



MASARYKOVA UNIVERZITA

PV231 Class 4
**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 - 12:00 Lecture
- 12:00 - 13:00 Team Work & Exercises

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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



Search input field with a 'Go' button.

24/7 CLAIMS ASSISTANCE

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I.H.T. SPECIAL REPORT: CENTRAL EUROPE

South Moravia Expands as Information Hot Spot

By JACY MEYER
Published: May 22, 2011

PRAGUE — One of Central Europe's fastest-growing regions is South Moravia, centered on the city of Brno, in the Czech Republic.

Related

Staying Power in Central Europe (May 23, 2011)

New Twists on Old Crafts (May 23, 2011)

Central and Eastern Europe Lag in Innovation (May 23, 2011)

An information technology hot spot for more than a decade, with a focus on investment and innovation, the area is working strategically to bring in businesses and ideas that fit its research-led vision.

Of the 209 investments made in 2010

by CzechInvest, the government's investment and business development agency, 52, worth a total 2.25 billion korunas, or \$130 million, went to South Moravia.

RECOMMEND

TWITTER

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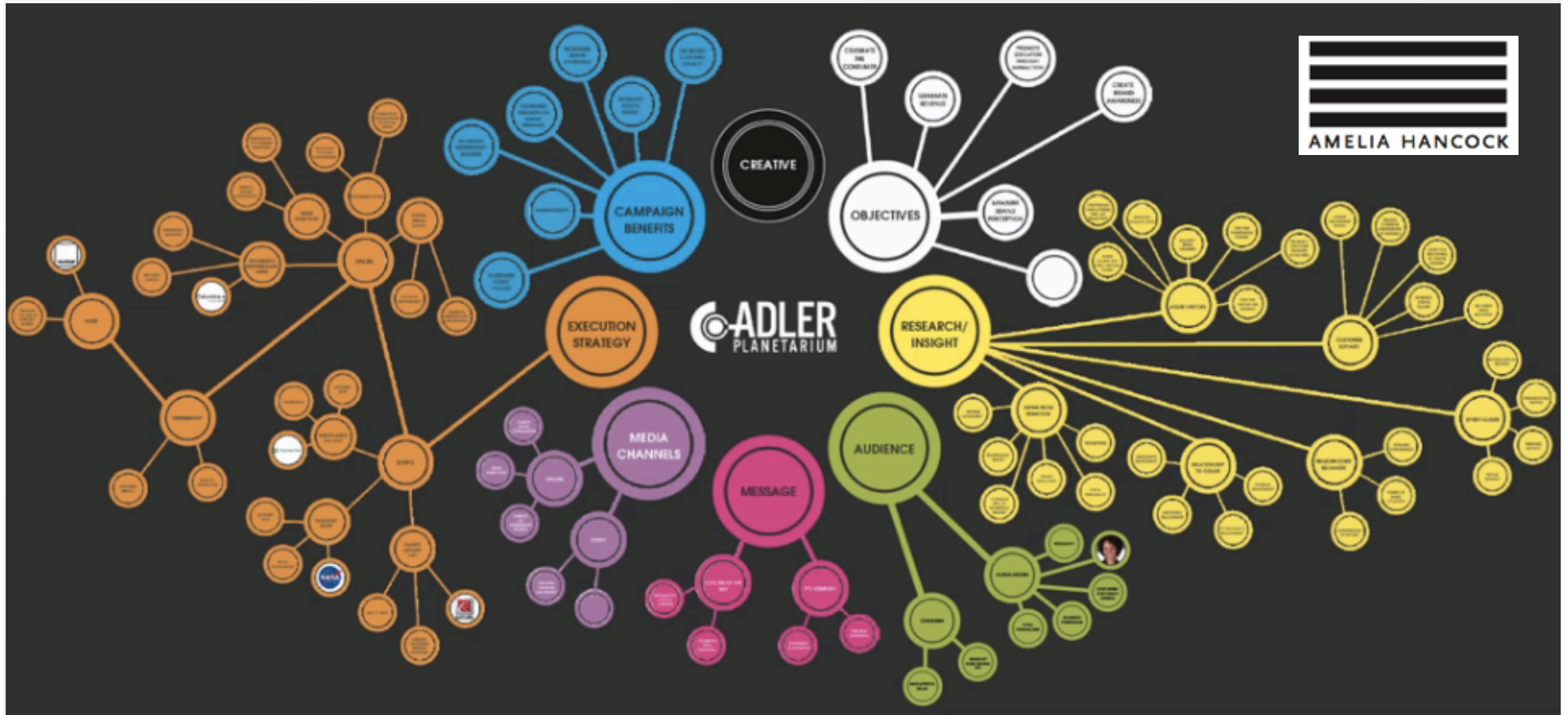
Saudis Arrest Woman Leading Right-to-Drive Campaign



Download our **FREE** white paper on energy efficiency, plus **enter to win an iPad®!**

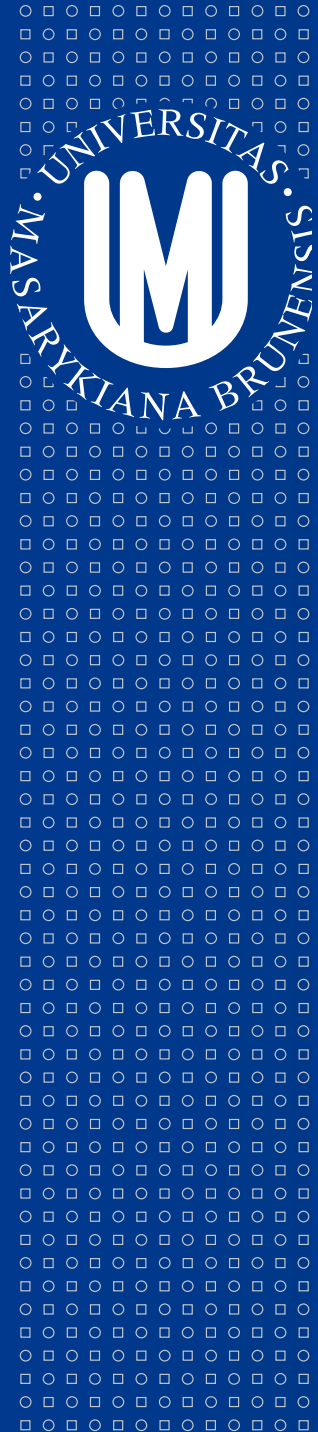
CLICK HERE





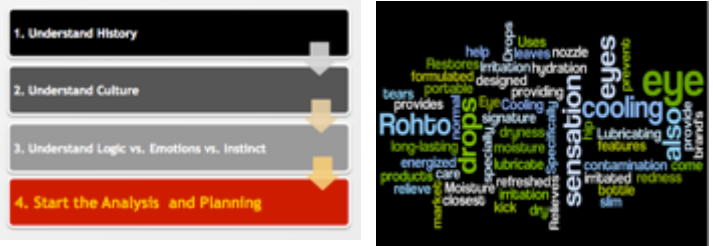
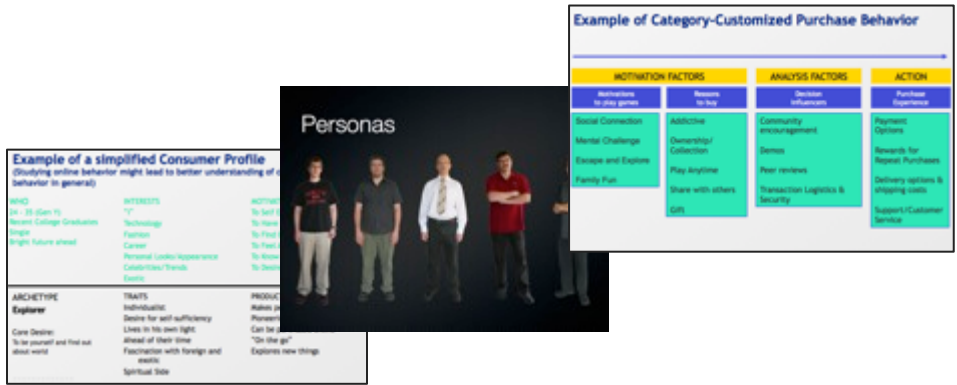
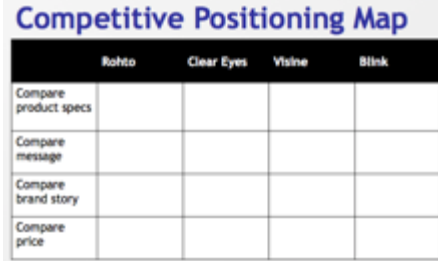

Application of design (Strategy Overview)





RESEARCH RECAP

Research Report

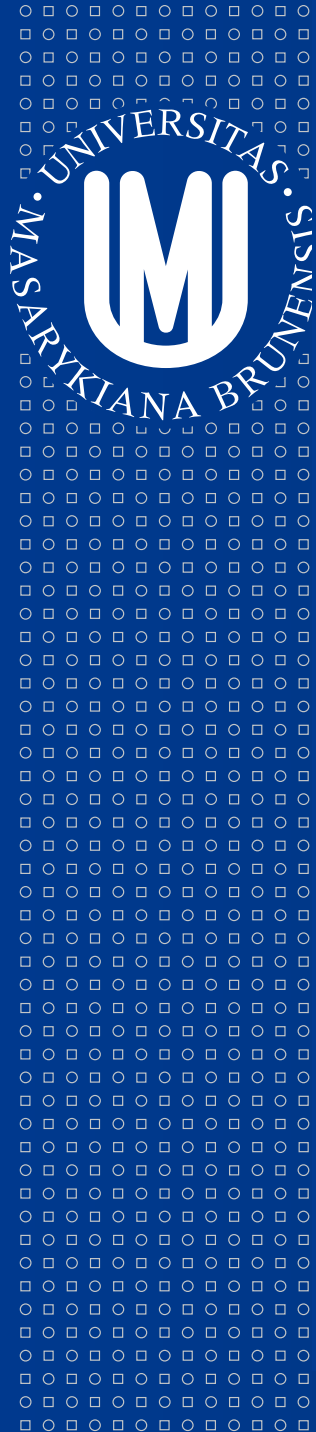
<p>Market (Industry/ Category)</p>	<p>Understand history & culture.</p> <p>Describe the conditions & climate, show trends.</p>	<p>Use Google insights Wordle</p> 																																																								
<p>Consumer Behavior</p>	<p>Create consumer profile/ personas & describe decision-making 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"> <tr> <td>BIIO</td> <td>INTERESTS</td> <td>ACTIVITIES</td> </tr> <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 Read</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>College/Work/Travel</td> <td>To Study</td> </tr> <tr> <td></td> <td>Events</td> <td></td> </tr> </table> <p>ARCHETYPE Explorer</p> <p>Care Decision: To be yourself and find out about world</p> <table border="1"> <tr> <td>TRAIT</td> <td>PROUD</td> </tr> <tr> <td>Individualistic</td> <td>Wishes 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> </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>Wishes to do good</td> <td>Reason to buy</td> <td>Purchase Experience</td> </tr> <tr> <td>Social Connection</td> <td>Additive</td> <td>Payment Options</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>Transaction Logistics & Security</td> </tr> <tr> <td></td> <td>Gifts</td> <td>Support/Customer Service</td> </tr> </tbody> </table>	BIIO	INTERESTS	ACTIVITIES	Age: 25 (Gen Y)	Technology	To Surf	Recent College Graduate	Fashion	To Read	Single	Career	To Post	Bright future ahead	Personal Goals/Achievements	To Study		College/Work/Travel	To Study		Events		TRAIT	PROUD	Individualistic	Wishes 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	Wishes to do good	Reason to buy	Purchase Experience	Social Connection	Additive	Payment Options	Health Challenge	Ownership/Collection	Rewards for Repeat Purchases	Escape and Explore	Play anytime	Delivery options & shipping costs	Family Fun	Share with others	Transaction Logistics & Security		Gifts	Support/Customer Service
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Key things to remember ABOUT STRATEGIC PLANS

