



MASARYKOVA UNIVERZITA

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

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



EVROPSKÁ UNIE



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



MASARYKOVA UNIVERZITA

PROGRAM
Room C511

09:00 - 11:30 Course Intro & Lecture

11:30 - 12:00 Lunch Break

12:00 - 13:00 Lecture & Project Intro

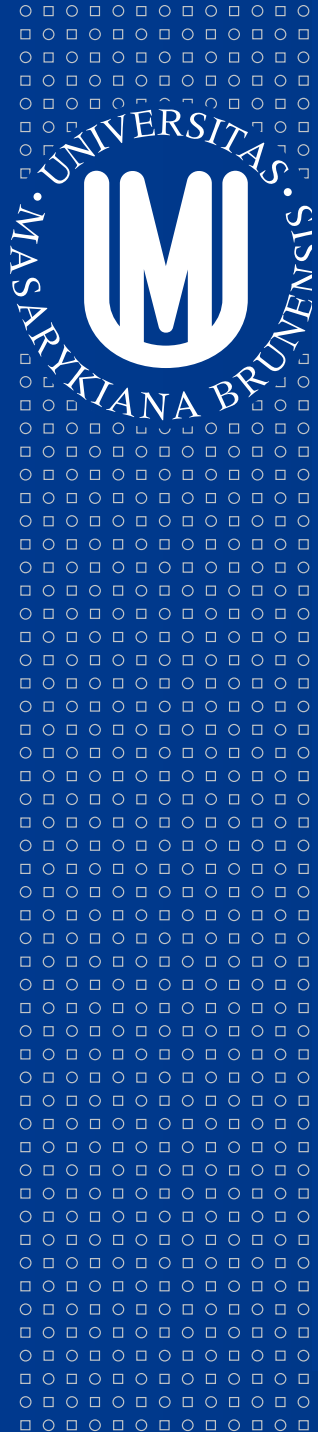
13:00 - 14:50 Dr. Zdenek Vrbka Lecture

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

PV231 Integrated Marketing Communications SPRING 2011



ABOUT ME



MASARYK ZITA

1/2



i.cz



1/2





ERZITA

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About me

Name: Sandra Kumorowski

Hometown: Kromeriz, Czech Republic

Current City: Chicago, USA

Education:

Northwestern University, Project Management Certifications

Loyola University Chicago MBA (Marketing, Operations Mgmt)

Loyola University Chicago BBA (Economics, Intl. Business)

Wright College AA (Business Administration, Art & Literature)

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

Research & Publishing:

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

Wine Marketing, Dental Marketing, Business Development,
Entrepreneurship

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

Languages: Czech, Polish, French, German

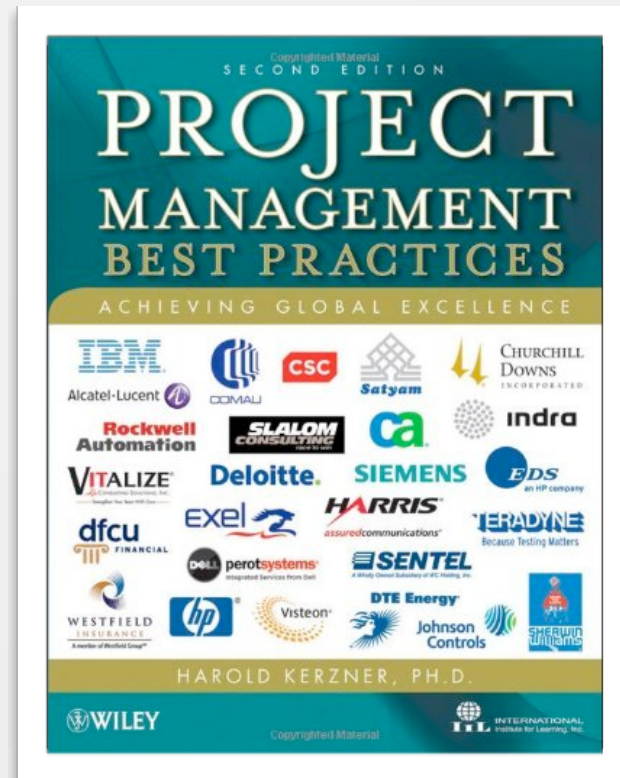
Passions: Music, Art History, Literature, Cooking, Wine, Tennis,
Volleyball, Travel

About my experience

Marketing & Operations Consultant	Chief Business Advisor & Founder	Assistant Professor Marketing Communications Career Development
	 <p>enakta <i>activating business potential</i></p> <p>DENTAL CATEGORY FINANCE HEALTH CARE EDUCATION</p> <p>Microsoft</p>	 <p>columbia college chicago <small>INDEPENDENCE IN THE ARTS & MUSIC</small></p> <p>Middlesex University London, UK</p> <p>CSPC.cz (sk)</p> <p>THE FLATS AT LOYOLA STATION</p> <p>AD. M. 1870 LOYOLA UNIVERSITY CHICAGO AD. M. 1870 DEL. GLORIAM</p> <p>MASARYKOVA UNIVERZITA FAKULTA INFORMATIKY</p>



PM projects





MASARYKOVA UNIVERZITA

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Why I love marketing...







**To be a good
marketer, you
must...**





LOVE
WHAT YOU DO



FREE NIGEL SLATER RECIPE CARDS
WEEK TWO IN OUR BRILLIANT SERIES: PUDDINGS

FREE SPORT MAGAZINE
WITH 100 PAGES OF SPORTS NEWS

INSIDE SPORT MONTHLY

NEWSPAPER OF THE YEAR

The Observer

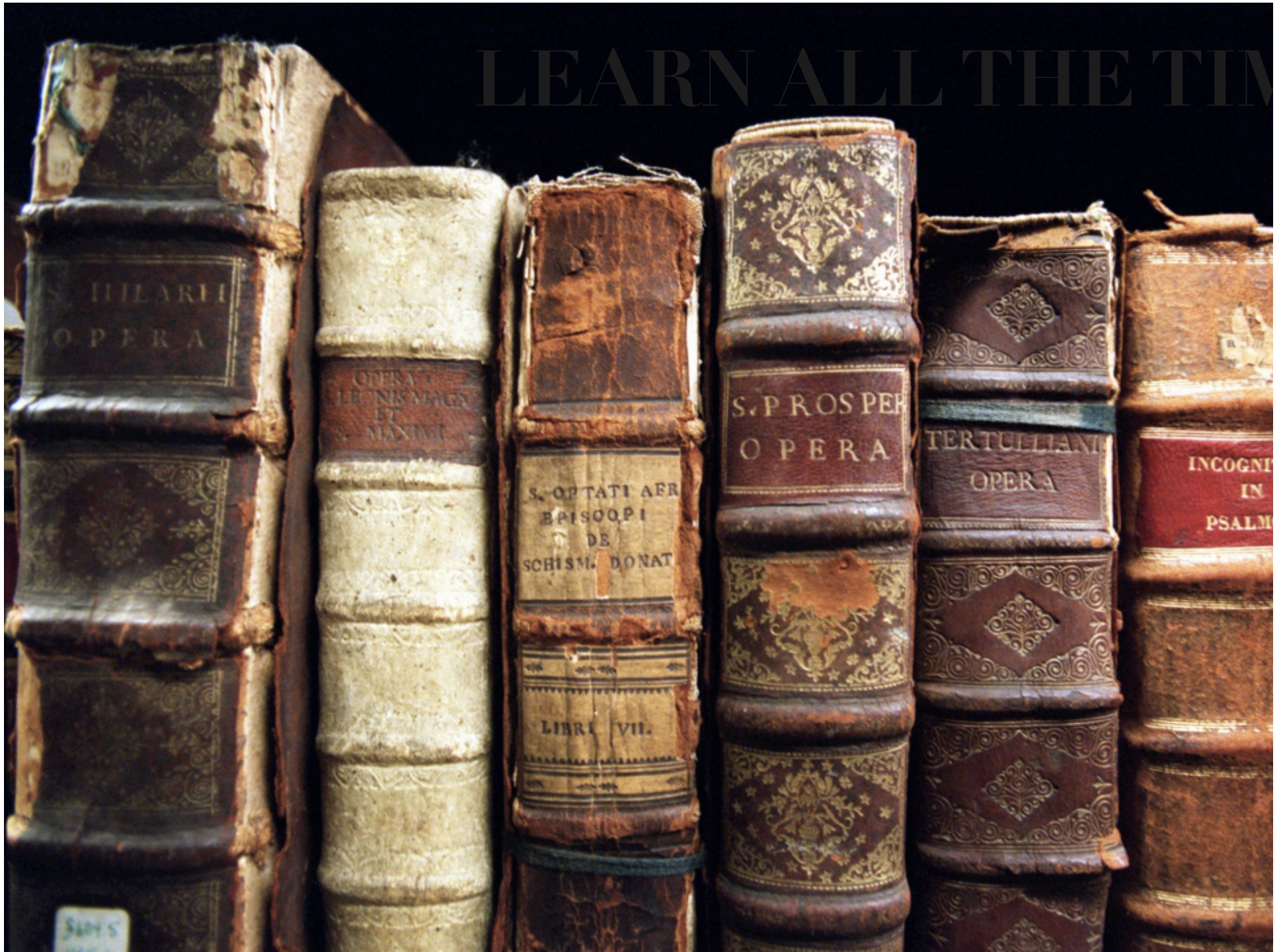
Tuesday 28 October 2001

Tories will hand crucial powers to English MPs

Chichester's street fighting man

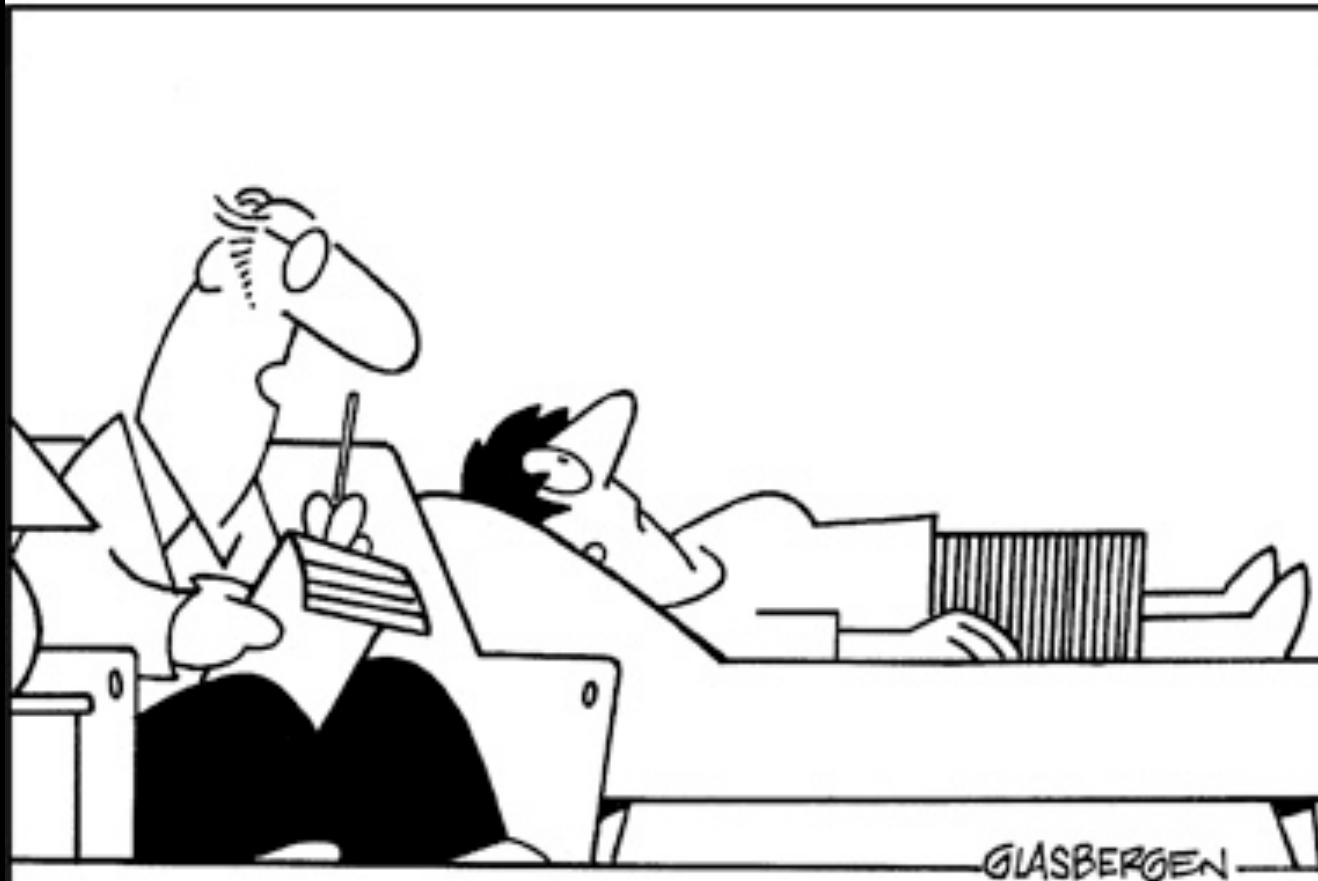
to curb Scots 'anarchy'

