



MASARYKOVA UNIVERZITA

PV231 Class 3
**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 G101

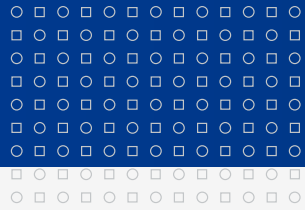
- 14:00 - 16:00 Lecture
- 16:00 - 16:20 Short Break
- 16:20 - 17:50 Lecture & Team Work

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

PV231 Integrated Marketing Communications SPRING 2011



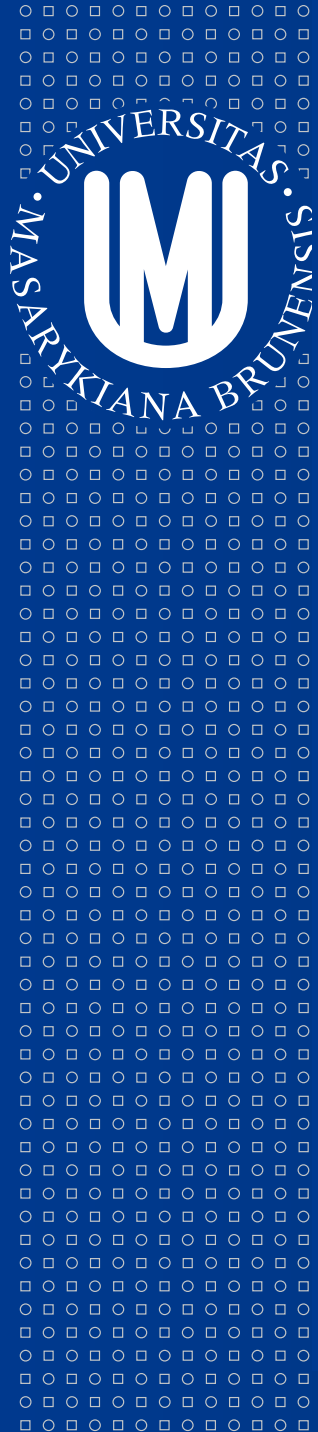
Research Report May 16th	Creative Brief May 18th	Final IMC Plan DRAFT May 21st	Creative Pitch May 21st	Final IMC Presentation May 23rd	Final IMC Plan May 23rd
MARKET ANALYSIS Industry & Category Overview	Project Goal & Overview	Executive Summary	Short 5-7 minute presentation of the plan ideas	20-minute 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 Creative Strategy: Branding Ideas, Creative/Design			Execution Strategy: Media, Schedule, Budget, Measurement Creative Strategy: Branding Ideas, Creative/Design
Research Insights	Visual/Creative Strategy Overview	Conclusion			Conclusion



Housekeeping items

- Success of previous projects
- NDA
- Soiree at Nekonecno, Wed, May 23, 18:00
- Rewards for top 3 teams
- Creative Brief due Friday, May 18



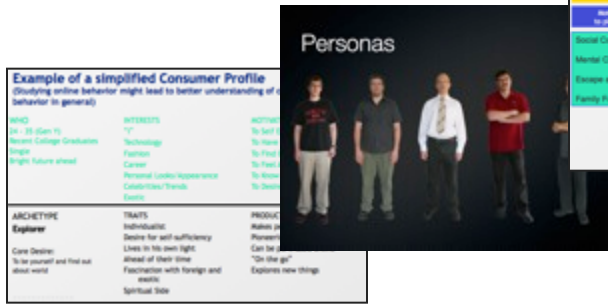

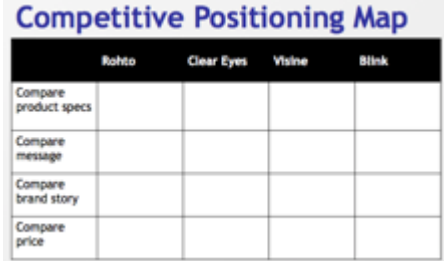





RESEARCH RECAP

Research Report



<p>Market (Industry/Category)</p>	<p>Understand history & culture.</p> <p>Describe the conditions & climate, show trends.</p>	<p>Use Google insights Wordle</p>  																																																															
<p>Consumer Behavior</p>	<p>Create consumer profile/ personas & describe decision-making process.</p> <p>Include the results from you INTERVIEWS.</p>	 <p>Example of a simplified Consumer Profile (Studying online behavior might lead to better understanding of behavior in general)</p> <table border="1"> <thead> <tr> <th>BIPO</th> <th>INTERESTS</th> <th>ACTIVITIES</th> </tr> </thead> <tbody> <tr> <td>Age: 25 (Gen Y)</td> <td>Technology</td> <td>To Surf</td> </tr> <tr> <td>Recent College Graduate</td> <td>Facebook</td> <td>To Read</td> </tr> <tr> <td>Single</td> <td>Career</td> <td>To Post</td> </tr> <tr> <td>Bright future ahead</td> <td>Personal Goals/Achievements</td> <td>To Study</td> </tr> <tr> <td></td> <td>College/Work/Travel</td> <td>To Study</td> </tr> <tr> <td></td> <td>Events</td> <td></td> </tr> </tbody> </table> <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>Wishes to be perceived</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 Decision: To be yourself and find out what world</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>Wishes to do good</td> <td>Reasons to buy</td> <td>Purchase Experience</td> </tr> <tr> <td>Social Connection</td> <td>Additive</td> <td>Payment Options</td> </tr> <tr> <td>Need for 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	Facebook	To Read	Single	Career	To Post	Bright future ahead	Personal Goals/Achievements	To Study		College/Work/Travel	To Study		Events		ARCHETYPE	TRAIT	PRODUCT	Explorer	Individualistic	Wishes to be perceived		Desires for self-sufficiency	Powerful		Lives in his own light	Can't get	Care Decision: To be yourself and find out what world	Ahead of their time	"On the go"		Fascination with foreign and exotic	Explores new things		Spiritual Side		MOTIVATION FACTORS	ANALYSIS FACTORS	ACTION	Wishes to do good	Reasons to buy	Purchase Experience	Social Connection	Additive	Payment Options	Need for 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
BIPO	INTERESTS	ACTIVITIES																																																															
Age: 25 (Gen Y)	Technology	To Surf																																																															
Recent College Graduate	Facebook	To Read																																																															
Single	Career	To Post																																																															
Bright future ahead	Personal Goals/Achievements	To Study																																																															
	College/Work/Travel	To Study																																																															
	Events																																																																
ARCHETYPE	TRAIT	PRODUCT																																																															
Explorer	Individualistic	Wishes to be perceived																																																															
	Desires for self-sufficiency	Powerful																																																															
	Lives in his own light	Can't get																																																															
Care Decision: To be yourself and find out what world	Ahead of their time	"On the go"																																																															
	Fascination with foreign and exotic	Explores new things																																																															
	Spiritual Side																																																																
MOTIVATION FACTORS	ANALYSIS FACTORS	ACTION																																																															
Wishes to do good	Reasons to buy	Purchase Experience																																																															
Social Connection	Additive	Payment Options																																																															
Need for 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																																																															
<p>Competitive analysis</p>	<p>Describe competitive environment & create Competitive Positioning Map.</p>	 <p>Competitive Positioning Map</p> <table border="1"> <thead> <tr> <th></th> <th>Rohto</th> <th>Clear Eyes</th> <th>Visine</th> <th>Blink</th> </tr> </thead> <tbody> <tr> <td>Compare product specs</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Compare message</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Compare brand story</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Compare price</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Rohto	Clear Eyes	Visine	Blink	Compare product specs					Compare message					Compare brand story					Compare price																																										
	Rohto	Clear Eyes	Visine	Blink																																																													
Compare product specs																																																																	
Compare message																																																																	
Compare brand story																																																																	
Compare price																																																																	
<p>Brand analysis & SWOT</p>	<p>Describe the current brand environment, create a Branding Map and SWOT table</p>	 <p>BRANDING MAP</p> <table border="1"> <thead> <tr> <th></th> <th>WORD</th> <th>COLOR</th> <th>TEXT</th> <th>SMELL</th> <th>TOUCH/TEXTURE</th> </tr> </thead> <tbody> <tr> <td>Mood Board</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>THEME</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>ABSTRACT</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>RANGES</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th>STRENGTHS</th> <th>WEAKNESSES</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> Regulator Sales & Time Efficiency Office Environment Innovative Approach </td> <td> <ul style="list-style-type: none"> Location No Web Presence </td> </tr> <tr> <th>OPPORTUNITIES</th> <th>THREATS</th> </tr> <tr> <td> <ul style="list-style-type: none"> New Image Stability Growth/Office New Team Leadership Approach </td> <td> <ul style="list-style-type: none"> Local Competition Not Enough Displays Benefits Awareness </td> </tr> </tbody> </table>		WORD	COLOR	TEXT	SMELL	TOUCH/TEXTURE	Mood Board						THEME						ABSTRACT						RANGES						STRENGTHS	WEAKNESSES	<ul style="list-style-type: none"> Regulator Sales & Time Efficiency Office Environment Innovative Approach 	<ul style="list-style-type: none"> Location No Web Presence 	OPPORTUNITIES	THREATS	<ul style="list-style-type: none"> New Image Stability Growth/Office New Team Leadership Approach 	<ul style="list-style-type: none"> Local Competition Not Enough Displays Benefits Awareness 																									
	WORD	COLOR	TEXT	SMELL	TOUCH/TEXTURE																																																												
Mood Board																																																																	
THEME																																																																	
ABSTRACT																																																																	
RANGES																																																																	
STRENGTHS	WEAKNESSES																																																																
<ul style="list-style-type: none"> Regulator Sales & Time Efficiency Office Environment Innovative Approach 	<ul style="list-style-type: none"> Location No Web Presence 																																																																
OPPORTUNITIES	THREATS																																																																
<ul style="list-style-type: none"> New Image Stability Growth/Office New Team Leadership Approach 	<ul style="list-style-type: none"> Local Competition Not Enough Displays Benefits Awareness 																																																																



