



MASARYKOVA UNIVERZITA

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

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



MASARYKOVA UNIVERZITA

PROGRAM

Room C511

10:00 - 12:15 Lecture

12:15 - 12:30 Short Break

12:30 - 13:30 Project Intro by Mr. Skrabalek

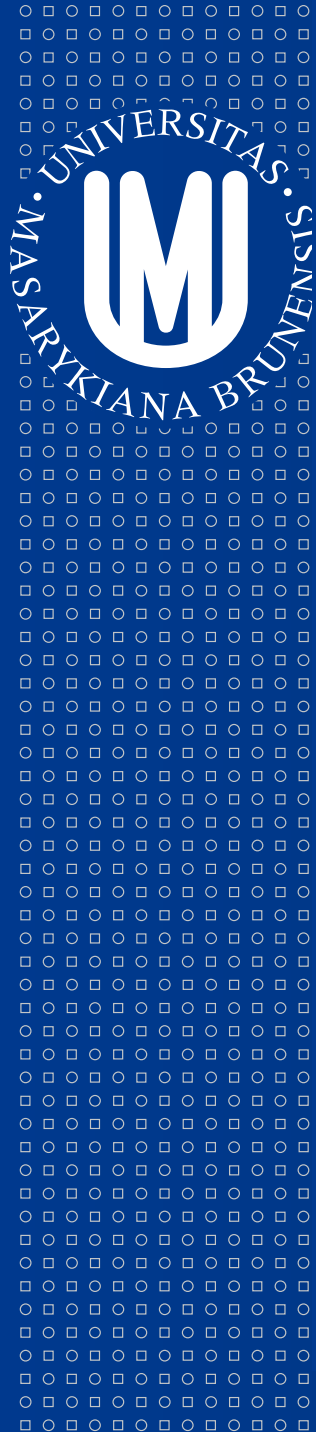
13:30 - 13:50 Team Work

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INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

PV231 Integrated Marketing Communications SPRING 2011



ABOUT MARKETING PLANS



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**

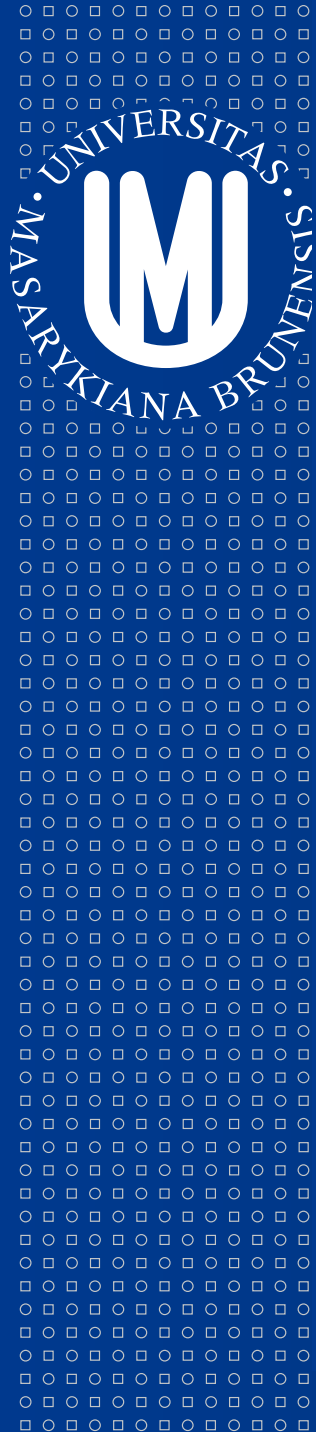




Project Deliverables

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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
Consumer Behavior Analysis	Research Insight Summary	Research Report			Research Report
Competitive Analysis	Audience, Message, Media Overview	IMC Plan Communication Strategy: Audience, Message			IMC Plan Communication Strategy: Audience, Message
Brand/Product/ Service Analysis & SWOT	Schedule & Budget	Execution Strategy: Media, Schedule, Budget, Measurement			Execution Strategy: Media, Schedule, Budget, Measurement
		Creative Strategy: Branding Ideas, Creative/Design			Creative Strategy: Branding Ideas, Creative/Design
Research Insights	Visual/Creative Strategy Overview	Conclusion			Conclusion



INTERGRATED MARKETING COMMUNICATIONS



What is IMC?

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

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

- Don Schultz, Northwestern University





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.



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

Marketing Strategy

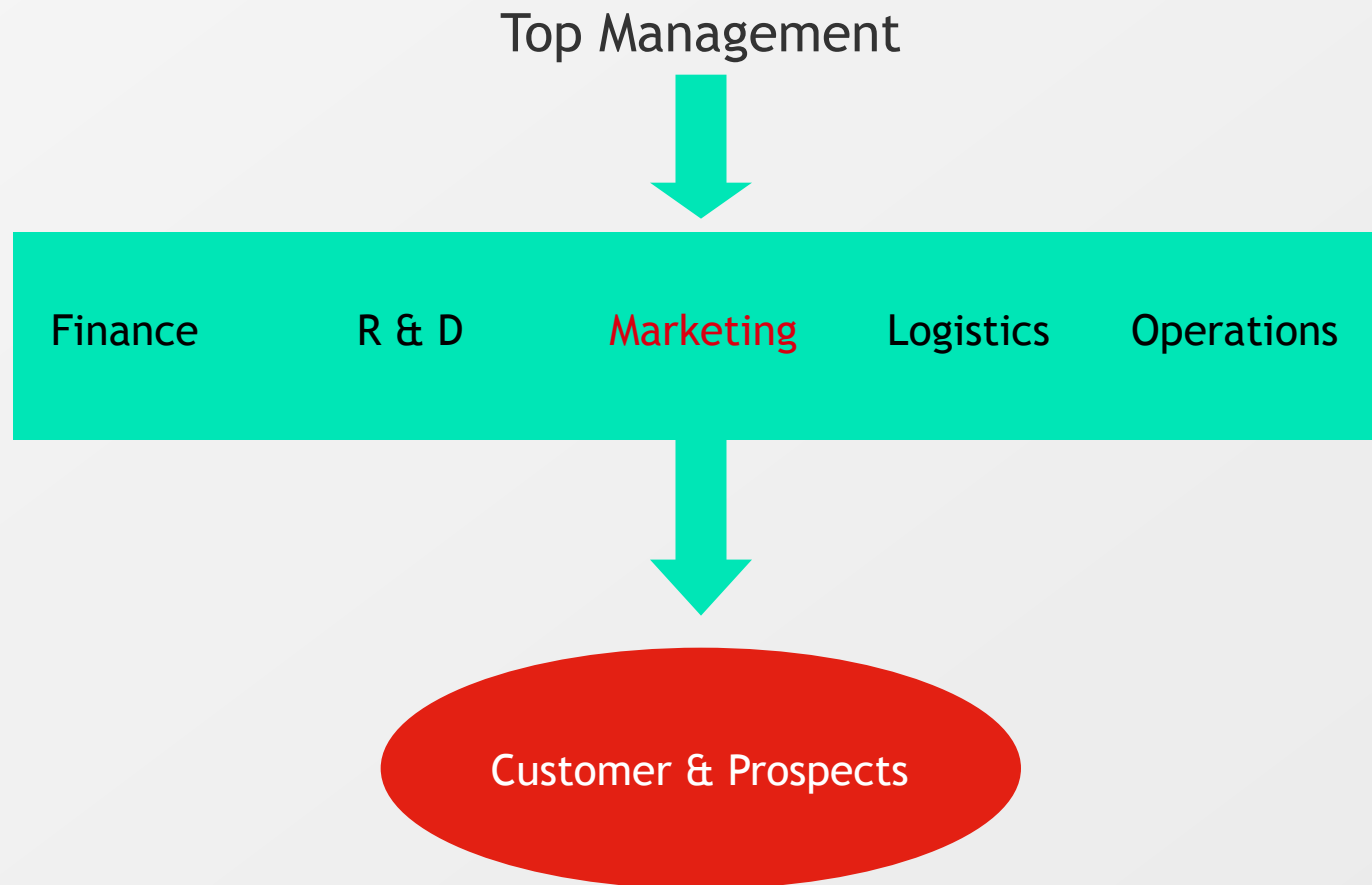


BRAND IDENTITY & EQUITY BUILDING



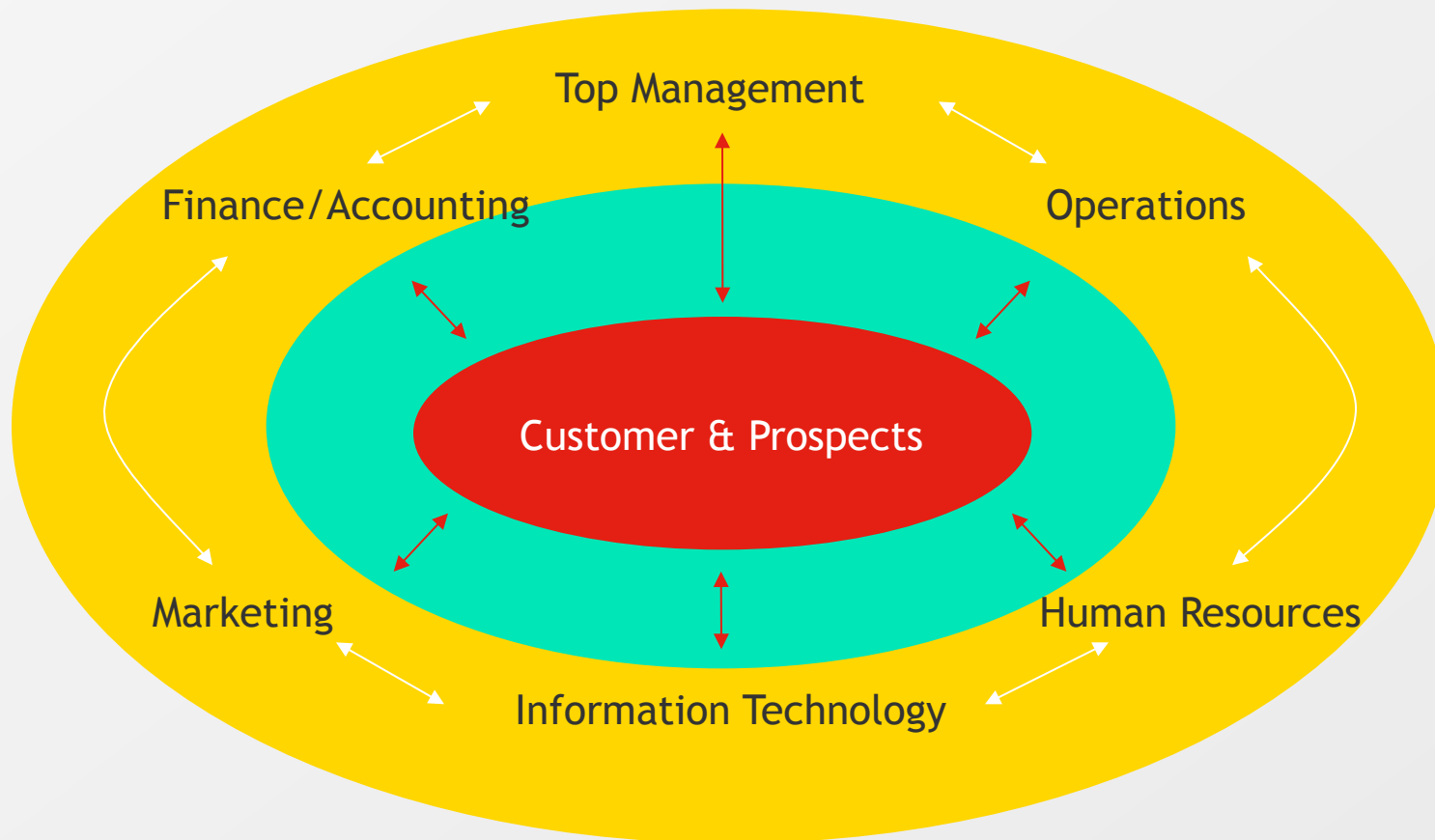


Traditional Organizational Structure



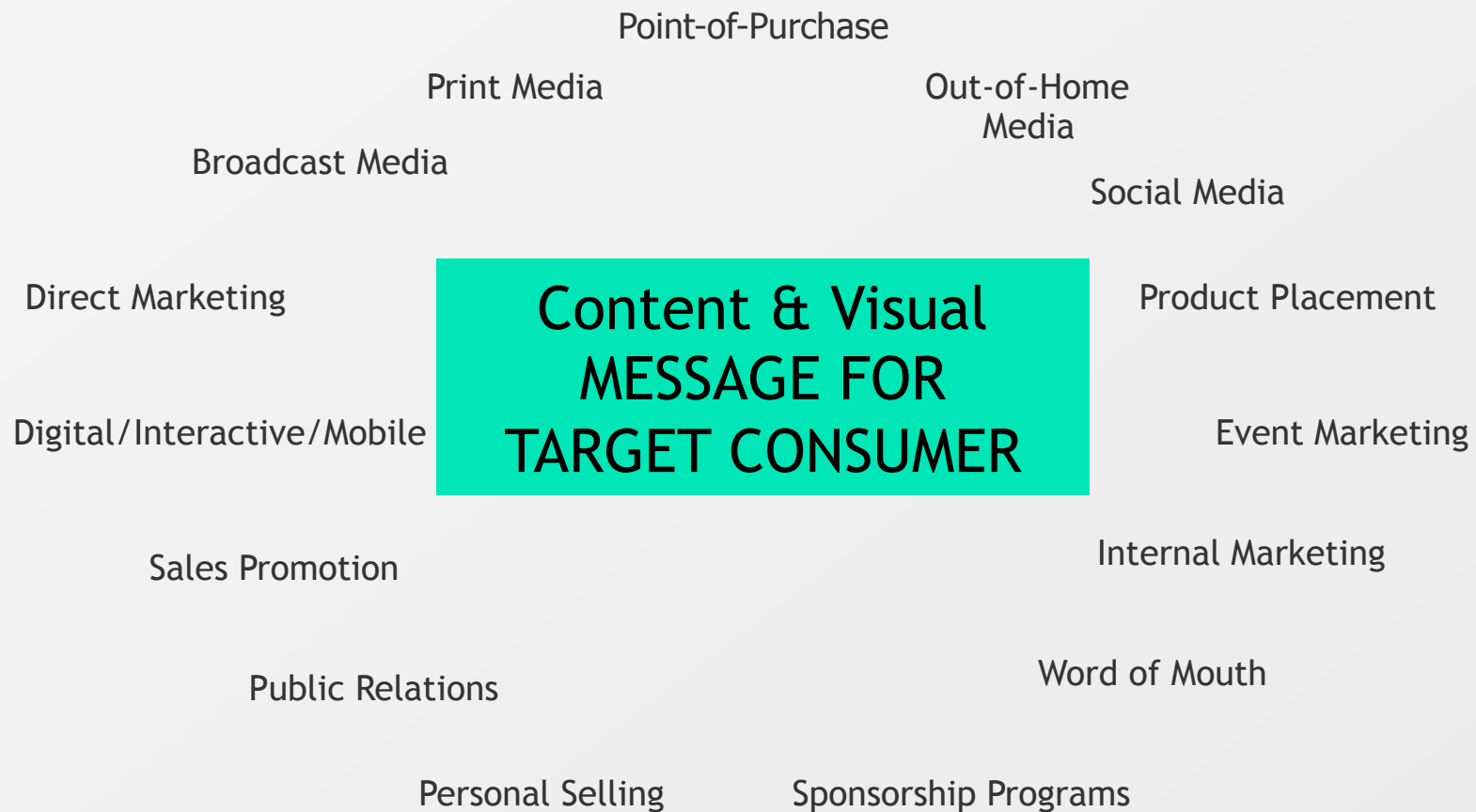


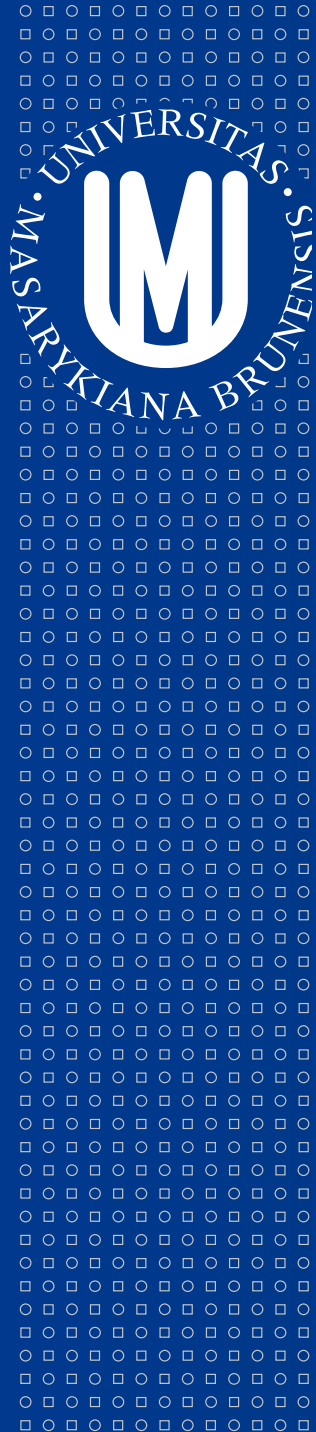
Integrated Organization: The ultimate end user, customer must be at the center of any organization. The organization must focus on its end user customers and consumers, for they are the only ones who provide the resources and therefore the rewards for everyone involved.