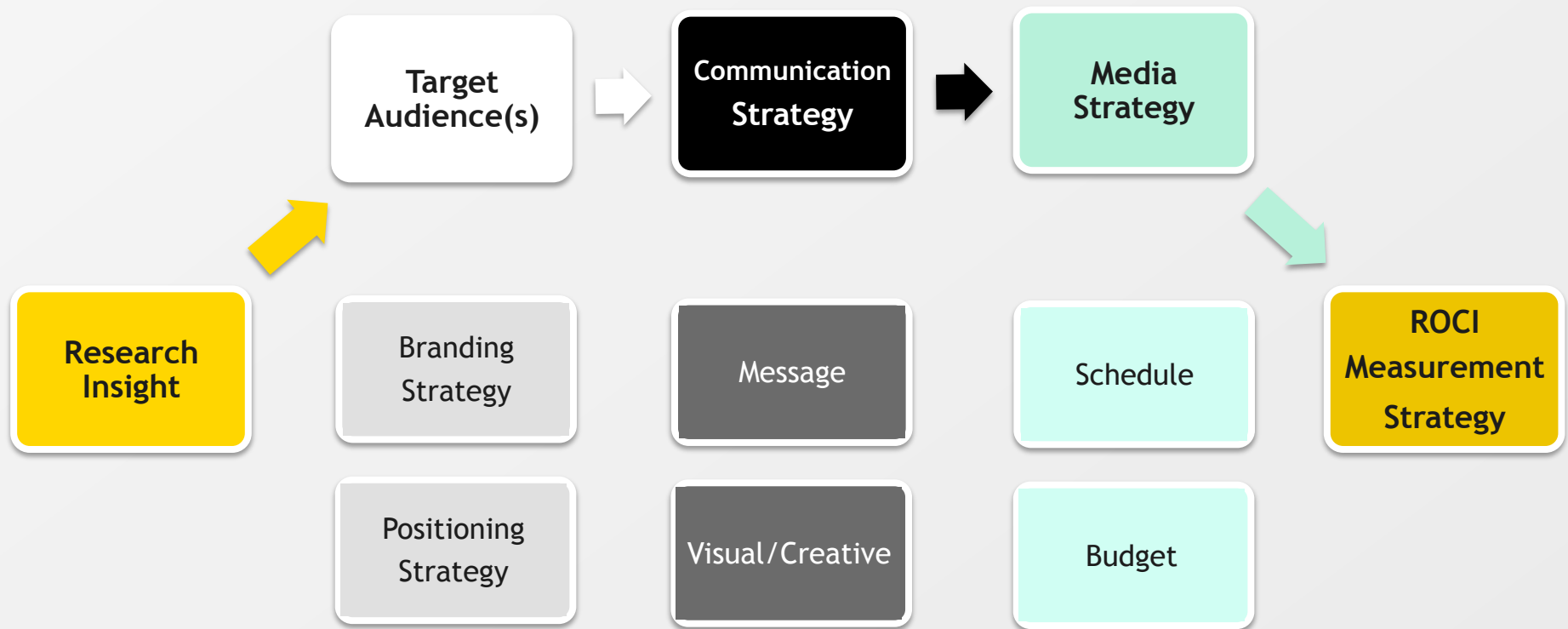
WHAT * **WHY** * **HOW**





IMC STRATEGY DEVELOPMENT PROCESS

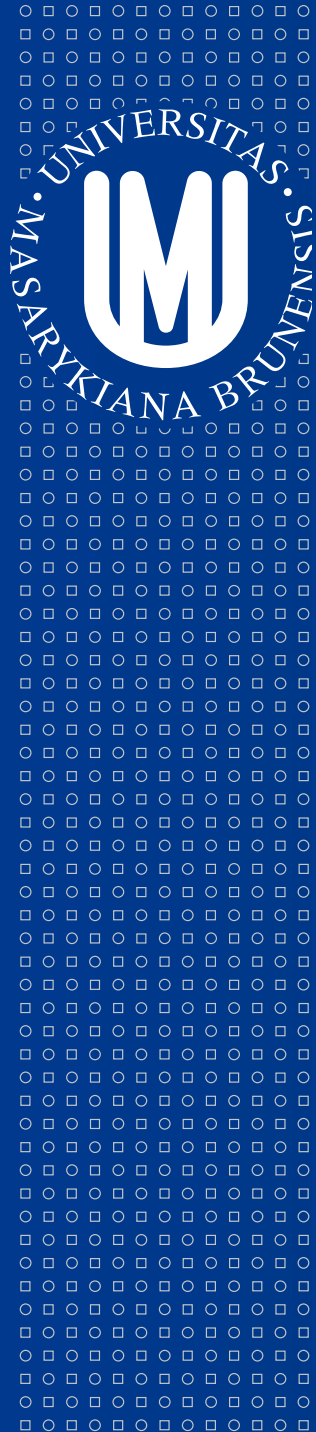
IMC Planning Process: Developing an IMC Plan





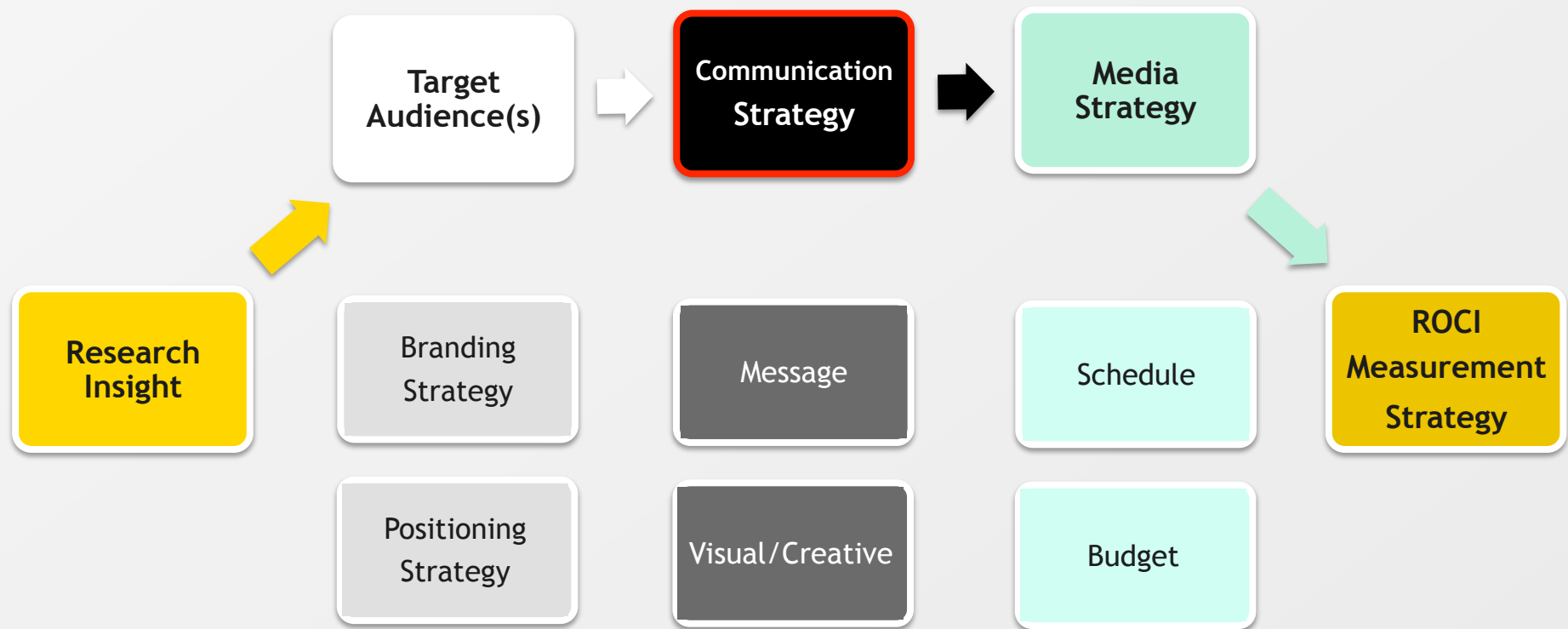
Get creative!!!





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?)





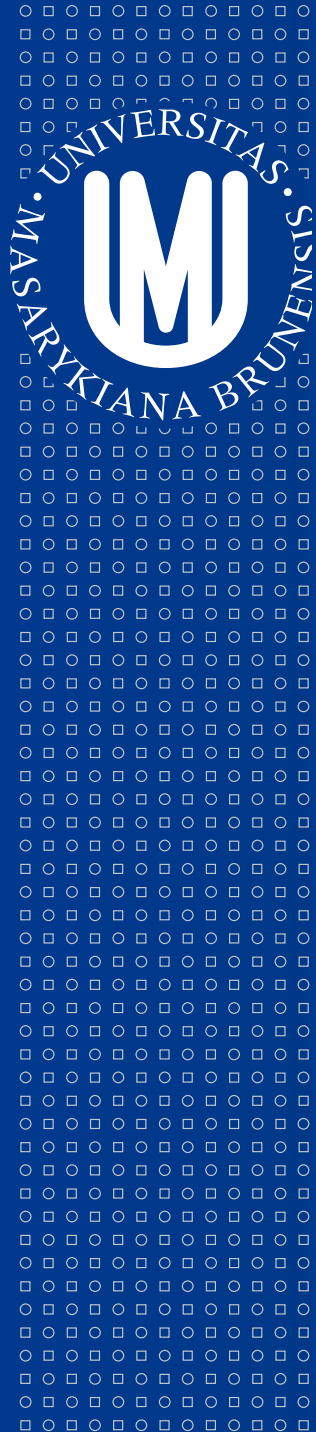
IMC Communication Planning Matrix

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

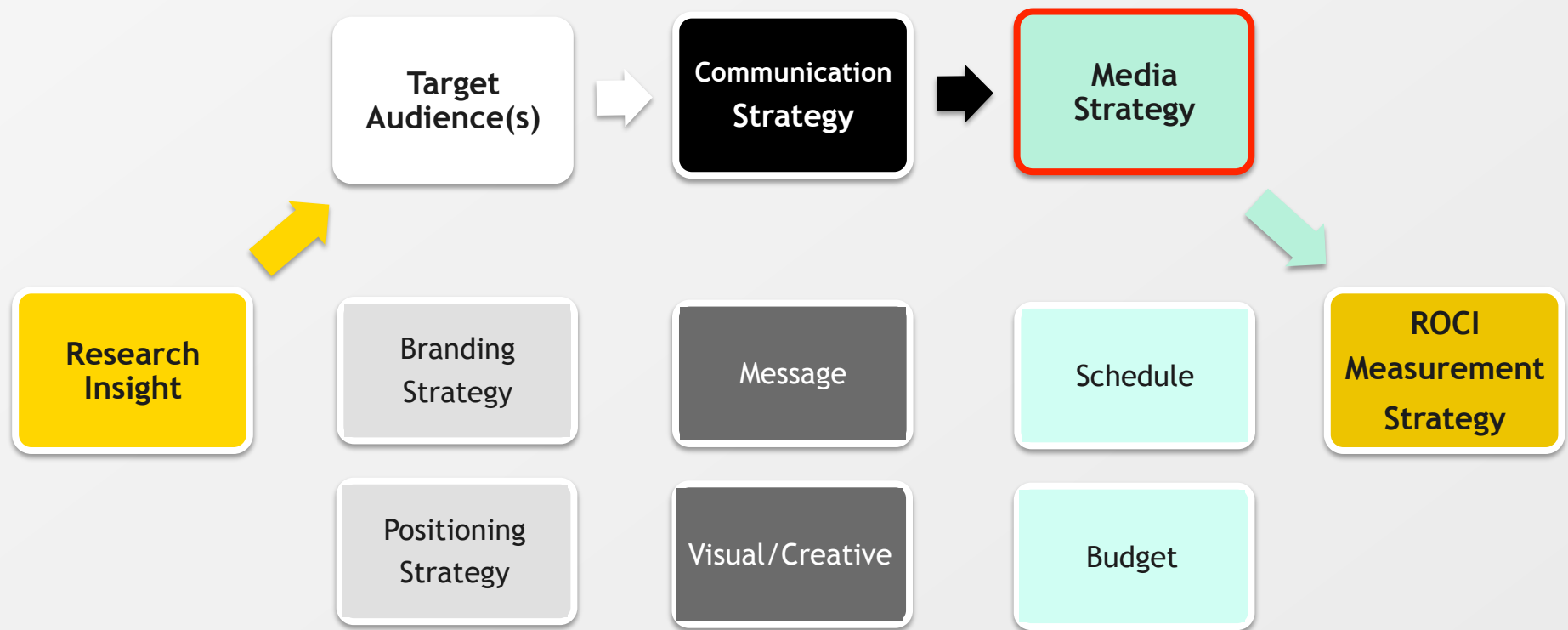
Increase, accelerate, stabilize cash flow
Build or enhance shareholder value





