



MASARYKOVA UNIVERZITA

PV231 Class 5
**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

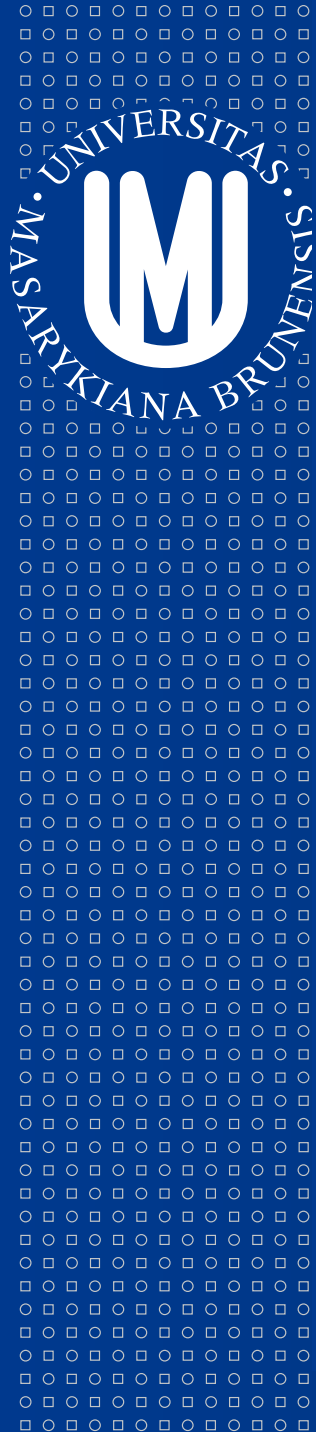
09:00 - 10:45 Lecture
10:45 - 11:00 Short Break
11:00 - 12:00 Lecture/Exercises

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INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

PV231 Integrated Marketing Communications SPRING 2011



FINAL IMC STRATEGY

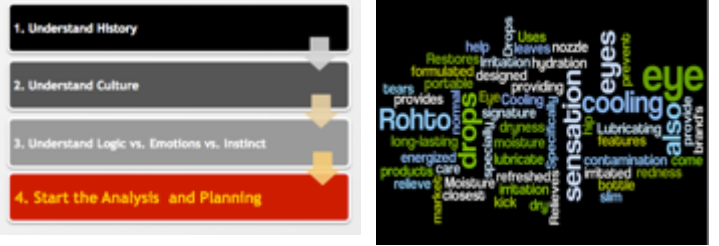
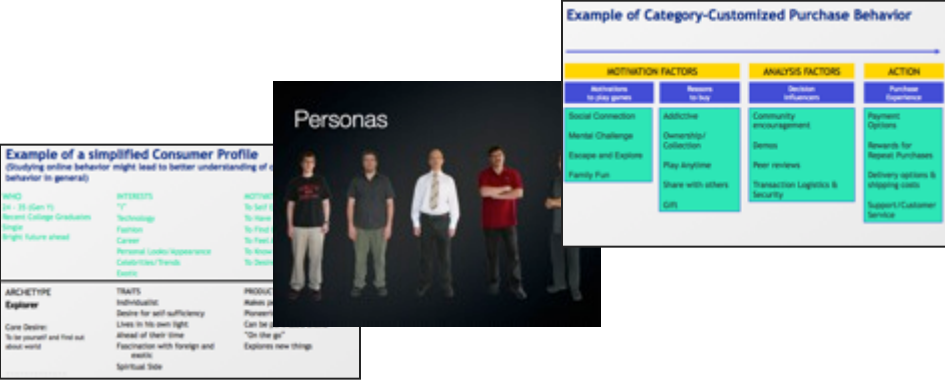
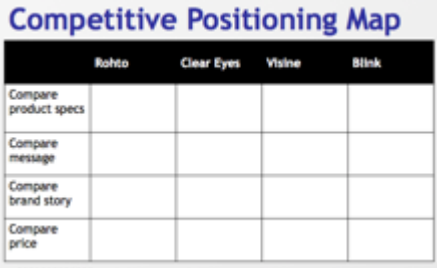



Project Deliverables

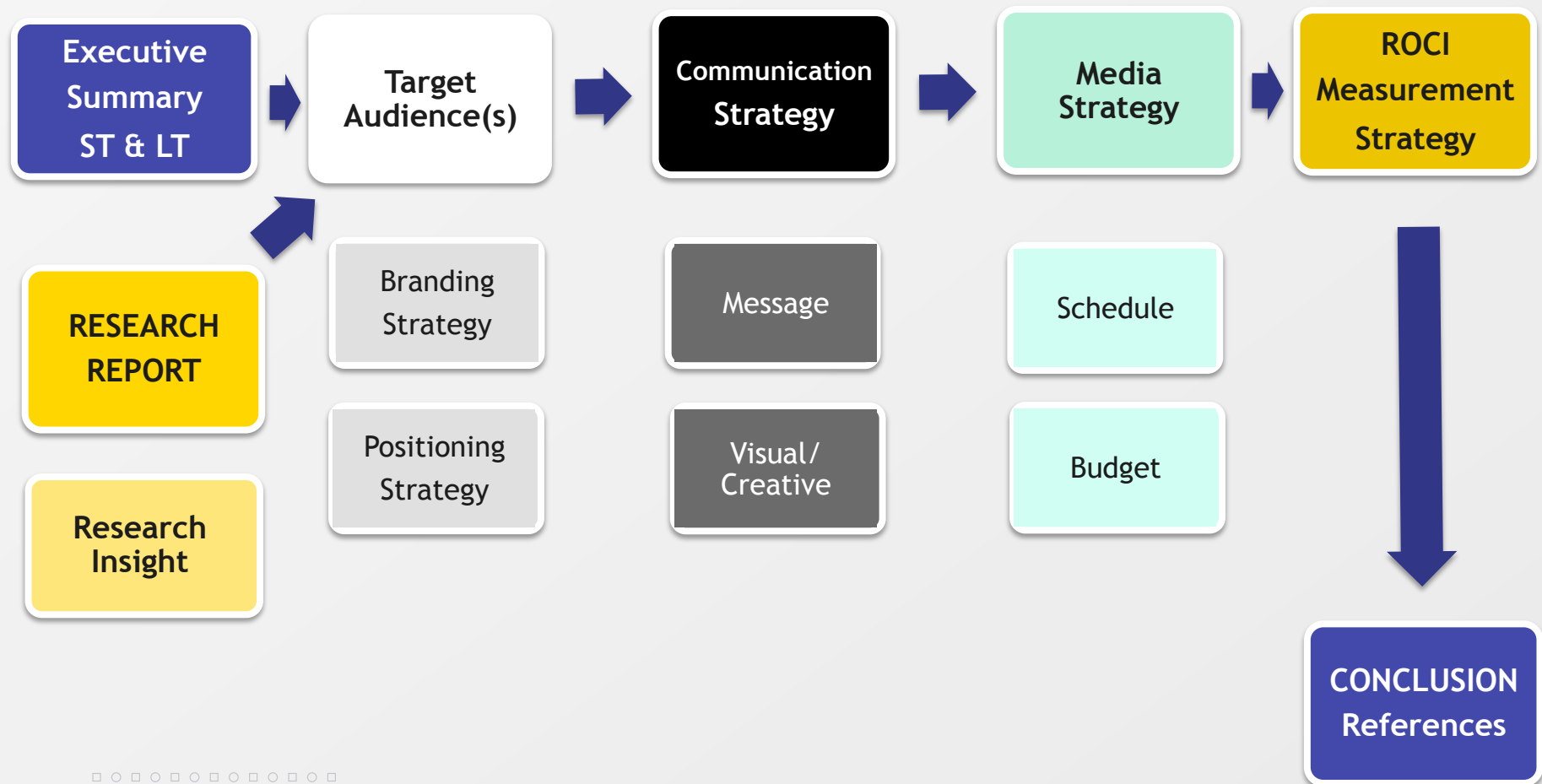
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Research Report May 23th	Creative Brief May 25th	Final IMC Plan DRAFT May 30th	Creative Pitch May 30th	Final IMC Presentation June 2nd	Final IMC Plan June 2nd
MARKET ANALYSIS Industry & Category Overview	Project Goal & Overview	Executive Summary	Short 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 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>BIPO</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>Facebook</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> </tbody> </table> <p>ARCHETYPE Explorer</p> <p>Care Desire: To be yourself and find out about world</p> <p>TRAIT</p> <p>Individualistic Desire for self-sufficiency Lives in his own light Ahead of their time Fascination with foreign and exotic Spiritual Side</p> <p>PROUD</p> <p>Wishes to be perceived as Powerful Can be</p> <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 win games</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>Minor 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>Fantasy Fuel</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>	BIPO	INTERESTS	ACTIVITIES	Age: 25 (Gen Y)	Technology	To Surf	Recent College Graduate	Facebook	To Read	Single	Career	To Post	Bright future ahead	Personal Goals/Achievements	To Study		College/Work/Travel	To Study		Events		MOTIVATION FACTORS	ANALYSIS FACTORS	ACTION	Wants to win games	Reason to buy	Purchase Experience	Social Connection	Additive	Payment Options	Minor Challenge	Ownership/Collection	Rewards for Repeat Purchases	Escape and Explore	Play anytime	Delivery options & shipping costs	Fantasy Fuel	Share with others	Transaction Logistics & Security		Gifts	Support/Customer Service
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<p>Competitive analysis</p>	<p>Describe competitive environment & create Competitive Positioning Map.</p>	 <p>Competitive Positioning Map</p> <table border="1"> <thead> <tr> <th></th> <th>Rohto</th> <th>Clear Eyes</th> <th>Visine</th> <th>Blink</th> </tr> </thead> <tbody> <tr> <td>Compare product specs</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Compare message</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Compare brand story</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Compare price</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Rohto	Clear Eyes	Visine	Blink	Compare product specs					Compare message					Compare brand story					Compare price																					
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<p>Brand analysis & SWOT</p>	<p>Describe the current brand environment, create a Branding Map and SWOT table</p>	 <p>BRANDING MAP</p> <table border="1"> <thead> <tr> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>MESSAGE</td> <td></td> <td>SIGHT</td> </tr> <tr> <td>SHAPES</td> <td></td> <td>SOUND</td> </tr> <tr> <td>RIUALS</td> <td></td> <td>TASTE</td> </tr> <tr> <td>TRADITIONS</td> <td></td> <td>SMELL</td> </tr> <tr> <td>SYMBOLS</td> <td></td> <td>TOUCH/TEXTURE</td> </tr> </tbody> </table> <p>SWOT ANALYSIS</p> <ul style="list-style-type: none"> STRENGTHS: Revolution, Safe & Time Efficient, Office Environment, Innovative Approach WEAKNESSES: Location, No Web Presence OPPORTUNITIES: New Image, Mobility Device/Office, New Team Leadership Approach THREATS: Local Competition, Not Enough Displays, Benefits Awareness <p>IDEAS (Central focus)</p>				MESSAGE		SIGHT	SHAPES		SOUND	RIUALS		TASTE	TRADITIONS		SMELL	SYMBOLS		TOUCH/TEXTURE																								
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IMC Planning Process: Developing an IMC Plan