IMC Approach – everything is integrated through all media





RESEARCH RECAP



Research Report

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





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!





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The Culture Code

BY CLOTAIRE RAPAILLE





Clotaire Rapaille CULTURE CODE



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

The Culture Code, Clotaire Rapaille



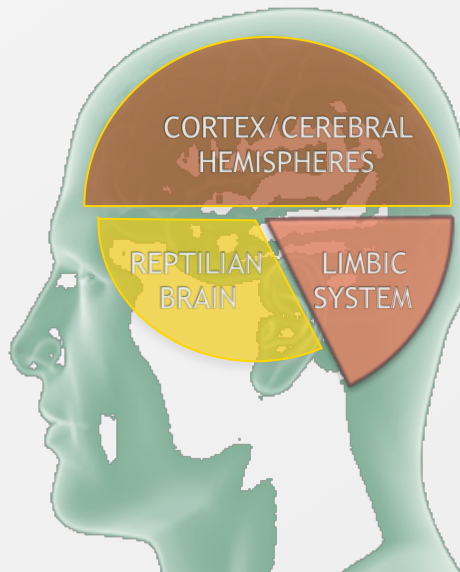
Our Brain = Three Brains

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“emotion drives reason more than reason drives emotion”

“MAKING SENSE” (Intelligence)
CORTEX/CEREBRAL HEMISPHERES

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



“FEELING GOOD” (Emotions)
LIMBIC SYSTEM

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

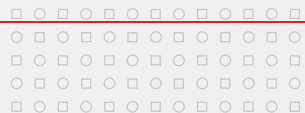
“INSTINCT”
REPTILIAN BRAIN (BRAIN STEM & CEREBELLUM)

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



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

PT Cruiser (US)	Jeep Wrangler (US)	AT&T (US)	P&G(US)
<p data-bbox="201 526 583 581">Issue: What kind of car Americans want?</p> <p data-bbox="201 589 583 613">Result of Sessions: Car – PT Cruiser</p> <p data-bbox="201 695 596 979">The first imprint of a car was reflected in specific memories of very distinctive cars - cars that have character, that you turn head after when you see one. PT Cruiser is a reptilian car because it has strong identity and when you see it on the street, you immediately recognize it.</p> <p data-bbox="201 1157 541 1182">Culture Code for Car: IDENTITY</p>	<p data-bbox="630 526 1024 550">Issue: Sales problems with Wrangler</p> <p data-bbox="630 558 1024 678">Result of Sessions: Jeep Wrangler new features (ROUND headlights, removable doors, etc.)</p> <p data-bbox="630 719 1024 922">The first imprints of Wrangler for majority of participants were this cowboyish images of Wild West and HORSES. Riding a horse where you can feel the wind and savor the nature around you.</p> <p data-bbox="630 1198 970 1222">Culture Code for Jeep: HORSE</p>	<p data-bbox="1058 526 1444 581">Issue: What represents quality and perfection in America?</p> <p data-bbox="1058 589 1386 644">Result of Sessions: Better understanding of Quality</p> <p data-bbox="1058 652 1453 823">Very first imprint of quality was for many a negative one. Positive imprints focused on functionality rather than brilliance of design or excellence of performance.</p> <p data-bbox="1058 863 1444 888">Culture Code for Quality: IT WORKS</p> <p data-bbox="1058 937 1453 1172">Result of Sessions: Better understanding of Perfection Perfection is something abstract and inchoate , something distant and maybe even undesirable. Quest for perfection seemed to be something most people preferred to avoid.</p> <p data-bbox="1058 1213 1444 1237">Culture Code for Perfection: DEATH</p>	<p data-bbox="1486 526 1881 581">Issue: What is the Code for health & wellness in America?</p> <p data-bbox="1486 589 1848 678">Result of Sessions: Better understanding of health and wellness</p> <p data-bbox="1486 719 1881 1060">Americans are doers. “Just do it.” is right on Code. During the sessions, a powerful theme emerged. For Americans, health and wellness means being able to accomplish your mission - it involves action. Americans believe that if they are strong enough to act, then they are healthy. Their greatest fear about being sick is the inability to do things.</p> <p data-bbox="1486 1174 1881 1229">Culture Code for Health & Wellness: MOVEMENT</p>





Example Codes

US Codes

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

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

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

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

British Codes

Code for America: UNASHAMEDLY ABUNDANT
Code for England: CLASS

Germany Codes

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

French Codes

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





The Codes & Consumer Behavior

1. Understand History



2. Understand Culture



3. Understand Logic vs. Emotions vs. Instinct

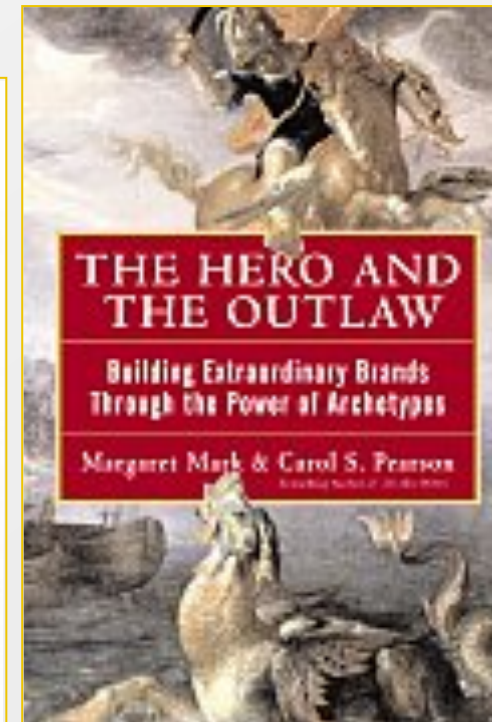
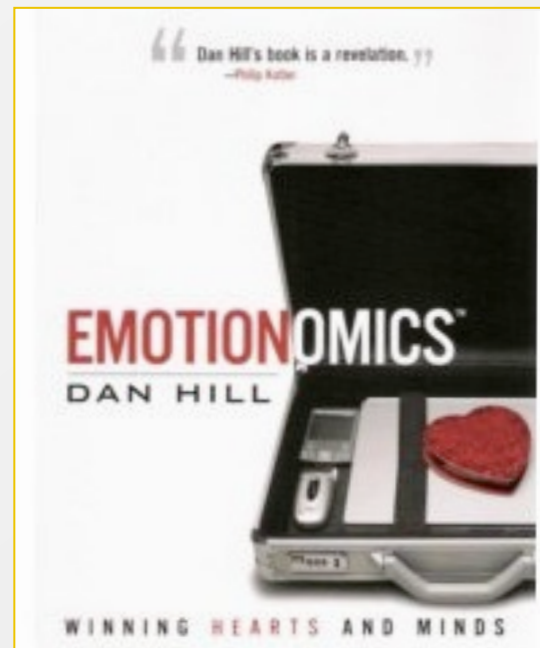
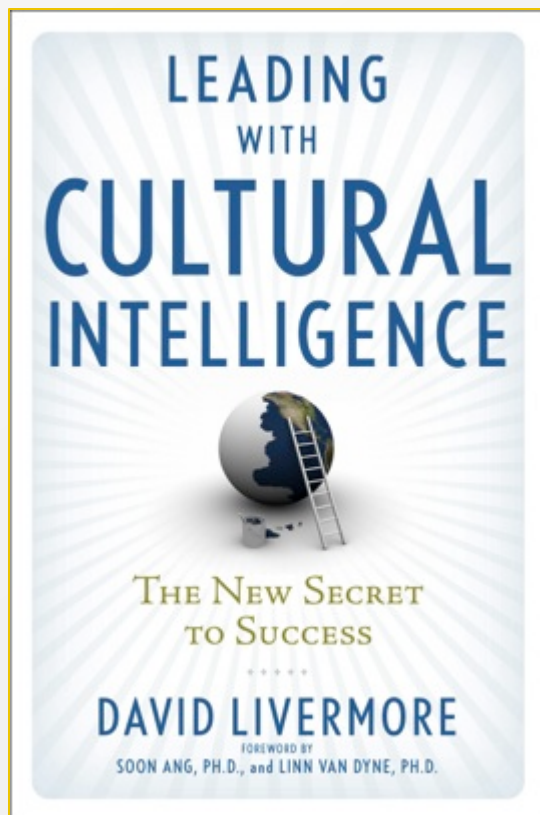


4. Start the Analysis and Planning

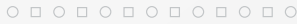




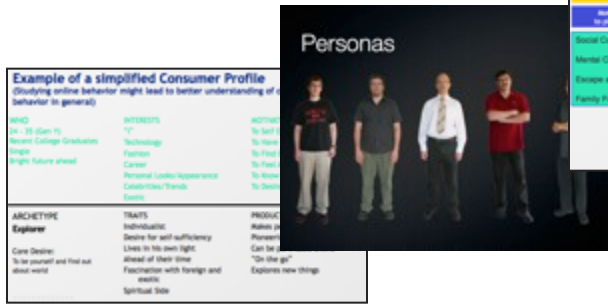

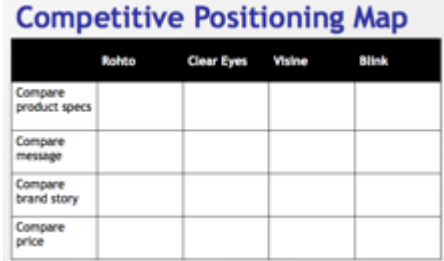



Consumer Behavior & Cultural Intelligence Books



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>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>Conferences/Work Events</td> <td>To Study</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>ARCHETYPE</th> <th>TRAIT</th> <th>PRODUCT</th> </tr> </thead> <tbody> <tr> <td>Explorer</td> <td>Individualistic</td> <td>Wants to be the first</td> </tr> <tr> <td></td> <td>Desires for self-sufficiency</td> <td>Powerful</td> </tr> <tr> <td></td> <td>Lives in his own light</td> <td>Can't get</td> </tr> <tr> <td>Care Desire: To be yourself and find out what's new</td> <td>Ahead of their time</td> <td>"On the go"</td> </tr> <tr> <td></td> <td>Fascination with foreign and exotic</td> <td>Explores new things</td> </tr> <tr> <td></td> <td>Spiritual Side</td> <td></td> </tr> </tbody> </table>  <p>Example of Category-Customized Purchase Behavior</p> <table border="1"> <thead> <tr> <th>MOTIVATION FACTORS</th> <th>ANALYSIS FACTORS</th> <th>ACTION</th> </tr> </thead> <tbody> <tr> <td>Wants to do good</td> <td>Reason to buy</td> <td>Purchase Experience</td> </tr> <tr> <td>Social Connection</td> <td>Additive</td> <td>Payment Options</td> </tr> <tr> <td>Need 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>	BIPO	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		Conferences/Work Events	To Study	ARCHETYPE	TRAIT	PRODUCT	Explorer	Individualistic	Wants to be the first		Desires for self-sufficiency	Powerful		Lives in his own light	Can't get	Care Desire: To be yourself and find out what's new	Ahead of their time	"On the go"		Fascination with foreign and exotic	Explores new things		Spiritual Side		MOTIVATION FACTORS	ANALYSIS FACTORS	ACTION	Wants to do good	Reason to buy	Purchase Experience	Social Connection	Additive	Payment Options	Need 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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Industry Statistics

Media

Whitepapers

Industry Articles

Industry Statistics



INDUSTRY STATISTICS

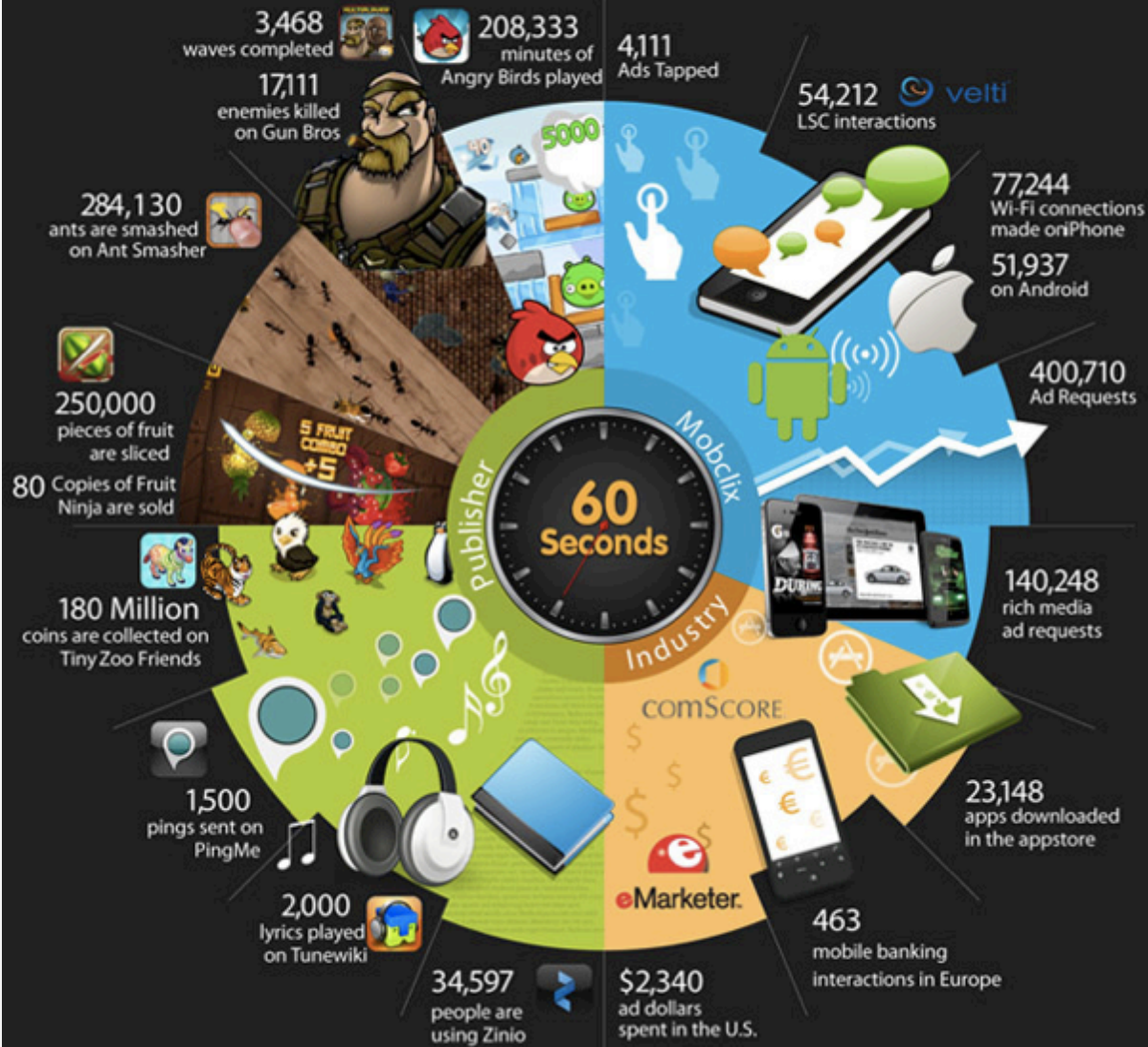
[Mobile Commerce Stats](#) | [Mobile Industry Stats](#) | [UK Stats](#)