LEARN ALL THE TIME



The image shows the front cover of a book. The cover is made of a light brown, textured material, possibly paper or cloth, with some wear and tear. A large, hand-painted red heart is the central feature. The word "inspired." is printed in a large, white, sans-serif font across the middle of the heart. Below it, the phrase "through A creative journey." is written in a smaller, black, cursive font. The background behind the heart is a lighter, yellowish-brown color. In the bottom left corner, there is a small, dark rectangular stamp or mark.

inspired.
through A creative journey.



“If your life was a reality TV show,
would you watch it?”

Reprinted from Funny Times / PO Box 18530 / Cleveland Hts. OH 44118
phone: 216.371.8600 / email: ft@funnytimes.com

K2

The Abruzzi Spur
(South East Ridge)

K2 - 8611m

BOTTLENECK - 8211m

C4 SHOULDER - 8000m

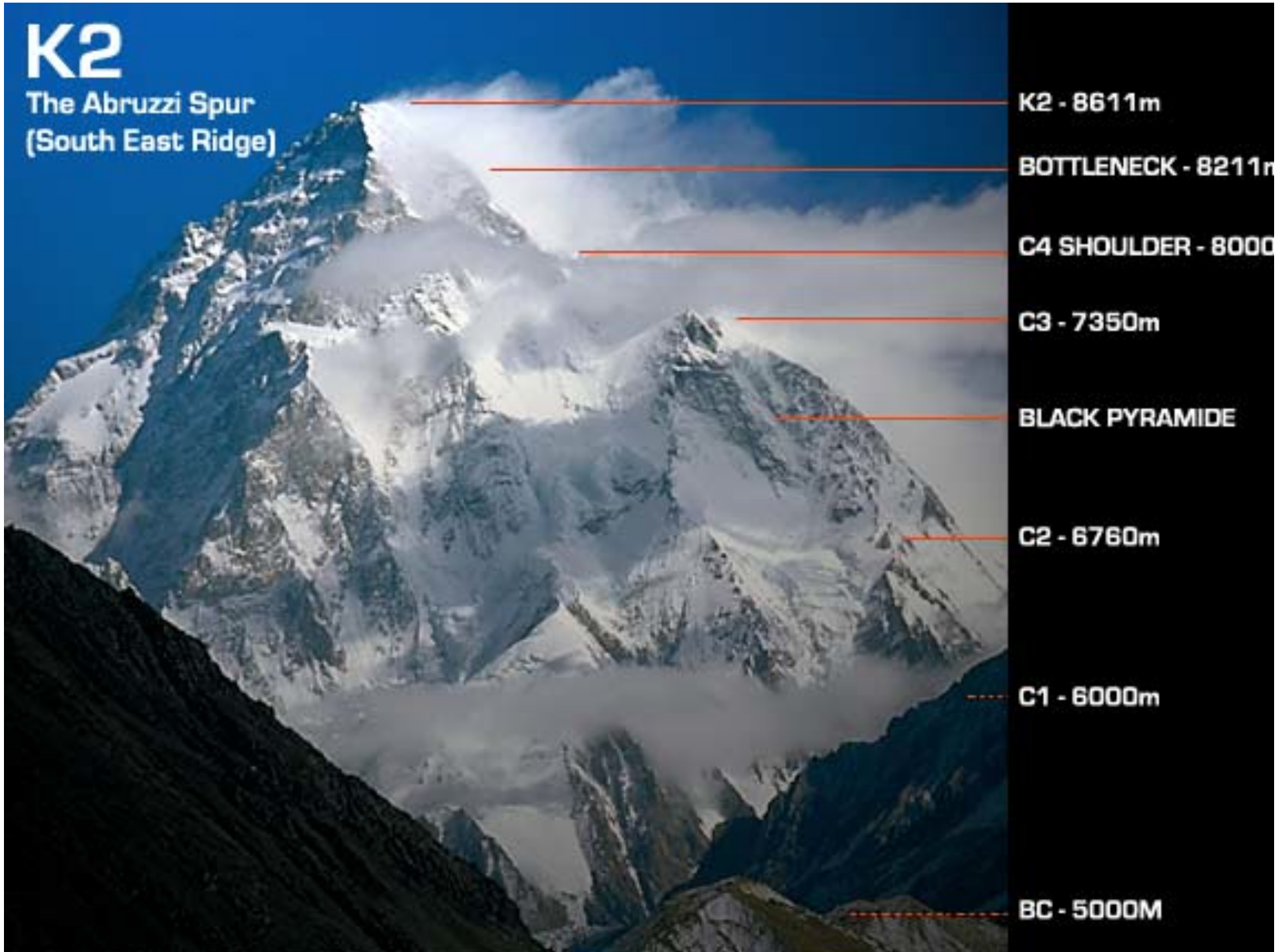
C3 - 7350m

BLACK PYRAMIDE

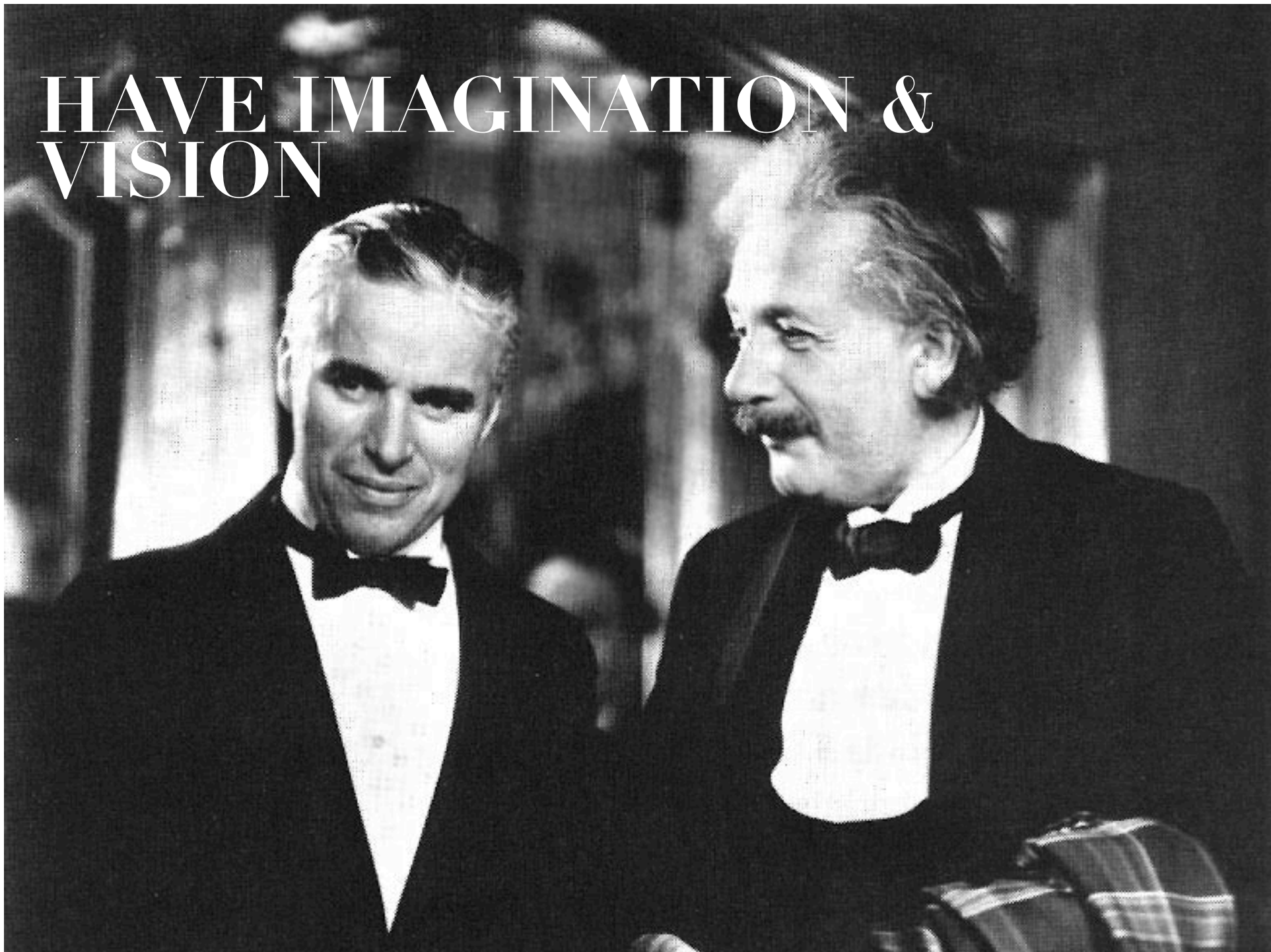
C2 - 6760m

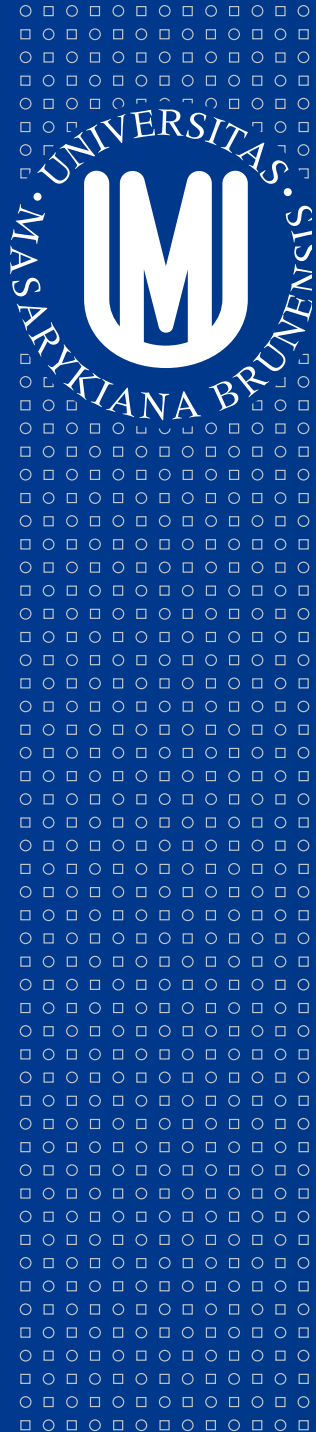
C1 - 6000m

BC - 5000M

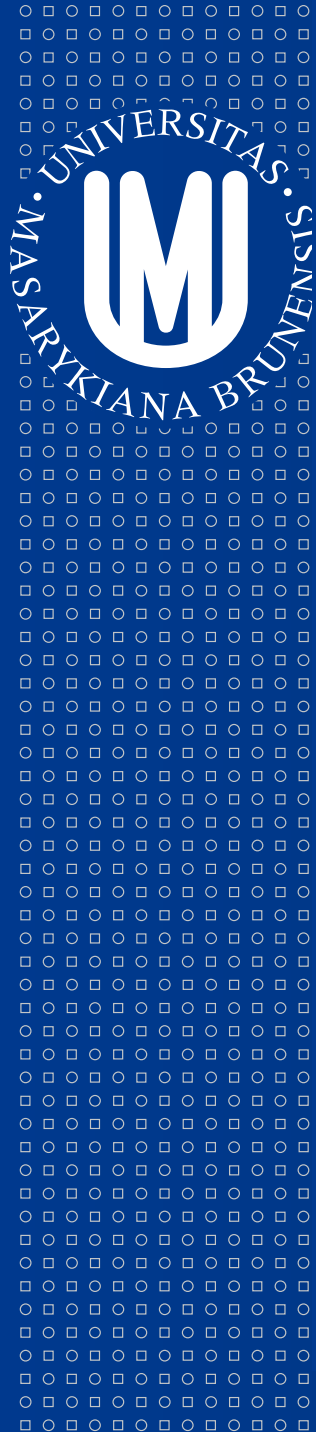


HAVE IMAGINATION &
VISION





ABOUT YOU



ABOUT MARKETING



What is marketing?

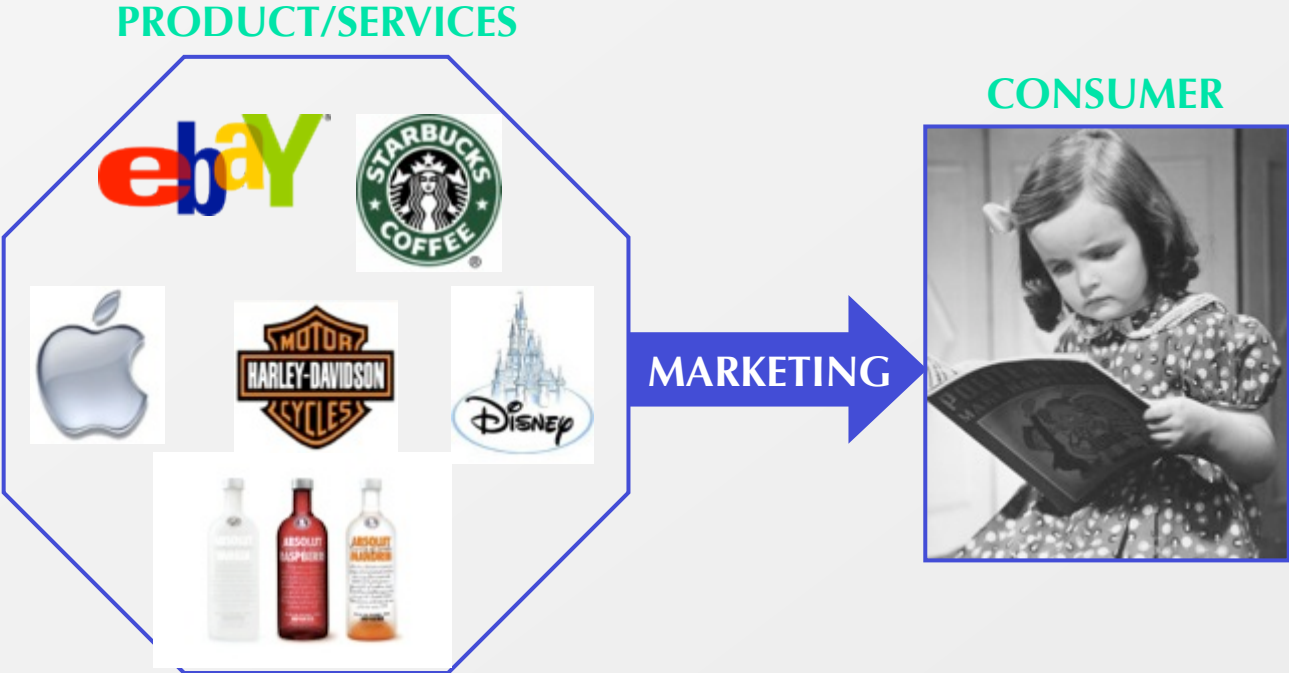
What does it mean





Marketing is all about the personal connection with the consumer

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BIG IDEAS



IMAGE IS EVERYTHING



SALES TEAMS



SALES STRATEGY



UNDERSTANDING CONSUMERS





It changes everyday

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



What is marketing about?

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





WHY? Marketing is a strategy

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

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





HOW? How to do successful marketing

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





What is IMC?

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

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

- Don Schultz, Northwestern University





Who is Don Schultz?

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

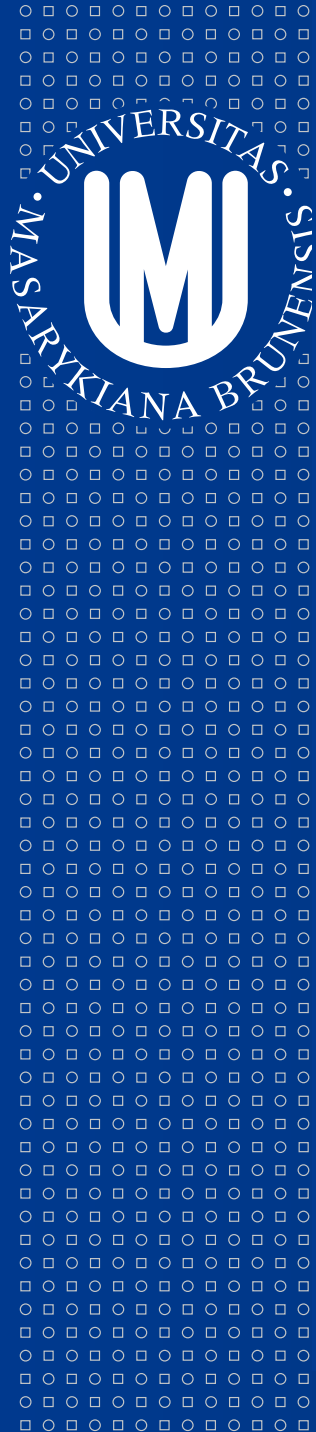