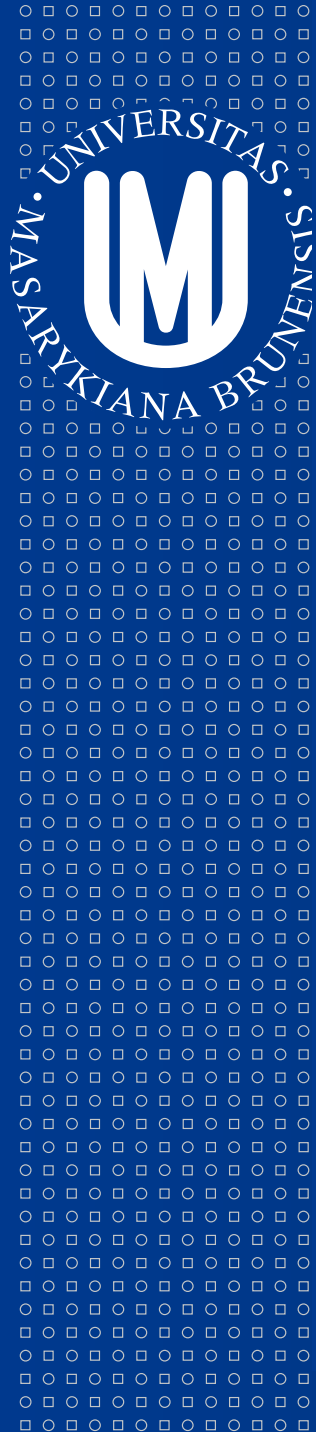


Key things to remember ABOUT STRATEGIC PLANS

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

WHEN * **HOW MUCH**





DEVELOPING RESEARCH INSIGHT



MASARYKOVA UNIVERZITA

www.muni.cz

Audi UK

CASE STUDY





AUDI BRAND STUDY: Prominent Visual Element in Audi Conversations and Forums

All people that talk about Audi and that visit Audi Forums are evidently into visual experience over Audi's driving and performance.

Most discussed topics in Audi conversations

Exterior/Interior elements are the most discussed topics around Audi



Colour is the second most frequent word in Audi conversations. Black, Red and Blue most talked about colors