Mobile Commerce and Engagement Stats

- 25% of smartphone owners say they have purchased something on their mobile devices in the past week, while 60% have purchased online and 87% in physical stores. ([Source: Wave Collapse, 2012](#))
- 54% of people who use their smartphones in the store are looking up other local stores' pricing, while 53% are looking for online pricing. ([Source: Wave Collapse, 2012](#))
- 93% of people who use apps in stores have bought something at a physical location in the last week, compared to 84% of non-users of shopping apps who have made a retail purchase. ([Source: Wave Collapse, 2012](#))
- 44% of advanced device owners are looking for coupon opportunities on the devices and 17% have already purchased a product via mobile platforms ([Source: GfK, 2012](#))
- 50% of smartphone shoppers use a GPS/mapping app to find a retail location; 44% access the site of a retailer where they typically shop; 34% downloaded a retailer's app; and an equal number (24%) search for a coupon to use at checkout or use a barcode-scanning app to comparison shop ([Source: Nielsen, 2012](#))
- Nearly 116 million Americans will use a smartphone at least monthly by the end of this year, up from 93.1 million in 2011. By 2013, they will represent over half of all mobile phone users, and by 2016, nearly three in five consumers will have a smartphone ([Source: eMarketer, 2012](#))
- 64% of affluent app users say they view brands with mobile apps more favorably ([Source: Luxury Institute, 2012](#))
- 19% of the world's 6 billion mobile users are already using location based services, with 62% aspiring to do so in the future ([Source: TNS Mobile Life Study 2012](#))
- 85 percent of merchants say mobile commerce is a focus in 2012, up from 68 percent in 2011 ([Source: the etailing group, 2012](#))



Mobile in 60 Seconds

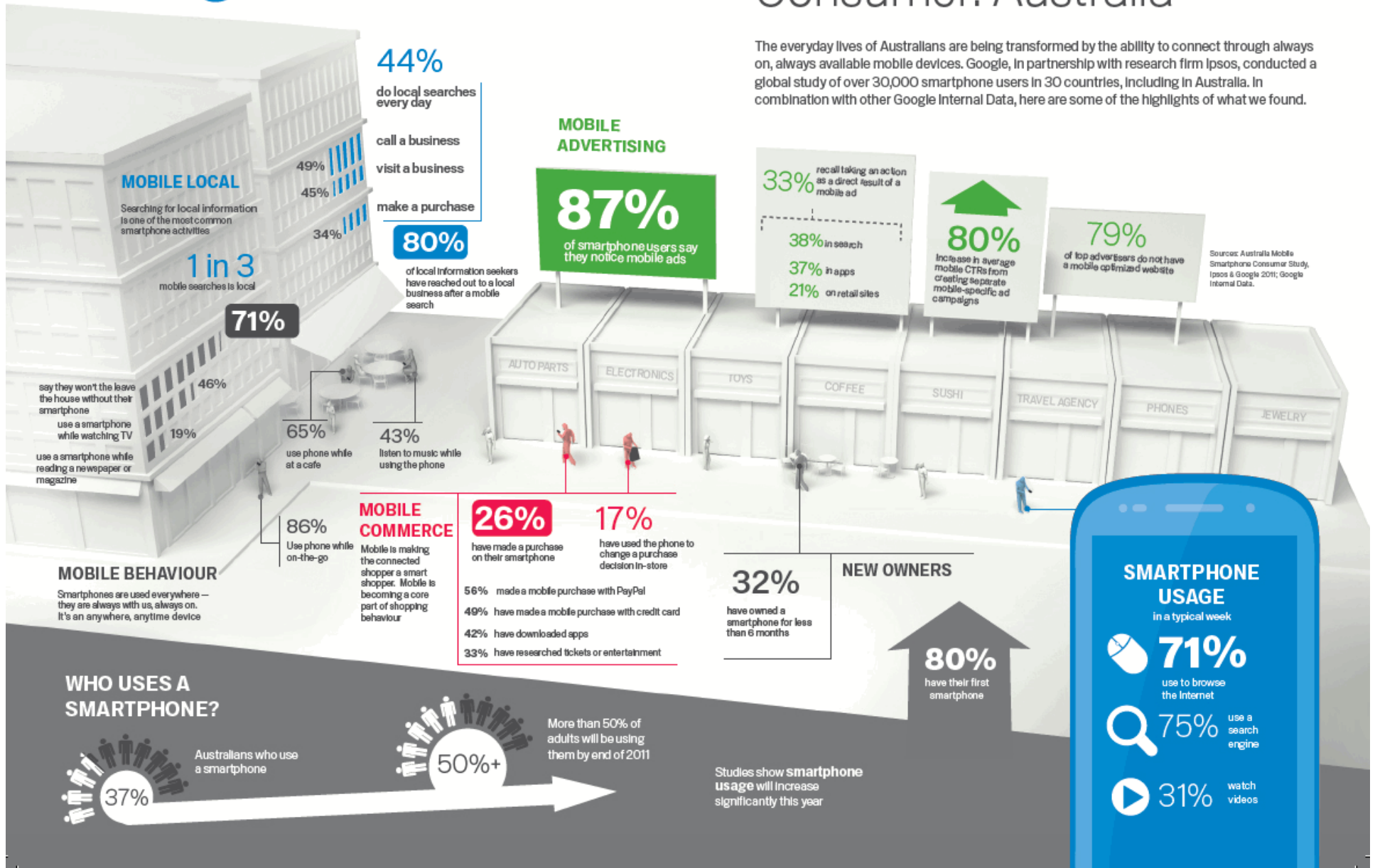


Sources: (Top Right to Left): Angry Birds, Web 2.0 Summit, October 2011; Velti Mobile Exchange, October 2011; Apple Leds Tablet Reports, October 2011; comScore, May 2011; eMarketer, October 2011. Publishers: (Right to Left): Angry Birds, Rovio Mobile Ltd.; Gun Bros, IGA Games Inc.; Ant Smasher, Best & Fun Games; Fruit Ninja, Halfbrick Studios; Tiny Zoo Friends (Play'n, Inc.); Ping Me (Blackburne Labs); Tunewiki - Lyrics with Music (PawMedia LLC, Zinio (Zinio LLC)

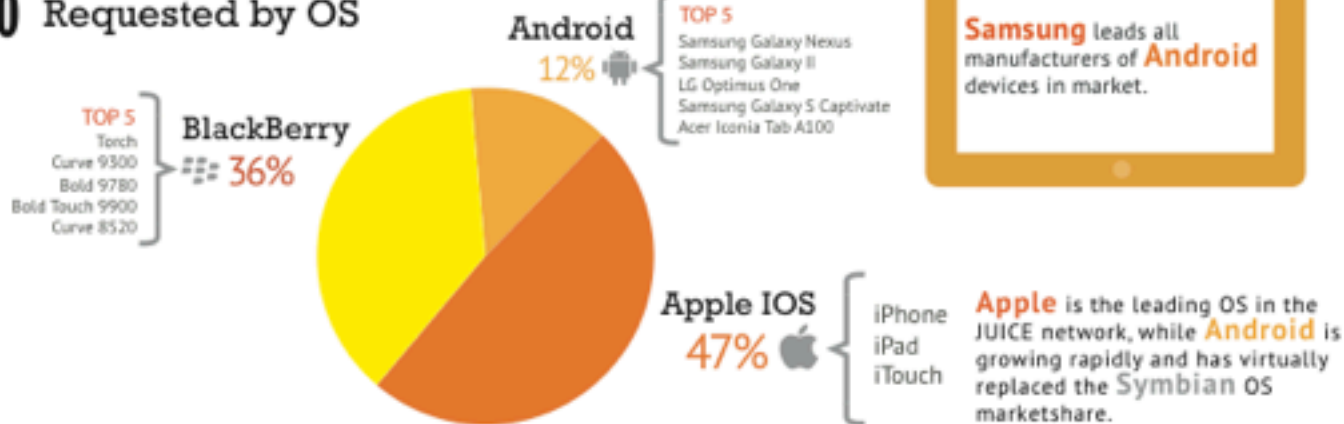


The Evolution Of The Mobile Consumer: Australia

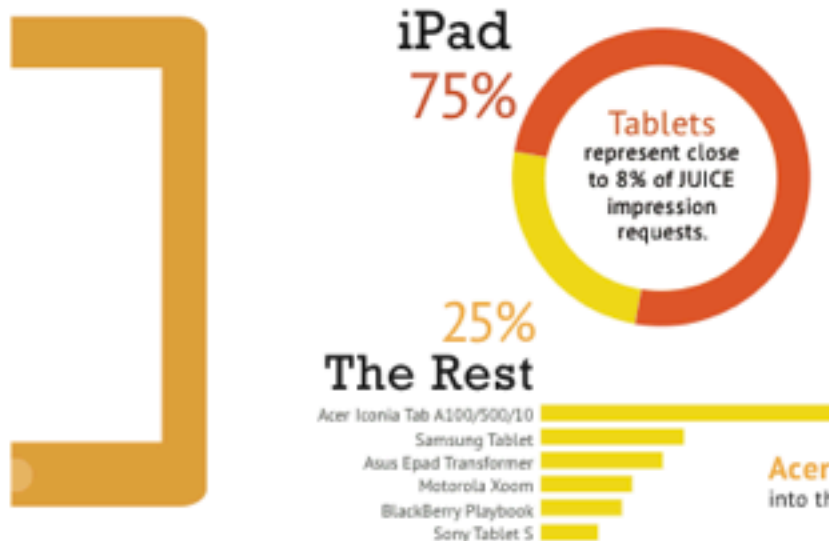
The everyday lives of Australians are being transformed by the ability to connect through always on, always available mobile devices. Google, in partnership with research firm Ipsos, conducted a global study of over 30,000 smartphone users in 30 countries, including in Australia. In combination with other Google Internal Data, here are some of the highlights of what we found.



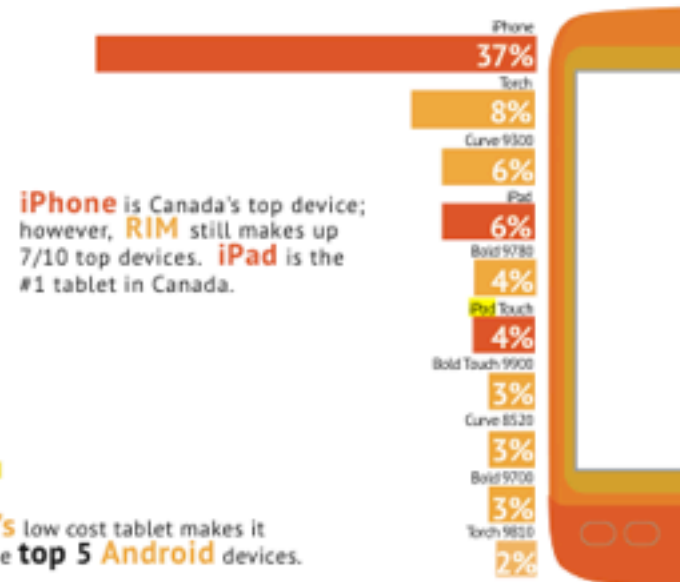
% of Impressions Requested by OS



% of Impressions Requested by Tablet Manufacturer



TOP 10 Devices



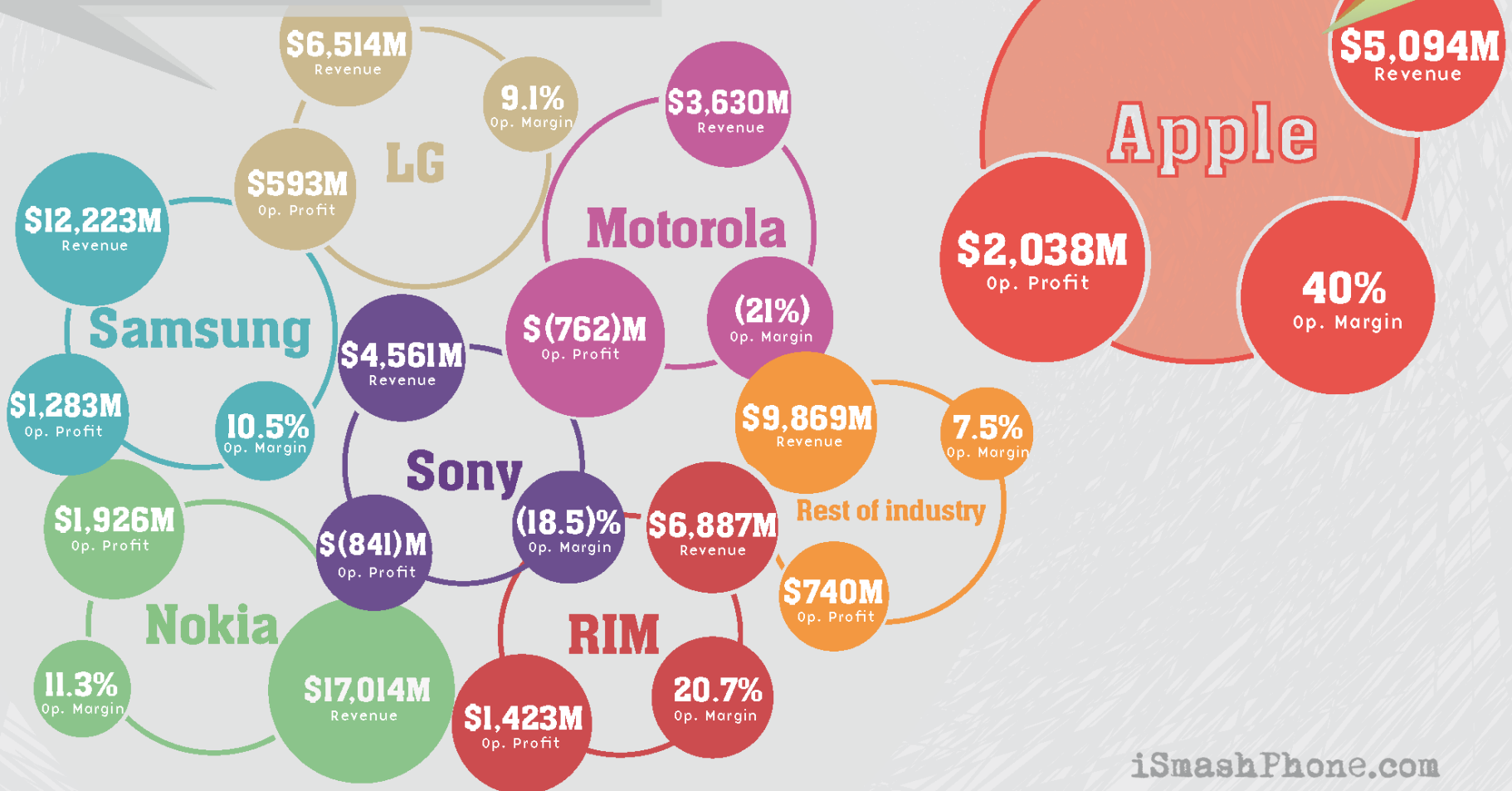
Top Cell Phone Manufacturers'

Estimated Revenues Compared to Apple's

68% Combined, all others make up 68% of the total industry profit

32%

The Apple iPhone only accounts for 8% of the total industry revenue, but 32% of the total industry profit.