MEDIA STRATEGY INTRO

IMC Planning Process: Developing an IMC Plan





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Digital Marketing

OVERVIEW





THE AGE OF DIGITAL

Drivers of change





Digital Marketing

DIGITAL MARKETING

INTERACTIVE MARKETING

INTERNET MARKETING

- EMAIL
- VIDEO/WEBINARS
- VIRAL
- RSS
- SEO/SEM
- WEBSITE/MICROSITES
- SOCIAL MEDIA
- NEWSLETTER (ConstantContact)
- DIGITAL DATABASES (CRM) (TheListInc)
- INSTANT MESSAGING (Skype)
- WIDGETS (ClearSpring, Reeve Foundation)
- BLOGGING
- PRWeb

MOBILE MARKETING

- SMS/MMS
- IN-GAME
- BLUETOOTH
- MUSIC
- INSTANT MESSAGING (Skype)
- DIGITAL PRESS KITS

DIGITAL OUTDOOR

- BANNER/DISPLAY ADS



2. Your offline brand is not enough ...and sometimes even not necessary

The screenshot shows the YouTube channel page for 'Will It Blend?'. At the top, the Google logo is visible. The channel name 'Will It Blend?' is prominently displayed in a stylized font. Below the channel name, there are navigation links for 'Videos', 'Favourites', 'Playlists', 'Groups', 'Friends', and 'Subscribers'. The channel's profile information includes a 'Subscribe' button, a channel icon, and statistics: 'Style: VLogging', 'Joined: 30 October 2006', 'Last Sign In: 19 hours ago', 'Videos Watched: 5,371', 'Subscribers: 135,765', and 'Channel Views: 2,716,725'. A description below the profile reads: 'See what the Total Blender can do in the Blendtec test lab, as we ask the question, Will It Blend?'. The company 'Blendtec' is listed with the website 'http://www.blendtec.com'. A list of achievements follows: '#35 - Most Subscribed (All Time) - Global', '#13 - Most Subscribed (All Time) - Directors - Global', and '#31 - Most Subscribed (All Time) - Partners - Global'. A 'Report profile image violation' link is also present. The main video player shows a 'YouTube LIVE' event scheduled for 'NOV 22 2008 5 PM PST / 8 PM EST'. Below the video player, there is a section for 'Will It Blend? - YouTube Live' with 'From: Blendtec', 'Views: 529,704', and 'Comments: 2,894'. At the bottom, there are links for 'Videos (79)' and 'Subscribe to Blendtec's videos'. The footer of the page includes the text 'Google Confidential and Proprietary' and the number '14'.



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Social Media

OVERVIEW





Use of Social Media

1. Be creative!
2. Go beyond Facebook, Twitter, YouTube or utilize them in a more creative way!
3. For your client, suggest an innovative way to use SM

Main Role?

Supportive Role?



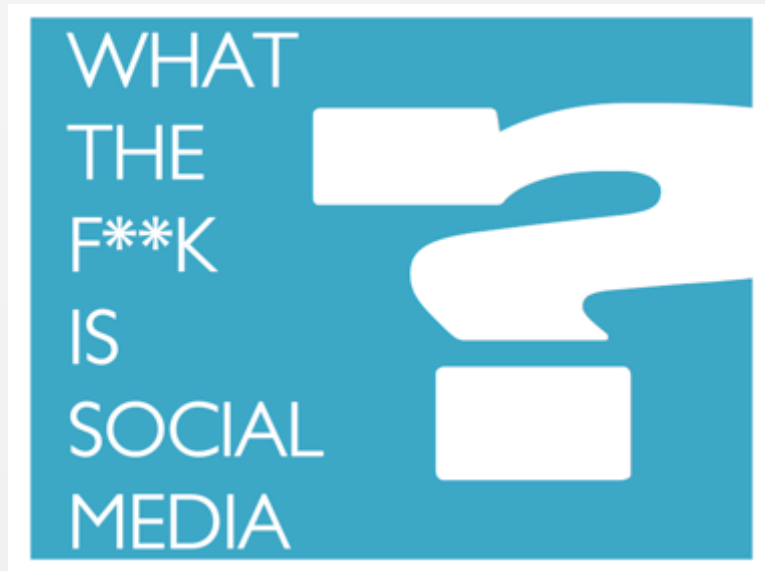


What is Social Media?

One of the most buzzed about presentations on Social Media

By Marta Kagan

Entered into World's Best Presentation Contest



<http://www.slideshare.net/mzkagan/what-the-fk-is-social-media-one-year-later>



<http://bonafidemarketinggenius.com/2008/07/02/worlds-best-presentation/>



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Mobile

OVERVIEW





Mobile reaches where other media cannot!

Art meets mobile meets social media.



SMS as graffiti.

The idea is that you send in your text message to the central system and then the messages are projected on to buildings (interior or exterior) in specific shapes or formats.

The text messages appeared in speech bubbles.



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Websites

OVERVIEW





Alpha & Omega of Web Management

NECESSITY

DESIGN

PURPOSE

CONTENT

KEYWORDS

NAVIGATION

ANALYTICS

SEO

ONLINE PRESENCE & VISIBILITY



Example Website Exciting

CULINARIA

FOOD WINE EVENTS CULINARIA *at HOME* ABOUT US CONTACT

Big event, small event,
same great food.

From his mom's kitchen to working as a caterer, Aaron has been doing this his whole life, and it shows. The result is beautiful, flavorful & unpretentious food. Our menus are completely customizable and we welcome the opportunity to discuss your vision and ensure your special event feels like *your* special event.

telephone: (785) 766-8591
sayhi@culinariafoodandwine.com

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site by BiKOps Design





Example Website Sophisticated

Hummingbird & Maskarade
music publishing


[HOME](#) [ABOUT](#) [CATALOGUE](#) [CONTACT](#)

Welcome

Welcome to Hummingbird and Maskarade music publishing, and the compositions and arrangements of Edward Watson (Hummingbird) and John Meadows (Maskarade).

Our catalogue covers a wide variety of musical styles and ranges from solo instrumental, through chamber music, to orchestral, brass band and wind band.

As experienced musicians (see 'about' page) we are sensitive to the needs of performers and this is reflected in our publications.



Please select from the categories below.

WOODWIND & SAX BRASS & B/BAND VOICE & CHOIR STRINGS GUITAR & HARP ORCHESTRA & WINDBAND





Example Website Minimalist





Example Website Vibrant

Agenda *Le bar* *Le restaurant* **le 28 THIERS** Bar Cocktail Restaurant *Réservation en ligne* *Privatisation* *Contact*

**Ici, on a fait de l'esprit « lounge »
un art de vivre**
Entrez, prenez un verre
et profitez d'un moment de pure détente ...

Agenda
et actualité du 28 thiers

le 01 août 2010
Le 28 Thiers ferme ses portes du 1 au 18 Août inclus

le 29 juin 2010 à partir de 22h00
le 28 se transforme en salle de concert
Tous les mardis de 22h00 à minuit le 28 a

Réservez une table
Vous souhaitez une table pour

SITE of the DAY





Email Marketing

Benefits

Cost-effective, Time-efficient
Automated, Targeted Reach
Data Driven/Measurable (Clicks/Opens)
Drives Direct Sales

Digital Database CRM



Email Marketing Providers



Strategies

Opt-In, Transactional Emails, E-Newsletters, Surveys, Polls, Coupons
Combine with Web Analytics

<http://www.imediaconnection.com/content/15565.asp>





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Public Relations

OVERVIEW





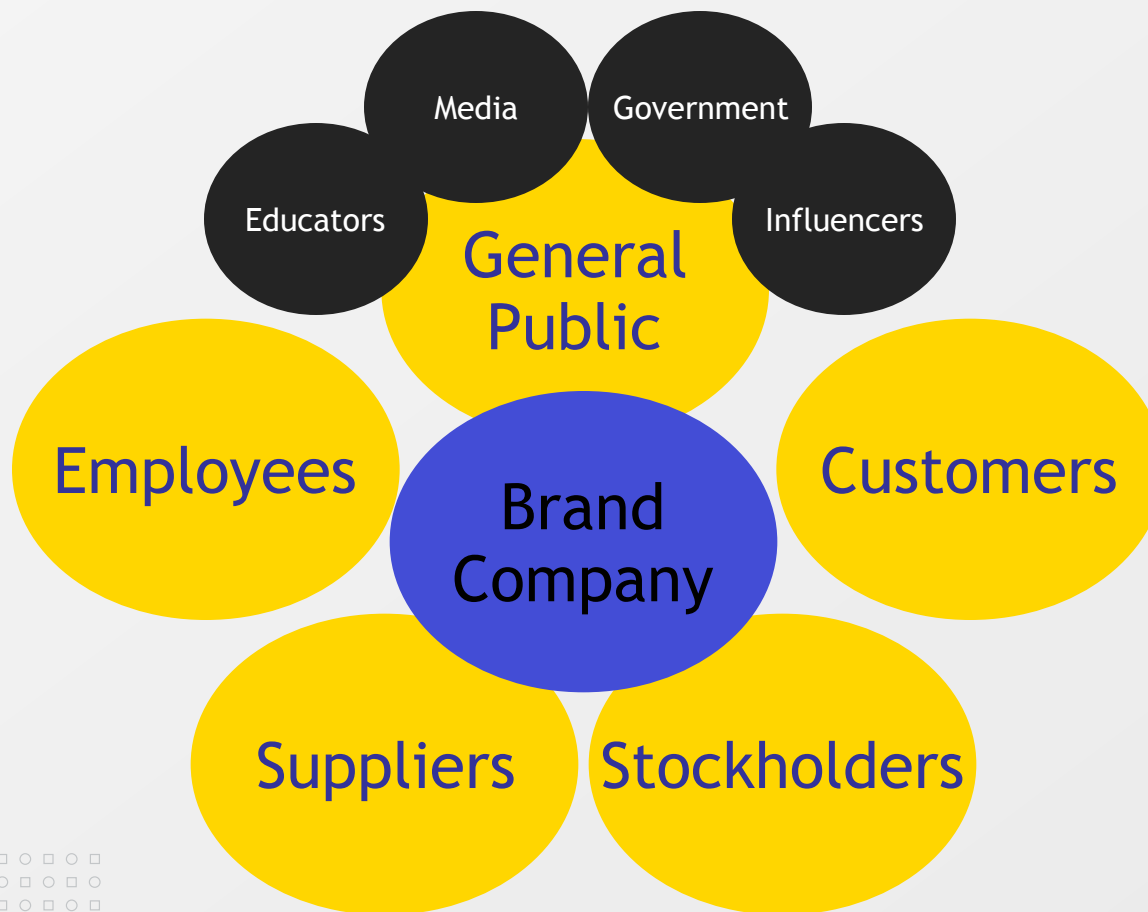
Is there Good Publicity and Bad Publicity???





What is the role of Public Relations?