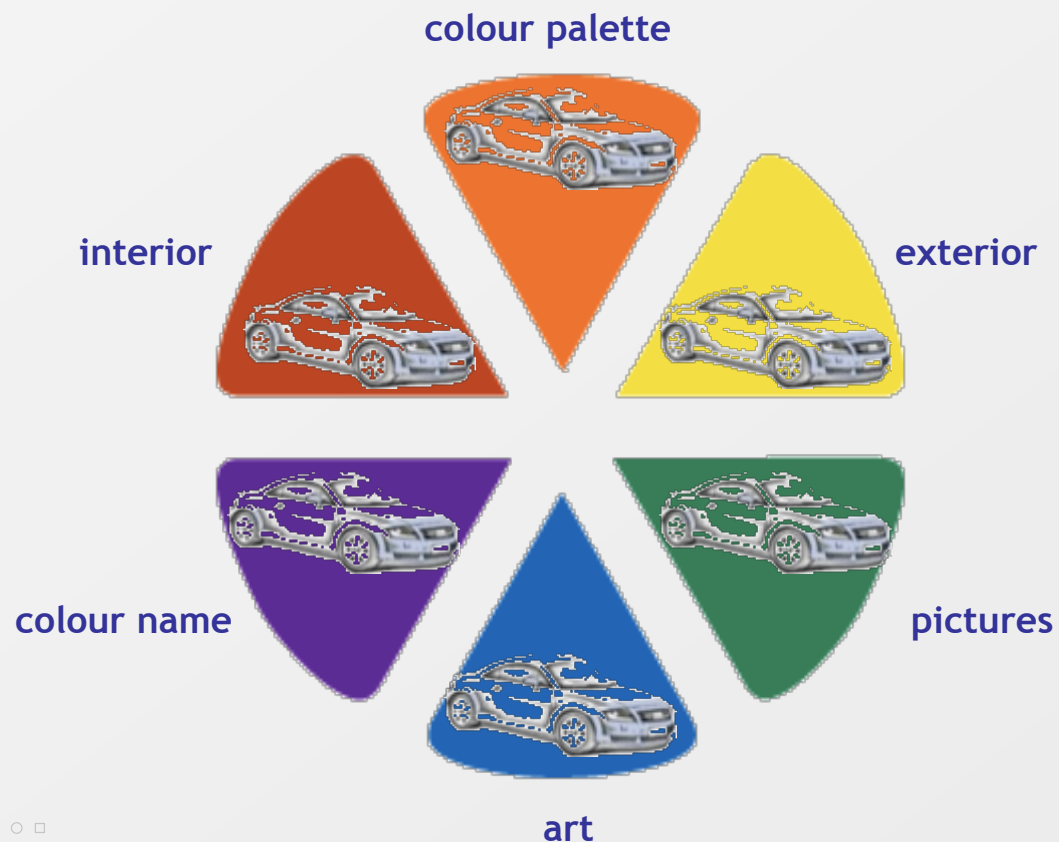




SUMMARY VISUAL ELEMENT:

www.muni.cz

Enhance the colour palette, make connection through colour and its name, communicate colour and design, bring out the artistic element.





AUDI SENSORY & DEALERSHIP EXPERIENCE PROCESS:

www.muni.cz

Initial stimulation

Insert Visual Element & Engage

Consumer Engagement/Reaction

NATIONAL LEVEL:

First Rumors
Official Launch News
Official Test Drive News
Car Launch News/Event
Magazine Car Review
Auto Shows

New unique color, feature mention
Hire famous photographer/make a show (US Karl Lagerfeld, Seal ambassador)
Hire famous (British/German) artist/painter: create artistic experience
Lots of artistic photographs

DEALERSHIP LEVEL:

Initial Launch Communications
~ Artistic brochures
~ Posters

Create visual/artistic experiences: pair events with wine tasting, etc.
Local press attention, lots of artistic photographs

Event: "FIRST MODEL IN"
Event: Test Drive Event
Event: Celebrate My first Audi purchase

Test Drive Event: supply demo cars or prepare timely schedule, so everyone gets to drive it

Dealership Experience

Staff: Well-groomed, well-spoken, knowledgeable, Audi enthusiasts
Environment: Museum Experience
Courtesy Cars: Offer new models – entice!

DEALERSHIP & NATIONAL LEVEL:
Special Events

Partner with THE NATIONAL MOTOR MUSEUM to sponsor events
Special models auctions
Express Yourself Contest:
Where people need to submit
Work of art (photography/painting)
Inspired by Audi

Sensory excitement
Visual/Feel engagement
Self-expression

SENSORY ENTICEMENT

SENSORY/PHYSICAL/EMOTIONAL ENTICEMENT





R8 LAUNCH QUOTES: Very much visual experience for every viewer w.muni.cz



... it seems to reflect surrounding or nearby colours back to the observer ...



Date: 10/27/2006

Subject: Threat to Porsche Audi R8

I went to the launch of the Audi R8 last night at Canary Wharf Winter Gardens. It had the usual Razzmatazz with celebs, music, food etc but when they unveiled the car it looked stunning with the Carbon rear engine cooling at the rear - I had a good look round it and it looks well put together - photos do the car no justice! Apart from the meccano rear wing mechanism I think Audi has a potential winner on their hands and if you stripped all interior out a serious track car + 4 wheel drive in the wet!

Source:

<http://www.porkers.co.uk/forum.asp?f=48&h=11&p=167&faq=False>

Date: 10/29/2006

Subject: Audi R8 First Impression

What color is that R8? imho ... Phantom Black is the short answer. It's difficult to be 100% sure ... but having seen the R8 at the London Unveil ... which was in Phantom Black ... I can say that it's not (strange as this may sound) the blackest black I've ever seen ... i.e. Piano Black is such a deep black due to it not being metallic. By contrast Phantom Black very is very metallic ... so being as metallic as it is ... it seems to reflect surrounding or nearby colours back to the observer ... hence the blue and green tinges that are evident in the scans and make it a little difficult to decide what colour it actually is. But ... I'll stand by my initial answer and suggest that this is a Phantom Black R8 ... and looks great ...

Source: <http://forums.vwvortex.com/zeroforum?days=14&id=772>



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.....





Competitive Positioning Map

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



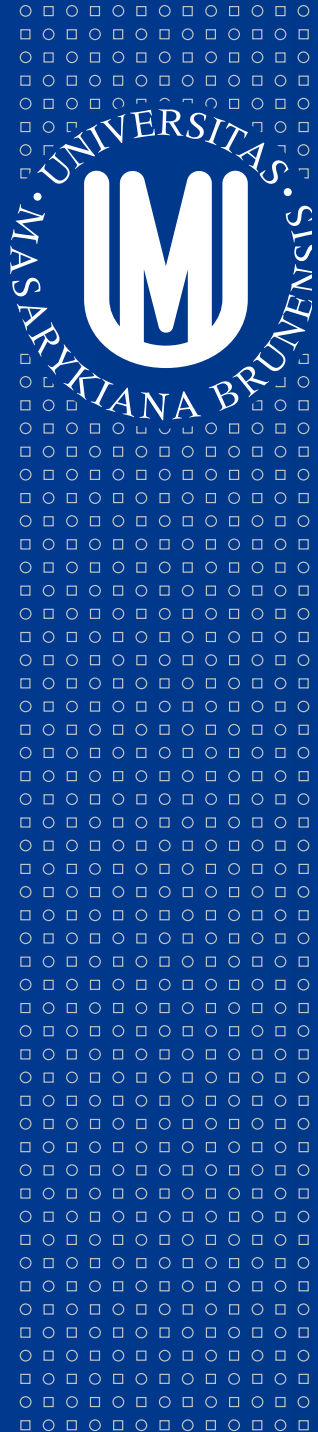


Research:

Historical & Cultural Connection

- Based on your research and knowledge of our history and culture, find **TWO** historical & cultural connection traits relevant to MOBERA
- What was the most interesting finding in your research?






CREATIVITY RECAP



29 WAYS TO STAY CREATIVE

MrNotFamous

28 videos 

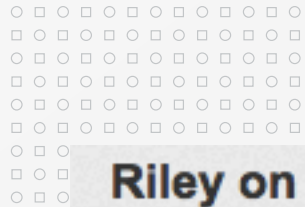
Subscribe



0:04 / 1:51

360p





Riley on Marketing

dbarry1917 + **Subscribe** 35 videos ▾



⏸ 🔊 0:01 / 1:11 CC ⚙ ⌚ 📺 🖥 🗉

👍 **Like** 🗨 **Share** 📌

3,919,376 📊





**ZE
ZEMĚ
NAHORU**

STRATEGICKÝ PROJEKTOVÝ MANAGEMENT



CREATIVE BRIEF or PROPOSAL (short version of the final marketing plan)



Creative Brief Format

- Creative Brief is a proposal for a creative/marketing strategy or tactic. It's a widely used format in the ad/marketing world. It consists of:
 - Overview of your idea,
 - Branding & Positioning (Mood Board, Branding Map, Position)
 - Audience (Who is your target audience(s)?)
 - Message (What is the message you will try to communicate?)
 - Media (How will you communicate your message?)
 - Budget (Estimated costs of your proposed tactic/strategy)
 - Timeline (Estimated timeline of your proposed tactic/strategy)
 - Creative Image (Show your proposed creative images)



“What if...” Chicago Chapter Awareness Campaign:

Initial Creative Brief Draft

Overview/Goal

To increase awareness of paralysis & CDRF in Chicago

Audience

Chicago residents. Focus on potential donors - more affluent, college educated, living in Chicago and prominent suburbs.