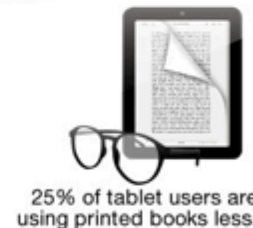
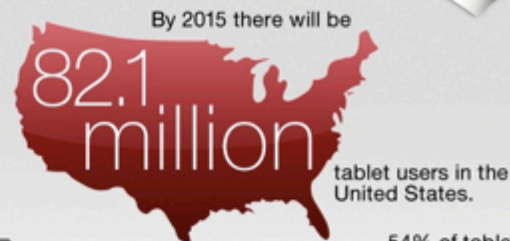
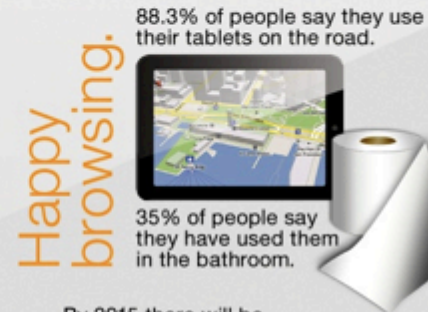
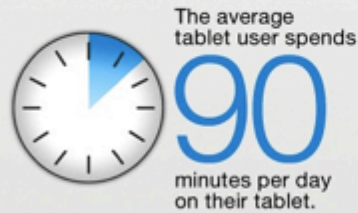
Op. Profits = Operating Profits, Op. Margin = Operating Margin

iSmashPhone.com

Source: Corporate reports, Strategy Analytics, Bernstein estimates and analysis

Survey says: People love their tablets!

Check out these fun facts and statistics.



Mobile Phone



Free moments
Even Standing



Best for:

Single-user
Content Consumption



Thumb or single finger
Minimal typing

Primary Use:



Personal Professional



Local trips: GPS, nearby services



Music Apps Web Video
Most Effective
Less Effective

In-store: Quick price checks & reviews for small items; coupons
Online shopping: Limited use



Tablet (iPad)



15 min +
Mostly Sitting



Best for:

Single-user or Multi-user
Content Consumption



Whole hand
Limited typing

Primary Use:



Personal Professional



Road trips: GPS, nearby services, online booking, road entertainment



Apps Web Video Music
Most Effective
Less Effective

In-store: Pre-arrival research; may be taken in-store for large purchases, extended trips
Online shopping: Extensive use



Laptop



30 min +
Always Sitting



Best for:

Single-user
Content Creation or Consumption



Both hands
Unrestricted typing

Primary Use:



Personal Professional



Little used, last resort



Apps Web Video Music
Most Effective
Less Effective

In-store: Pre-arrival research only
Online shopping: Extensive use





The Codes & Consumer Behavior

1. Understand History



2. Understand Culture



3. Understand Logic vs. Emotions vs. Instinct



4. Start the Analysis and Planning



Rohto drops sensation cooling eyes also eye

formulated portable designed providing hydration nozzle Uses leaves help Irritation designed providing hydration nozzle Uses leaves help Irritation designed providing hydration nozzle Uses leaves help Irritation designed providing hydration nozzle

tears provides normal Eye Cooling signature dryness moisture lubricate refreshed irritation kick dry Relieves Specifically

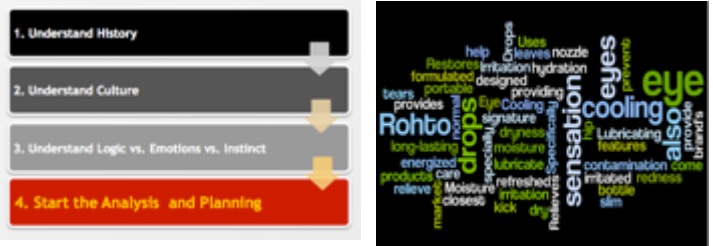
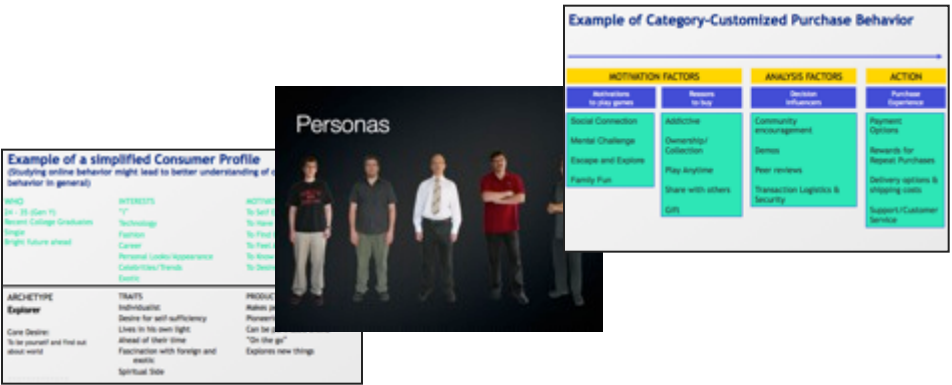
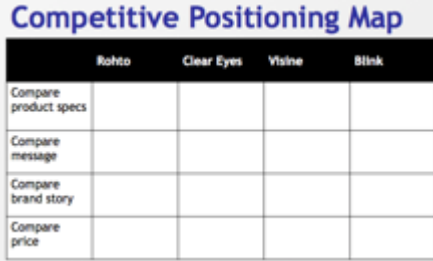
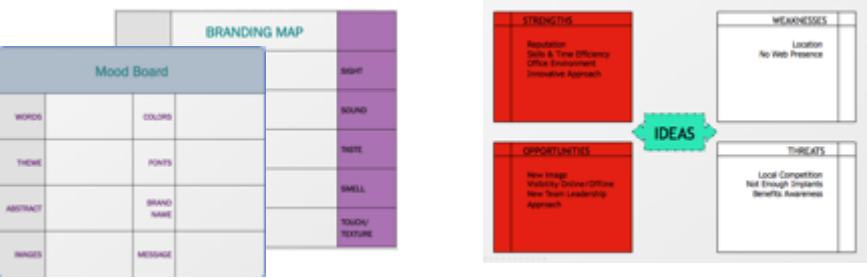
long-lasting energized care products care relieve market closest Moisture irritation kick dry Relieves Specifically

normal drops specially signature dryness moisture lubricate refreshed irritation kick dry Relieves Specifically

cooling Lubricating features contamination irritated redness bottle slim

provide brand's

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Example of a simplified Consumer Profile

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

WHO

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

INTERESTS

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

MOTIVATIONS

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

ARCHETYPE

Explorer

Core Desire:

To be yourself and find out about world

TRAITS

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

PRODUCT MATCH

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

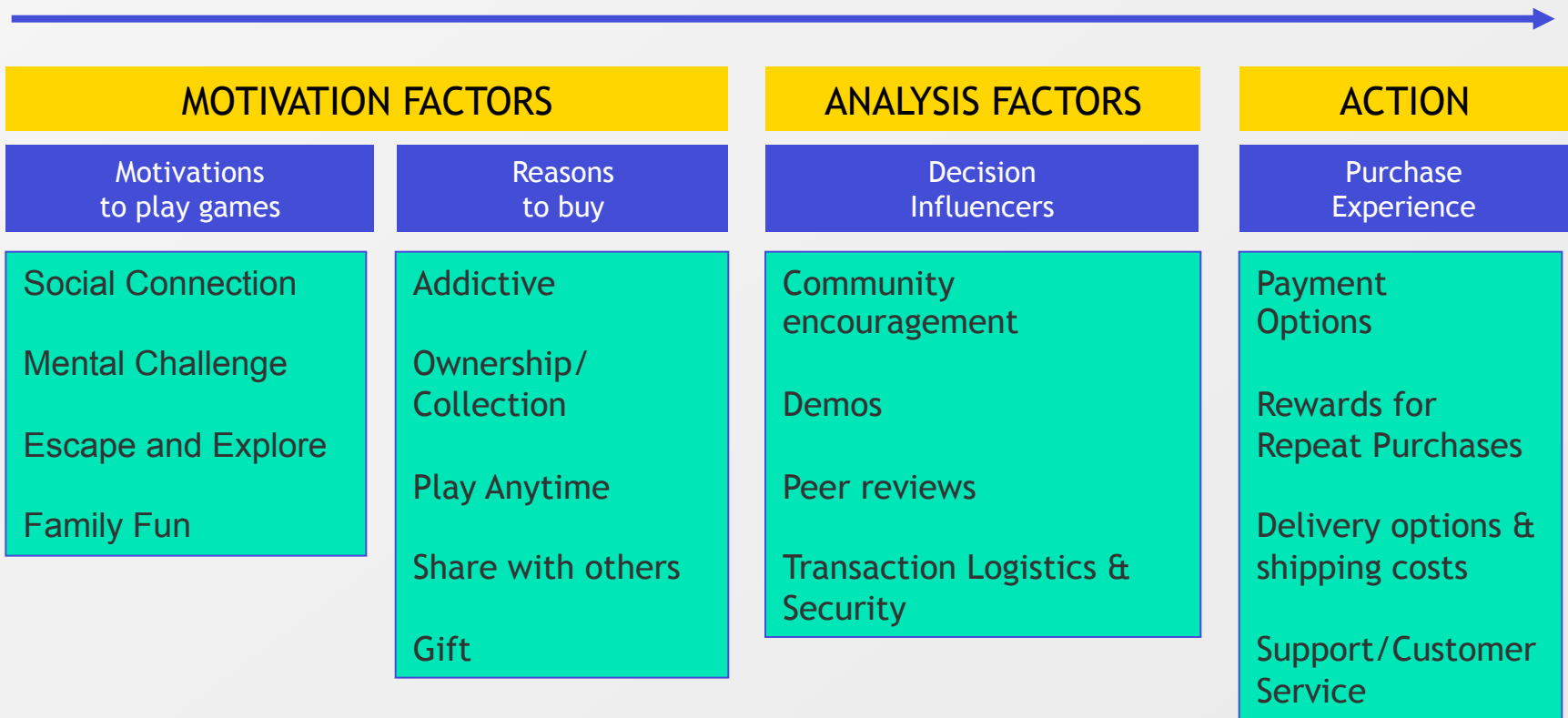


Personas





Example of Category-Customized Purchase Behavior



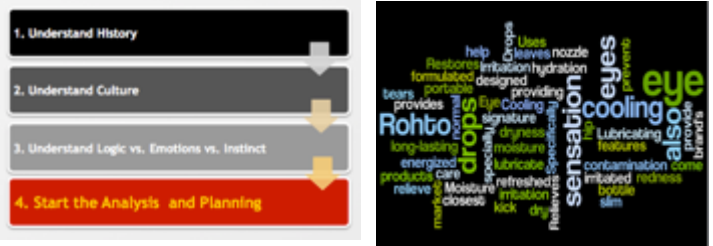
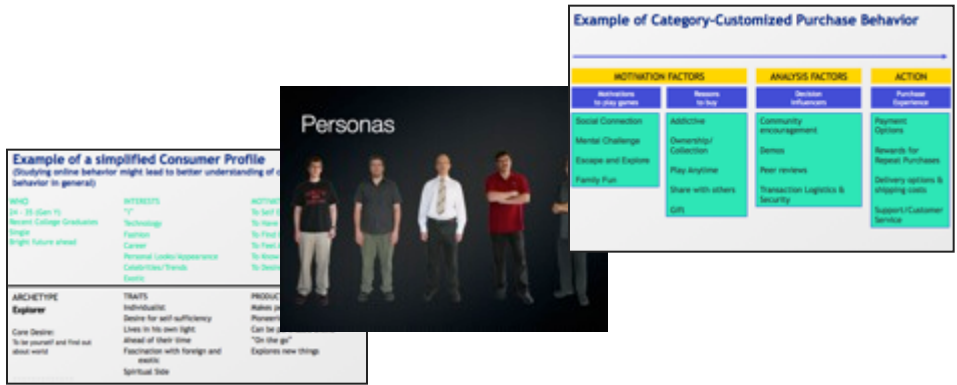



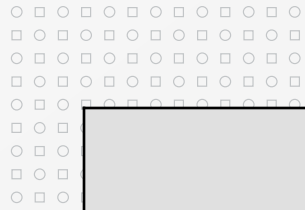
Competitive Positioning Map

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



Research Report

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Mood Board

WORDS		COLORS	
THEME		FONTS	
ABSTRACT		BRAND NAME	
IMAGES		MESSAGE	





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

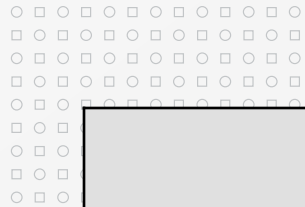
activating business potential

INSPIRATION SIMPLE ELEGANCE



THE
PRESERVE
LA BALLENA
BAJA MEXICO





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

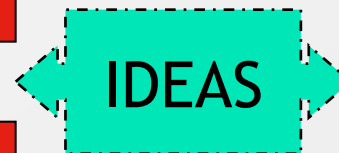




SWOT Analysis (exercise)

	STRENGTHS
	Reputation Skills & Time Efficiency Office Environment Innovative Approach