To manage the relationship with the public





Public Relations Tools

- Press releases
- Press conferences
- Letters to Editors
- Exclusives
- Interviews
- Community involvement
- The Internet





Example of SEO Press Release

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HEADLINE



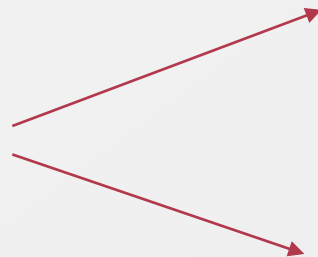
Chicago Artist Tadeusz Seidel Supports Christopher & Dana Reeve Foundation Chicago Chapter Benefit

SUMMARY



Charles Vickery's most committed protégé Tadeusz Seidel yet again shows his support for spinal cord injury research by donating a painting to the silent auction for 'Comedy for a Cure' Benefit event starring E!'s Chelsea Handler.

FIRST 2 PARAGRAPHS



Chicago, IL (PRWEB) September 17, 2008 -- Tadeusz Seidel, Chicago fine artist, announced today his donation of a painting to the silent auction during Christopher and Dana Reeve Foundation's Chicago Chapter Benefit.

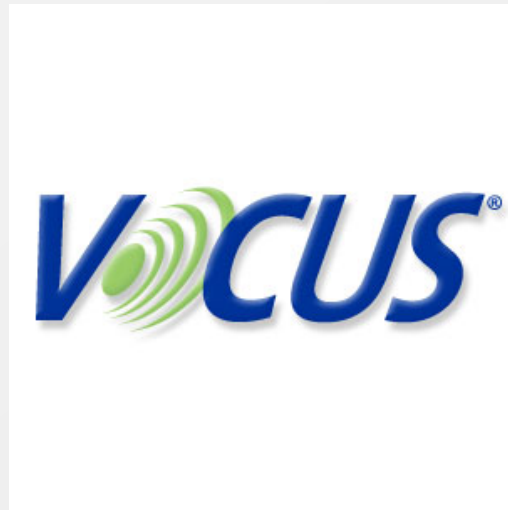
The event will be hosted by Chelsea Handler of E!'s Chelsea Lately and will take place on Sunday, October 26, 2008 from 6 p.m. to 9 p.m. at House of Blues Chicago.....

<http://www.prweb.com/releases/chicago/art/prweb1340154.htm>





PRWeb & Vocus





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Sales Promotions

OVERVIEW





What is a Sales Promotion?

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Payless ShoeSource Television Ad - BOGO



Sales promotion is any initiative undertaken by an organization to promote an increase in sales, usage or trial of a product or service.



<http://www.youtube.com/watch?v=yzlpCfB-YnE>



Sales Promotions Examples

- (a) **Buy-One-Get-One-Free (BOGOF)** - which is an example of a self-liquidating promotion. For example if a loaf of bread is priced at \$1, and cost 10 cents to manufacture, if you sell two for \$1, you are still in profit - especially if there is a corresponding increase in sales. This is known as a PREMIUM sales promotion tactic.
- (b) **Customer Relationship Management (CRM)** incentives such as bonus points or money off coupons. There are many examples of CRM, from banks to supermarkets.
- (c) **New media** - Websites and mobile phones that support a sales promotion. For example, in the United Kingdom, Nestle printed individual codes on KIT-KAT packaging, whereby a consumer would enter the code into a dynamic website to see if they had won a prize. Consumers could also text codes via their mobile phones to the same effect.
- (d) **Free gifts** e.g. Subway gave away a card with six spaces for stickers with each sandwich purchase. Once the card was full the consumer was given a free sandwich.
- (f) **Discounted prices** e.g. Budget airline such as EasyJet and Ryanair, e-mail their customers with the latest low-price deals once new flights are released, or additional destinations are announced.





Sales Promotions Examples

- (g) **Joint promotions** between brands owned by a company, or with another company's brands. For example fast food restaurants often run sales promotions where toys, relating to a specific movie release, are given away with promoted meals.
- (h) **Free samples (aka. sampling)** e.g. tasting of food and drink at sampling points in supermarkets. For example **Red Bull** (a caffeinated fizzy drink) was given away to potential consumers at supermarkets (by a promotions team).
- (i) Vouchers and coupons, often seen in newspapers and magazines, on packs.
- (j) **Competitions, contests and prize draws**, in newspapers, magazines, on the TV and radio, on The Internet, and on packs. **Coach**
- (k) Cause-related and fair-trade products that raise money for charities, and the less well off farmers and producers, are becoming more popular. (Christopher Reeve chains)
- (l) Financing deals - for example, 0% finance over 3 years on selected vehicles.





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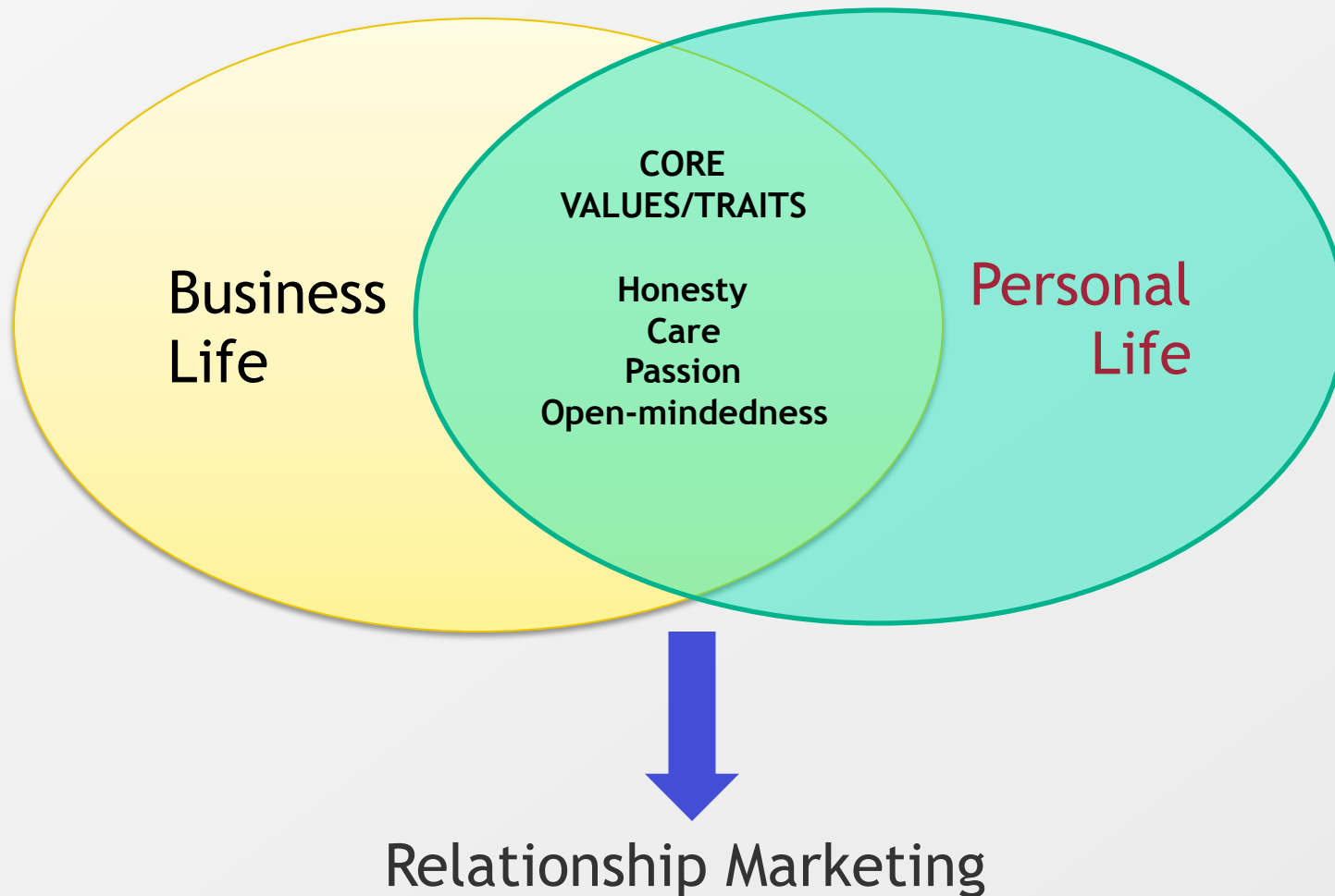
Personal Selling

OVERVIEW





Is Business Personal?





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What is Personal Selling?

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Personal selling is oral communication with potential buyers of a product with the intention of making a sale.

The personal selling may **focus initially on developing a relationship** with the potential buyer, but will always ultimately end with an **attempt to "close the sale"**

NEVER EAT ALONE BOOK





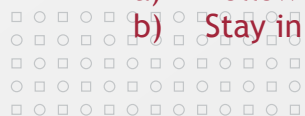
Personal Selling Techniques

Making the Sales Pitch

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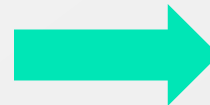
What are the elements of making a sale?

- 1) Prospecting and Evaluating
 - a) Research everything
 - b) Know your customer/prospects - NETWORK! (Never Eat Alone Book)
- 2) Pre-approach (Preparing)
 - a) “Be always the most prepared person in the room”, Cathie Black, Basic Black Book
 - b) Research
 - c) Prepare your pitch/presentation in advance & practice
 - d) Develop and practice “What If” scenarios & pricing scenarios/options
- 3) Approaching the Customer
 - a) Always respond on time (emails, calls, messages)
 - b) Get all possible contact information
 - c) Be honest
- 4) Making the Presentation
 - a) Be on time! If you are running late, call/text
 - b) Presentation should be adapted to INDIVIDUAL needs. Listen to your client!
 - c) Strive to make a lasting impression and build relationships. Act sincerely, not artificially!
 - d) Have “NEXT STEPS” READY!
- 5) Closing - Making the Sale
- 6) Following Up
 - a) Follow up on everything!!!
 - b) Stay in touch all the time!





Personal Selling Example: MARY KAY



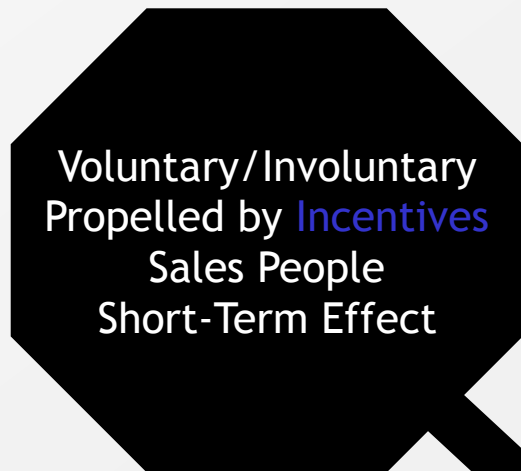
- ✓ EMOTIONALLY CHARGED SALES FORCE
- ✓ NEW LIFESTYLE
- ✓ NEW CULTURE
- ✓ NEW RELATIONSHIPS
- ✓ MOTIVATION & REWARD





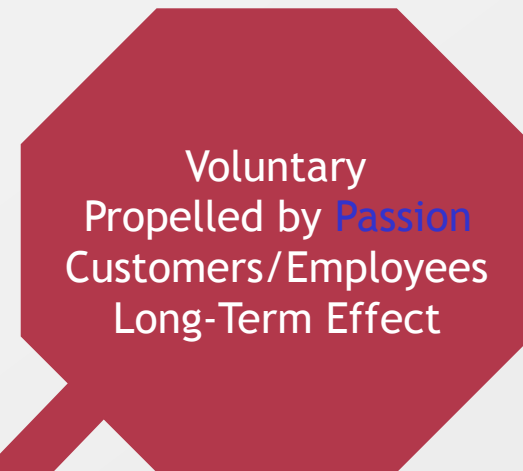
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Sales Force vs. Advocacy

Sales Force



VS.

Advocacy



Now, that's a brand loyalty - 82 tattoos of Julia Roberts





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Events

OVERVIEW





What is Event Marketing?



Designing or developing a 'live' themed activity, occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization.





PRE-EVENT ACTIVITIES

PLANNING

- Research
- Brainstorm for creative ideas
- Compose a solid & integrated plan
- Set up budget
 - Raise funds to cover the event
 - Establish fundraising goals
- Utilize your community
- Put together stellar committee team
- Secure a popular speaker/honoree
- Identify all stakeholder you can benefit from
- Do a lot of PR online/offline
- Get media involved as much as possible
- Give incentives for people to participate!!!

