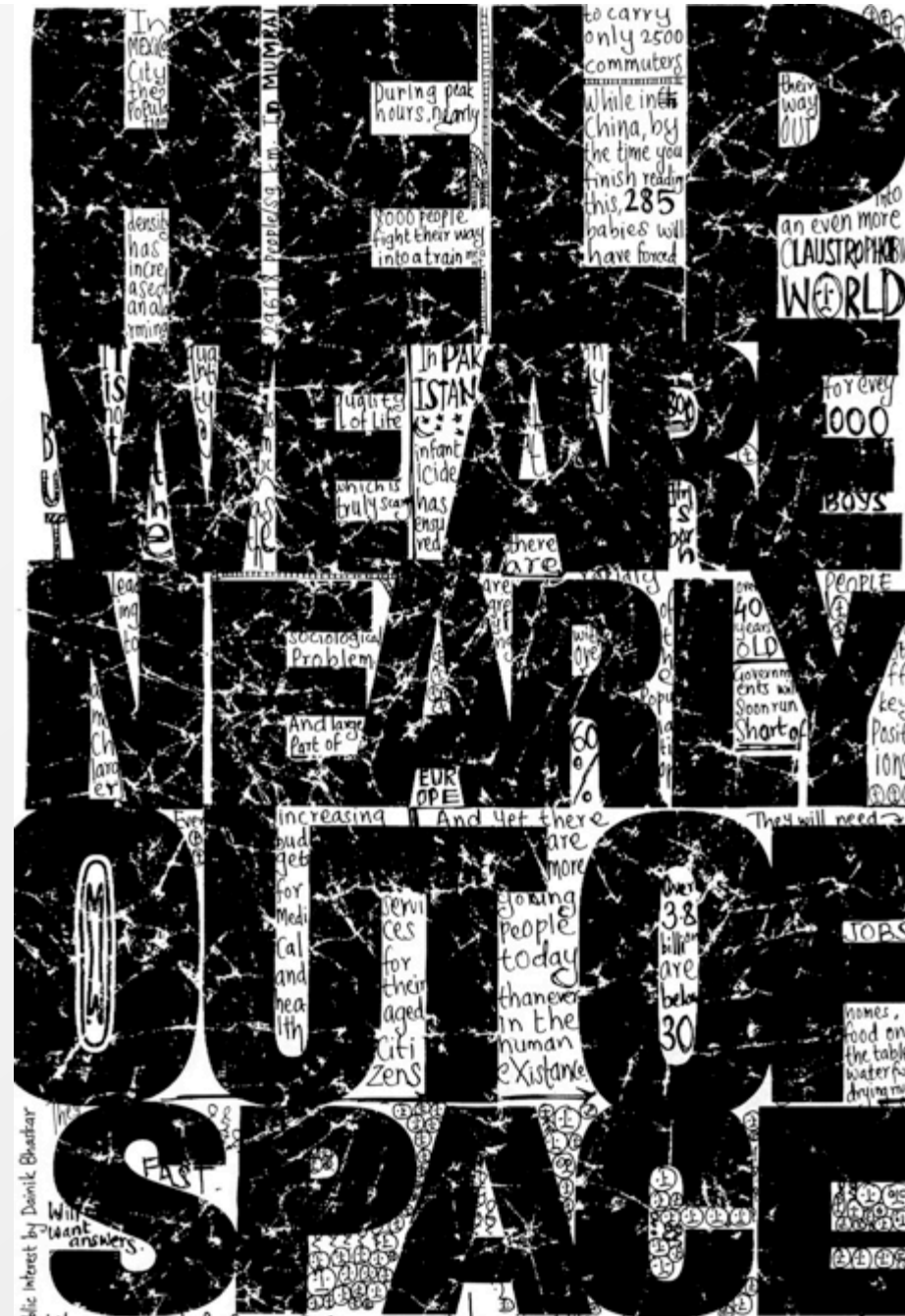
IMC Communication Planning Matrix

There are both short-term & long-term behavioral effects!!!