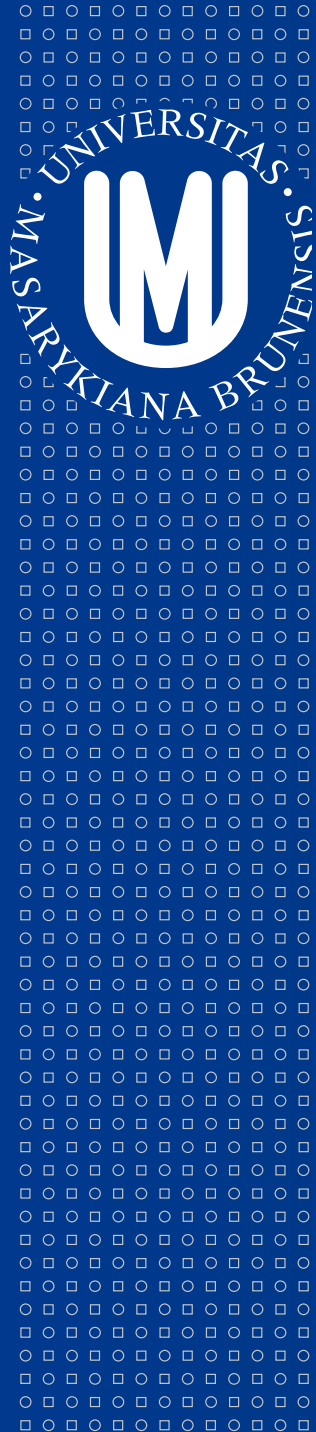
WEAKNESSES	
Location No Web Presence	



	OPPORTUNITIES
	New Image Visibility Online/Offline New Team Leadership Approach

THREATS	
Local Competition Not Enough Implants Benefits Awareness	





RESEARCH METHODS

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use a comma as shorthand to add comparison items. (tennis, squash) <input type="text" value="mobile"/> <input type="text" value="cell"/> <input type="text" value="tablet"/> <input type="text" value="laptop"/> <input type="text" value="iPhone"/>	<input type="text" value="Web Search"/> <input type="text" value="Worldwide"/> <input type="text" value="2004 - present"/> <input type="text" value="All Categories"/>

Web Search Interest: mobile, cell, tablet, laptop, iphone

Worldwide, 2004 - present

Categories: [Internet & Telecom](#), [Computers & Electronics](#), [Health, Arts & Entertainment](#), [Science](#), [more...](#)

The categorization taxonomy of Google Insights for Search has been updated during December 2011. [Learn more](#)

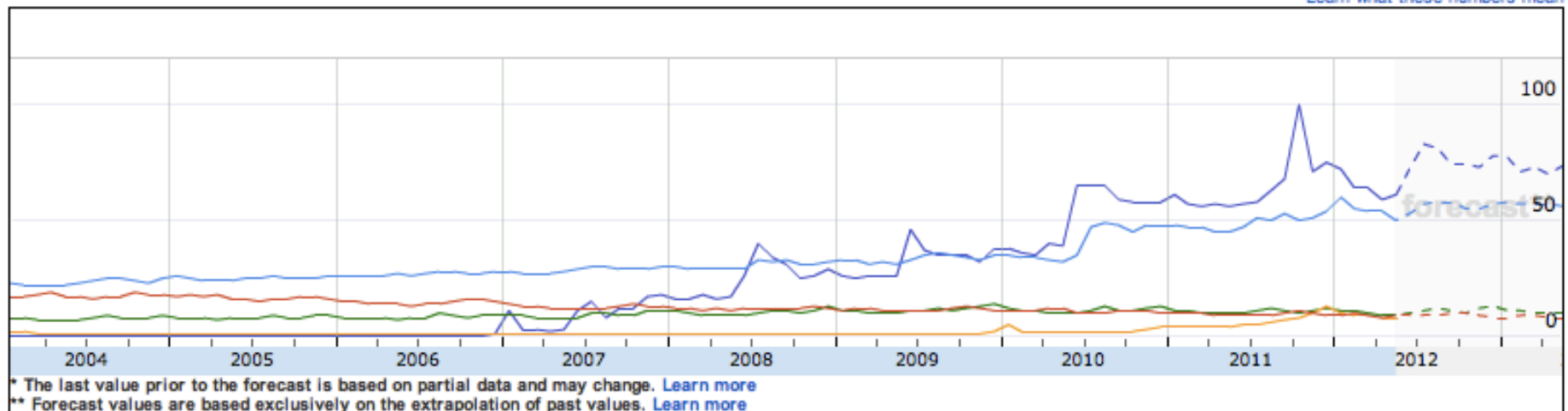
An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

Totals	
mobile	36
cell	13
tablet	2
laptop	10
iphone	30

Interest over time

Forecast News headlines

[Learn what these numbers mean](#)



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

[Embed this chart](#)



Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms <input type="radio"/> Locations <input type="radio"/> Time Ranges	Tip: Use quotation marks to match an exact phrase. ("table tennis") <ul style="list-style-type: none"> mobile cell tablet laptop iPhone 	Web Search Czech Republic 2004 - present All subregions All Categories

Web Search Interest: mobile, cell, tablet, laptop, iphone

Czech Republic, 2004 - present

The categorization taxonomy of Google Insights for Search has been updated during December 2011. [Learn more](#)

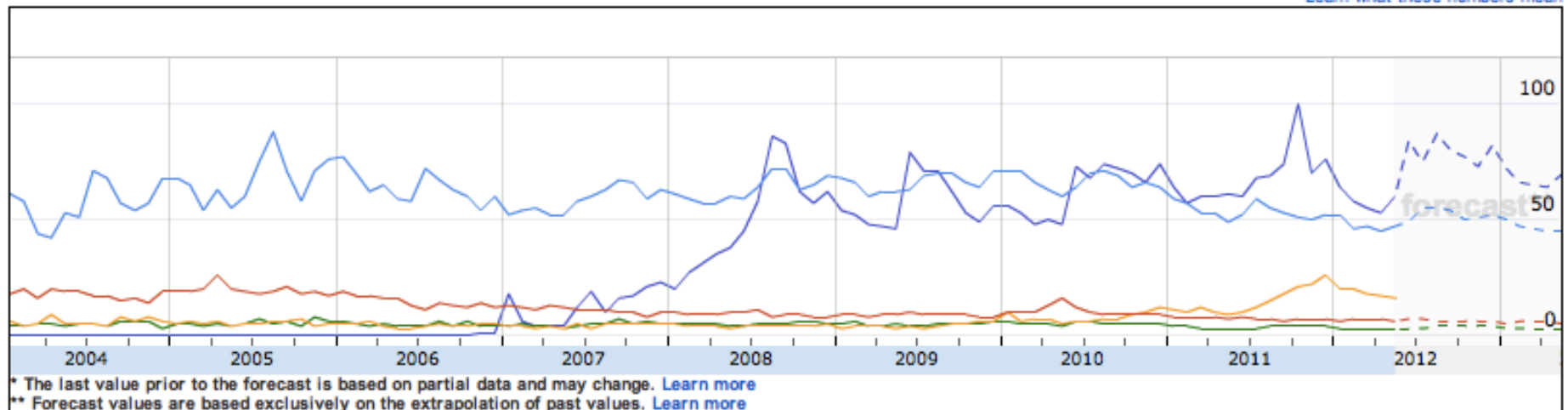
An improvement to our geographical assignment was applied retroactively from 1/1/2011. [Learn more](#)

Totals	
mobile	60
cell	11
tablet	7
laptop	5
iphone	37

Interest over time

Forecast News headlines

[Learn what these numbers mean](#)



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

[Embed this chart](#)



Online Research Tools

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

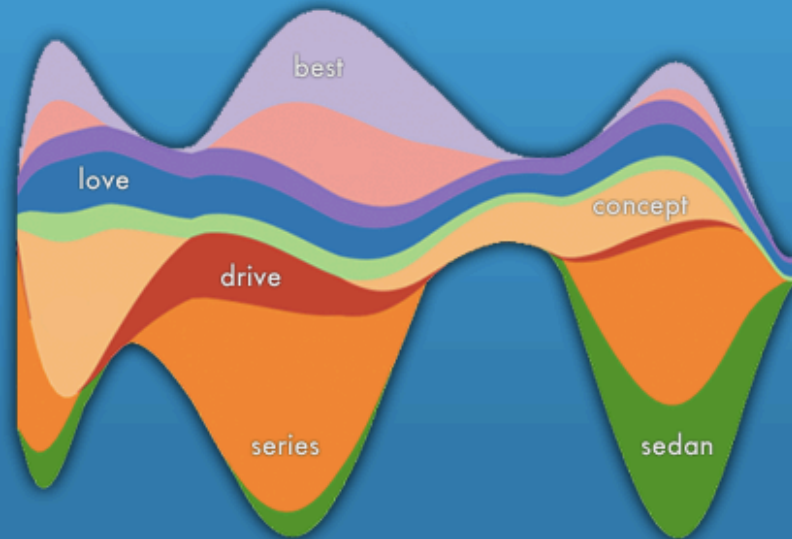




Build deeper customer relationships using Facebook

Fathom Analytics is the most powerful way to understand the emotions and passions that drive deep relationships with your customers.

TAKE THE TOUR 



Try the free rankings tool to learn from the most popular brands on facebook

Disney
See how Disney keeps





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

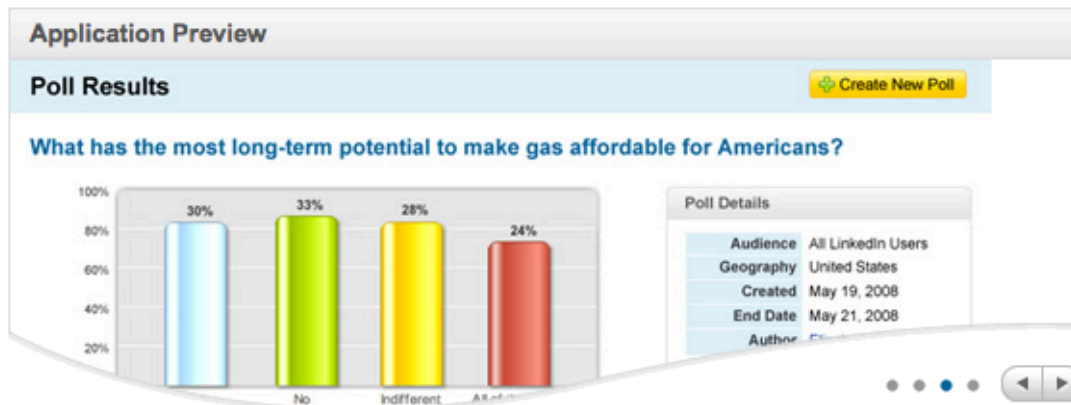




Applications

[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

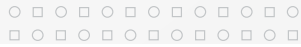
Category Utility

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

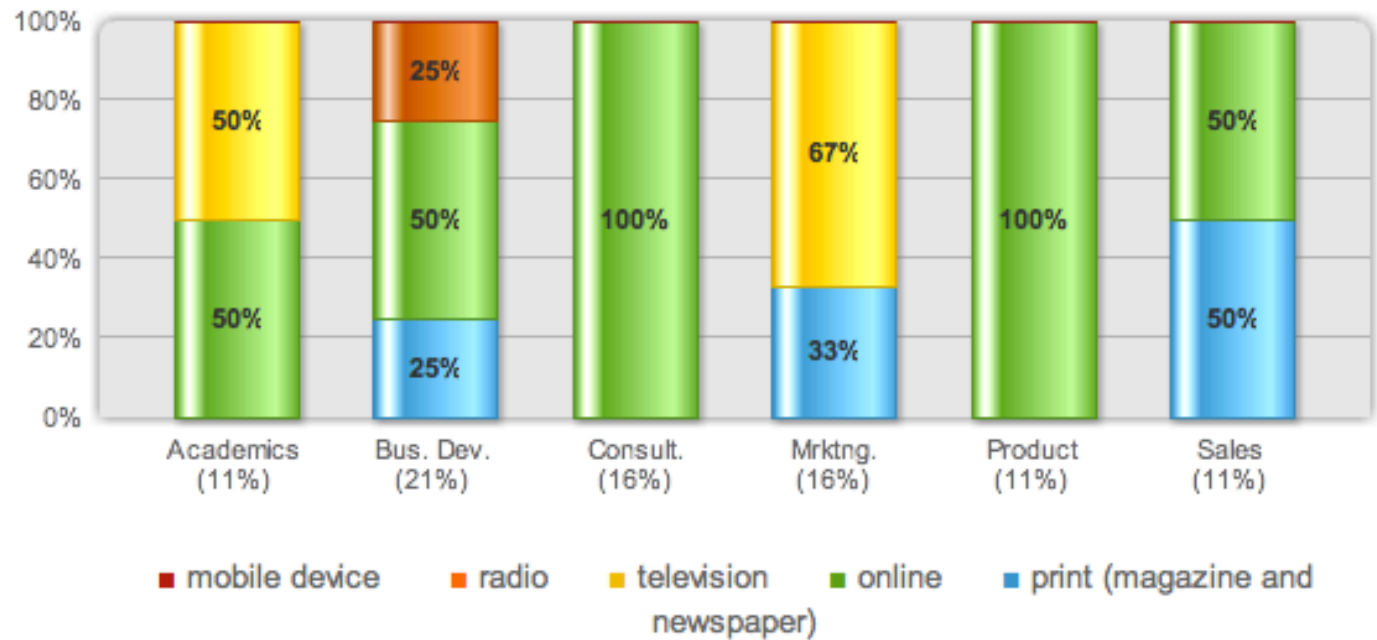
Share this URL:

<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

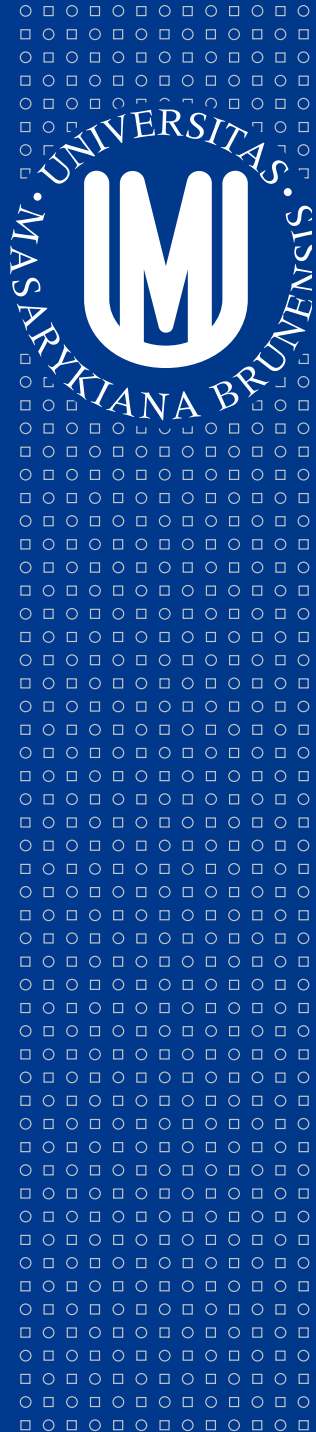




Tips on creating polls

- 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





CREATIVITY & RESEARCH INSIGHT DEVELOPMENT PROCESS



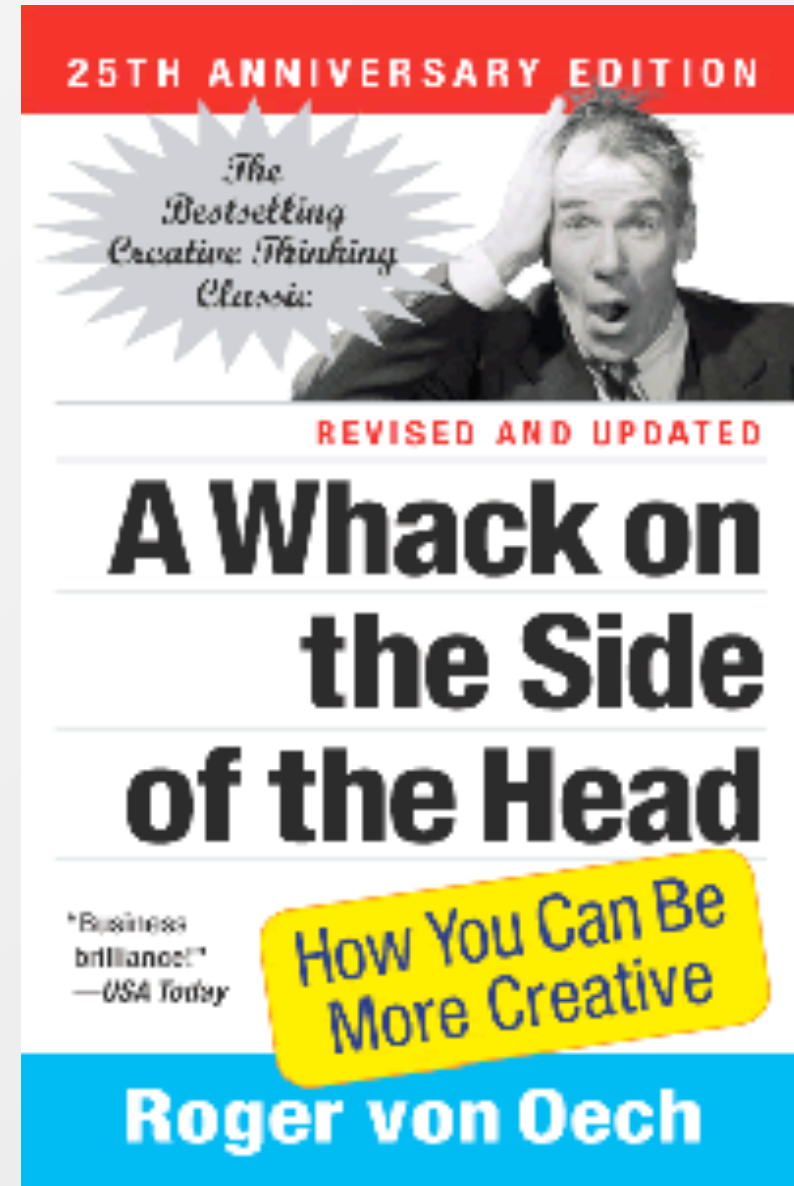
Creativity check

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





The “Whack” Book





The Creative Process: Insight Development

IMAGINATIVE PHASE
“Thinking something
different”