In 1992, the American Advertising Federation named him **Advertising Educator of the year**, and in 1998 Sales and Marketing Management magazine named him one of the 80 Most Influential People in sales and marketing.

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

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

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

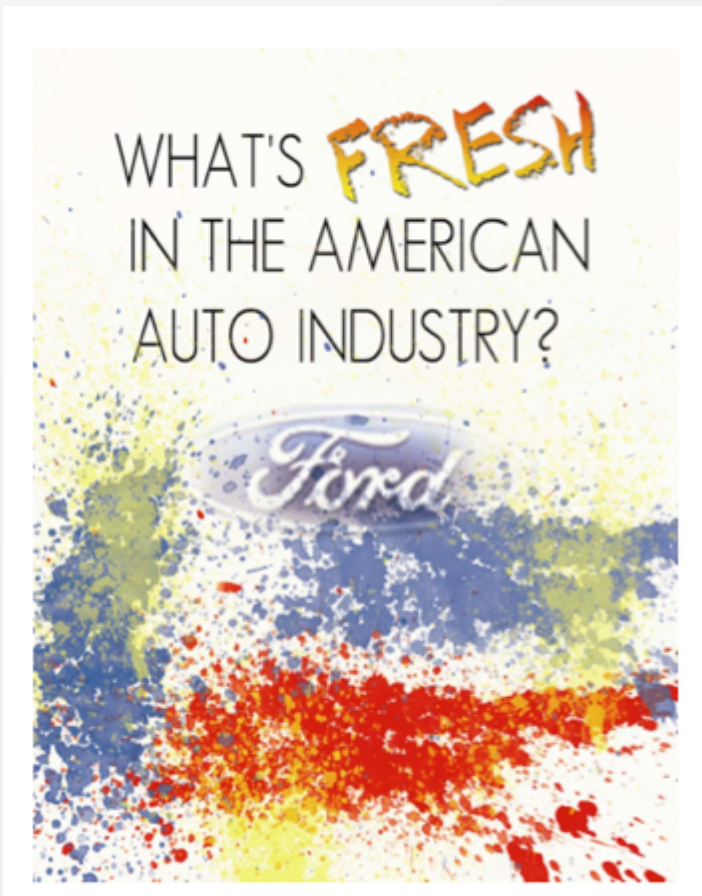
Schultz lectures and consults for various business groups and currently resides in the Chicago metropolitan area. He is also the president and founder of Agora, Inc., a consulting firm based in Evanston, IL.



REMARKABILITY IN MARKETING (Student Projects)



Student Projects: Automotive Industry Revival Campaign



Student Projects: Adler Planetarium Community Partner Award

ADLER
PLANETARIUM



ADLER
PLANETARIUM




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visit www.itsyoursky.com •••••

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





Student Projects: First-ever enacted Christopher Reeve Day




1st ANNUAL

CHRISTOPHER
REEVE
DAY
CHICAGO SEPT 25

christopherreeve.org/reevedaychicago

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

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

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



Student Projects: LaPresse



Poster & Billboards



Background color black, consistent among all medium.

Font Rockwell. Text will appear primarily in French except for noted neighborhoods where there exists a strong cultural relationship to another language.

Standard La Presse logo to appear on all mediums to identify the sponsor of the campaign.

Written in French.. French is a requirement of the target market. If there is a foreign language it is to invoke a sense of community while the French determines if the viewer is La Presse's audience. The website shall direct viewers to Cyberpresse to begin building cross branding between La Presse and Cyberpresse.

Suggested wording:
Your Voice Is Montreal
Tell Us Your Story
Montreal In Your Voice
Yes Your Voice Matters
Wait Here Me Out
Say Something We'll Listen

EXAMPLE

North Bridge Road

B07

CANDY
COATED

beauty made sweet



NOW AVAILABLE
IN HOT TOPIC
STORES
EVERYWHERE!