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Executive Summary

OVERVIEW





Summary (Art of the Executive Summary by Guy Kawasaki)

Most guides to writing an executive summary miss the key point:

The job of the executive summary is to sell, not to describe!!!

The executive summary is often your initial face to a potential investor, so it is critically important that you create the right first impression. Contrary to the advice in articles on the topic, you do not need to explain the entire business plan in 250 words. You need to convey its essence, and its energy. You have about 30 seconds to grab an investor's interest. You want to be clear and compelling.





MAINLY

**THE JOB OF THE EXECUTIVE
SUMMARY IS TO SELL,
NOT TO DESCRIBE!!!**





ON

ONE PAGE



Executive Summary

Introduction of PINKG

This Integrated Marketing Communications Campaign presents a marketing plan that outlines strategies and tactics that will enable PINKG to penetrate the US market. Research insights on the US market provide the rationale for the overall marketing strategy presented in this campaign.

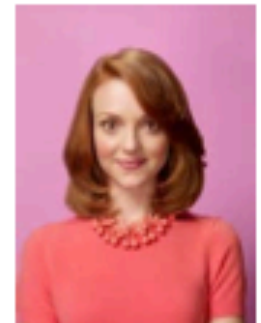
What Insights did our Research reveal?

- The huge base of gum customers in the US provides a *significant opportunity* for PINKG.
- Consumers chew gum in many settings and face the *problem of discrete gum disposal*.
- An *increasing of awareness of etiquette* in today's society is focused on younger target audiences, especially women.

These insights provide PINKG with an opportunity to provide a solution, and to make the PINKG product a part of the growing etiquette trend.

The Strategy for Success

- The *theme of etiquette* will become the *strategic hook for PINKG* in the US.
- PINKG will promote a *new movement in "gum etiquette"*.
- *Julia* - Young professional women with an urban lifestyle and awareness of appearance and social etiquette will become the *core consumer target* of our campaign.
- An *integrated B2B and B2C strategy* will work to reach the target audience and distribute PINKG.



The Communication and Execution Strategy for PINKG

"Dispose Discretely" - Communication with B2C audience will center around education on gum disposal etiquette and around awareness building for PINKG.

"Connect with Your Customer" - PINKG will be marketed as a new effective and economical communication vehicle for businesses while becoming a part of the "new etiquette."



IMC Communication Strategy

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





Example Budget/Timeline

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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