PRACTICAL PHASE
“Getting something
done”





Ideation

observe all the time

be open to ideas

carry an idea book

**look for inspiration
in unusual places**

**brainstorm & play
with the idea**





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www.muni.cz

Creativity Tools & Techniques





29 WAYS TO STAY CREATIVE

MrNotFamous

28 videos



Subscribe



0:04 / 1:51

360p





Always ask the question

What rules can we break?





Making the Strange Familiar

Use metaphors (MOBERA is like...)





Ask

“What if”

Questions

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





Be

An explorer (at all times & explore other categories)



Put on your fool's cap





Listen

To your intuition & dreams





The Creative Process: Insight Development

IMAGINATIVE PHASE
“Thinking something
different”

PRACTICAL PHASE
“Getting something
done”





Research: Developing an insight

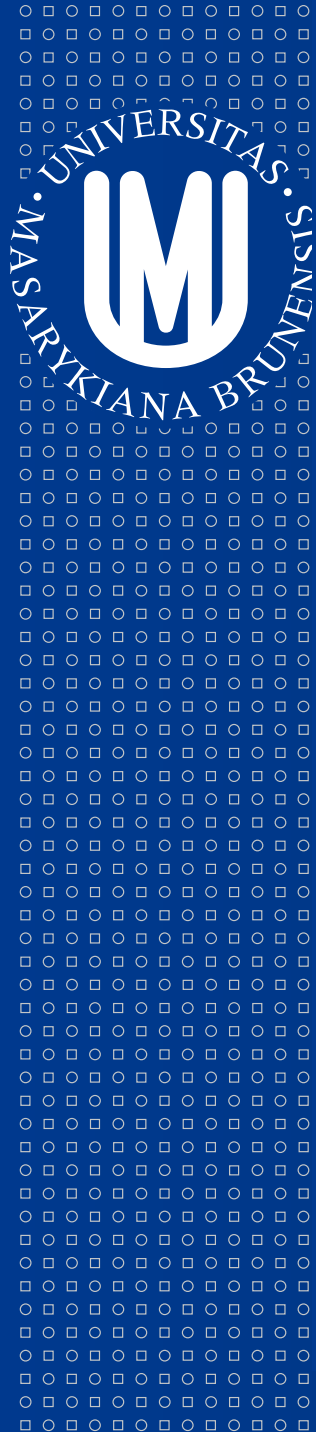
- What are the insights from:
 - Market (Industry/Category)
 - Consumer Behavior
 - Competitive Analysis
 - Brand Analysis & SWOT
 - Your interviews

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

- MY BIG IDEA IS

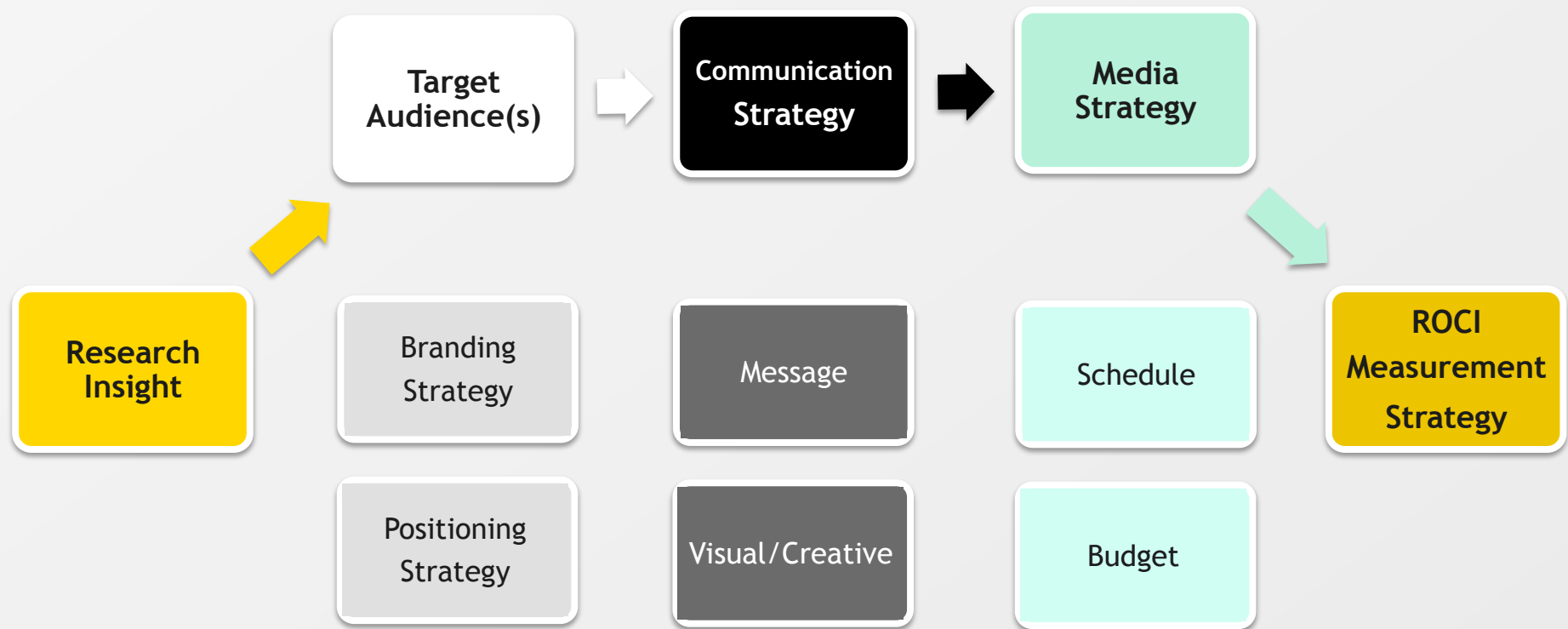
- Based on my BIG IDEA , the goal of my strategy will be to.....

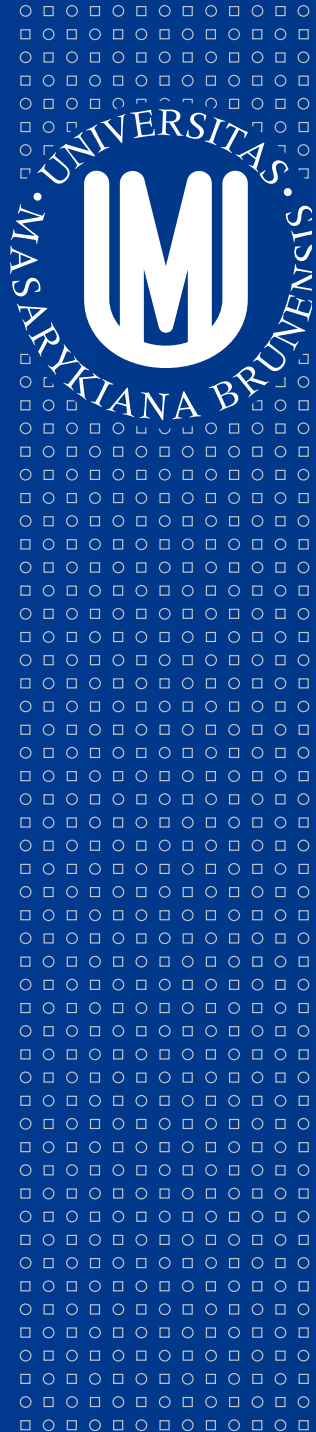




IMC STRATEGY DEVELOPMENT PROCESS

IMC Planning Process: Developing an IMC Plan





BRANDING STRATEGY



Holistic Branding

Consistent

Message

Shapes

Rituals

Traditions

Symbols

Any and all religions have created a
Holistic branding

The five senses have been fully
engaged.



Brand Definition

- **Philip Kotler:** a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller to differentiate them from those of competitors.
- **John Murhpy, Founder of Interbrand:** A trademark which, through careful management, skillful promotion and wide use comes in the minds of consumers to embrace a particular set of values and attributes both tangible and intangible.





Brands as Legal Assets

- **In legal terms**, the brand consists of a package of separable and transferable legal rights enjoyed by its owner.
- Names, descriptions, symbols, logos, sounds, colors, smells, packaging, straplines or taglines, advertising, and many other assets can be protected in a legal sense.





Brands as Relationship-Building Assets

- ❏ **Brands activities** can be used to create relationships with customers or prospects
- ❏ These could be functional and emotional attributes that marcom managers attempt to develop through various types of advertising, promotion, etc.
- ❏ **Functional:** ensuring brand identification and recognition, providing a guarantee or evidence of origin (made in, Riedel)
- ❏ **Emotional:** providing a form of self-expression for the customer through visible use of brand in the marketplace.





Brands as Financial Assets

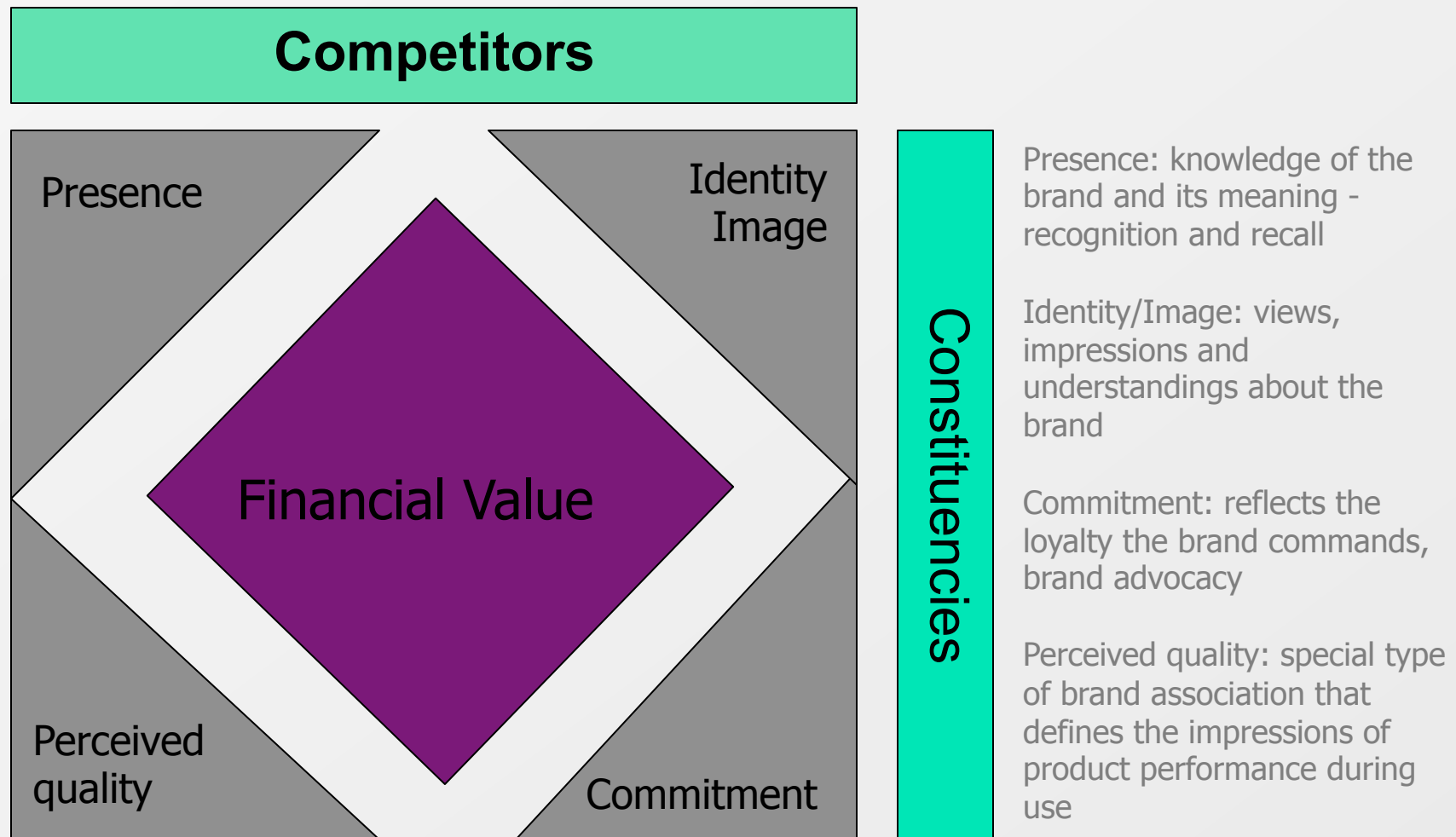
- **Focus on brand value building over time**
- Brands create a form of security in existing markets
- Brands often command premium prices (Apple)
- Brands allow the firm to expand into the new markets
- Strong brands provide ease of entry for new products