BUS-STOP
BILLBOARD



Student Projects: Candy Coated





MASARYK

Columbia Projects Columbia 2016 Strategy



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



**We know that better than
anybody.**

INNOVATION IN THE VISUAL, PERFORMING
MEDIA, AND COMMUNICATION ARTS

Columbia
COLLEGE CHICAGO



MASARYKO

Columbia Projects Columbia Chronicle Creative Revival



Insight

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





MASARYKOVA

Columbia Projects Columbia Chronicle Creative Revival





Student Projects: OREO OCCASIONS PRAGUE

John Froman-- Megan Gravelyn--*Monika Kerr*-- Abigail Smith-- Kylie Zavadil

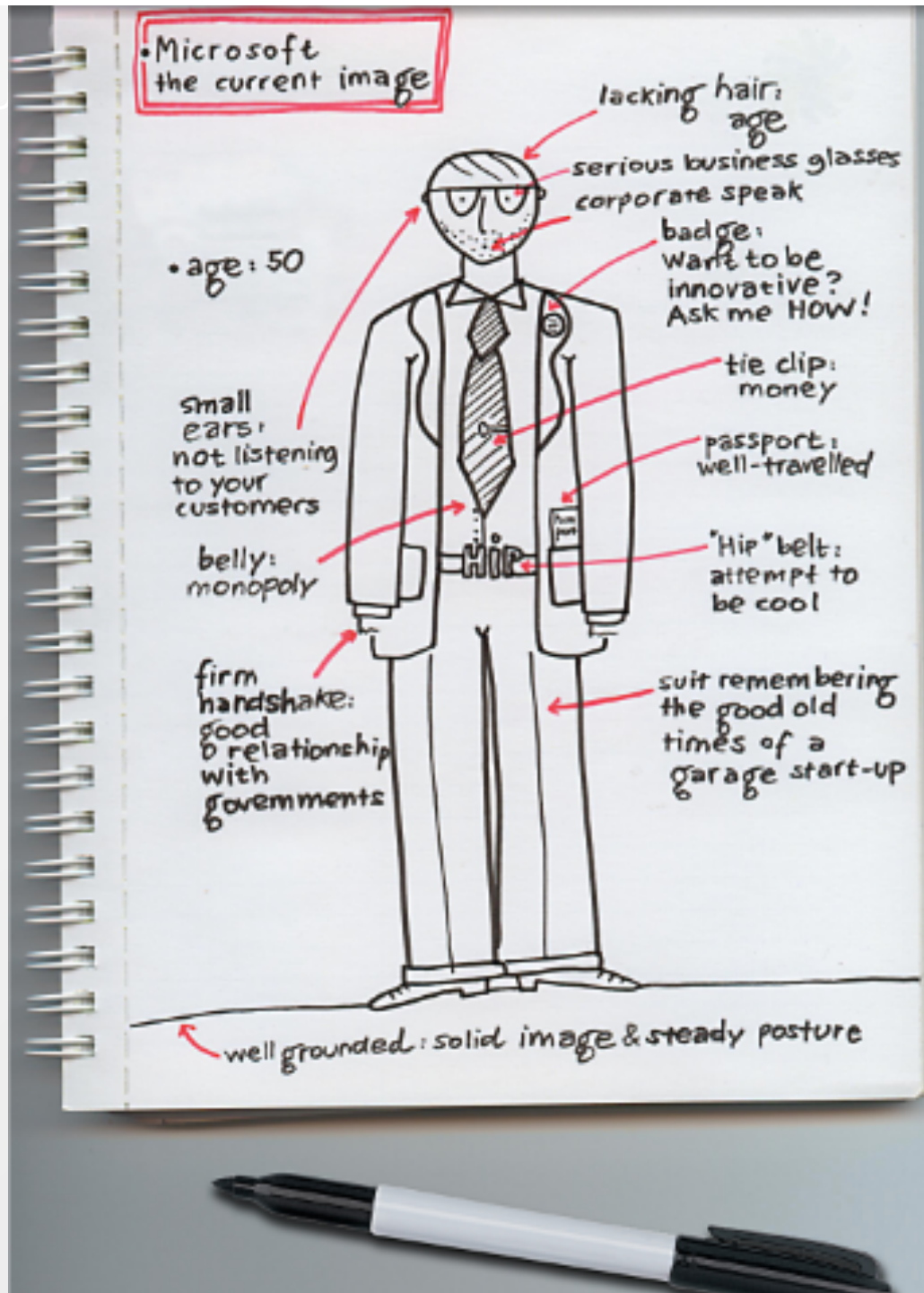
What is an Occasion?

We want our target market to associate the Oreo brand with an occasion. An occasion is more than a moment. A moment is fleeting, gone in seconds. It's a brief period of time. An occasion is grandiose. It's a celebration, a memory one keeps tucked away to keep close. An occasion is a collection of events, social functions and experiences; a chain of instantaneous moments tied together by time shared with others, and often the most memorable and heartfelt occasions are those spent with loved ones.





Student Projects: Microsoft Innovation Center



Microsoft Of the future

relationship
status: prepared
to date
age: is just
a number

watch: you
know what
is NOW

helping hand

deep pockets
for
meaningful
projects

shaved hair: work with
what you have
contact lenses:
don't talk innovation,
do it

big ears:
listen to people

positive, friendly
personal image
& speak

branded T-shirt:
make it brand
customers are
proud of

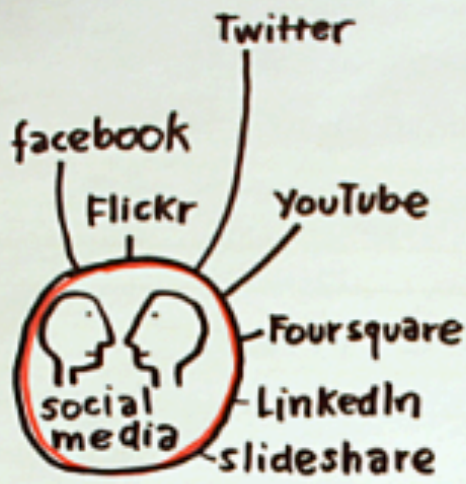
be proud of
being global
& use it

smartphone:
use modern
media

fitted jeans:
each customer
has a different
shape

ability to
balance in
moving
times





ONLINE
offline





CO kdyby...



Steve

počítače
měli
bílou
barvu?

Apple. Roční
obrat 65 miliard USD.



Coco

ženy
nosily
kalhoty
?

chanel. Roční
obrat 15 miliard USD.

CO kdyby...

?



Microsoft / Innovation C.
Innovation in making.





MASHMAG 01

news that matters

www.muni.cz

CHI-TOWN TEENS
GET THEIR ATTENTION



**WHAT DO THEY
REALLY WANT?**
SEX, DRUGS, & ROCK 'N ROLL

**NOT ANOTHER SCHOOL
PAPER**
HOW THE MASH
CHANGED IT ALL FOR TEENS





The Mash Magazine Newspaper

Media Focus:

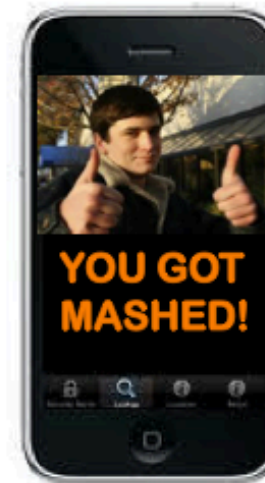
MASH ME!

Mash Me will give students at different schools the opportunity to connect with people who have similar interests as themselves. The students will be able to send in their picture, school, grade level, and things they are interested in. The Mash team will choose to people to be Mashed and place their pictures beside each other in the 'You Got Mashed' section of the paper. It will feature their common interests, school, and grade level. This is not meant to be a dating tool, but more like a prospective pen pal that gives students the opportunity to communicate with teens similar to themselves in different communities. The students will then have the option to contact the Mash for each other's social media info, or just look each other up on their own. Mash me should be launched at The Mash Bash with an interactive text screen that allows students to submit their photos and information and be Mashed with other students at the event. The interactive text screen will be an extension of the Mash Me smart phone application. The application will allow users to submit their information and be 'Mashed' at random. This will allow students to interact with the Mash brand outside of reading the paper and visiting the website. It also gives the Mash the opportunity to feature news headlines that are published on the website. Users can click on the headlines that interest them, which will direct them back to the article that is posted on the website.

Brand Assessment

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Application that connects students with like interests in *different* communities



The logo consists of a 3x3 grid of squares. The top row has two green squares followed by one blue square. The middle row has one blue square, one green square, and one blue square. The bottom row has one blue square, one green square, and one blue square.

enbric / join us.

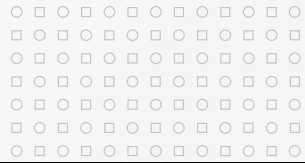


Expand the Experience.....



With your new friend Jack







one drop

of @CHARLIESHEEN #TIGERBLOOD



SMITHE & WES

www.muni.cz

\$ALES ARE GOING
FLAT

HAS YET TO BE
BORN

BUT STUDIES SHOW
THAT HELP FROM



DANIELLE
MOSES

&

BRIGITTE
WATKINS



WILL
LEAD
TO

GROWTH INCREASED HIGHER
IN SALES BRAND EQUITY AWARENESS



DANIELLE MOSES
630.825.580
MOSES.DANIELLE@GMAIL.COM

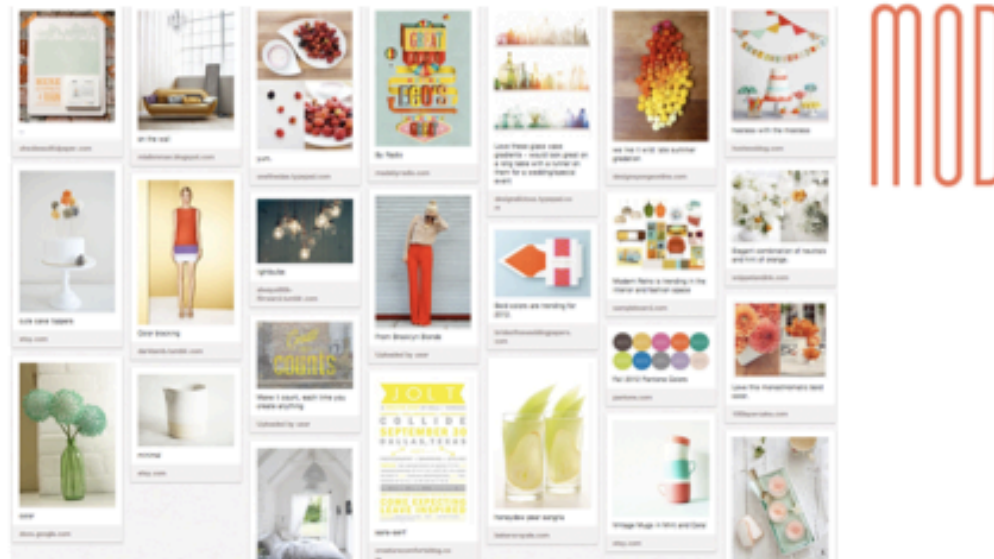


BRIGITTE WATKINS
773.567.5640
BRIGITTE.WATKINS@ME.COM



WES BRANDING

ATTRACT NEW CUSTOMERS BY GOING

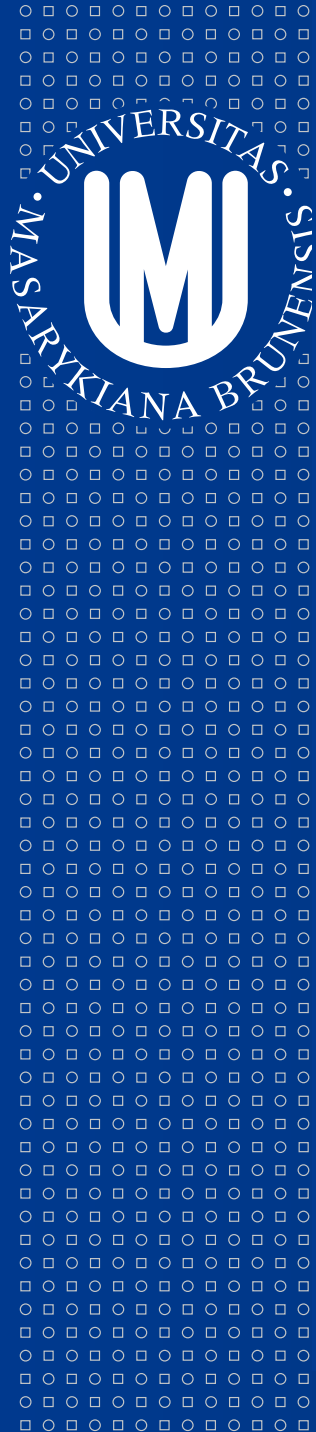


WES NEEDS TO BE **ITS OWN** UNIQUE ENTITY. BECAUSE IT IS AIMED AT A DIFFERENT TARGET- A DIFFERENT **GENERATION** -IT NEEDS TO BE **STRONG** ON ITS OWN WITH FEATURES THAT ARE UNIQUELY WES.