Other focus: healthcare, sports, car accidents, family

Message

Chicagoans impacted by any form of paralysis would share their stories in a series of emotionally charged ads. Images would include real people from Chicago – men, women, children – in a black and white photography (journalistic authenticity). The stories would be told in 2-3 short sentences highlighting the “What If” theme. “What If” theme focuses on uncertainty and unpredictability in life. One day you are normal, the next day you cannot move.

Media

Direct mailing pieces, posters – Pro Bono printer

Outdoor – CTA trains ads Pro Bono

Magazines – Michigan Avenue, CS, Chicago Magazine Pro Bono?

Internet through various Chicago sites/partners

Video – stories could be made into videos

Schedule

End of February

Budget



create...
change

What if ...woman

www.christopherreeve.org/chicago/judybogusky



WHAT IF ...

...IT HAPPENED TO **YOU**

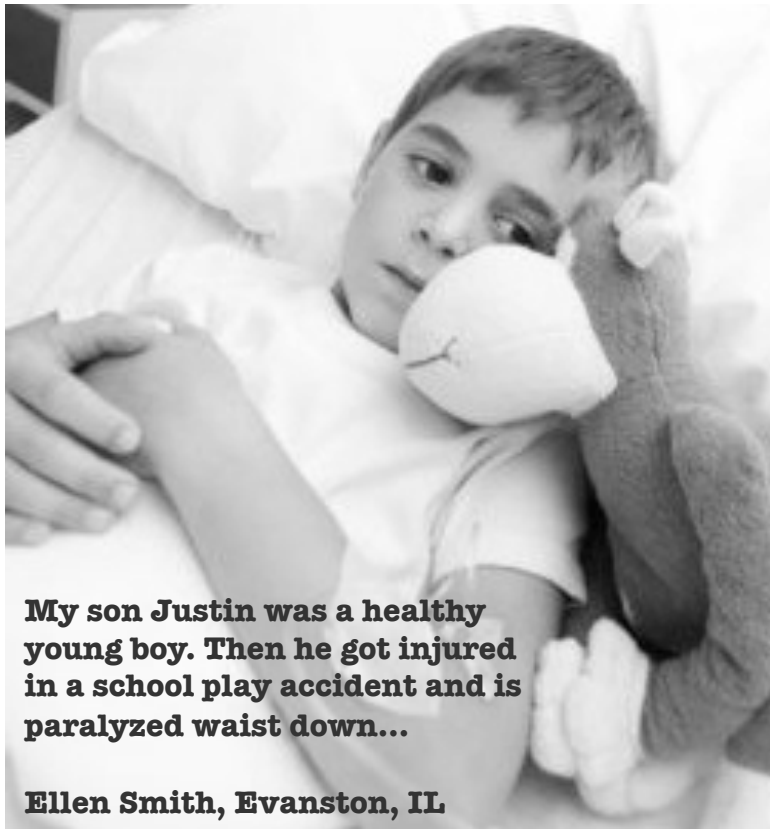


**CHRISTOPHER & DANA
REEVE FOUNDATION**
TODAY'S CARE. TOMORROW'S CURE.



What if ...child

www.christopherreeve.org/chicago/JustinSmith



My son Justin was a healthy young boy. Then he got injured in a school play accident and is paralyzed waist down...

Ellen Smith, Evanston, IL

WHAT IF ...

...IT HAPPENED TO **YOU**

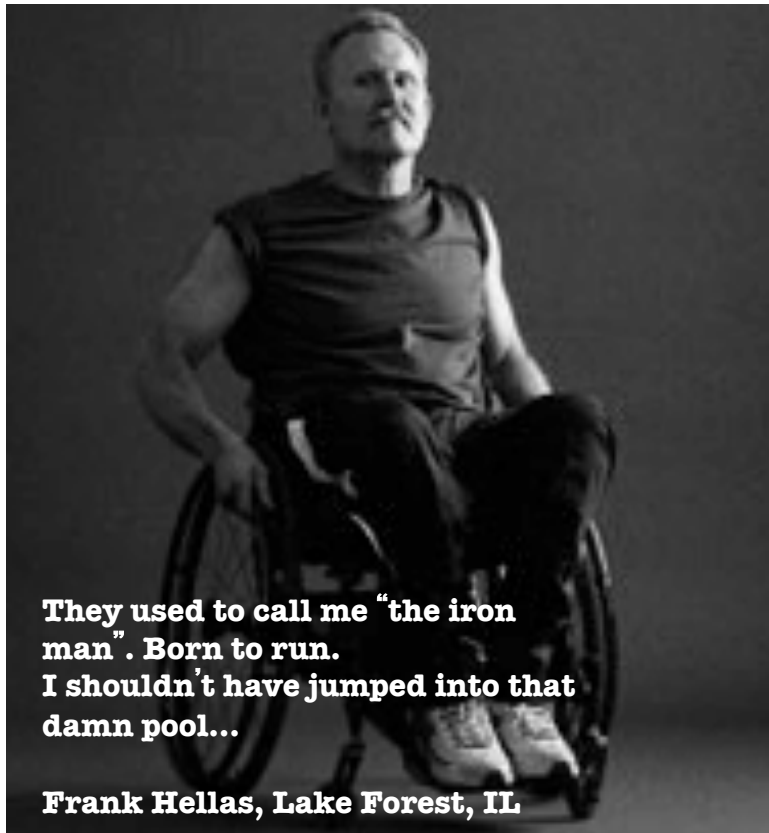


CHRISTOPHER & DANA
REEVE FOUNDATION
TODAY'S CARE. TOMORROW'S CURE.



What if ...man

www.christopherreeve.org/chicago/FrankHellas



They used to call me “the iron man”. Born to run. I shouldn’t have jumped into that damn pool...

Frank Hellas, Lake Forest, IL

WHAT IF ...