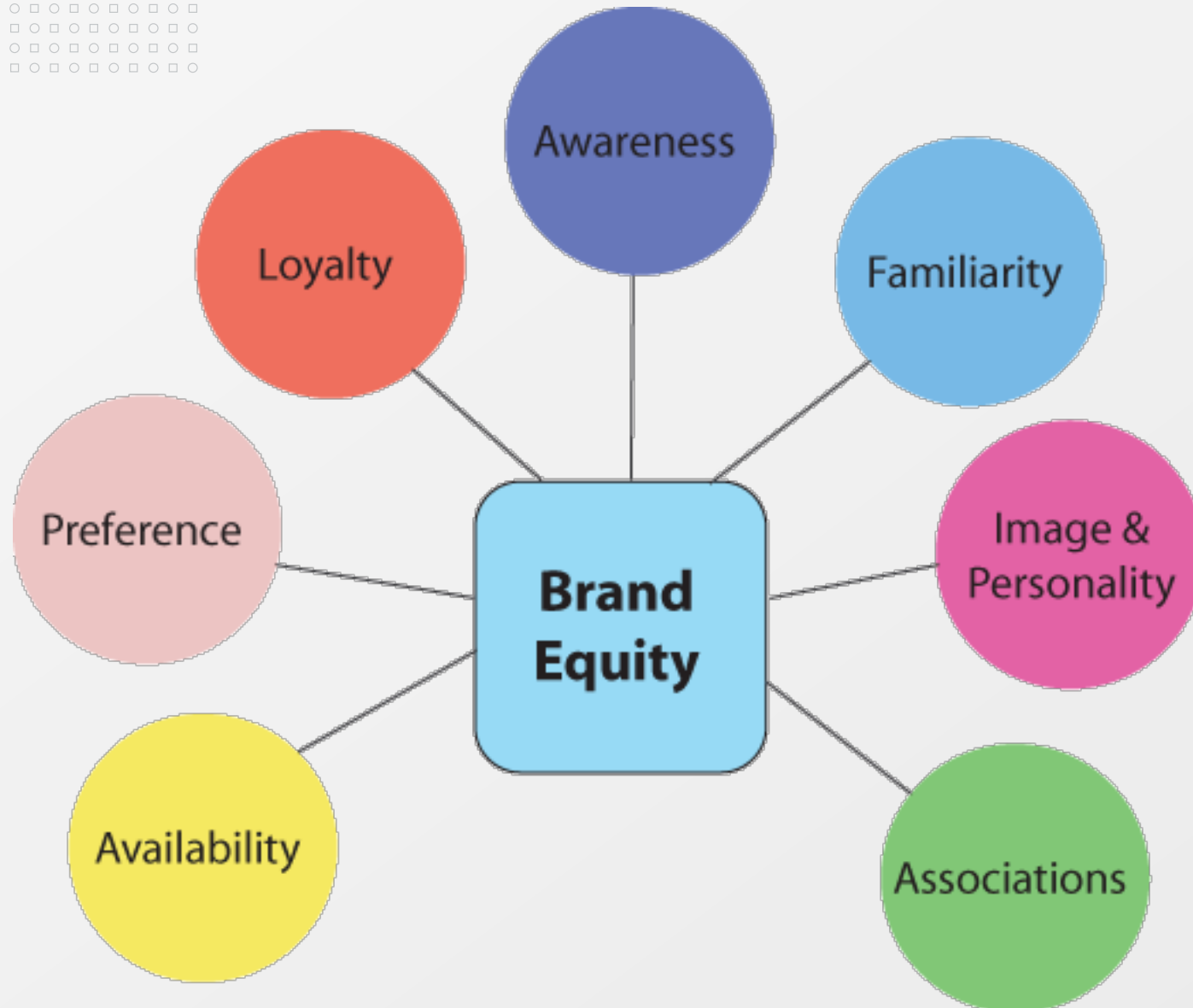


Brand Equity Definition (Don Schultz):

Brand equity is the composite of the brand's presence, identity/image, perceived quality, and commitment among constituents, culminating in the long-term financial value to the firm and its stakeholders.

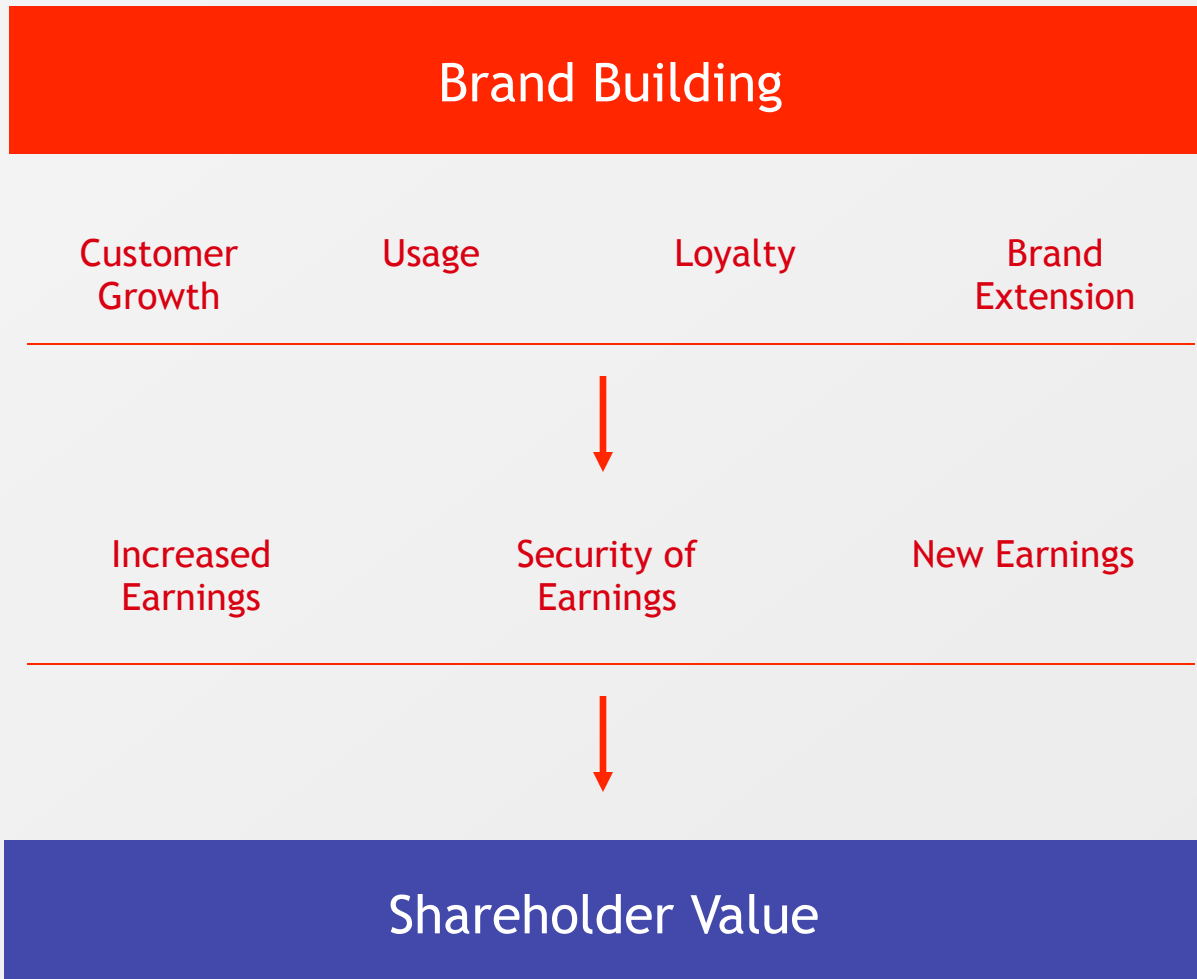
The dimensions of the brand are affected by the actions of competitors as well as attitudes and behaviors of customers, prospects, employees, alliance partners, investors, and other key stakeholders.







BRAND: A Key Value Driver





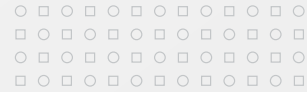
Wishing you a MERRY CHRISTMAS



Drink
Coca-Cola
Delicious and
Refreshing



“Thanks for *the pause that refreshes*”



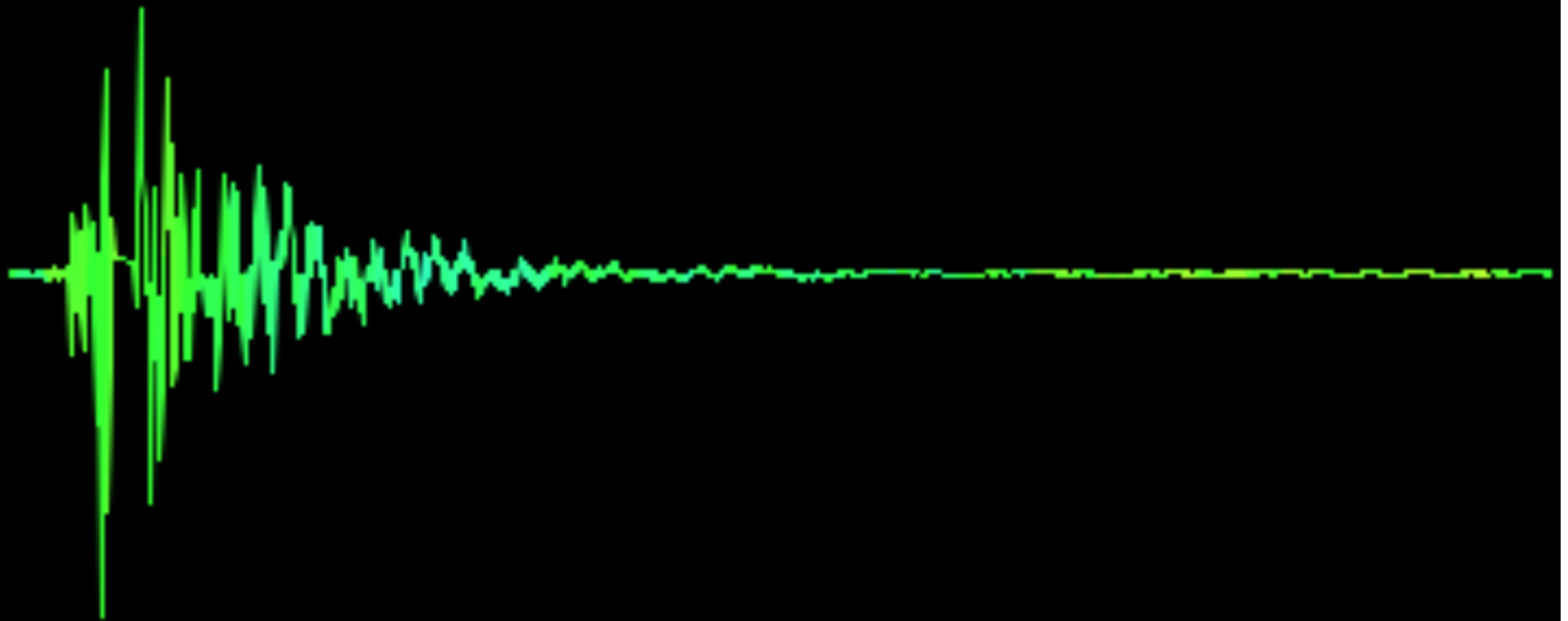


Advertisement becomes
Icon
Experience
Consistency
Sensory
Perfume
Uniform
Behavior



The Brand is stronger than the product

-BSP the 90's phenomenon



This is the result of millions of dollars of research and development.
The sound of a Mercedes Door being shut.



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Branding a country.

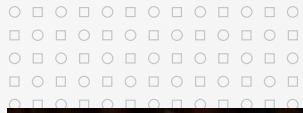


Tradition

Every James Bond movie will contain certain elements.
What are they?







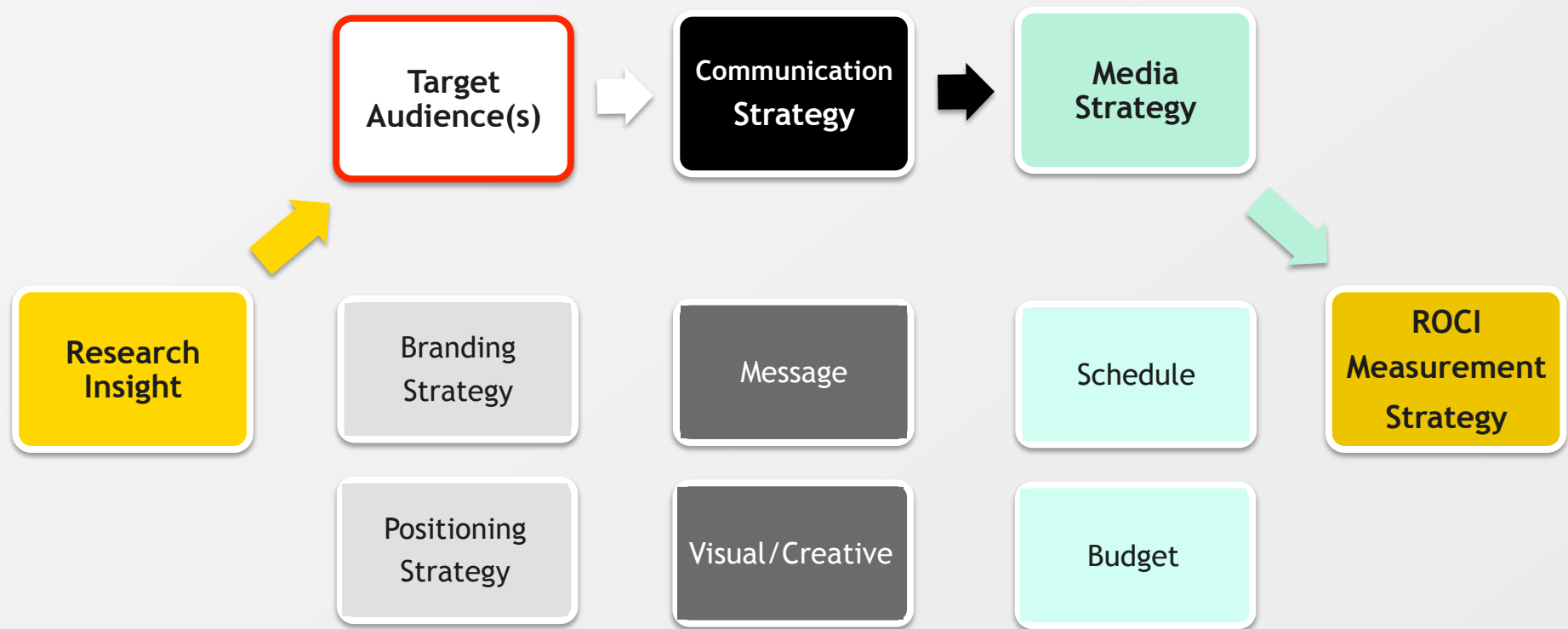








IMC Planning Process: Developing an IMC Plan





Brand Analysis

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





NUTRITIONAL INSTITUTE (PARENT BRAND)



HEALTH NUTS RADIO (PARTNER BRAND)



V1 (REVISED)

V2

GREEN LATTE (SUB BRAND)



V1 (REVISED)

V2 (REVISED)