WES SHOULD EMBRACE A '**MOD**' BRANDING FOR SEVERAL REASONS. FOR STARTERS, IT'S HIP, BUT BEYOND THAT, THE **COLOR** SCHEMES, LINES AND **BOLDNESS** MIRROR DESIRABLE CHARACTERISTICS FOR WES.

THE FIRST WAY TO ATTRACT **NEW** CUSTOMERS IS BY MAKING A PLAY OFF OF PINTEREST. IN ADDITION, WES CAN **ADVERTISE** THROUGH GUERILLA **MARKETING**, PRINT ADS, SEO AND SOCIAL MEDIA.





GLOBAL & MARKETING TRENDS

With Chairman of Microsoft EU, Jan Muehlfeit
Be creative and innovate all the time!!!



CONTENT: 20 MEGATRENDS – SIX KEYTRENDS



SOCIETY

- Urbanisation & Demographic Change
- Women on the Rise
- Cultural Diversity
- New Patterns of Mobility



TECHNOLOGY

- Digital Lifestyle
- Convergence of Technologies
- Learning from Nature
- Ubiquitous Intelligence



CONSUMERS

- Next Level of Individualisation
- New Consumption Patterns
- Thriving Health Sector



GLOBALISED WORLD

- Globalisation 2.0
- Urbanisation
- New Political World Order
- Increasing Security Threats



BUSINESS

- Knowledge-Based Economy
- Change of the world of Work
- Business-Ecosystems



ENVIRONMENT

- Energy and Resource Reversal
- Climate Change and other Environmental Impacts

Future Work Skills 2020

While all six drivers are important in shaping the landscape in which each skill emerges, the color-coding and placement here indicate which drivers have particular relevance to the development of each of the skills.

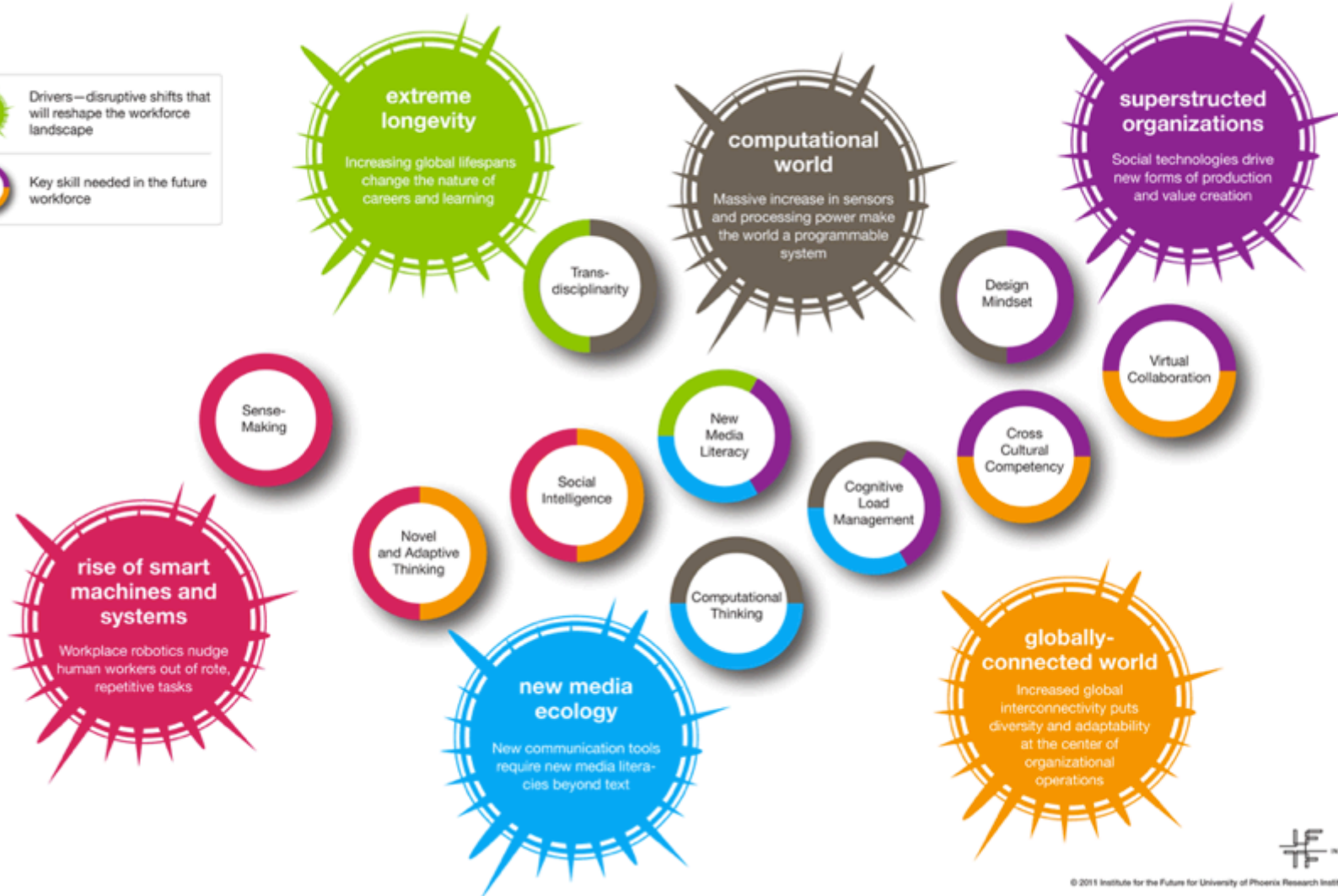
KEY



Drivers—disruptive shifts that will reshape the workforce landscape



Key skill needed in the future workforce



1871: Chicago Entrepreneurs To Open Startup Tech Center

January 18, 2012 | 3:35 PM | By Niala Boodhoo

FILED UNDER: [Communities](#), [Innovation](#), [Jobs](#), [Niala Boodhoo](#); [Technology](#); [Chicago](#)

1 Comment

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Share

Email Post

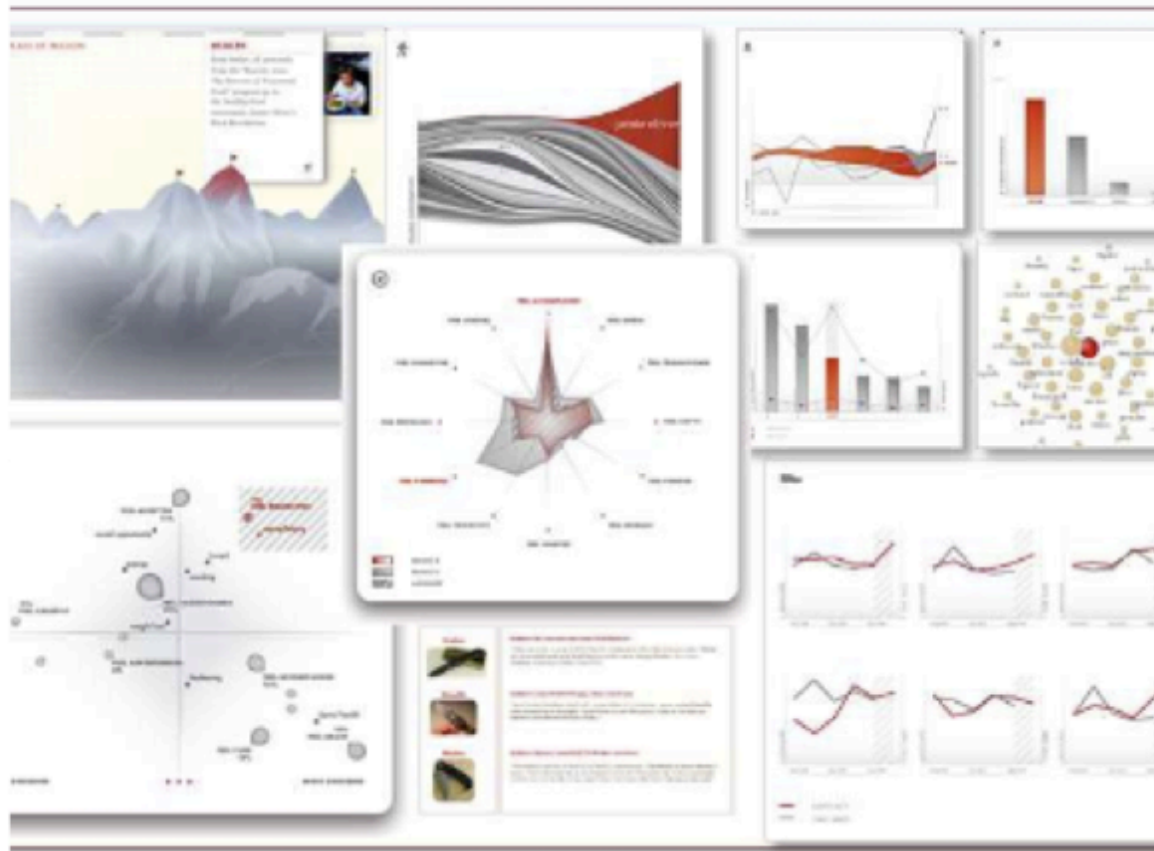
[Link to this post](#)

CHICAGO – 1871 was the year of the Chicago Fire. For local tech entrepreneurs, they say they like to think of it as the year Chicago rebuilt – and have seized upon it as the name for a new tech center that will open this spring at Chicago’s Merchandise Mart.

1871 is the brainchild of local tech entrepreneur **Matt Moog** (full disclosure: Matt Moog is a board member of Chicago Public Media, parent of our partner station **WBEZ**), who is also the CEO of Viewpoints Networks and founder of [builtinchicago.org](#). It will be operated by not-for-profit **Chicagoland Entrepreneurial Center**, which is run by Kevin Willer.