...IT HAPPENED TO **YOU**

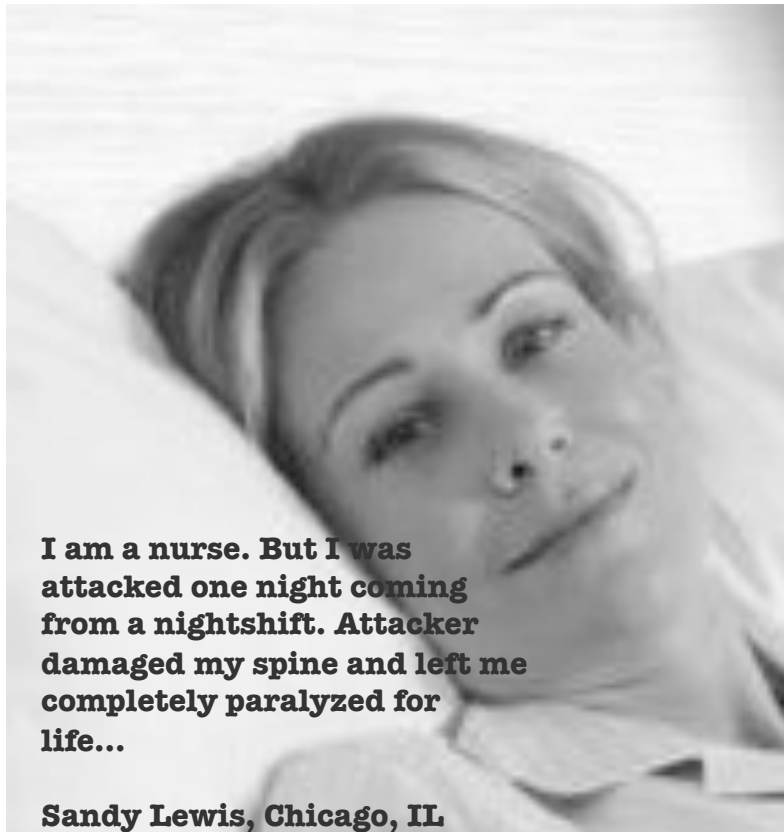


CHRISTOPHER & DANA
REEVE FOUNDATION
TODAY'S CARE. TOMORROW'S CURE.



What if ...woman

www.christopherreeve.org/chicago/SandyLewis



WHAT IF ...