EXECUTION

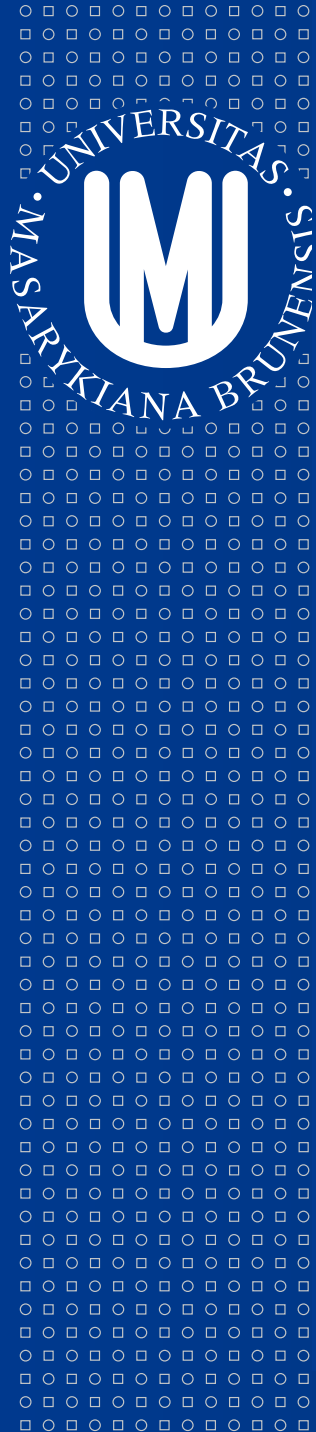
- It all depends on your level of detail in planning
- If well planned, then SUCCESS
- Make sure you collect contact information



POST-EVENT ACTIVITIES

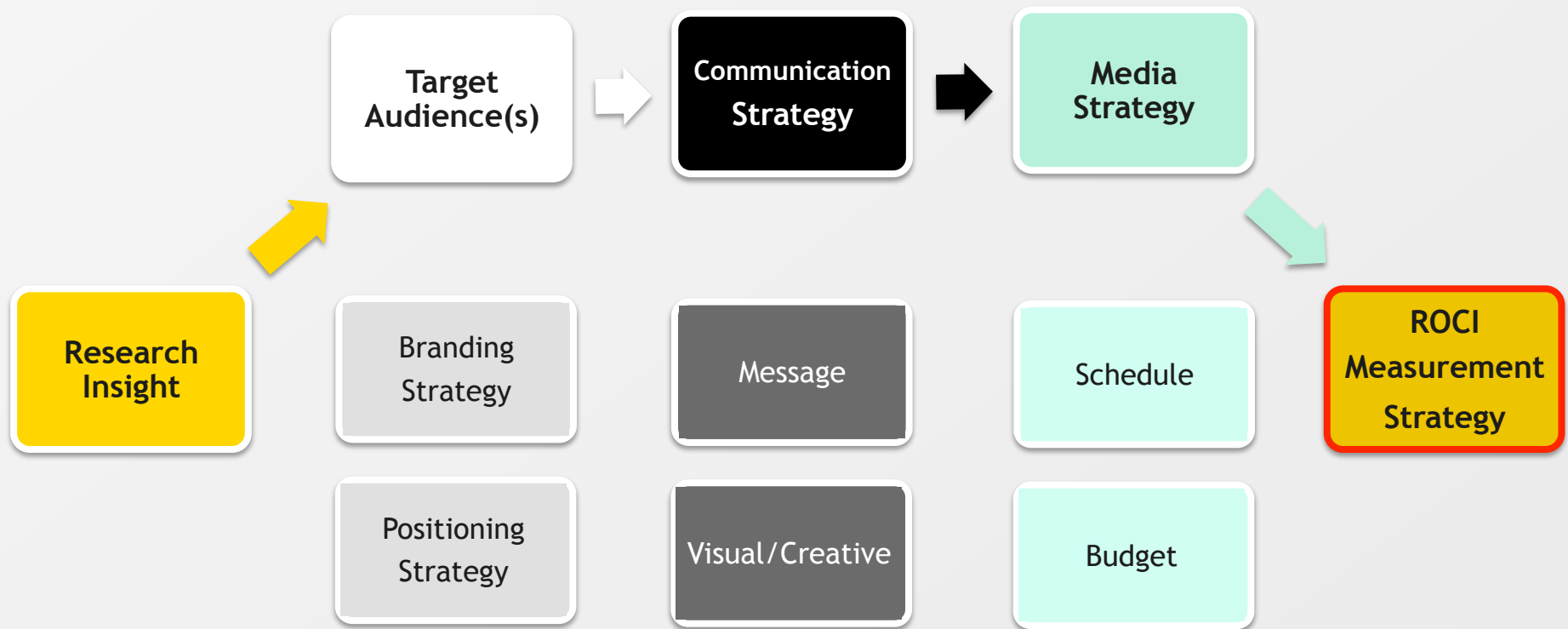
FOLLOW UP

- Comment on success of the event
- Thank you notes to everyone (CEO of CDRF) & publicly
- Continue communications with all participants
- Keep them updated about other activities
- Measure the results and learn from mistakes!!!



ROCI MEASUREMENT

IMC Planning Process: Developing an IMC Plan





Example Budget/Timeline

www.muni.cz

Audience #1	Medium #1	Timeline	Cost	TOTAL	Measurement strategy for each medium
	Medium #2	Timeline	Cost		
	Medium #3	Timeline	Cost		
Audience #2	Medium #1	Timeline	Cost	TOTAL	Measurement strategy for each medium
	Medium #2	Timeline	Cost		
	Medium #3	Timeline	Cost		





Estimating ROCI

Identify Consumer Group

Students



Determine \$ investment

200 000 CZK



Determine goal,
timeline & ROCI

100 new students in MICA
50 students chosen
10 business started
By December 2011?
ROCI? New grant





Estimating ROCI

Identify Consumer Group



Determine \$ investment



Determine goal,
timeline & ROCI

Private Client Services

\$5,000

8 New Clients w/\$100K assets
 $\$1,250 \times 8 = \$10,000$
By December 2010?
ROCI?





Basics of Measurement - results difficult to measure in the past - 3 main reasons:

1. Time and timing (Messages work over time; Incentives work quickly)
2. Source of message or incentive (Source/medium is the message)
3. Those bothersome intervening variables (intent to purchase but other factors in the way) - need for organizational integration (online store)





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
---	---

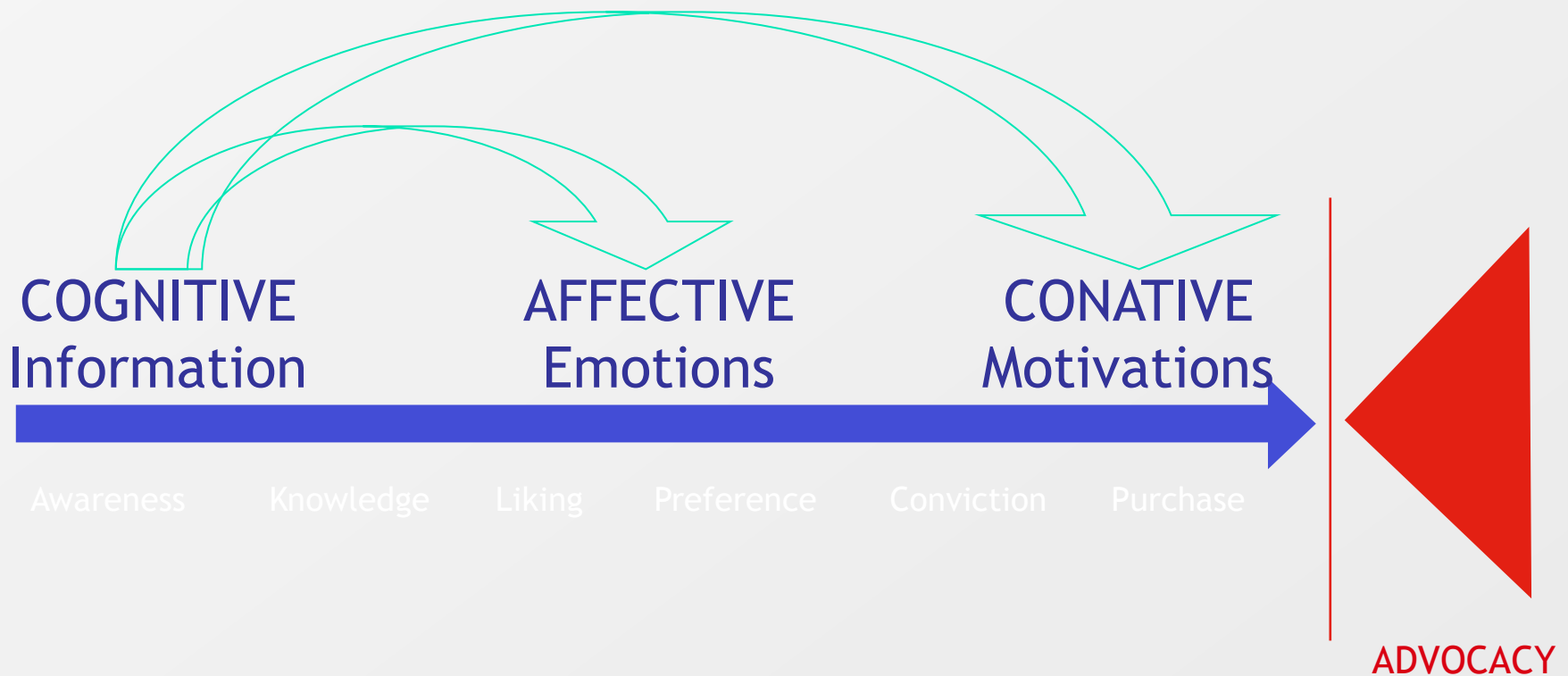
Brand
Building

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



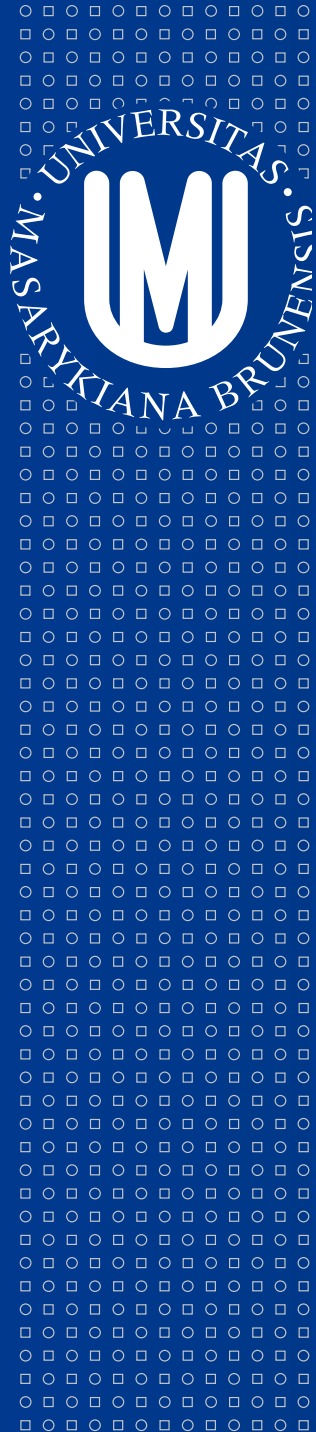


Traditional attempts to measure marcom results: Hierarchy of Effects



Lavidge & Steiner: Hierarchy of Effects
Effect of Advertising on Consumer; Movement from Awareness Action