After the Great Fire (Public Domain; via Wiki Commons)



Monitoring of consumer behavior
 Measurement of consumer behavior



In charge
Creating content
Needs to be entertained
Needs to be listened to



Interactive OOH (touch)



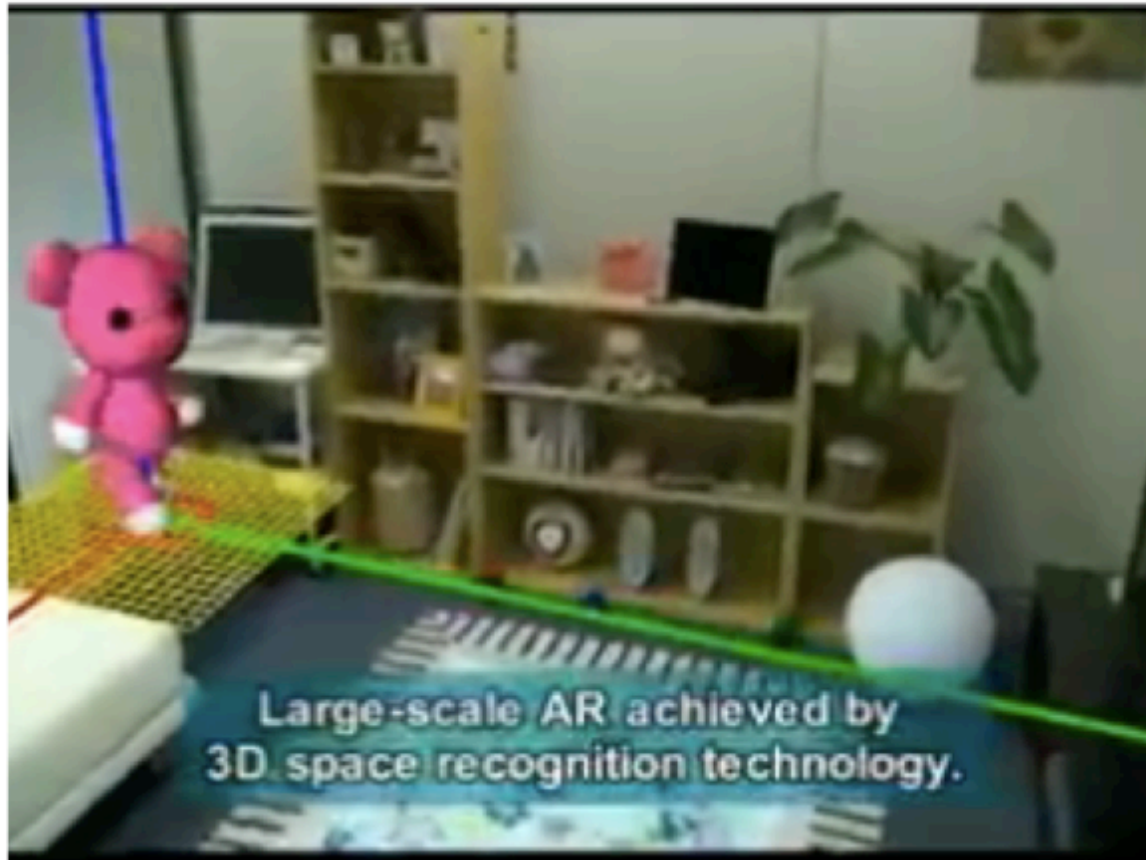
Pedigree posters with dispensable dog poop bags are placed in transit shelters near dog parks.



Interactive OOH (utility)



Location based advertising (Foursquare)
Personalized video
Interactive OOH (touch)



Payment with mobile phone (Google Wallet)
Augmented virtual reality (Sony, Smart AR)



Advee



Infographics
Edward Tufte: Information Design

NAVIGATE

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EXPLORE

Search

NEWS

- + The Future of Retail in *Rotman Magazine*
- + WSJ on Saving and Behavior Change
- + SmartPlanet on Innovation & Design in 2012
- + Designing for Dignity in *Metropolis*
- + Paul Bennett on Singapore and Taking Risk

RSS

TOP PICKS

- + *Metropolis* on Designing for Governments
- + OpenIDEO: An Open Innovation Network
- + *Wall Street Journal* on Creative Confidence
- + Tim Brown at TEDGlobal
- + Imagining the Future of the Book



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Design Thinking/Strategy



Essential
Adaptability
Sustainability

Pinterest is an online pinboard.
Organize and share things you love.

Request an Invite »


Login




Did You Know..... awesome things I never knew worked

103 likes 9 comments 610 repins

 Katie Tamblingson onto Random Things I Love


 Andra McCarty Crazy good tips!


 Terri Herndon Didn't work for me.




change

1295 likes 26 comments 7304 repins

 Lynn Reber onto quotes and sayings

 Karen Hughes You have to understand where you are before you can find your desired destination.

 Angie Boehme Schneider this




Win

epic nerd win

45 likes 3 comments 93 repins

 Mollie Meagher onto Laughing makes you live longer

 Monica Meifert It's funny, but also a terrible tip...not even 15%.

 Kate Vance I hope that they left more of a top in cash. But this is funny.


 Arielle Nelson In this economy, it's all I can afford to tip like




Whitehaven Beach, Australia

235 likes 9 comments 2335 repins


 Nanne onto Places

 Elizabeth Escobar I would never leave

 Kelly Arbogast one of my favorite places in OZ...simply stunning

 Paige Stone BeAch.

 Lori Bonin Who wouldn't want to go there!


 Amy Fordyce holy wow...breathtaking





Baby nest, #baby

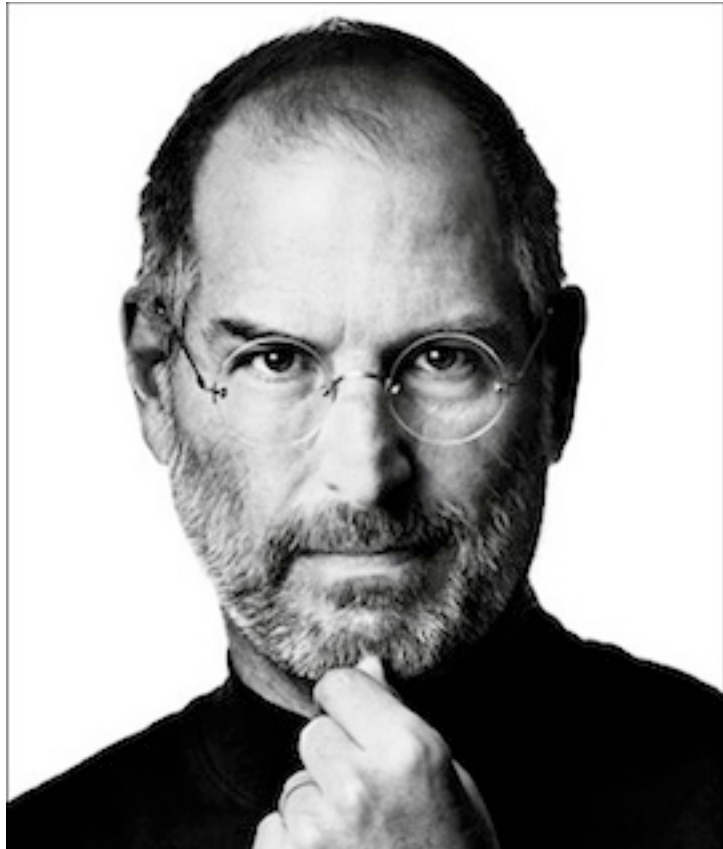
193 likes 39 comments 681 repins

 Stacey Jones onto snap

 Beth Davis creepy, don't like. but to each their own.

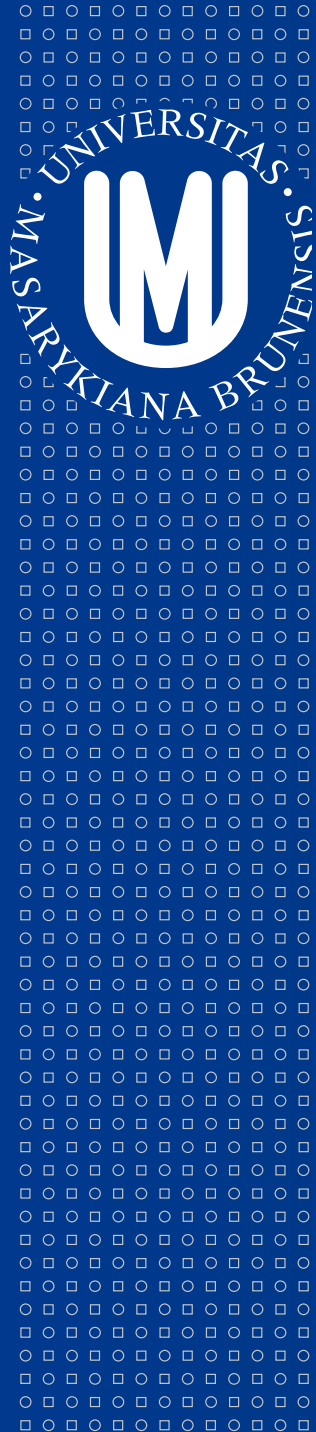
 Shaye Pugh Kind of strange....I'm having trouble seeing the beauty in it.

 Lindsay Hays i think that this pic is what i would want the father of my baby to do. to hold and cherish my child shirt no shirt it doesnt matter its what is behind the pic that matters and i feel that it is showing the loving bond a father and his

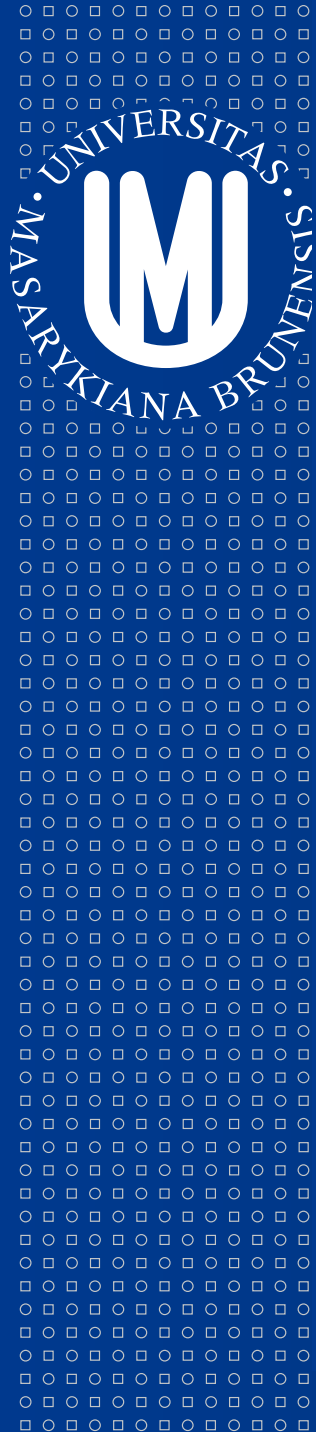


Lessons learned:
Paul Rand – options
Jaroslav Kramar – pricing
strategy





SYLLABUS OVERVIEW & TEAMS



ABOUT MARKETING PLANS



Current Environment

- Complex
- Competitive
- Controlled by consumer
- Constantly changing





The Creative Process: Insight Development

IMAGINATIVE PHASE
“Thinking something
different”

PRACTICAL PHASE
“Getting something
done”



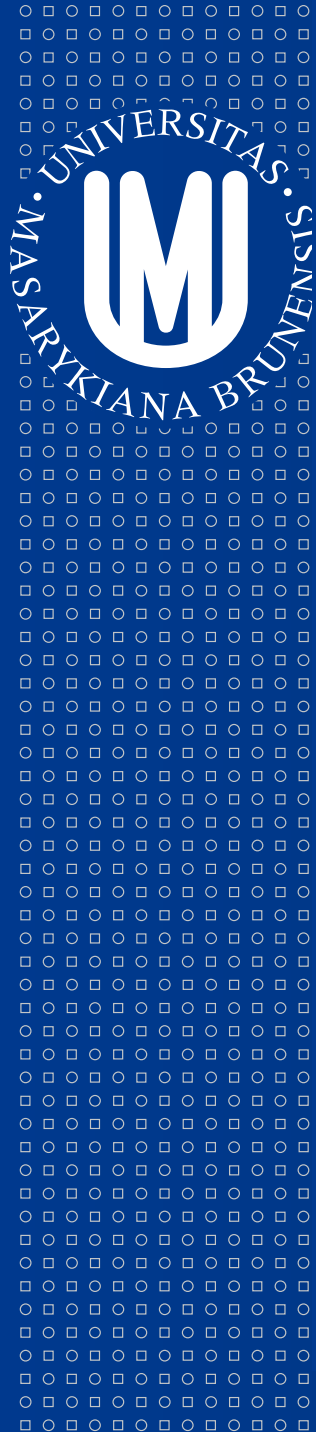


Key things to remember ABOUT STRATEGIC PLANS

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

WHEN * **HOW MUCH**





PROJECT OVERVIEW



Project Deliverables

www.muni.cz

Research Report May 16th	Creative Brief May 18th	Final IMC Plan DRAFT May 21st	Creative Pitch May 21st	Final IMC Presentation May 23rd	Final IMC Plan May 23rd
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
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Brand/Product/ Service Analysis & SWOT	Schedule & Budget	Execution Strategy: Media, Schedule, Budget, Measurement			Execution Strategy: Media, Schedule, Budget, Measurement
		Creative Strategy: Branding Ideas, Creative/Design			Creative Strategy: Branding Ideas, Creative/Design
Research Insights	Visual/Creative Strategy Overview	Conclusion			Conclusion



YOU WILL USE

Methods

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

Elements

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





RESEARCH

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



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Industry/Category Analysis





Market Research & Analysis: Industry

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





Market Research & Analysis: Category

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





Market Research & Analysis: Industry/Category Trends

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





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Consumer Behavior (Audience)





What is Consumer Behavior?