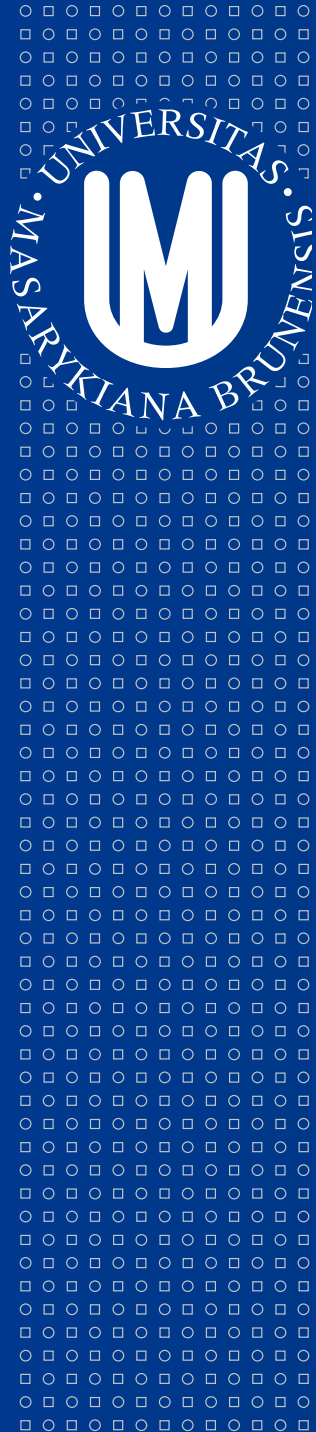
...IT HAPPENED TO **YOU**



create...
change

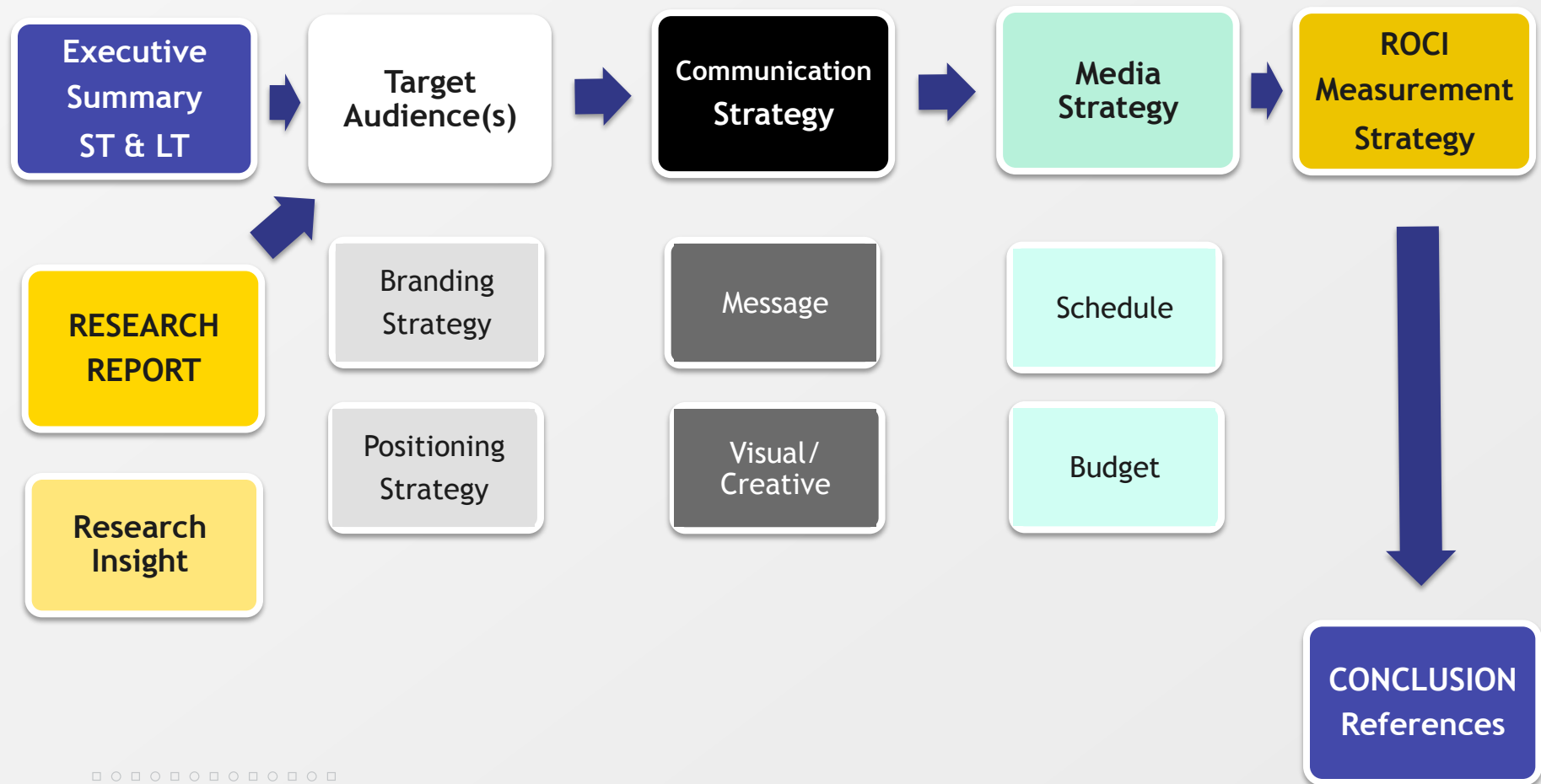
Creative Brief Tips

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

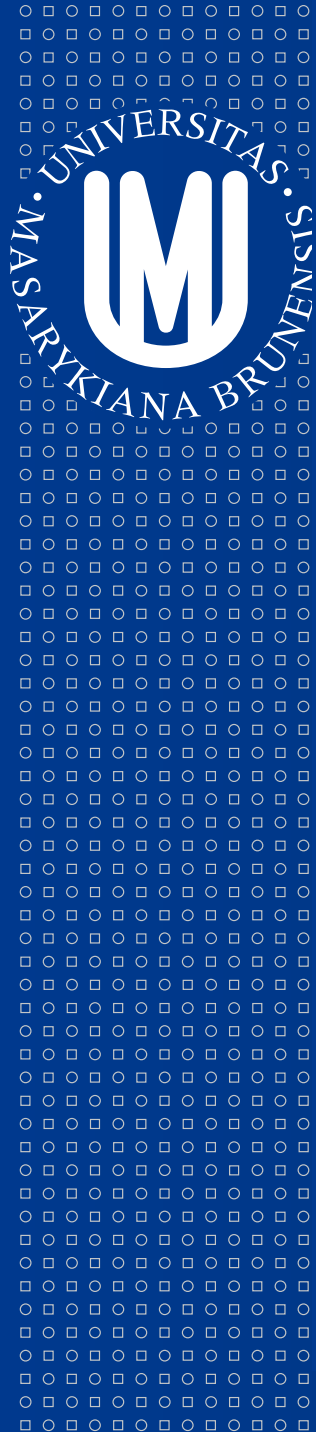


IMC STRATEGY DEVELOPMENT PROCESS

IMC Planning Process: Developing an IMC Plan

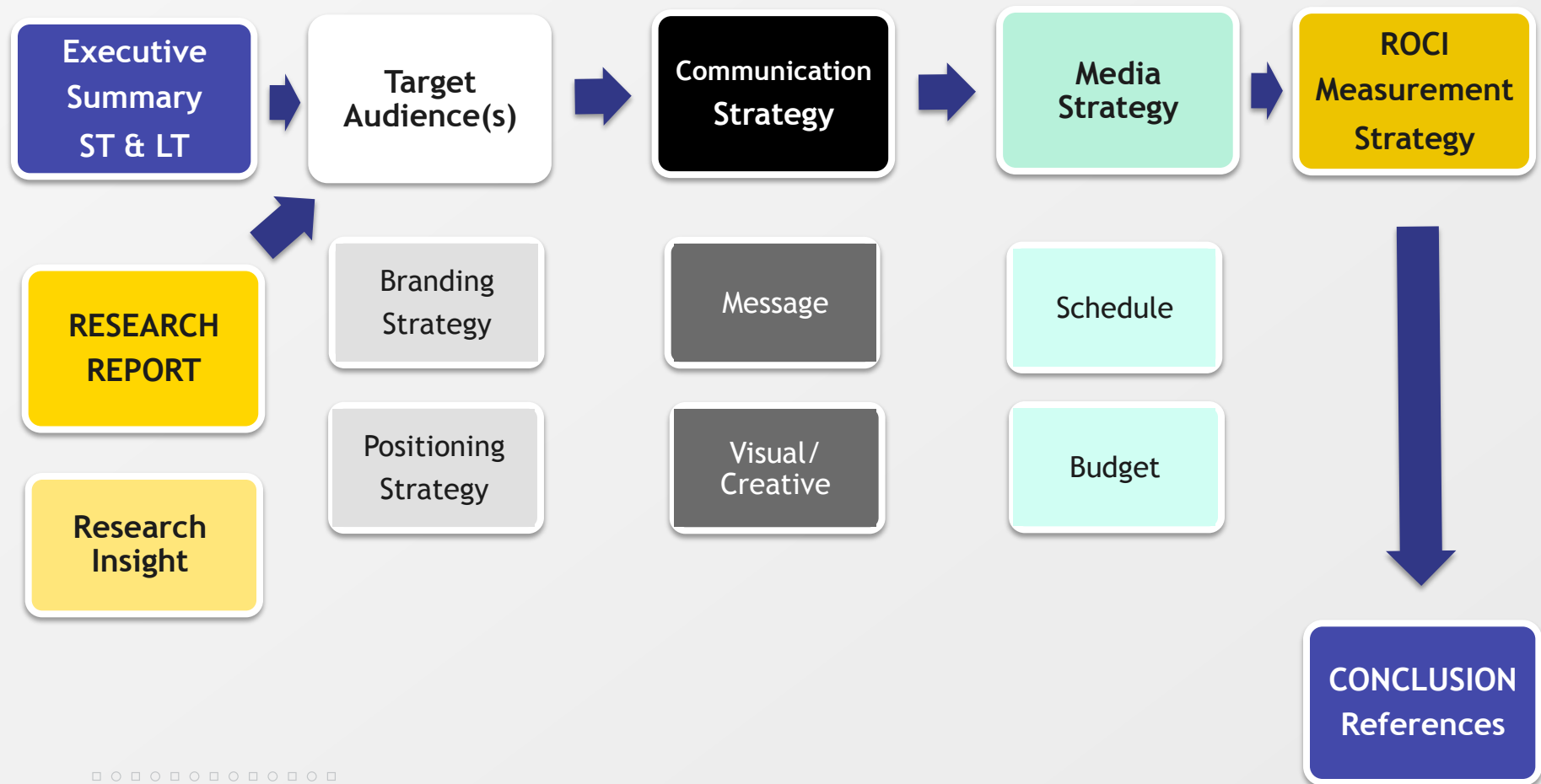


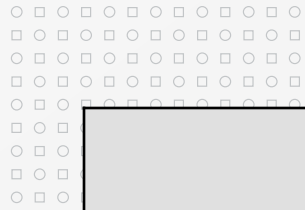
Innova/ tion of vision for MIC Accel/ erator



BRANDING STRATEGY

IMC Planning Process: Developing an IMC Plan





Mood Board

WORDS		COLORS	
THEME		FONTS	
ABSTRACT		BRAND NAME	
IMAGES		MESSAGE	





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

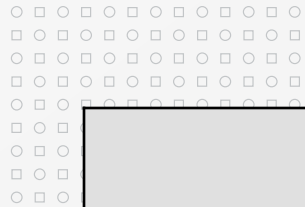
activating business potential

INSPIRATION SIMPLE ELEGANCE



THE
PRESERVE
LA BALLENA
BAJA MEXICO





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





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





**NUTRITIONAL
INSTITUTE**

DEPOT

Professional Natural Health Brands

P.O. BOX 1010 GRAYSLAKE, UT, 84030 • 800-558-9457 • INFO@NIDEPOT.COM • WWW.NIDEPOT.COM

COMING SOON

*green
latte*


THE NUTRITIONAL INSTITUTE'S
GREEN LATTE! JUST ONE DRINK
FOR DAILY WHOLE BODY HEALTH

TO SIGN UP FOR OUR GREEN LATTE MAILING LIST
SHOOT US AN EMAIL AND WE'LL MAKE SURE TO KEEP YOU IN THE LOOP

GREENLATTE@NIDEPOT.COM

**BUY ONE
GET ONE** **50% OFF**

BY MENTIONING THIS POST CARD

THANK YOU 
YOUR CONTINUED BUSINESS
WE WOULD LIKE TO REMIND
YOU THAT WE HAVE
EVERYDAY LOW PRICES
ON THOUSANDS

OF LEADING NATURAL HEALTH PRODUCTS
THAT ARE ALWAYS AVAILABLE.
IF YOU HAPPEN TO FIND
THAT WE DO NOT CARRY YOUR FAVORITE PRODUCT