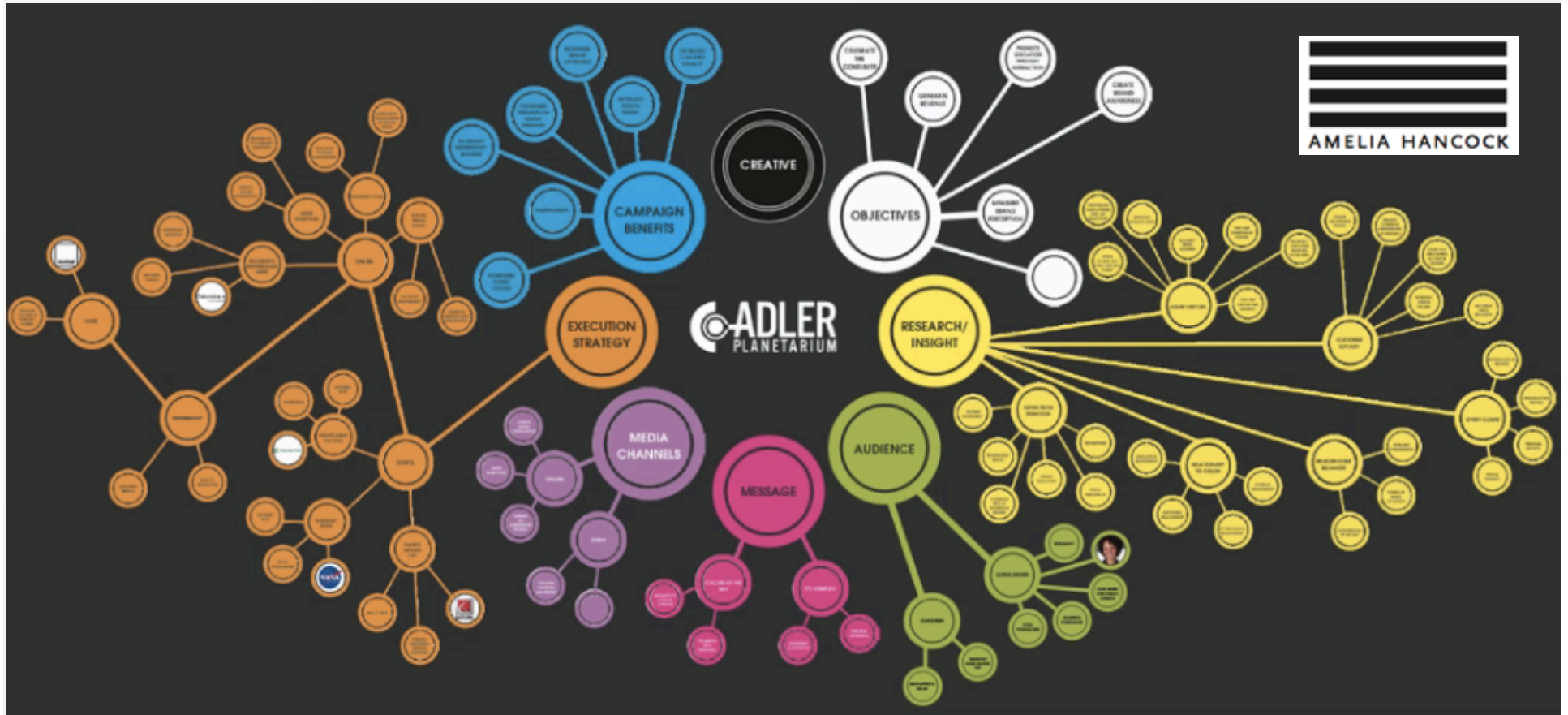
200 000 CZK



Determine goal,
timeline & ROCI

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





Application of design (Strategy Overview)





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

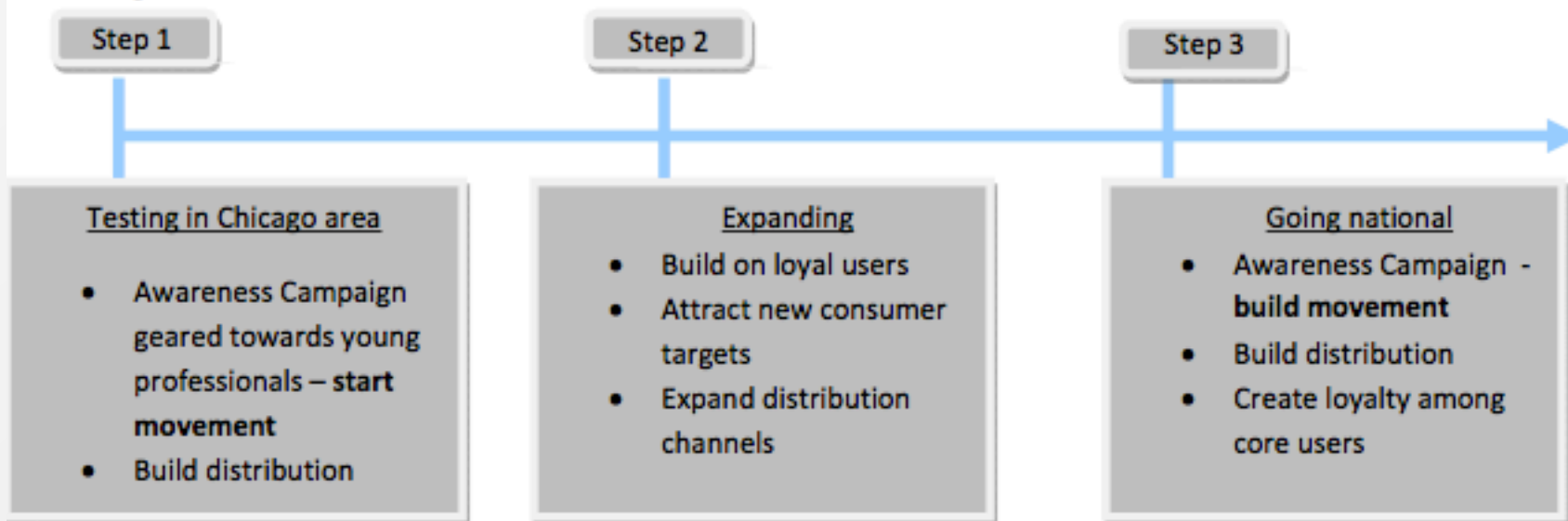
Monitoring & Control: Watch





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





Key things to remember ABOUT STRATEGIC PLANS




WHAT * WHY * HOW

and wow, shock & surprise

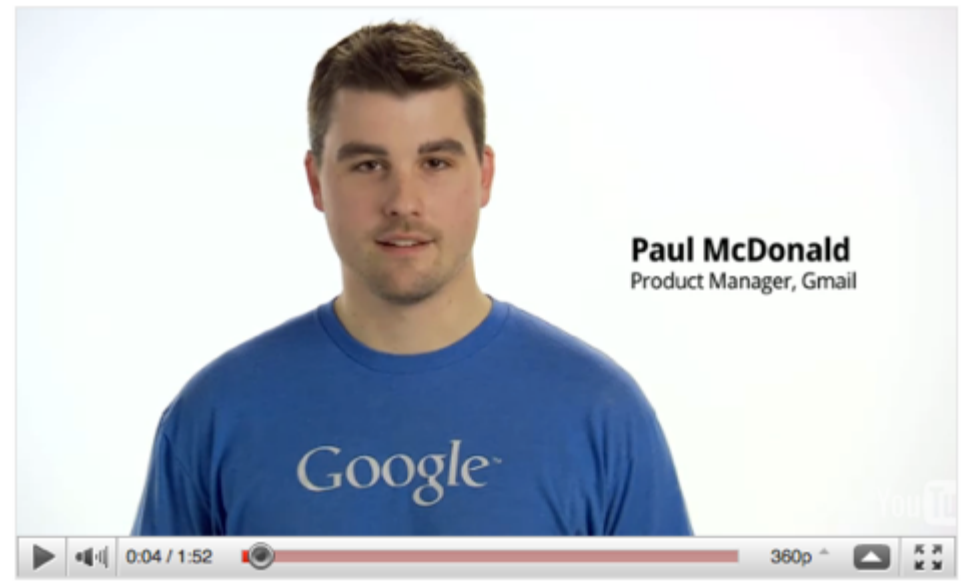




People You May Know

-  **Bryan Kurtz**, VP Sales, Apres Systems, Inc. ✕
[Connect](#)
-  **Werner Heisenberg**, This *may* be Heisenberg's profile ✕
[Connect](#)
-  **Robin Hood**, Activist/ Chief Fundraiser at Nottingham ✕
[Connect](#)

[See](#)



Paul McDonald
Product Manager, Gmail

Google

0:04 / 1:52 360p



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)

Final Project & Presentation Checklist

www.muni.cz

#	ELEMENT	STATUS
1	Cover Page	
2	Research Report	
3	Table of Contents (page numbers)	
4	Executive Summary Summary of Short-Term & Long-Term Strategy Goals	
5	Audience	
6	Brand Positioning Strategy (how will your strategy/plan change the brand) including Branding Map, Competitive Positioning Map	
7	Communication Strategy/Message (what is it you're trying to tell your audience(s))	
8	Creative Strategy (poster design)	
9	Media Strategy (what media will you use and HOW)	
10	Schedule/Budget (when will you use the media/tactics and for how much)	
11	Measurement Strategy & ROCI	
13	CONCLUSION & References Page	
14	PRINT Final Marketing Plan	
15	PREPARE PRESENTATION/SLIDES	



ART OF COMMUNICATION PRESENTATION SKILLS

Book "Resonate" by Nancy Duarte
Book "Perfect Pitch" by John Steel

**SHOW
POSITIVE
ENERGY**





Art of Communication

1. Communicate all the time (remember, never disappear!)
2. Verbal Communication (presentations, meetings, etc.)
3. Written Communication (papers, emails, FB posts, etc.)
4. Body Language (presentations, meetings, enthusiasm-Annie, etc.)
5. Actions (Actions speak louder than words)
6. Be Yourself
7. First Impression always counts
8. Show respect at all times
9. Ask power questions
10. Be On Time (AA)
11. Communication in crisis - COMMUNICATE
12. Dealing with unfair criticism
13. Dealing with unethical behavior