SHORT-TERM & LONG-TERM PLANNING



Short-Term

Usually 1 year
Should be detailed & specific
Degree of certainty

Goal: Immediate effect

Outcome: Financial returns

Monitoring & Control: Focused

Long-Term

Usually 2-5 years
Vision described
Degree of flexibility

Goal: Sustainability

Outcome: Brand equity/value

Monitoring & Control: Watch





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



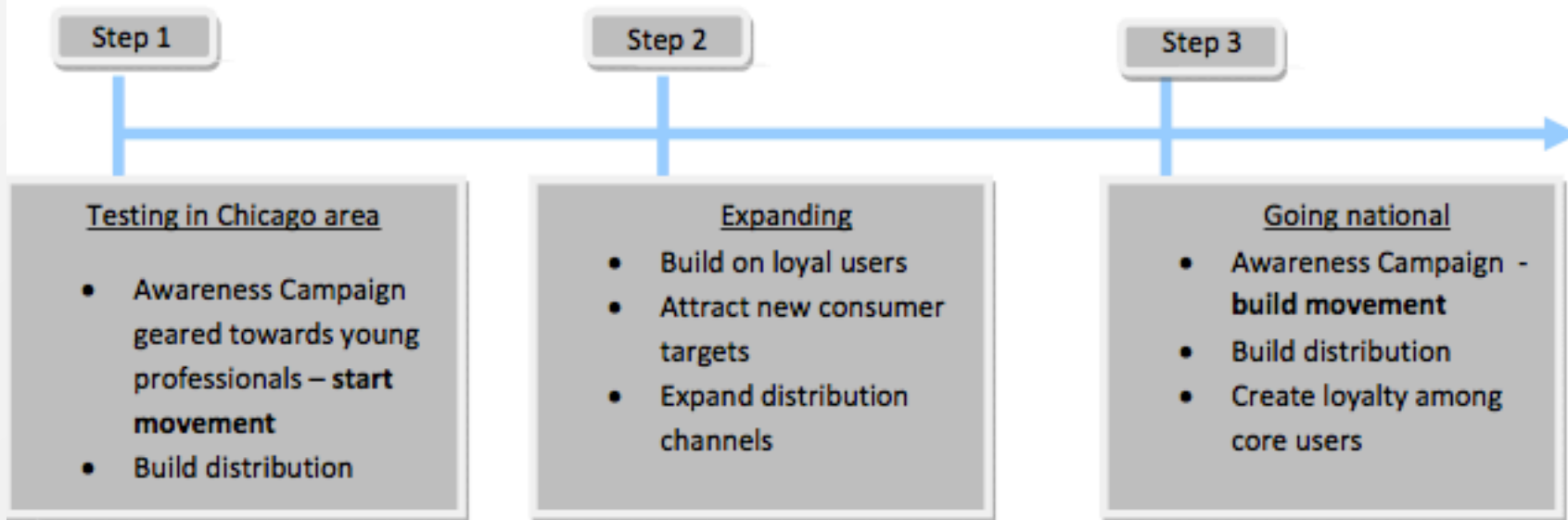
Short-Term Marketing Plan

	B2B	B2C
Who	Businesses	Young, Professional Women
Message	"Connect With Your Customer" Effective, Economical Marketing Vehicle	"Dispose Discretely" A new etiquette
How to Reach	<p>Through a sales force that focuses on the businesses below</p> <ul style="list-style-type: none"> Upscale Restaurants and Hotels Lettuce Entertain You Restaurants, The Gage, Cafe Iberico, MK, Smith and Wollensky, Cibo Matto, Graham Elliot, Hub 51 Parks, Concert and Sports Venues Chicago Cubs Blackhawks Concerts Public Transportation CTA Airline Industry Trade Shows National Restaurant Association-Chicago 5/11/11 arrange for booth Hotel and Restaurant Show 5/21/11 arrange for booth 	<p>Through B2B clients who distribute PINKG products to end consumers</p> <p>Press Coverage Chicago Tribune Lifestyle section Time Out Magazine CS Magazine</p> <ul style="list-style-type: none"> Profiles with a message of the "new etiquette" <p>Internet Advertising Google "Ads Words" On web search for "Emily Post," "Business Etiquette," and "Manners"</p> <ul style="list-style-type: none"> Pay per click with budget option Ads with educational purpose on the "new etiquette" <p>You Tube Clip A funny piece educating on "gum etiquette"</p> <p>Blogger Outreach Contact bloggers who write on etiquette and cleanliness Blogs include: "Corporette," Corby O'Conner," "soulemama," "flokka" -give complementary samples -distribute promotional materials concerning the "new etiquette."</p> <p>Event Sponsorship sponsor product launch party with Etiquette Chicago to promote PINKG</p>

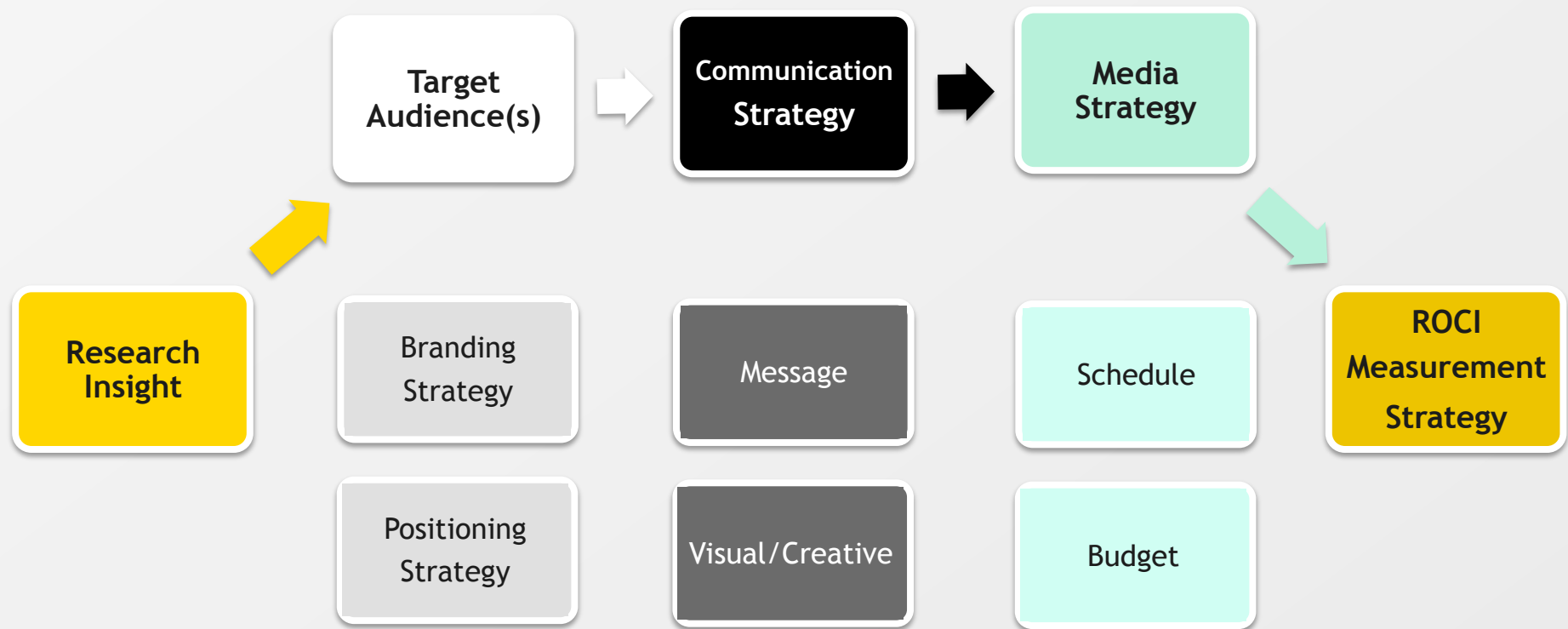


Long Term Marketing Plan

The long-term marketing plan builds on the strengths of short-term marketing plan and should be implemented when the short-term plan has been fully executed. The strategy behind the long term focuses on first fully penetrating the Chicago marketplace by growing with more demographical groups that will be the most receptive to PINKG's message. The plan expands PINKG's customer base horizontally by focusing on additional secondary audiences and the corresponding business who want to connect with these groups. The plan also expands on a geographical basis with the ultimate goal of "seeing this product everywhere." See Below for a general Strategy Map



IMC Planning Process: Developing an IMC Plan



Final Marketing Plan:

Focus on details; every element must have a purpose

1. PRINT BEFORE YOU SUBMIT
2. Don't write for me! Write for the client!
3. Avoid student paper writing and format
4. Give them WHAT, WHY and HOW
5. SPELLCHECK!!!
6. Nothing is not meant to be easy (challenge yourself)
7. The key is to change/expand your thinking
8. Professional look
9. Don't forget summary/conclusions
10. Don't forget page numbers
11. Break the text with sections, charts/images, table, bullet points, altered fonts, relevant images, etc.
12. Make sure all images have description
13. If you decide to use images in your briefs, make sure they are a good resolution. There is no excuse for having blurry images in your documents. It looks very unprofessional. Make sure all of your images are royalty-free or purchase or given credit in references. www.sxc.hu
14. Make sure the document is legible - visual communications
15. Name your files properly (Sandra Kumorowski MarketingPlan 050211.pdf)