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



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

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





Approaches to study of consumer behavior

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





IN CONSUMER BEHAVIOR SECTION

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





Example of a simplified Consumer Profile

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

WHO

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

INTERESTS

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

MOTIVATIONS

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

ARCHETYPE

Explorer

Core Desire:

To be yourself and find out about world

TRAITS

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

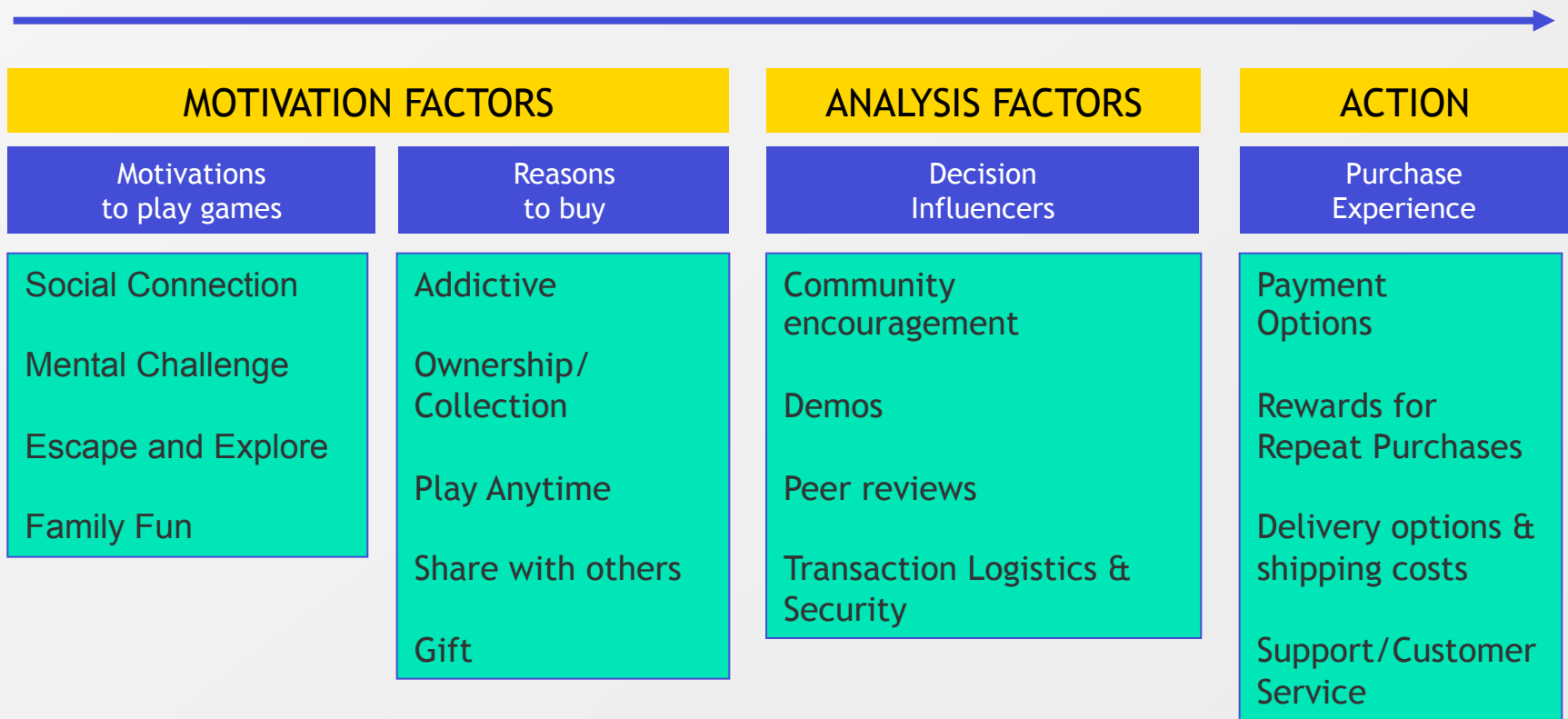
PRODUCT MATCH

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



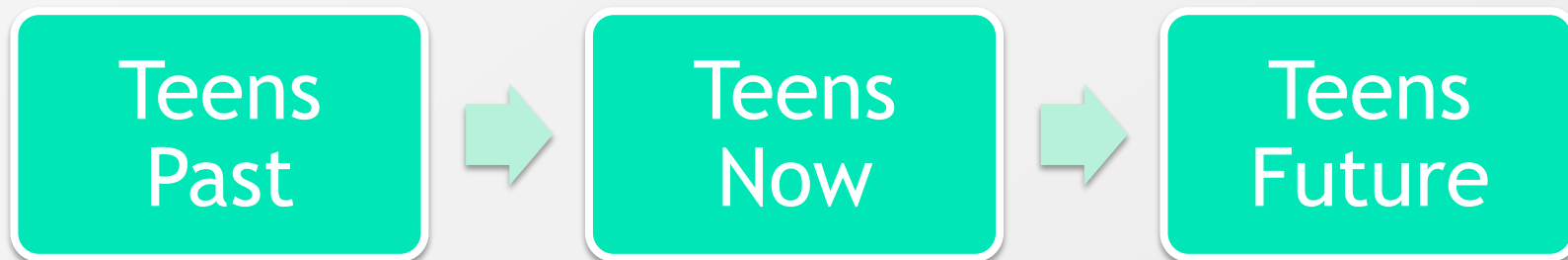


Example of Category-Customized Purchase Behavior



Teen Profile/Persona

Needs, wants, motivations, fun, school, friends





How to Learn about Users and Their Needs?



User Research

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

Personas



Personas

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

Creation of Personas

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





Search...

SPEAKING
Hear Ian

CONTACT
Get in Touch

BOOKS
By Ian Lurie

WORK WITH ME
Hire Ian's Company

ABOUT
Ian Lurie

Home → **Featured** → Get In Your Customers' Heads: Creating Great Personas

1

+1

0

Share

6

Tweet

0

Like

Get In Your Customers' Heads: Creating Great Personas

September 24, 2007 by [ian](#) in [Featured](#), [Marketing Tools](#)

- How is it that some web sites just click, the moment you look at them?
- What makes some people just love Grolsh beer, while others swear by Guinness?
- Why do you like BMWs, while I like Teslas?
- Why do I like one candidate, while you like another?



Popular Posts

[Google Plus will build your search traffic](#)

[The Internet Marketing List: 59 Things You Should Be Doing But Probably Aren't](#)

[22 Things You Don't Know About Your Customers](#)

[Twitter shows up in Google SERPs again](#)

[SEO, optimize thyself: Get more results for your effort](#)





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Competitive Analysis





Market Research & Analysis: Competition

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

COMPETITOR	STRENGTHS	WEAKNESS
NetJets		
Airbus		





Competitive Positioning Map

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





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Brand Analysis & Positioning Strategy





Holistic Branding

Consistent

Message

Shapes

Rituals

Traditions

Symbols

Any and all religions have created a
Holistic branding

The five senses have been fully
engaged.



Advertisement becomes
Icon
Experience
Consistency
Sensory
Perfume
Uniform
Behavior



Recommendation 2: Dental Evolution/ Renaissance 
evolving dentistry through artistic revival (*movement*)

activating business potential

INSPIRATION SIMPLE ELEGANCE



THE
PRESERVE
LA BALLENA
BAJA MEXICO



#1

Mood Board

WORDS		COLORS	
THEME		FONTS	
ABSTRACT		BRAND NAME	
IMAGES		MESSAGE	

#2

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



Brand Analysis

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





What is a brand? What is branding?

BRAND

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

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

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

BRANDING

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





Brand's Position

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





Brand's Positioning Process

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

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

Phase 3: Development
Brand positioning development

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

Phase 5: Monitoring
Brand monitoring



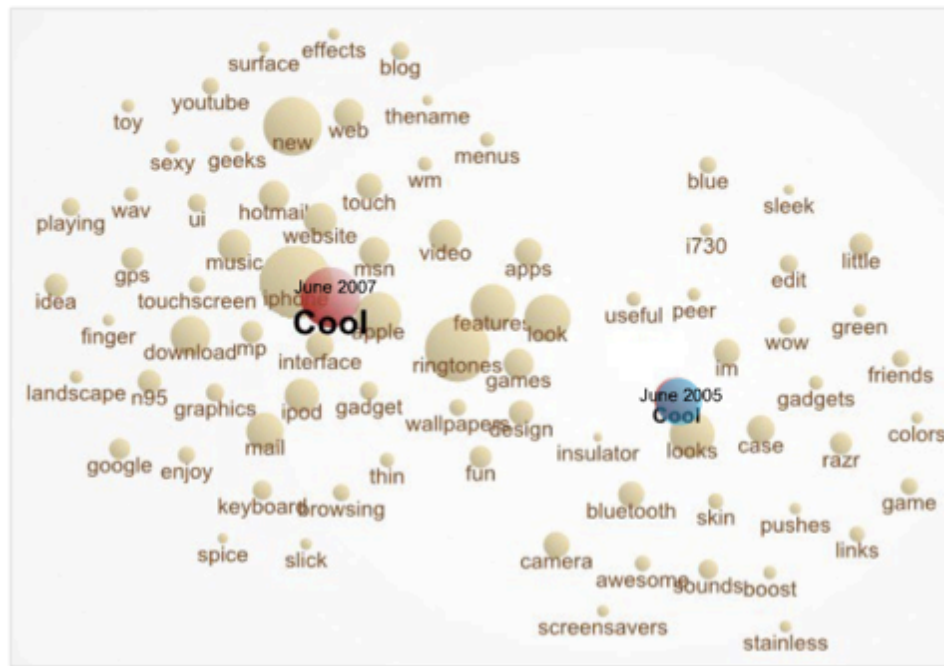
Innovative Brand Positioning Methods

Buzz/Sentiment Measurement, Brand Advocacy

Online Promoter Score (OPS)

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

COOL WORDMAP – JUNE 2005 vs. JUNE 2007



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

Note:

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



Example: Red Bull

Brand Positioning

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

Target

Youth, College Students





What's going to be your Positioning Statement?