Record yourself

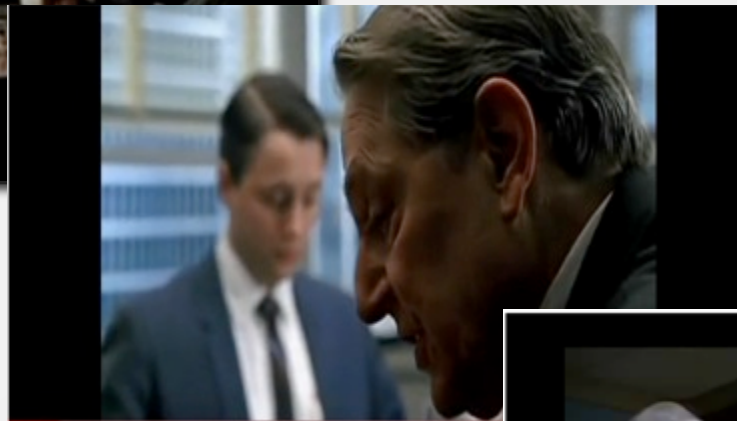
What is a Creative Pitch?

**PRESENTATION &
YOUR ONE-TIME OPPORTUNITY
TO SELL YOUR IDEA**



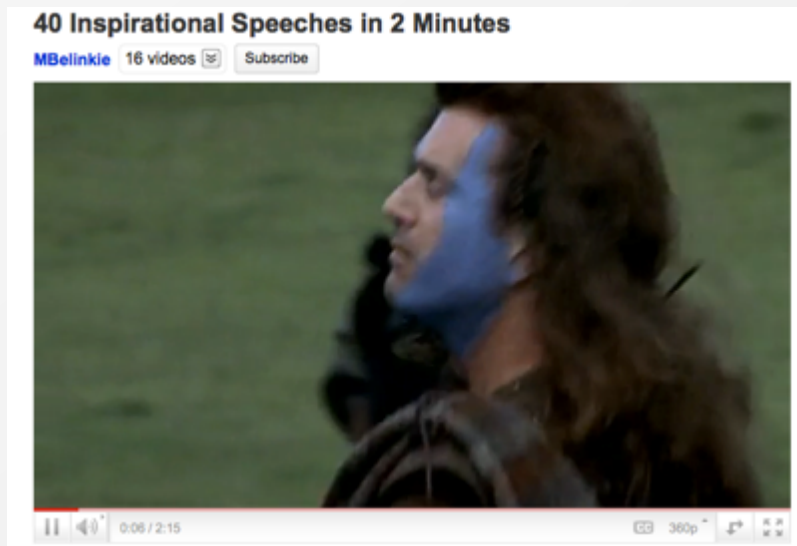


Example of an effective pitch from MAD MEN



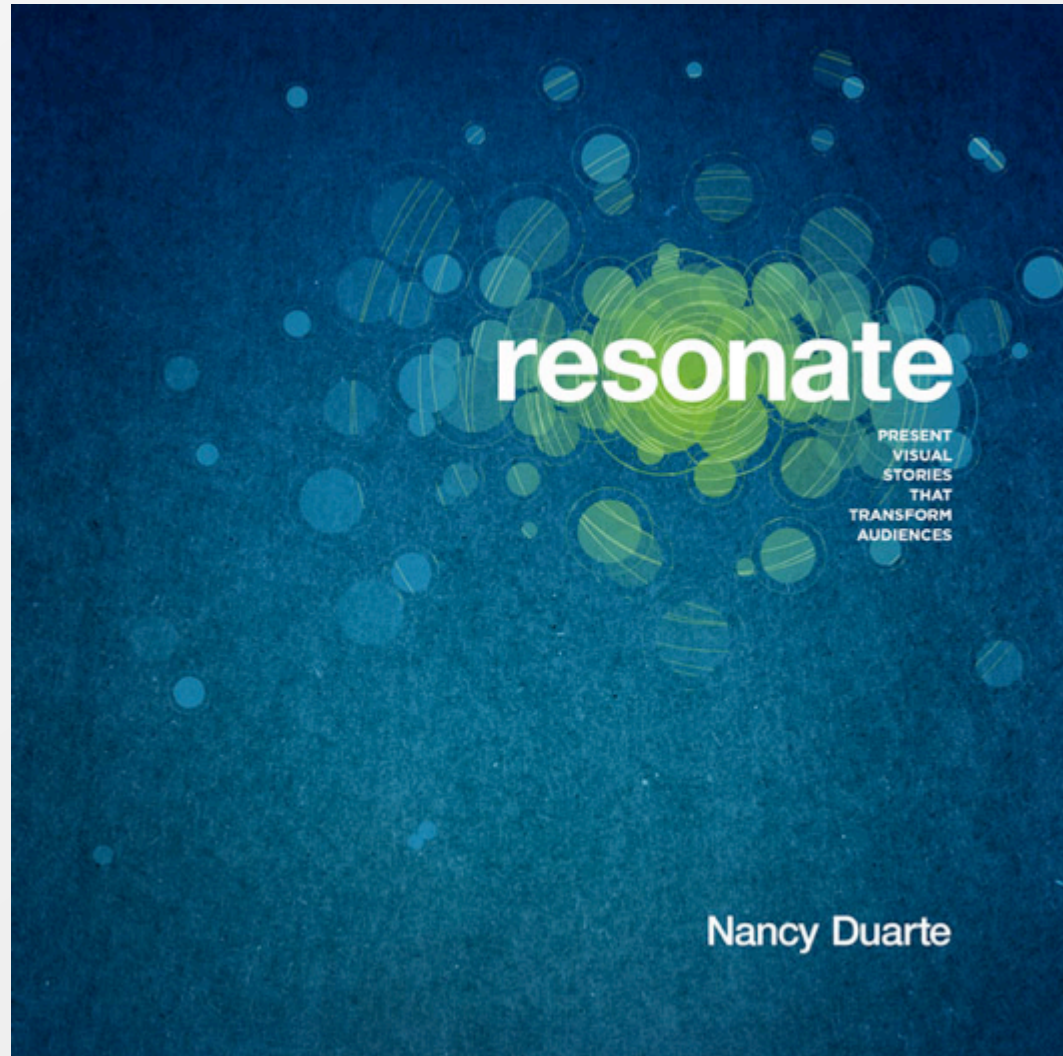


Inspirational Speeches





RESONATE BY NANCY DUARTE

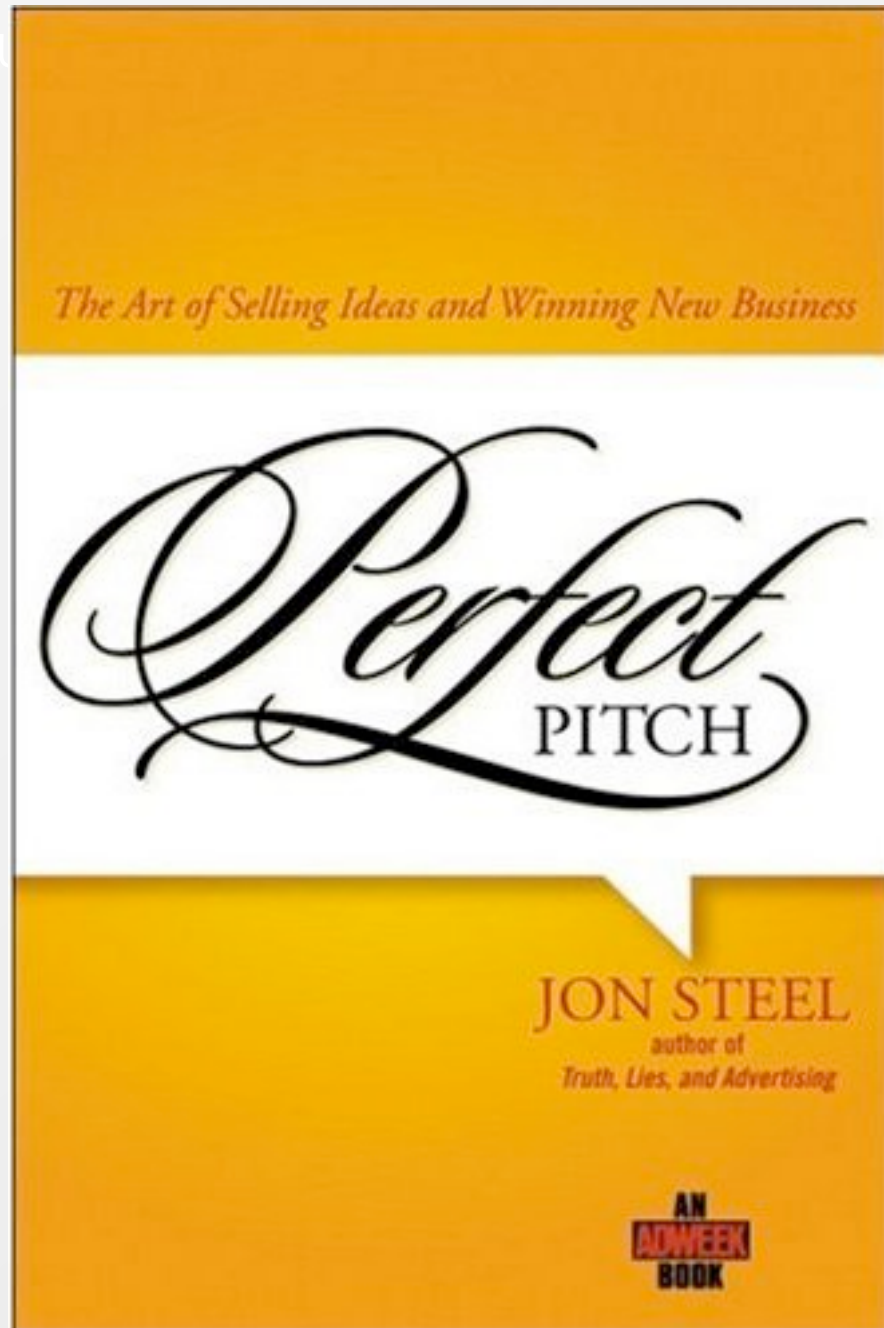




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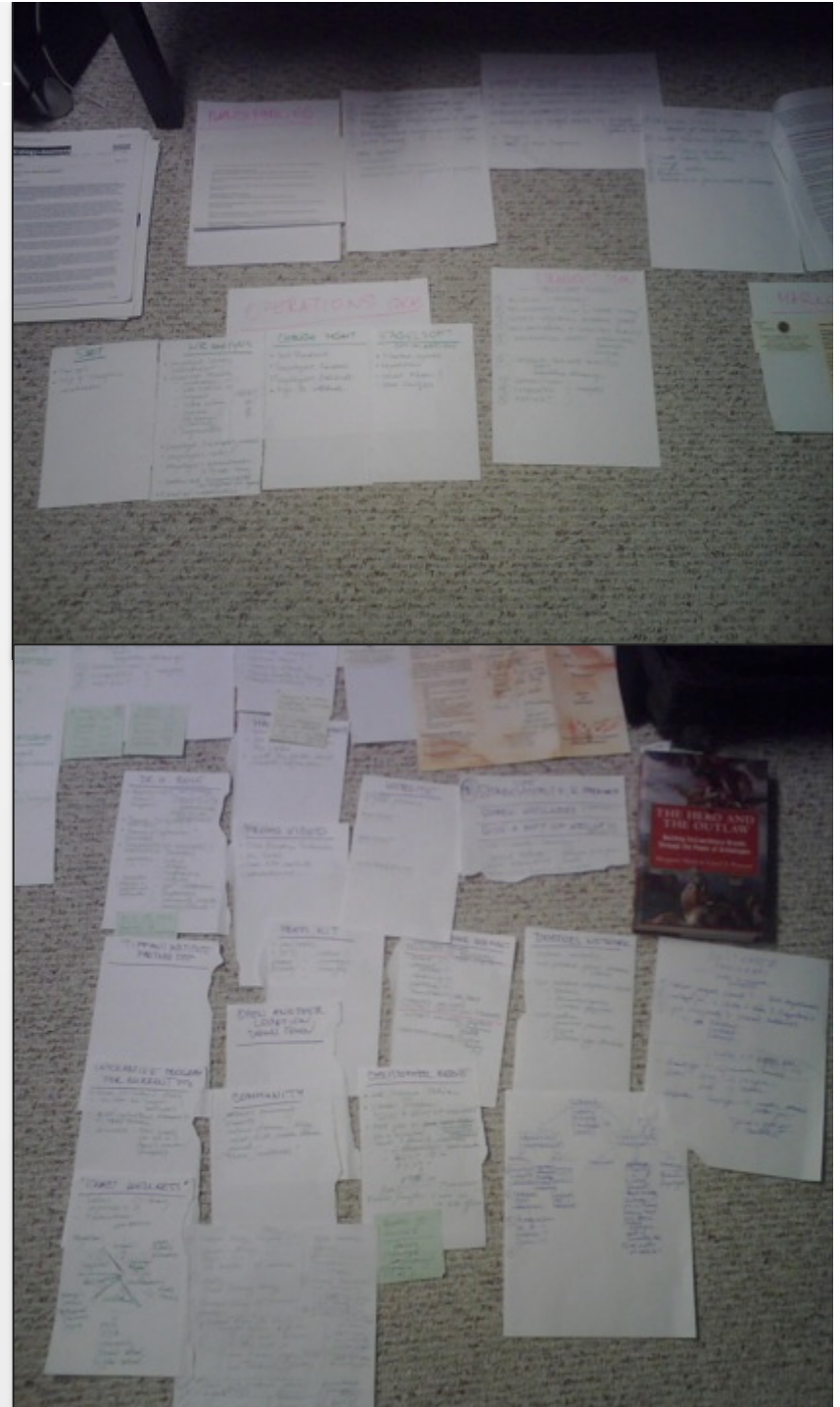
PERFECT PITCH BY JOHN STEEL





Lessons from Perfect Pitch by Jon Steel

1. Understand the psychology of the audience
2. Distill your data into a single, motivating idea
3. Five-Step Program
 1. Grazing - gathering of raw materials & digesting
 2. Looking for meaning - links/connections, any ideas-however stupid they might seem-must be written down
 3. Drop it - “sleep on it”
 4. Adapt & Distill - developing your idea. Ask: Does it make sense? Does it make sense without showing details? **HAVE A SINGLE SENTENCE READY THAT BEST DESCRIBES YOUR IDEA.** The presentation has to have a soul. Without a soul, it's a collection of facts.
 5. Writing the presentation - now you start creating your slides





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Lessons from Perfect Pitch: TEAMWORK

1. BEST PITCHES ARE TEAM PITCHES WHERE TEAM WORKS TOGETHER
2. THE PRESENTATION MUST FEEL LIKE THE SAME PRESENTATION FROM THE START TO FINISH
3. ENJOY WHAT YOUR COLLEAGUES ARE SAYING
4. HAVE FUN
5. HAPPY TEAM IS A WINNING TEAM WHEN IT'S PERSONAL TO THEM



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Final Presentation:

Focus on client & tell a story

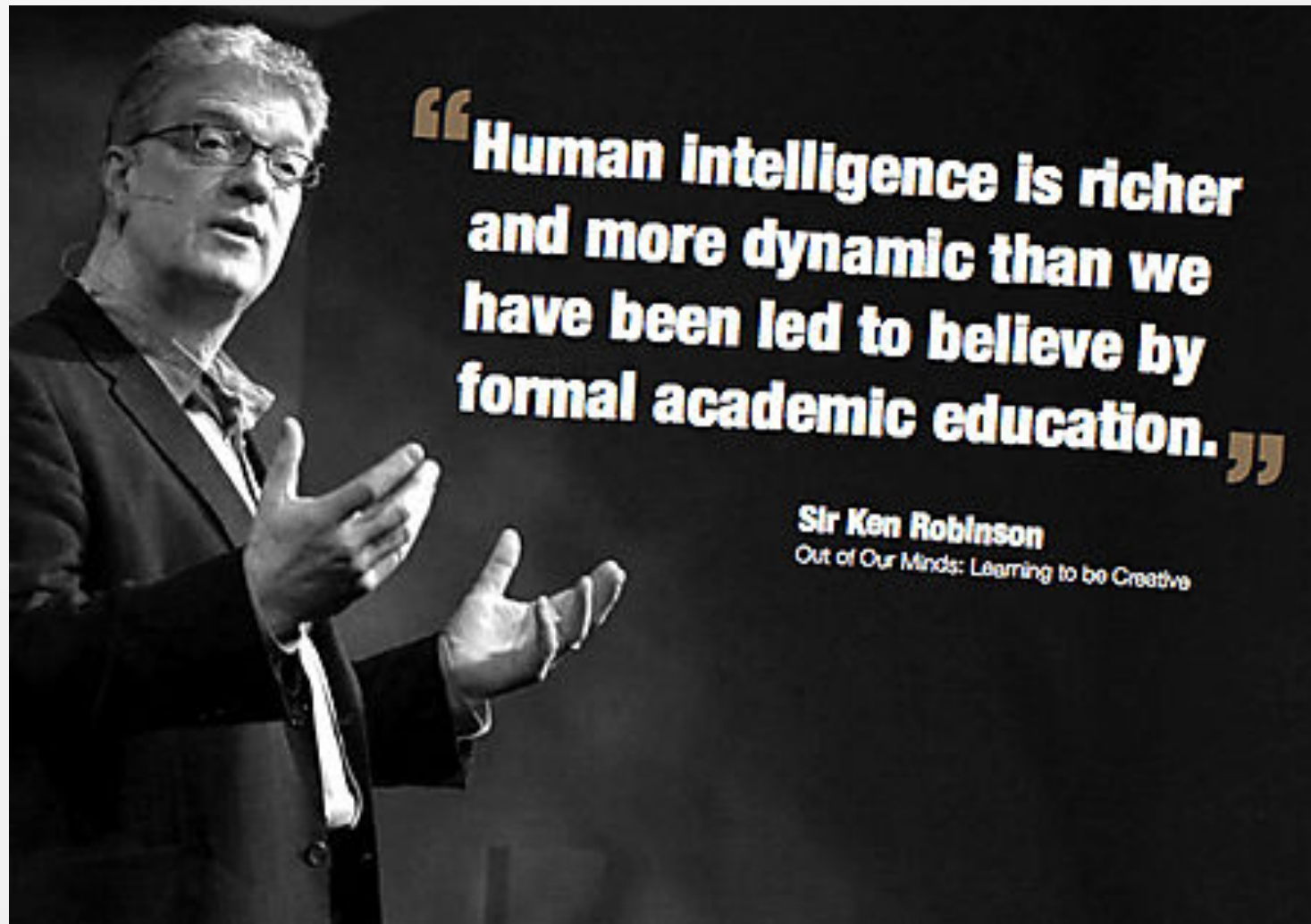
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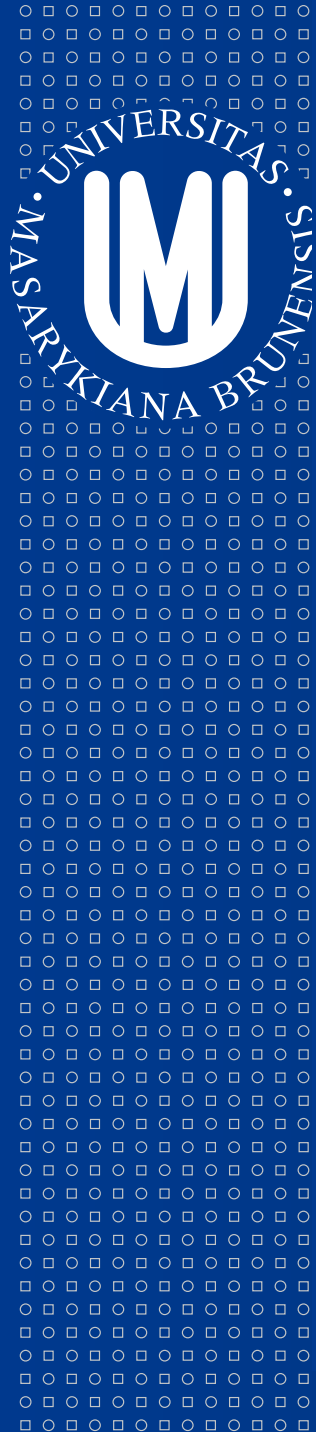
1. Aim for 15-minute presentation
2. What's the purpose of the presentation (outcome-based model)
3. Make sure to communicate the most important points!
4. Consider the audience - what they want to hear
5. Select the order of speakers strategically (if in team)
6. Teamwork (you never know who might see/like you)
7. Dress appropriately (out of respect for the client/audience)
8. Be bold but polite in your speaking, don't disrespect the client (act as a consultant)
9. TELL A STORY!!!
10. Practice!!!
11. Enthusiasm/Motivation
12. Keep the energy going from the beginning to the end
13. Speak in a simple and clear language
14. Surprise! (Boomerang)





TED Presentation: Speeches are all about telling stories





VISUAL COMMUNICATIONS



How do you become different?





*“Design--that is, utility enhanced by **significance**-- has become an essential aptitude...for at least three reasons...”*