	Brand Messages	Brand Incentives	
Short-term returns (fiscal year)	Awareness Image Recognition	Trial Increased usage Stockpiling	Business Building
Long-term returns (future years)	Trust Reliability Perceived quality Advocacy	Retention Migration Cross purchase	Brand Building

Increase, accelerate, stabilize cash flow
Build or enhance shareholder value





Issued in public interest by Danik Bhatnagar

What can we do? For a start we can help organisations like the UNITED NATIONS which is actively working around the world to address these problems. Log on to www.unfpa.org for more details before it's too late. July 11, World population day



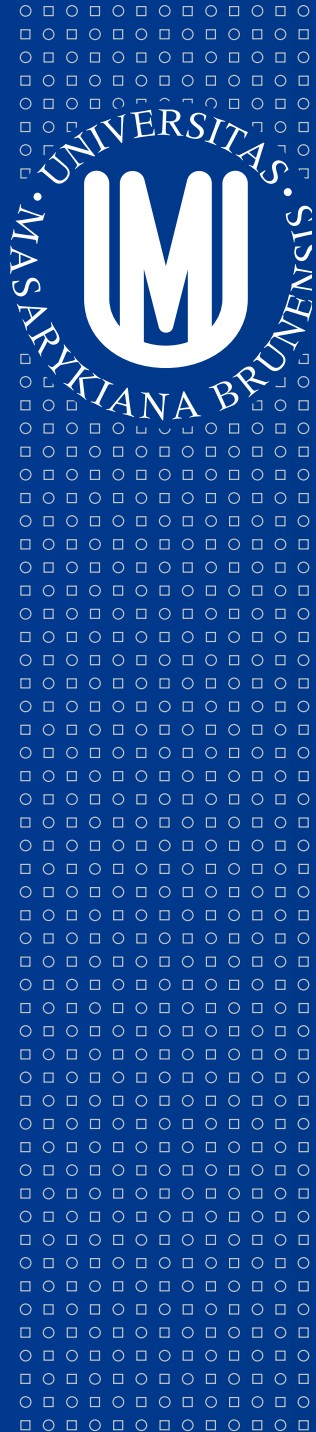


<http://go.funpic.hu>

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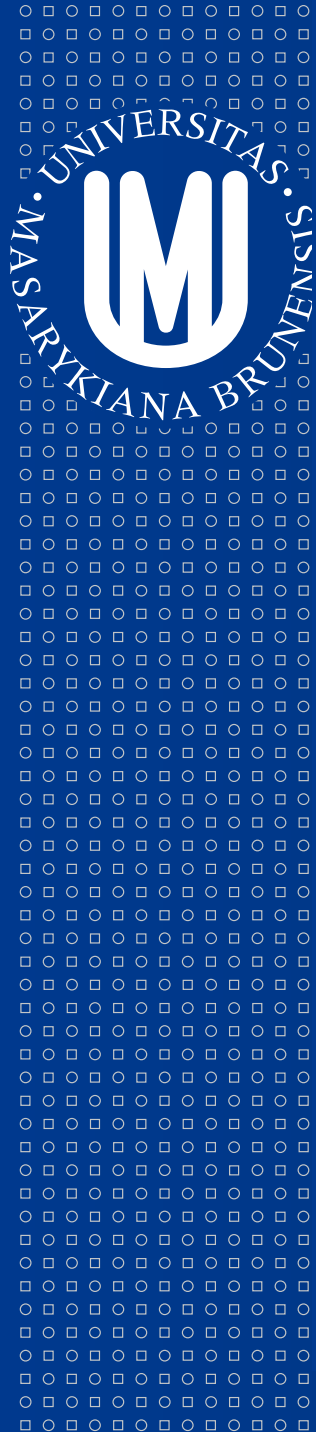






MIC PROJECT OVERVIEW

Mr. Michal Hrabí
Manager of MIC Brno



RESEARCH EXERCISES



Research:

Historical & Cultural Connection

- Based on your research and knowledge of our history and culture, find **TWO** historical & cultural connection traits.





Research: Developing an insight

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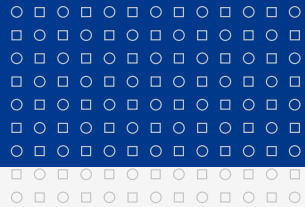




Competitive Positioning Map

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





Thank you for your attention.
Next Class 3 Tuesday, 5/24, 9:00 - 12:00
Room B204

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