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SWOT





SWOT Analysis (exercise)

	STRENGTHS
	Reputation Skills & Time Efficiency Office Environment Innovative Approach

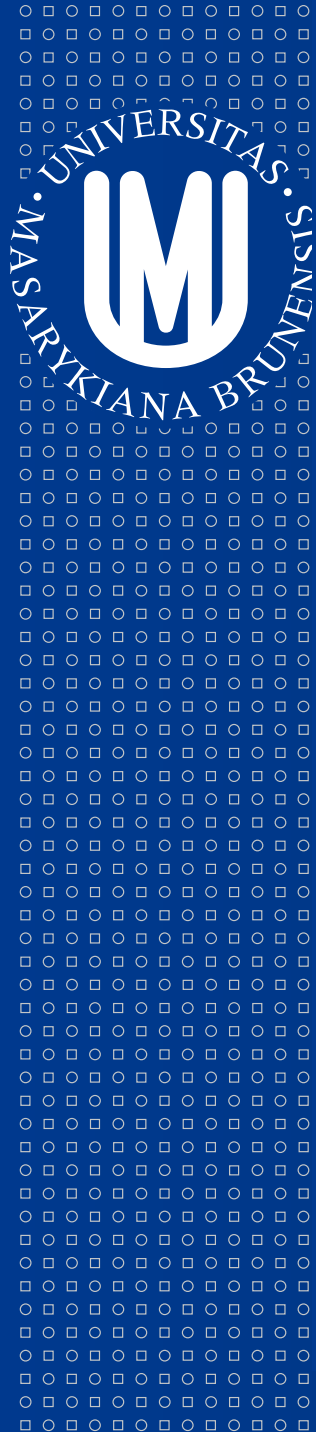
WEAKNESSES	
Location No Web Presence	



	OPPORTUNITIES
	New Image Visibility Online/Offline New Team Leadership Approach

THREATS	
Local Competition Not Enough Implants Benefits Awareness	





RESEARCH METHODS



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Online Research





MarketingCharts.com



MC MARKETING CHARTS

Make a Big Move Up
IN ONE STEP



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

Click for 12% Early Bird Discount



LAREDO GROUP
INTERACTIVE ADVERTISING EXPERTS

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

your email address

SUBSCRIBE » GET MCDAILY

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

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

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


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

Top US Web Properties
By Visits (Millions)
August 2010

Top US Web Properties
By Visits (Millions)
July 2010

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

FREE Downloadable
Marketing Charts &
Excel Spreadsheets



We provide over
20 data packages
for busy marketers

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ONLINE MEDIA

Google Loses Monthly, Yearly Search Market Share



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

more »

Sep 30-10

TRADITIONAL MEDIA

Mature Consumers Pessimistic about Economy



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

Sep 30-10



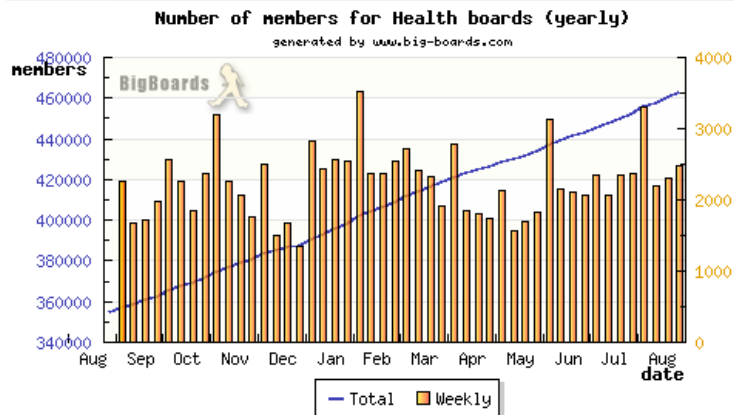


Healthboards.com Example: Activity

6th largest message board

Over 400,000 members

Rank	Board name and description	Posts	Members
1	Bodybuilding.com Bodybuilding and fitness related forums	29930995	1192135
2	Low Carb Friends Low carb diet discussion forum	9494909	74787
3	Elite Fitness Diet and fitness and bodybuilding message boards	9021746	173809
4	Low Carber Diet and low carb support message boards	6613630	110995
5	Student Doctor Forum for students in the health care industry	6508202	149130
6	Health boards Health and diseases message boards	3403634	463414
7	AskMen Askmen.com (online men magazine) forums	3030653	34990
8	Muscle Talk Bodybuilding and nutrition forums	2835005	33600
9	Allnurses.com Nurses discussion forums	2572754	258054
10	Hyster Sisters Women community for issues related to GYN diseases and complications	2346514	128657
11	Bus web board Discussion board related to self-injury	2127082	11811
12	Proaida Weight loss and health message boards	2273636	195251
13	Acne.org Message Boards Acne problems discussion forum	2186586	72589
14	Three Fat Chicks Weight loss Forum	2090202	90549
15	Veggie Boards Vegetarian and vegan message boards	1975925	33060
16	Wannabe Big Forums Bodybuilding message boards	1961356	47612
17	Recover your Life Self Harm discussion and support forums viewable on the page the URL links to.	1895221	10895
18	Steroidology Bodybuilding and steroids discussion board	1772134	75279
19	Beauty Board Beauty and wellness discussion forums (in German)	1663799	7825
20	Discuss Anything General discussion forum	1663725	11145





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Interviews





Conduct 3 interviews

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





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Surveys & Polls





VYTVOŘTE SI VLASTNÍ DOTAZNÍK

Vhodné pro zjišťování spokojenosti zákazníků,
průzkum trhu, hodnocení zaměstnanců.



REGISTRACE ZDARMA!

VAŠE JMÉNO

E-MAIL

HESLO

VYTVOŘIT DOTAZNÍK ▶





Tips on creating surveys

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





Question Types

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

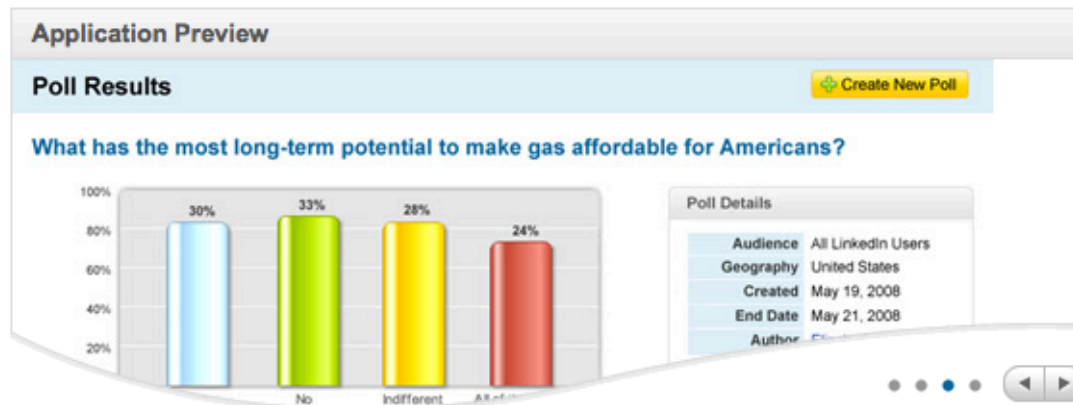




Applications

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

Polls



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

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

Distribute your poll in one of two ways:

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

Application Info



Developed By **LinkedIn**

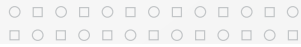
Category **Utility**

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

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

- Display on my profile
- Display on LinkedIn homepage

[Add application](#)



Polls

Poll Results

How do you get your news?

By Stacy Neier Clinical Professor at Loyola University Chicago

Overall Results

By Job Title

By Company Size

By Job Function

By Gender

By Age

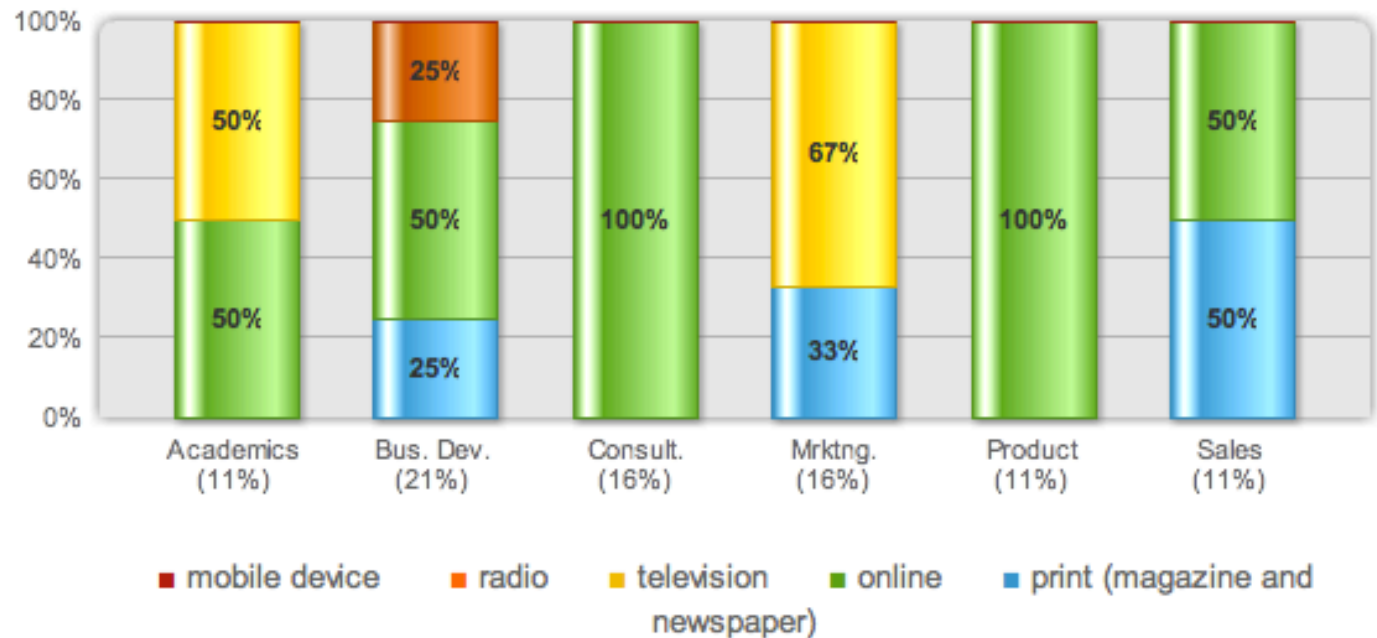
Share this URL:

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

Copy link to share poll



105 responses since Dec 21, 2009



Comments (22)





Facebook Question

 **News Feed**

Top News · Most Recent ▼

 **Update Status**  **Add Photo**  **Ask Question**


Ask something...

Add an option...

Add an option...

Add an option...

Allow anyone to add options

 Friends ▼

Post





Tips on creating polls

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

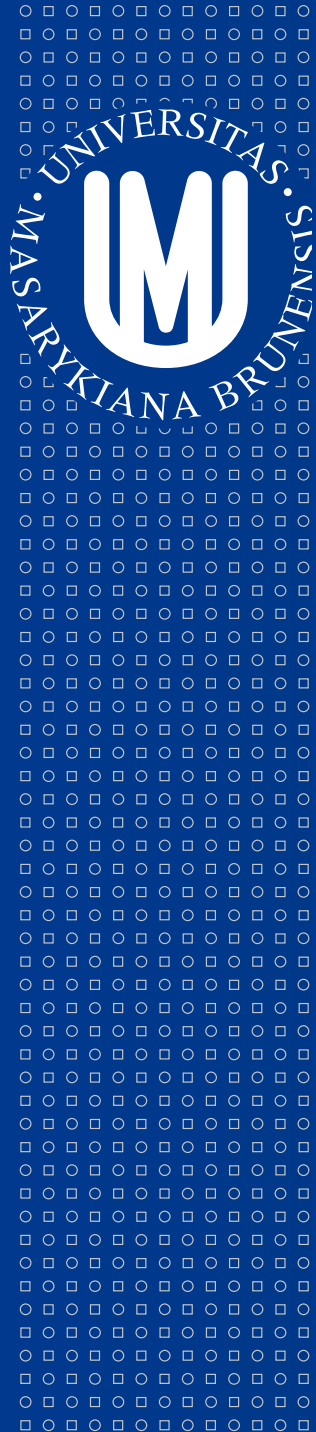




What can you do right now?

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





**YOUR RESEARCH REPORT
DUE ON Wednesday, 05/16**



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