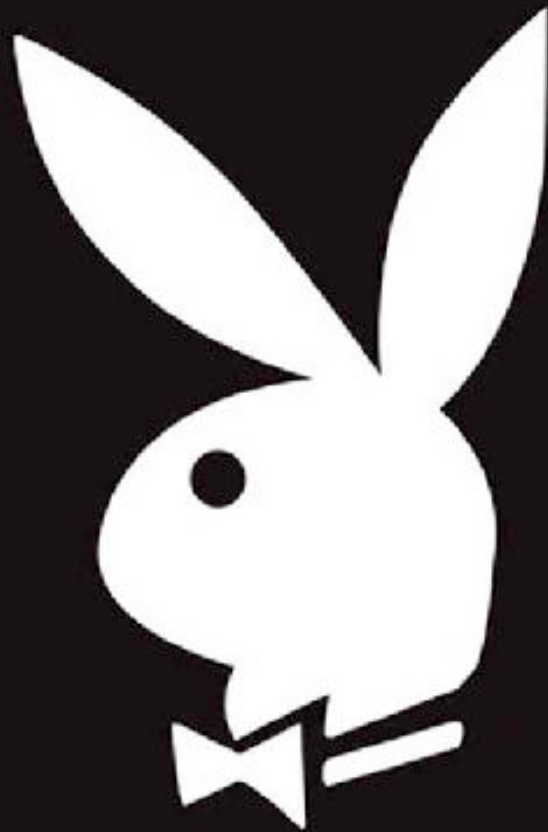
Project Deliverables

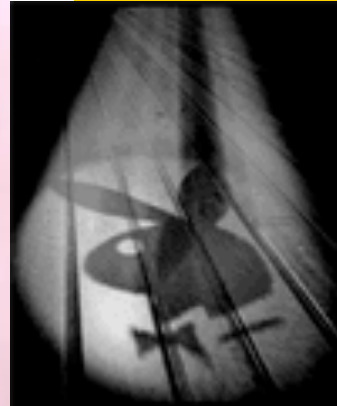
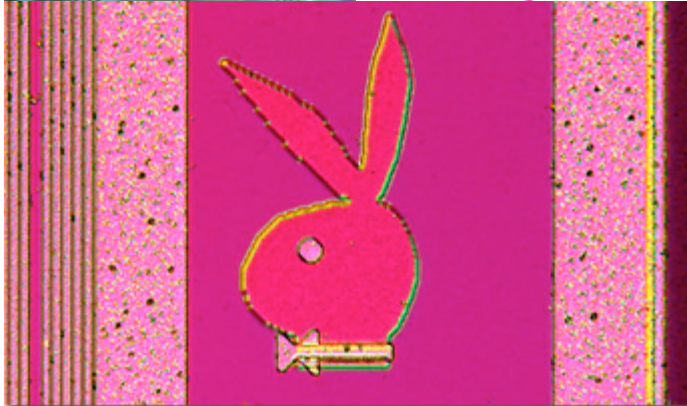
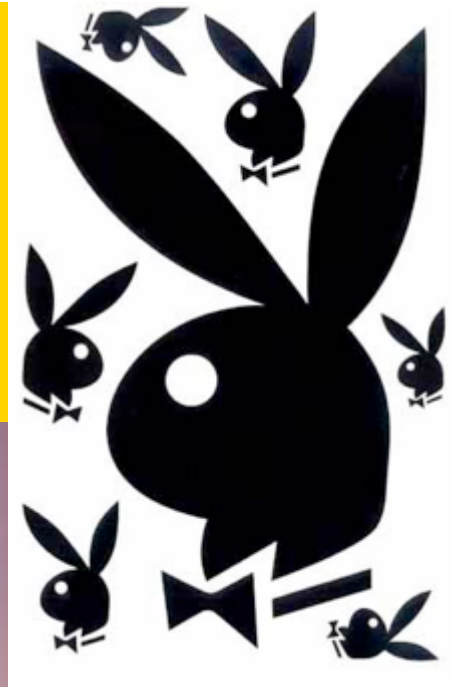
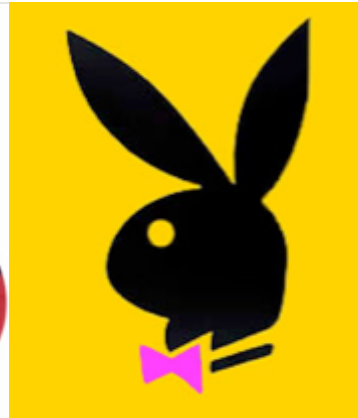
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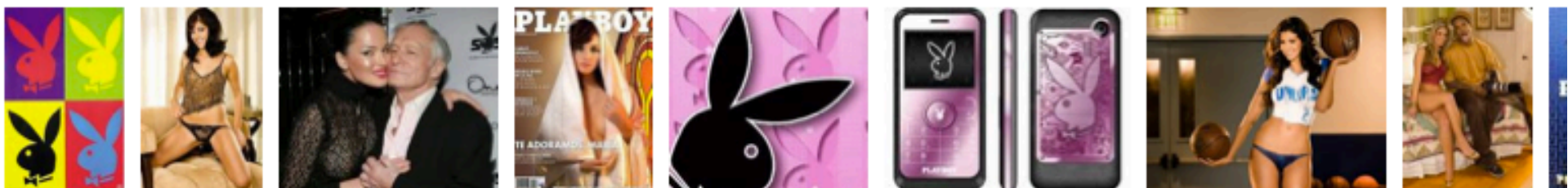
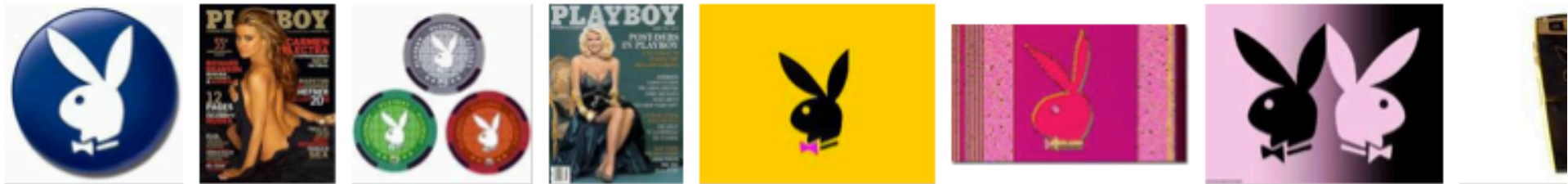
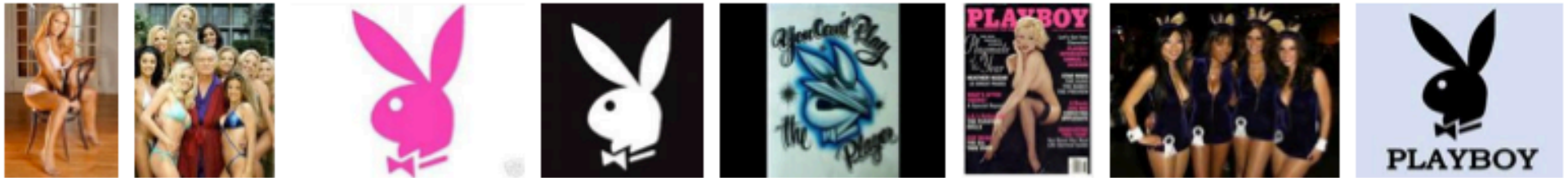
Research Report May 23th	Creative Brief May 25th	Final IMC Plan DRAFT May 30th	Creative Pitch May 30th	Final IMC Presentation June 2nd	Final IMC Plan June 2nd
MARKET ANALYSIS Industry & Category Overview	Project Goal & Overview	Executive Summary	Short 5-7 minute presentation of the plan ideas	20-minute 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

PLAYBOY
CASE STUDY
OVERVIEW

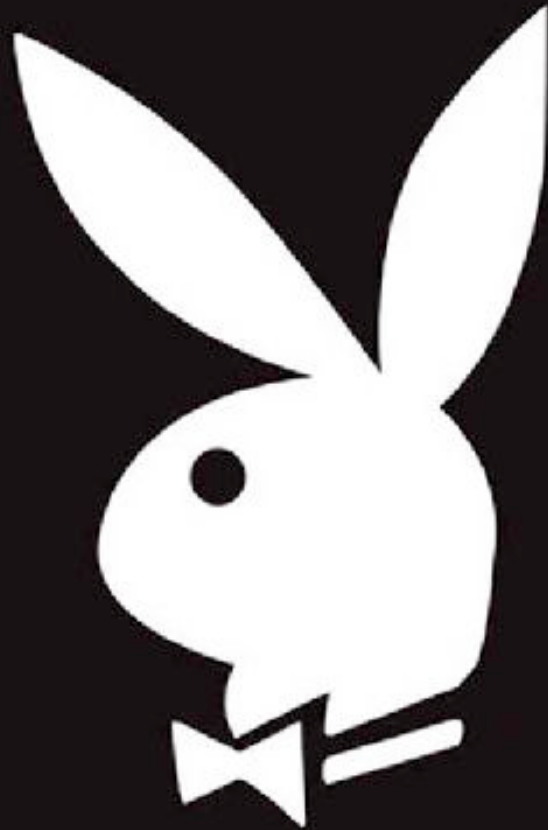
BRAND INTRO







BRAND AUDIENCE







SEMI-PRO

IN THEATRES FEBRUARY 2008

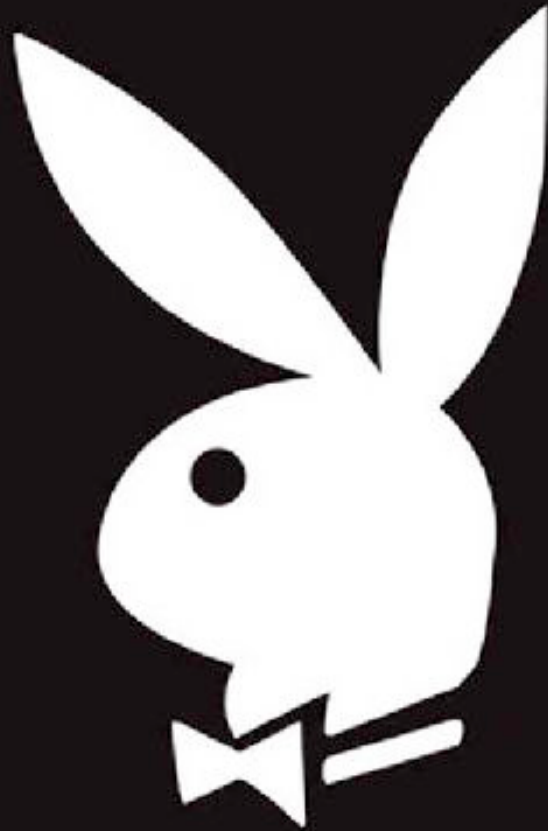
WWW.SEMIPROMOVIE.COM



NEW LINE CINEMA

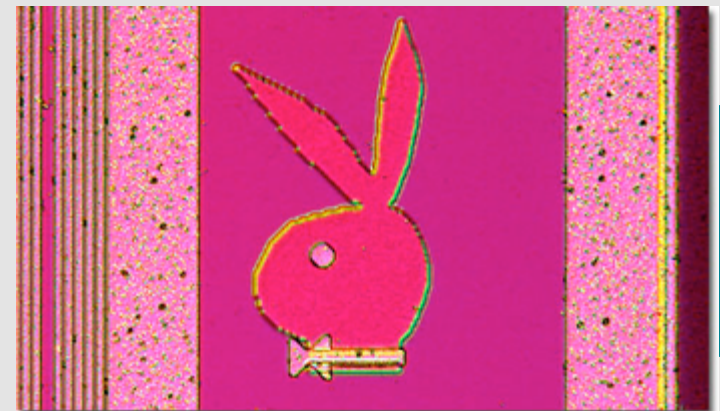
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BRAND ELEMENTS



One of America's favorite icons, the Playboy bunny, was discovered on an integrated circuit made in Germany by Siemens. The bunny rabbit head logo was originally designed by Art Paul, the first art director of Playboy Magazine, and has appeared on the cover of every issue (with the exception of the very first). Hugh Hefner, creator of the concept is quoted:

"I selected a rabbit as the symbol for the magazine because.... he offered an image that was frisky and playful. I put him in a tuxedo to add the idea of sophistication. There was another editorial consideration, too. Since both the 'New Yorker' and 'Esquire' use men as their symbols, I felt the rabbit would be distinctive; and the notion of a rabbit dressed up in formal evening attire struck me as charming, amusing, and right."



- Female featured in the centerfold of the magazine (PMOM) \$25K
- Playmate Data Sheet – short bio
- PMOY \$100K
- Hugh Hefner selects models
- According to Playboy, there no such thing as a former Playmate, “Once a Playmate, always a Playmate”.



- Chairman and CEO of Playboy Christine Hefner attends the Playboy fragrance launch at the Hotel on Rivington on October 30, 2008 in New York City.