PLEASE CALL **J**
OUR CUSTOMER SERVICE FOLKS
SO WE MAY REMEDY YOUR CONCERNS
LIVE OPERATORS AT

866-558-9457 YOU WILL ALSO FIND US ONLINE
WWW.NIDEPOT.COM

WE LOOK FORWARD
TO SERVING YOU
AGAIN IN THE NEAR FUTURE





[Client Login](#)

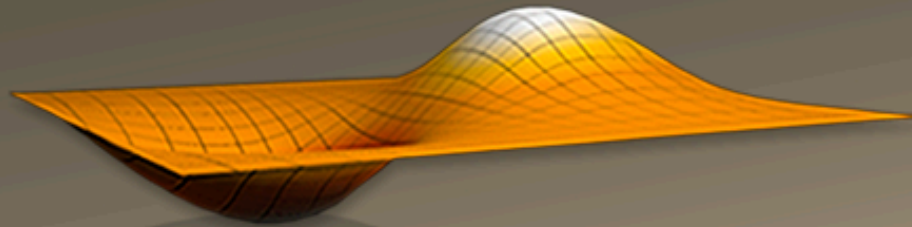
[Contact Us](#)



[Search](#)

- [Home](#)
- [About Us](#)
- [Tools](#)
- [Partnerships](#)
- [Community](#)
- [Press](#)
- [Subscriptions](#)
- [Contact Us](#)
- [Login](#)

FOCUS YOUR TRADING DECISIONS



Metrixx delivers real-time, trade decision support applications

*Find out how we can help you.
Sign up for a free trial.*



Metrixx Data

Clean, calculation-rich, real-time data

NYSE Pilot Program

Experience Metrixx as an Integrated Solution

CQG

Elevate Trade Decision Capability

TRADING TECHNOLOGIES





BRAND ADVOCACY 2008



OBAMA



62%

MCCAIN



38%



+1%

day of

★ OCTOBER 30 ★



-1%

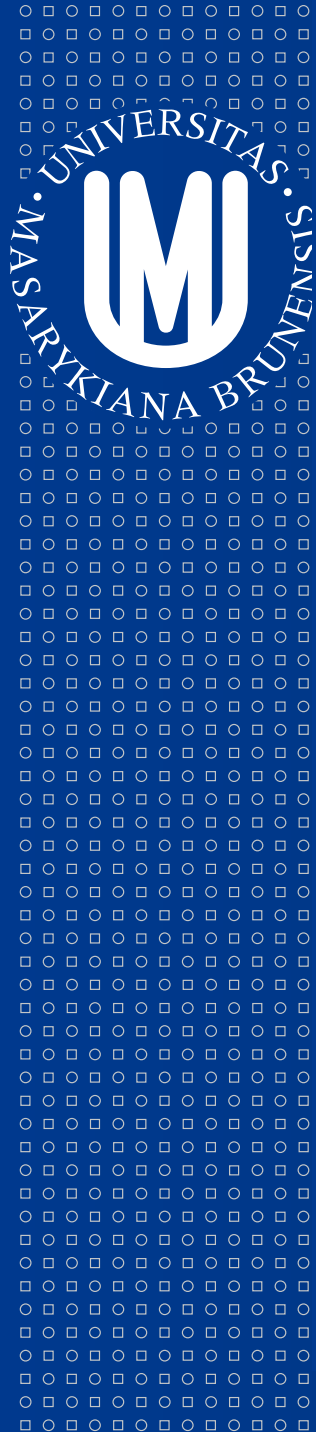
2008 Presidential Candidates' Online Promoter Score™

OPS up since yesterday
click on thumb to view trend chart

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

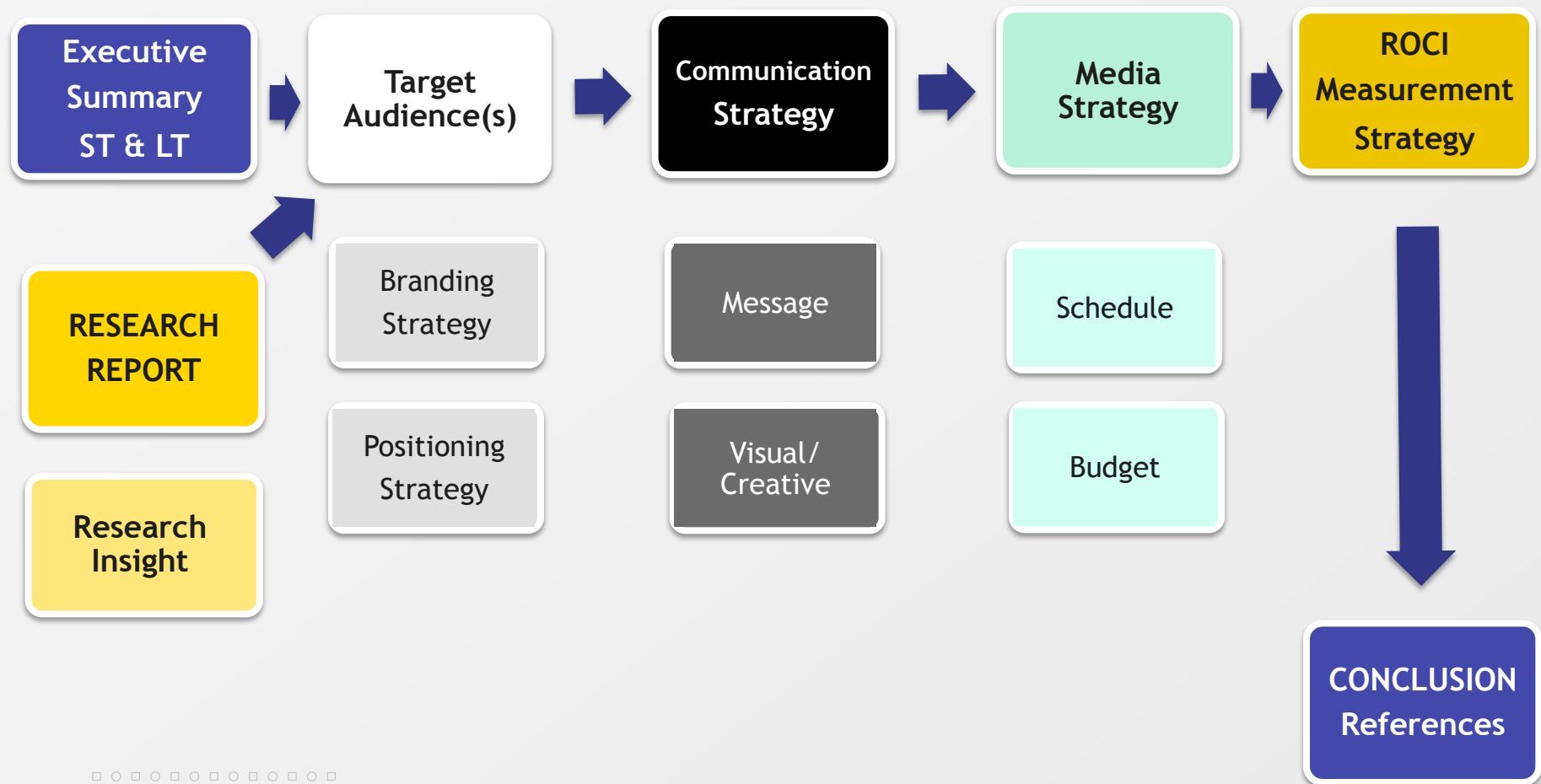
OPS down since yesterday
click on thumb to view trend chart