DANIEL PINK
A WHOLE NEW MIND

- 1 Accessibility**
- 2 Differentiation**
- 3 Strategy**

Design is a strategy





Seeing & Thinking

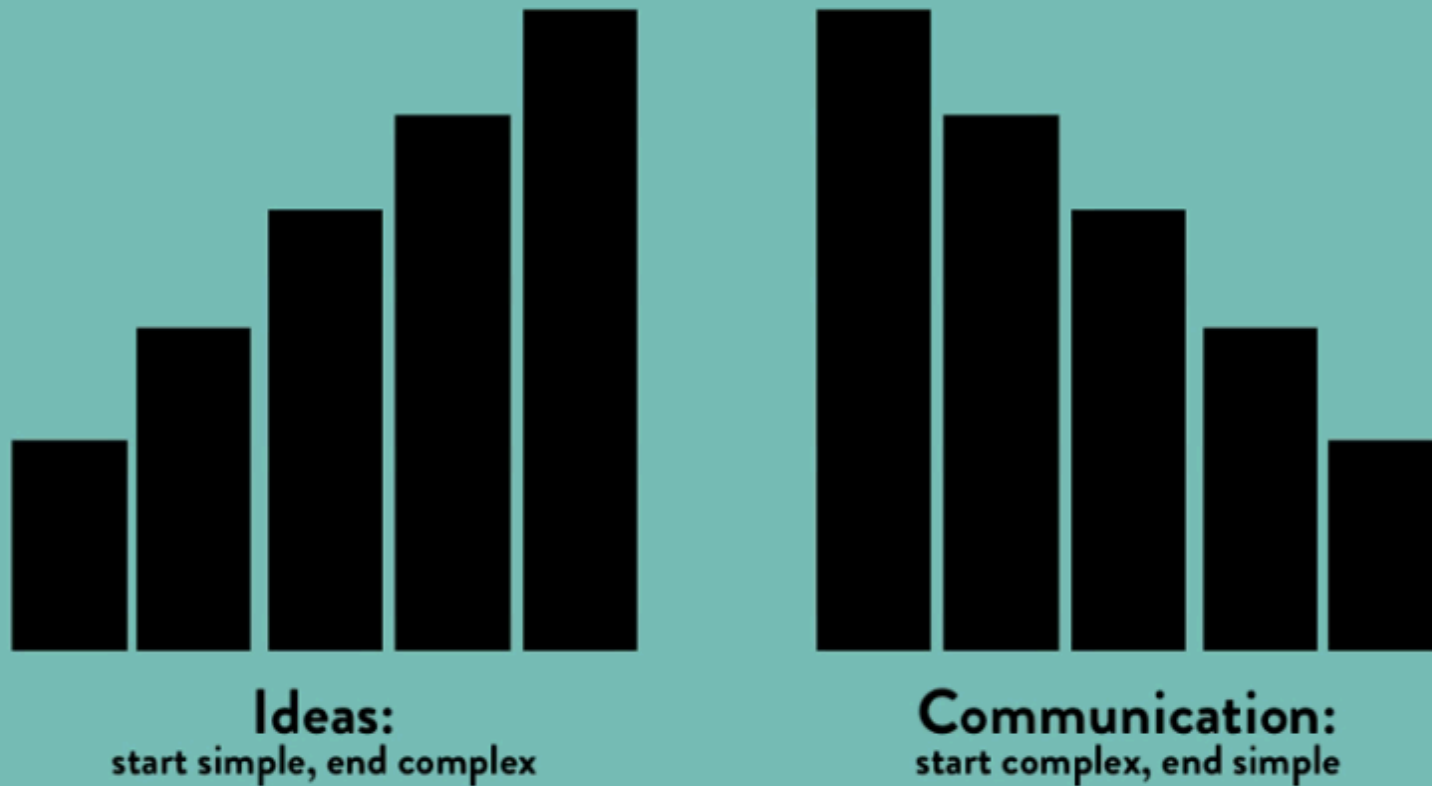
- 1 Cohesion
- 2 Clarity
- 3 Attention to detail

What makes a good design





Order & Chaos



The creative process





- 1 Preparation**
- 2 Incubation**
- 3 Illumination**
- 4 Implementation**

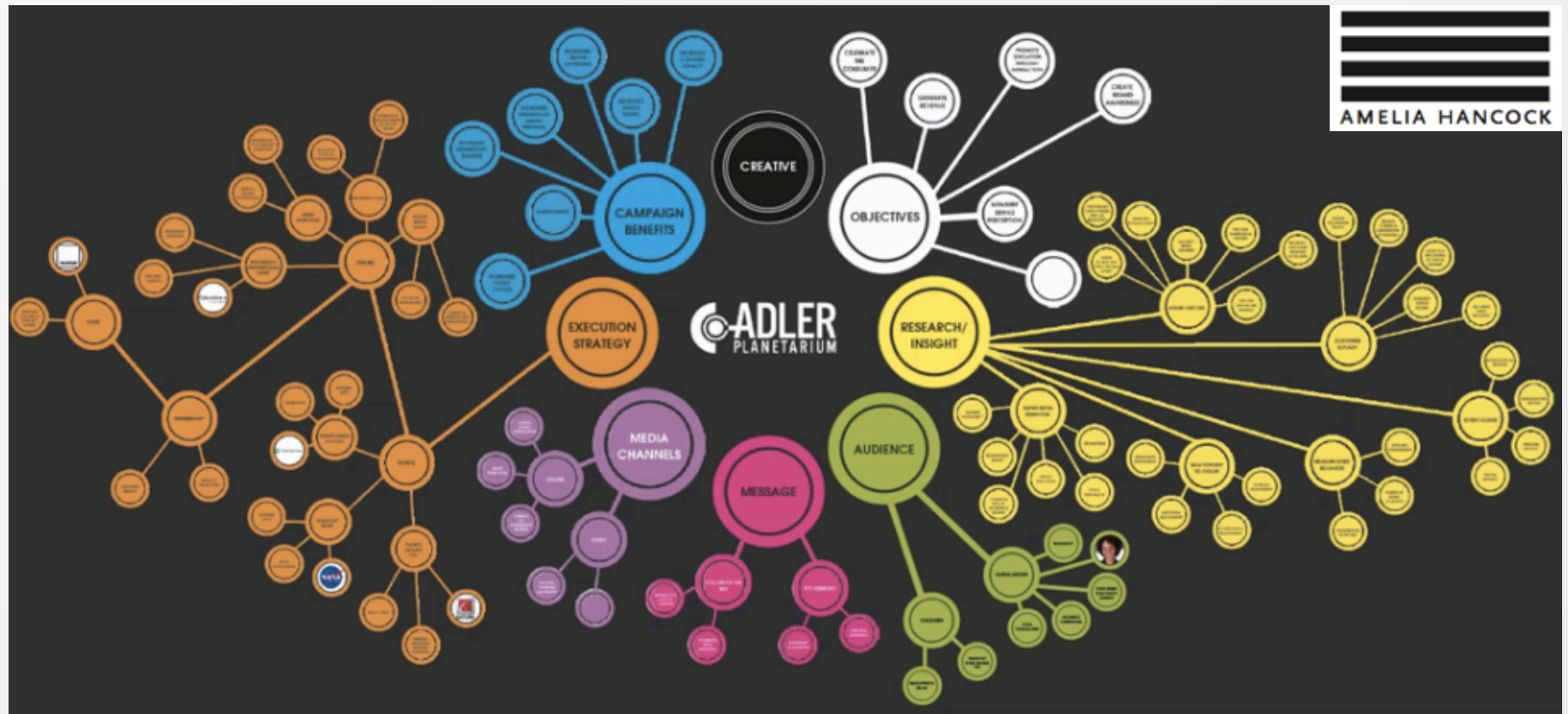
The creative process





Application of design (Creative Brief - Marketing)





Application of design (Presentation)





Application of design (Chocolate)