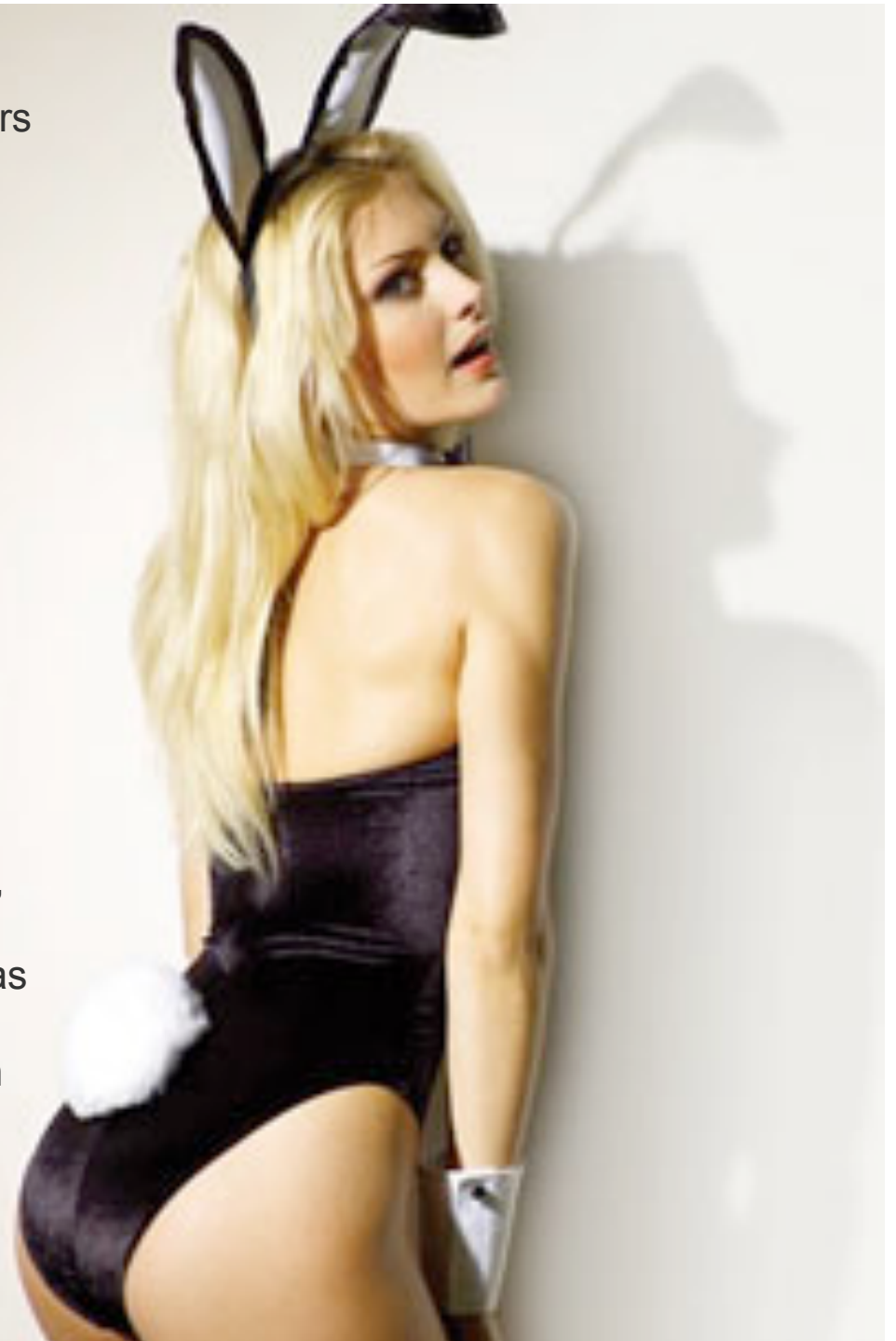


The original Bunny Costume, worn over the years by more than 25,000 working Playboy Bunnies, was created for female staff at the first Playboy Club in Chicago and started as a modified one-piece swimsuit.

It went on to become the first uniform to be issued a trademark registration by the U.S. Patent and Trademark Office.

Before they launched their careers, actresses Lauren Hutton, Julie Cobb, Lynne Moody, Sherilyn Fenn, Susan Sullivan, Jackie Zeman, Maria Richwine and Barbara Bosson all worked as Bunnies, as did rock star Deborah Harry.

As one of the world's most recognized uniforms, the Playboy Bunny Costume was redesigned in 2006 by Roberto Cavalli for the Playboy Club Las Vegas Bunnies and Playboy Club Celebrity Dealers, including Jenny McCarthy and Carmen Electra.



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Playboy Costume Gets a Redesign

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By Alexandra A. Seno

Hong Kong couturier Pacino Wan says: “When you talk about a sexy Chinese lady, you think about the *qi pao*.” So he used those dresses—also known as cheongsam—as inspiration for the Chinese Playboy bunny costumes that the entertainment company commissioned him to design.

The outfits are planned for Asia’s first Playboy Club, opening this weekend at the top of the Sands Macao Hotel. Mr. Wan is the second designer in Playboy history to be asked to reimagine the bunny costume, which was originally designed in the 1960s by Hugh Hefner, Playboy’s founder. In 2006, Italian fashion designer Roberto Cavalli crafted new costumes for the Playboy club in Las Vegas.

So, how different is the Asian variety going to be? “I made it red, like a Chinese festival,” Mr. Wan says. “I wanted to keep the elegance, charm and heritage in the design.”

He worked with the traditional components of the costume – ears, bodysuit, cuffs and cotton tail, and added new elements, including a Mandarin collar, jade ornaments, Chinese fastenings, embroidery and red tassels. And he used materials such as Chinese silk, leather and – for



Surprising forecast by *Forbes* columnist Ken Fisher

If you have a \$500,000 portfolio, you should download the latest report by *Forbes* columnist Ken

Playboy Club is a chain of nightclubs owned and operated by Playboy Enterprises. These clubs were on hiatus from 1991 to 2006. Now the clubs are again opening worldwide. The very first club opened at 116 E. Walton in downtown Chicago, Illinois, United States on February 29, 1960. The clubs were more than mere cocktail bars with entertainment, featuring Playboy Bunnies serving drinks and fine food to keyholders, and performances by some big names in entertainment. There are now three operating Playboy Clubs - in Macao, Cancun, and Las Vegas, which is in the Palms Casino Resort.



Hugh Hefner was inspired by Burton Brown's Chicago chain of Gaslight Clubs. The Gaslight Clubs opened in 1953, featuring women dressed in velvet, one-piece "bunny" type costumes, and had live entertainment. In their more than two decades of operation, Playboy Clubs sold nearly 2.5 million membership keys and became one of the most successful nightclub chains in history. The Playboy Clubs, together with the hotel, casino and resort facilities, eventually included 40 properties in 25 states and seven countries.





Tara McPherson - "Playboy", 2010 - Courtesy of Playboy Enterprises, Inc. and The Andy Warhol Museum.

HOME - Shows



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Featured Video

The Girls Next Door - Slippery Slopes

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BRAND HISTORY



Playboy Mansion Chicago



© 2009 Jyoti Srivastava

First issue of Playboy magazine, featuring a black-and-white photo of Marilyn Monroe (in a dress) promising inside full-color pictures of her nude. This first issue is the only issue of Playboy not to have the date on the cover. Hugh Hefner said he was not sure there would be a second issue. Also, this is the only cover that does not have an image of a "bunny" on the cover.

First issue 1953



PLAYBOY

**IS A LIFESTYLE
MAGAZINE WITH
SEXUAL SUBTLETY**

Those roots took hold in 1953 in a Chicago apartment when Hefner set about starting his own magazine after being denied a \$5 raise as an Esquire copywriter.

He raised \$8,000 (including \$1,000 from his mother) to produce Playboy's first issue. The main hook: nude photos of Marilyn Monroe.

It sold 54,000 copies, and the magazine was an instant hit. As its popularity grew, Playboy tried to maintain an air of sophistication, with fiction from authors like John Updike and Vladimir Nabokov bumping up against topless centerfolds.

Despite helping spearhead the 1960s sexual revolution, Playboy felt the heat from newer, racier publications like Penthouse and, later, Hustler.

Hefner briefly toyed with more explicit pictorials but chose to stick with a more tasteful approach. Heading into the 1970s, an estimated one-fourth of college men bought Playboy. The company went public in 1971, and the magazine's circulation peaked in 1972 at more than 7 million.



TIME 10 Questions: TIME Magazine Interviews: Hugh Hefner

TimeMagazine

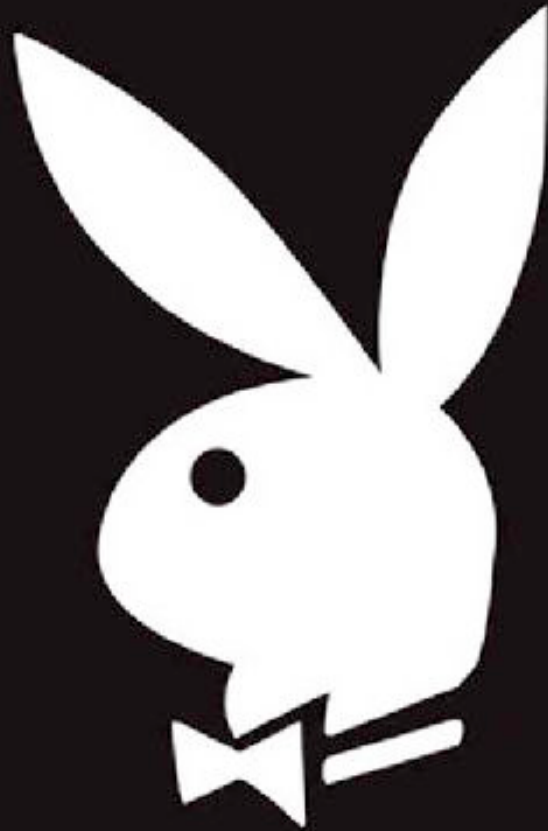
402 videos

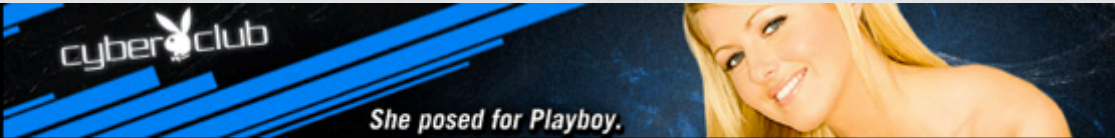


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TODAY'S FEATURES

Do You Know Hoops?

It's tourney time! Playboy models test your knowledge of basketball rules.

Top Party Schools Preview

Plus, get James Franco and Danny McBride to party on your campus.

Goddess Gone Wild

Charlie Sheen's ex Melanie Rios makes out with a hot girl on top of a Porsche.

2011 Playmate Bracket

Pick the winners: 64 of our most beautiful Playmates square off.

Playmate Flashback

Feast your eyes on sexy March Centerfolds from past decades.

GIRLS

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KENDRA WILKINSON

See more of our sexy girl next door in the Playboy Cyber Club.



KIM KARDASHIAN

See her gorgeous Playboy photos in the Cyber Club.



SEE EVERY PLAYMATE



THE GIRLS

ENTERTAINMENT

THE GIRLS



BRAND LESSONS LEARNED

Changed the culture

Created new culture of sophisticated sex

Changed sex perception

Created huge brand empire

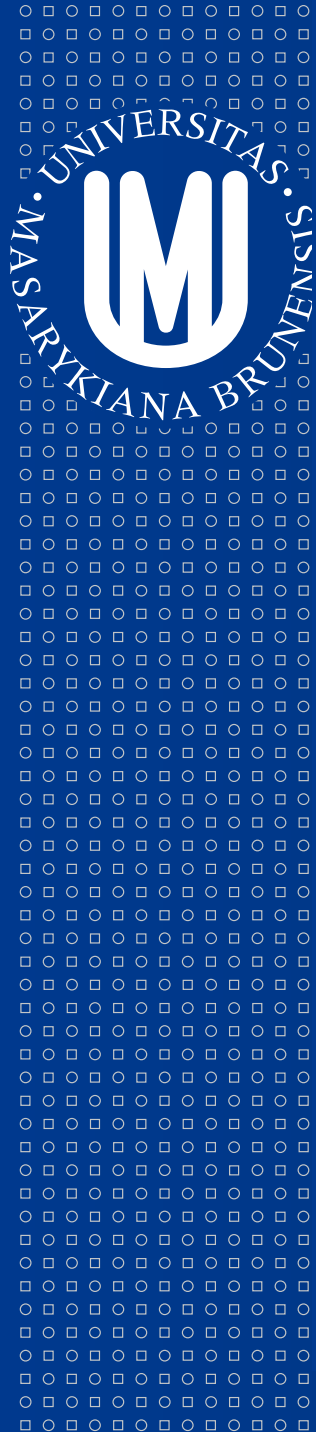
Excellent example of a sustainable brand

Understanding basic human needs, motivations

It's all about VISUAL STIMULATION

HUGH HEFNER IS & LIVES THE BRAND





CREATIVE EXERCISES





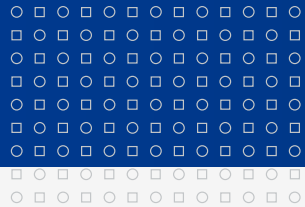
Your Exercises: Brainstorm together about the answers

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1. What are the rules to break in education & innovation?
2. Why do we study & learn?
3. Create 2 metaphors for MIC.
4. Imagine you are the Manager of MIC. What are the 3 most shocking things you could do with the program.
5. How would Dalajlama, and Lady Gaga revive the program?
6. Imagine Steve Jobs wants to attend the program. What would you do to make him love it?
7. Imagine Prima TV wants to do a movie about MIC progression. What it would be about? Summarize the plot.
8. What other discipline should Manager of MIC consult with & why? List 3.
9. Find 2 ideas from the past and use them for inspiration to come up with an insight.





Thank you for your attention.

Next Class 5 Thursday, 5/26, 9:00 - 12:00

Room B204

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