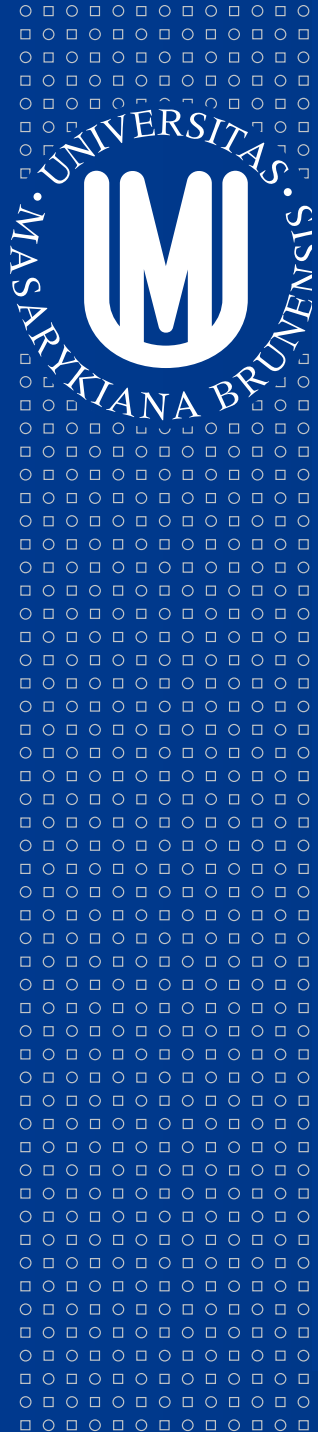


SUGGESTED FINAL HEALTH NUTS RADIO BRANDING



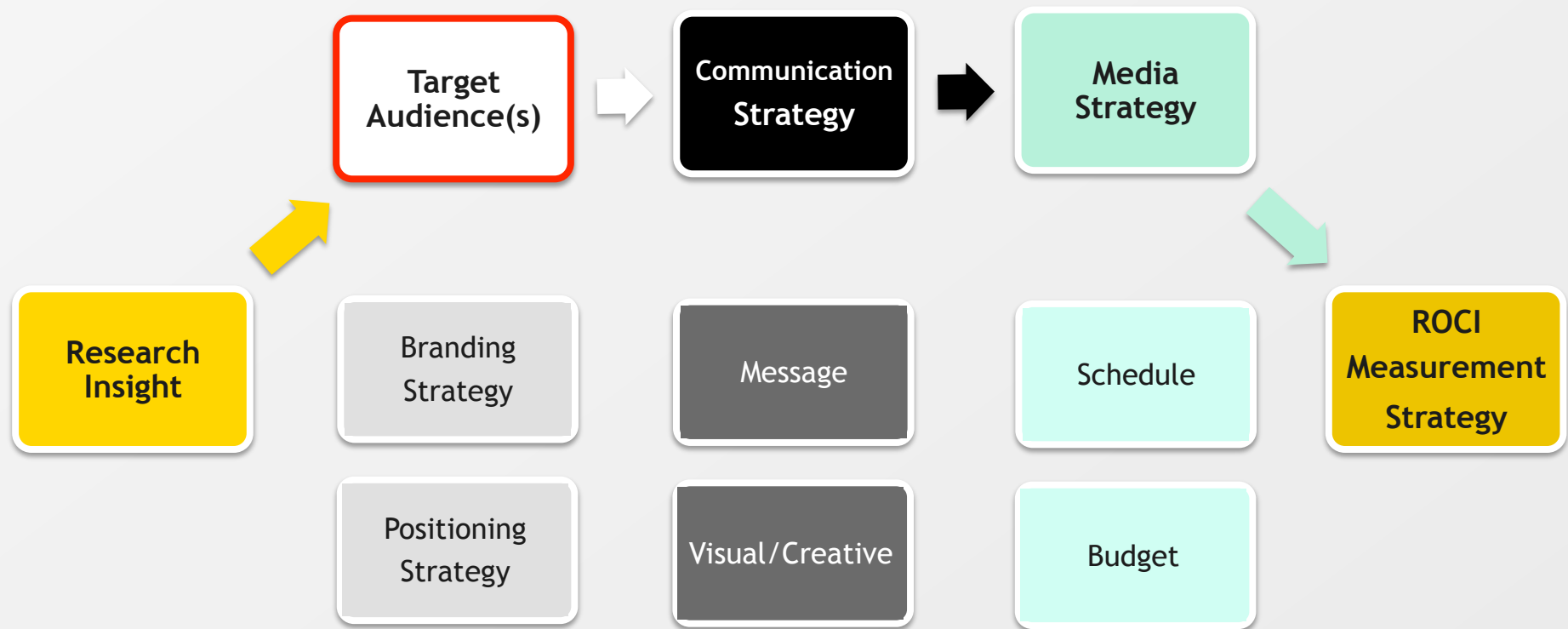
SUGGESTED FINAL GREEN LATTE BRANDING





POSITIONING STRATEGY

IMC Planning Process: Developing an IMC Plan





Brand's Position

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





Example #1: Seth Godin

Brand Positioning

Seth Godin is a best-selling author and one of the most followed bloggers who constantly challenges marketers and the world of marketing

Target

Marketing Professionals





Example #2: MINI

Brand Positioning

MINI is a 100% customizable, cult car with rich heritage and a vibrant community of car enthusiasts

Target

True car enthusiasts, edgy





Example #3: 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?

MOBERA Brand is...

Target is...

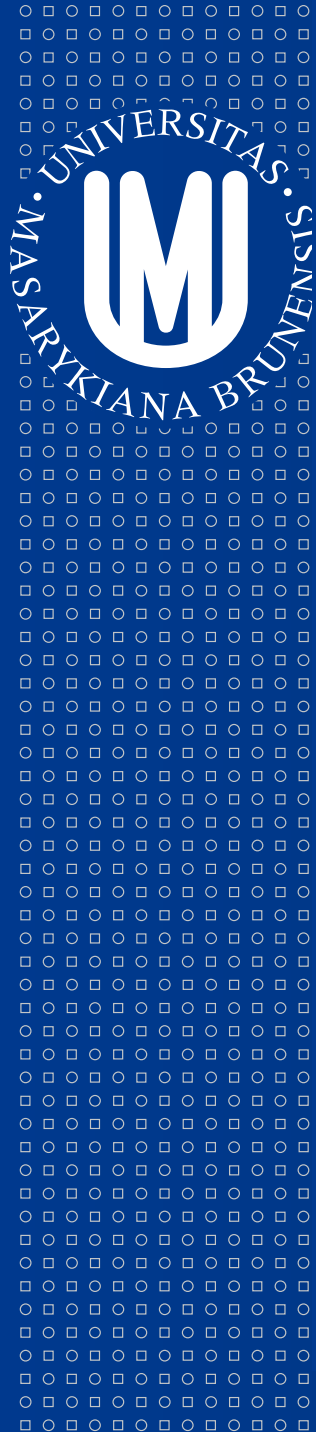




Competitive Positioning Map

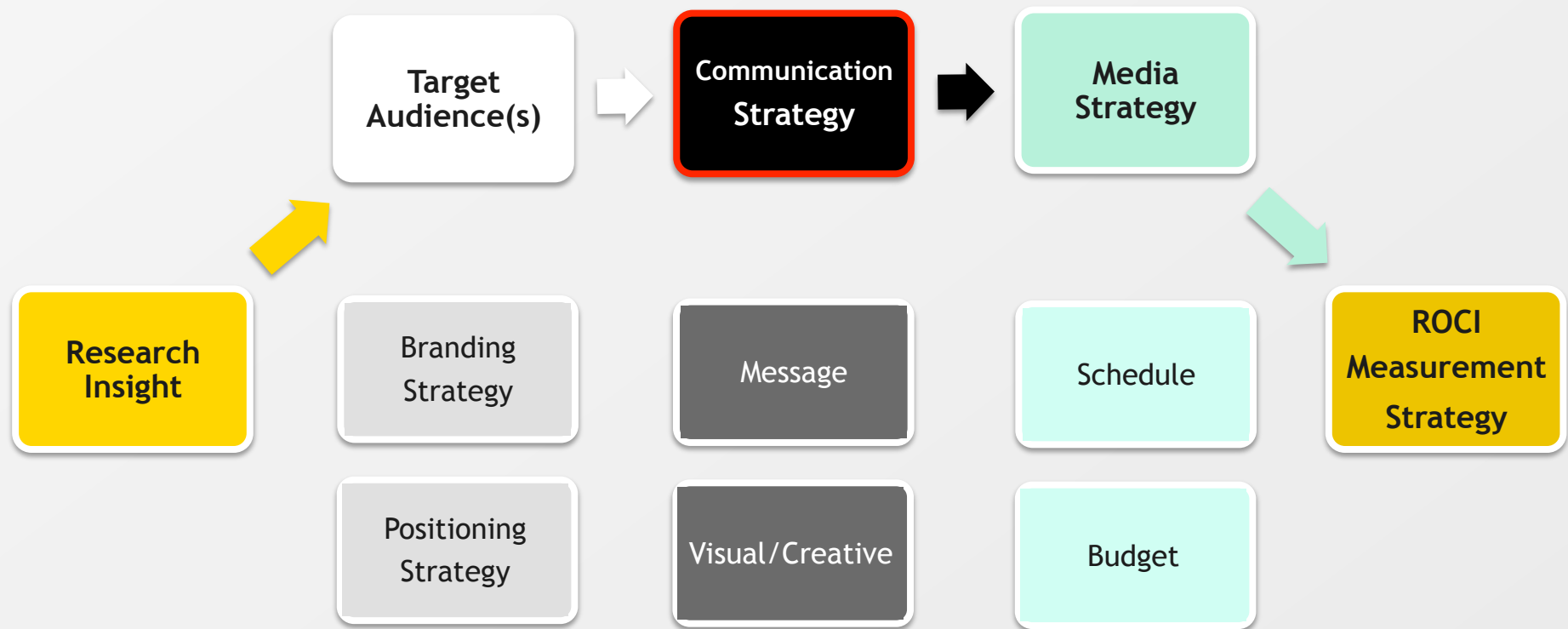
	Rohto	Clear Eyes	Visine	Blink
Compare product specs				
Compare message				
Compare brand story				
Compare price				





COMMUNICATION STRATEGY

IMC Planning Process: Developing an IMC Plan





Communication

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





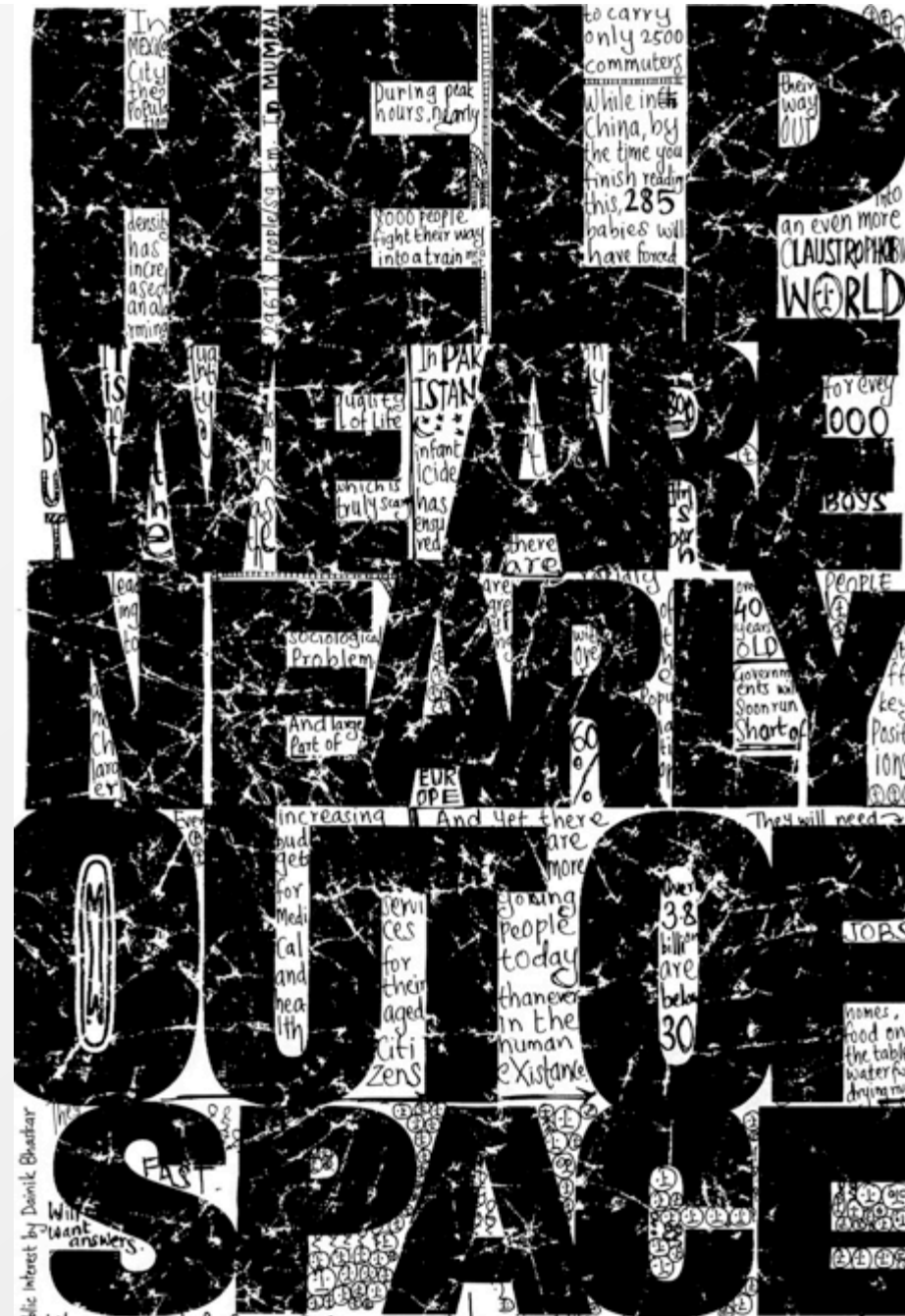
IMC Communication Planning Matrix

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

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

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





Issued in public interest by Danik Bhatnagar

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

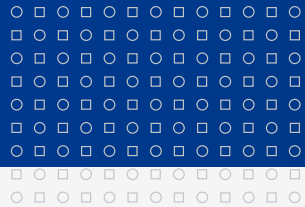


<http://go.funpic.hu>

www.muni.cz







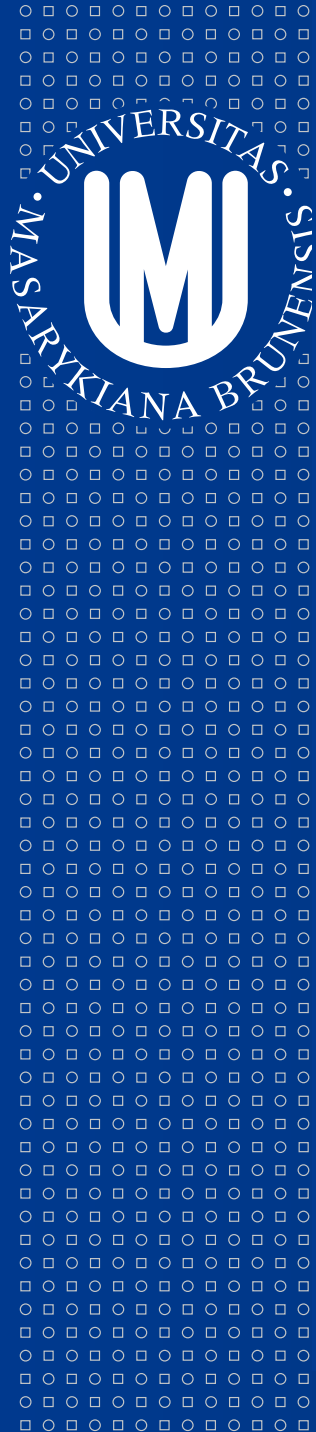
Thank you for your attention.
Next Class 3 Wednesday, 5/16, 14:00 - 17:50
Room G101

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ





PROJECT OVERVIEW

Mr. Jaroslav Skrabalek
CEO of Amcee