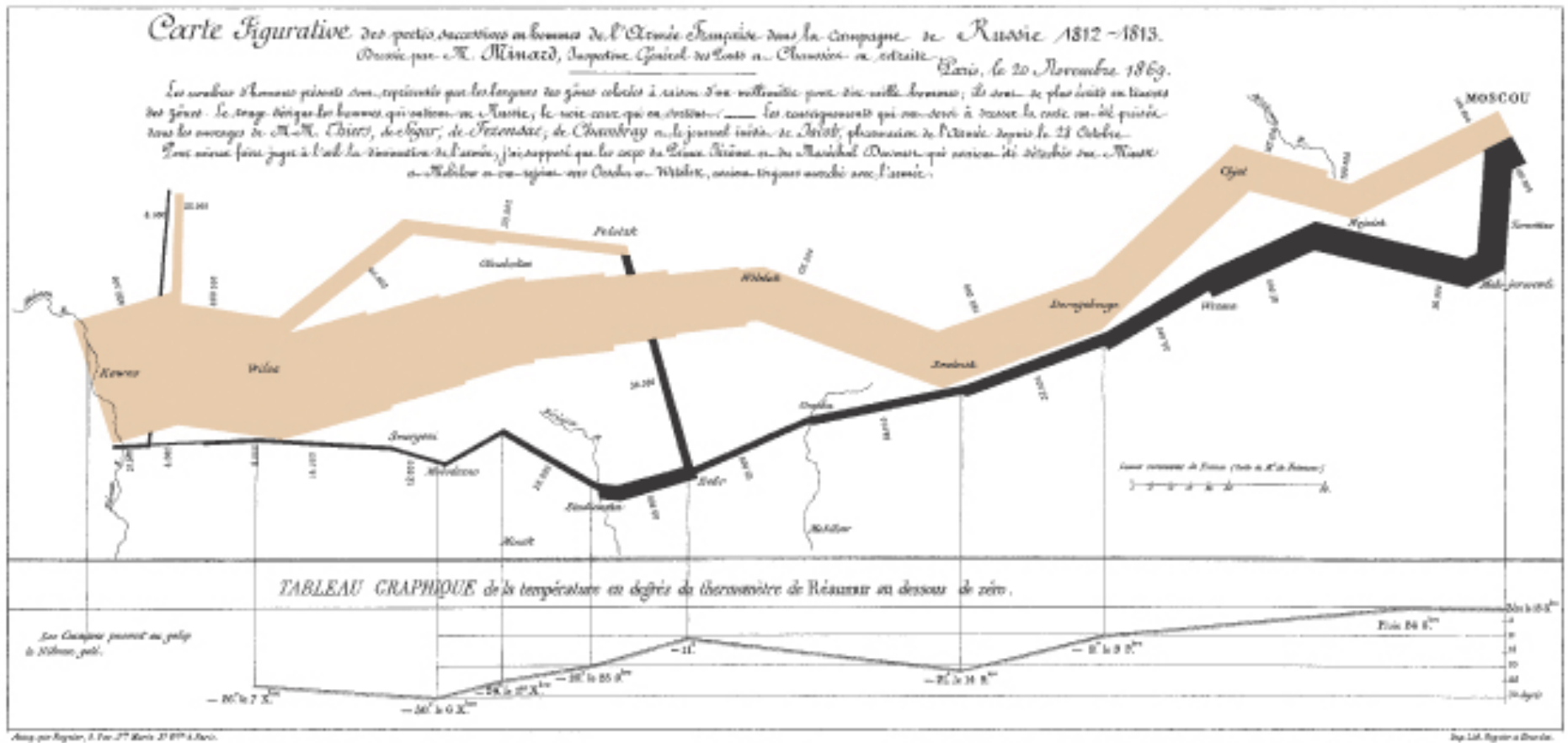
Application of design (Eye solutions)





Application of design (Meat Packing)





Napoleon's March to Moscow The War of 1812

Charles Joseph Minard

This classic of Charles Joseph Minard (1781-1870), the French engineer, shows the terrible fate of Napoleon's army in Russia. Described by E. J. Massey as seeming to defy the gaze of the historian by its brutal eloquence, this combination of data map and time-series, drawn in 1869, portrays the devastating losses suffered in Napoleon's Russian campaign of 1812. Beginning at the left on the Polish-Russian border near the Niemen River, the thick band shows the size of the army (422,000 men) as it invaded Russia in June 1812. The width of the band indicates the size of the army at each place on the map. In September, the army reached Moscow, which was by then sacked and deserted, with 100,000 men. The path of Napoleon's retreat from Moscow is depicted by the darker, lower band, which is linked to a temperature

scale and dates at the bottom of the chart. It was a bitterly cold winter, and many froze on the march out of Russia. As the graphic shows, the crossing of the Berezina River was a disaster, and the army finally struggled back into Poland with only 10,000 men remaining. Also shown are the movements of auxiliary troops, as they sought to protect the rear and the flank of the advancing army. Minard's graphic tells a rich, coherent story with its multivariate data, far more enlightening than just a single number bouncing along over time. Six variables are plotted: the size of the army, its location on a two-dimensional surface, direction of the army's movement, and temperature on various dates during the retreat from Moscow. It may well be the best statistical graphic ever drawn.

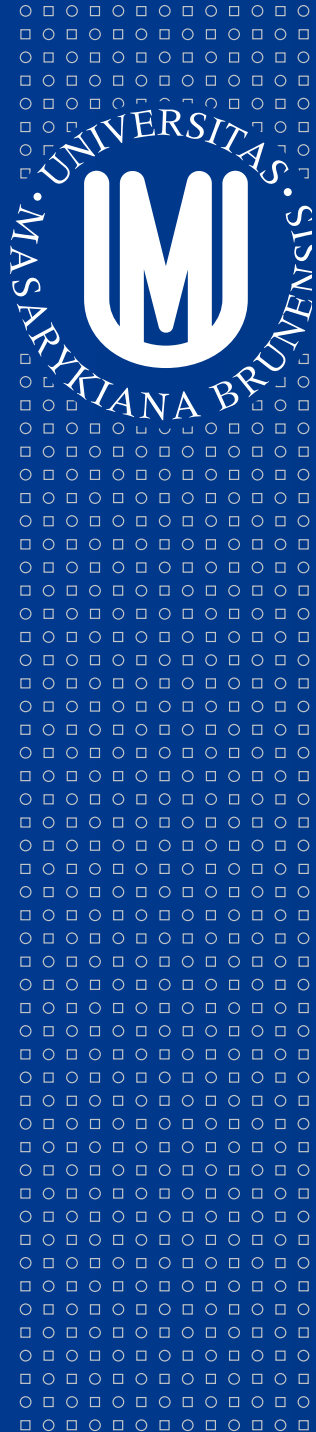
Edward R. Tufte, *The Visual Display of Quantitative Information* Graphics Press, Box 550, Cheshire, Connecticut 06610

Edward Tufte (American statistician & professor emeritus at Yale known for his writings on Information Design) has one main idea, and it's simple, but powerful: show people as much data as possible with as little ornamentation as possible. Let the data speak for itself. The chart above shows very complex set of data using one image.

#5

Creative Overview

Design & Images
Recommendations



CREATIVE EXERCISES


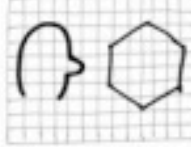



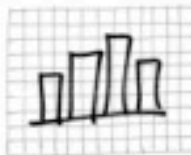
Every element in your presentation/
document must have a purpose



SEE:


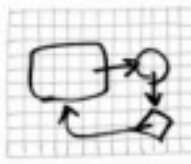
SHOW:


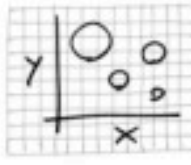
Who / What  → Qualitative representation =  Portrait

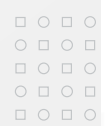
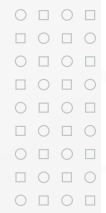
How much  → Qualitative representation =  Chart

Where  → Position in space =  Map

When  → Position in time =  Timeline

How  → Cause + effect =  Flowchart

Why  → deduction + prediction =  Multiple-variable plot





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.....





OUR CREATIVE BRIEF: Developing the PROPOSAL

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Based on the research insights and the main goal, here is our strategy summary:

Audience	Message	Media
Creative	Timeline	Budget





OUR CREATIVE BRIEF: Developing the PROPOSAL (VISUAL)

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Based on the research insights and the main goal, here is our visual idea:

Visual (colors, font, imagery proposed)	Description





Presentation Exercise:

Come up with a slide story for your final

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Cover Slide			
			Thank you slide Your contact info



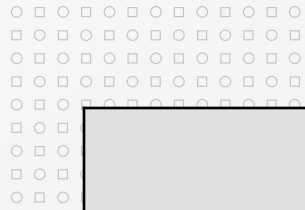
Your Exercises: Brainstorm together about the answers

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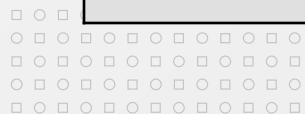
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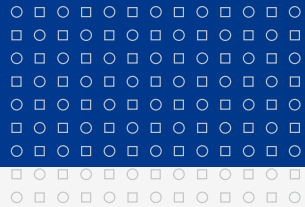
1. What are the rules to break in education & innovation?
2. Why do we study & learn?
3. Create 2 metaphors for MIC.
4. Imagine you are the Manager of MIC. What are the 3 most shocking things you could do with the program.
5. How would Dalajlama, and Lady Gaga revive the program?
6. Imagine Steve Jobs 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.





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





Thank you for your attention.

Next Class 6 Monday

5/30, 9:00 - 13:00

Team Brainstorming Session

5/30, 13:00 - 14:30

Room B204

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