POSITIONING STRATEGY

IMC Planning Process: Developing an IMC Plan





Competitive Positioning Map

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



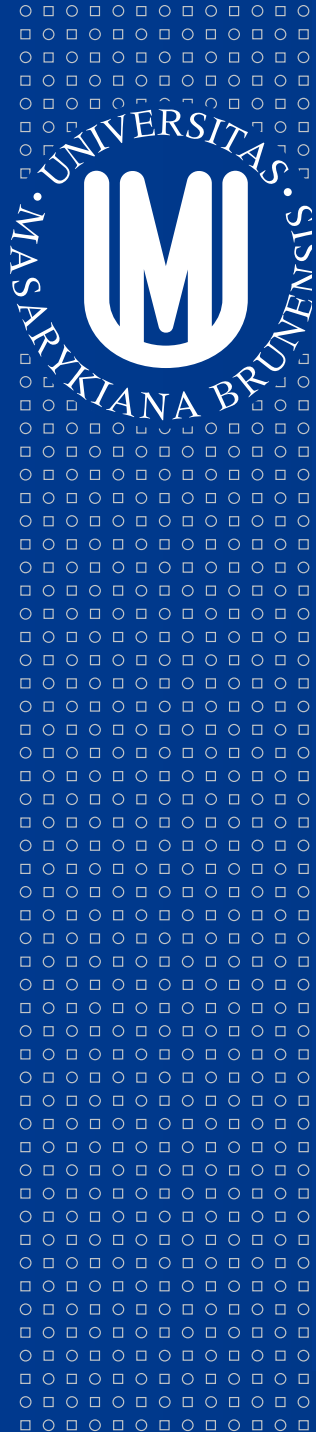


What's going to be your Positioning Statement?

MOBERA Brand is...

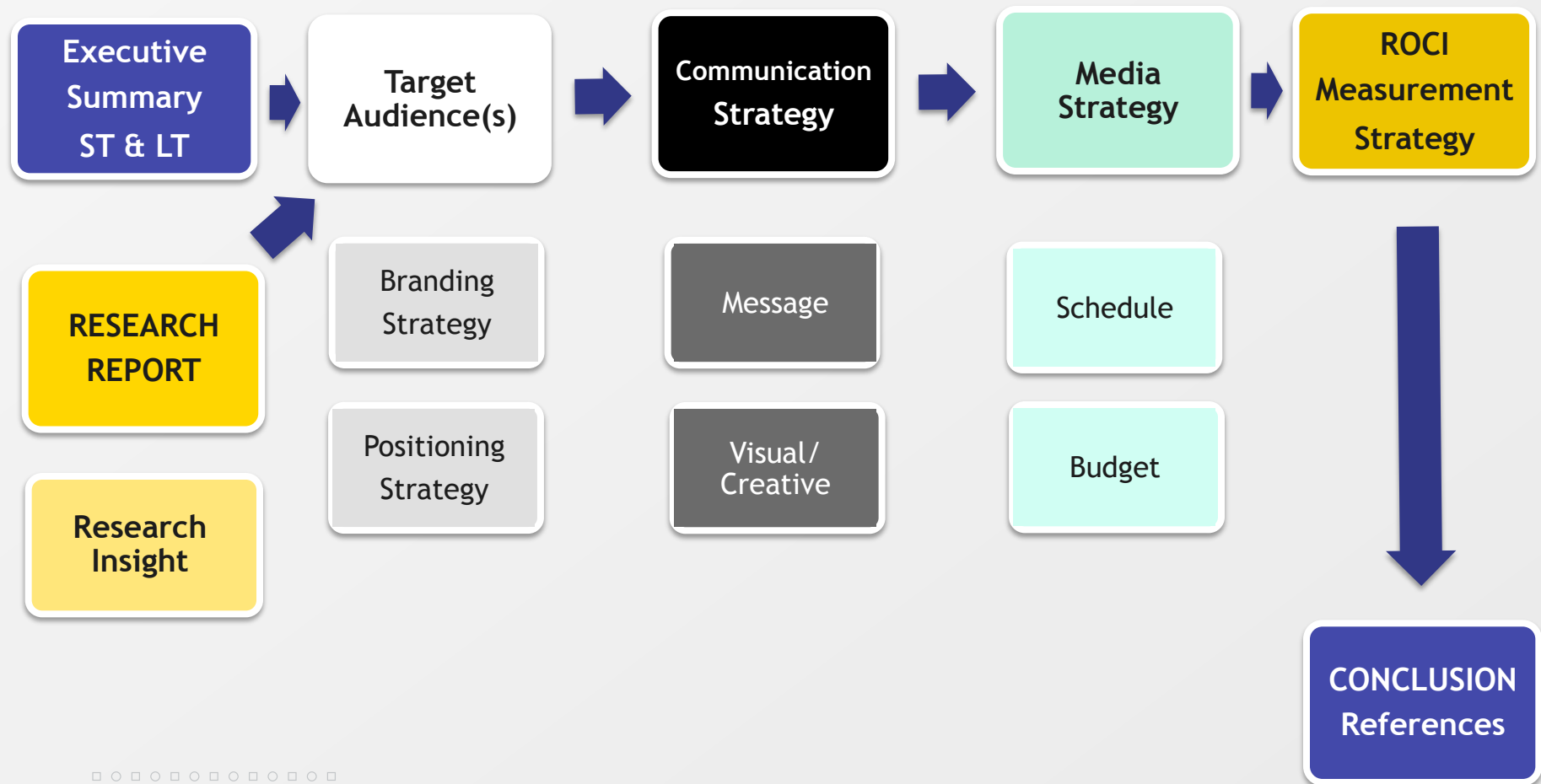
Target is...





COMMUNICATION STRATEGY

IMC Planning Process: Developing an IMC Plan





Communication

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





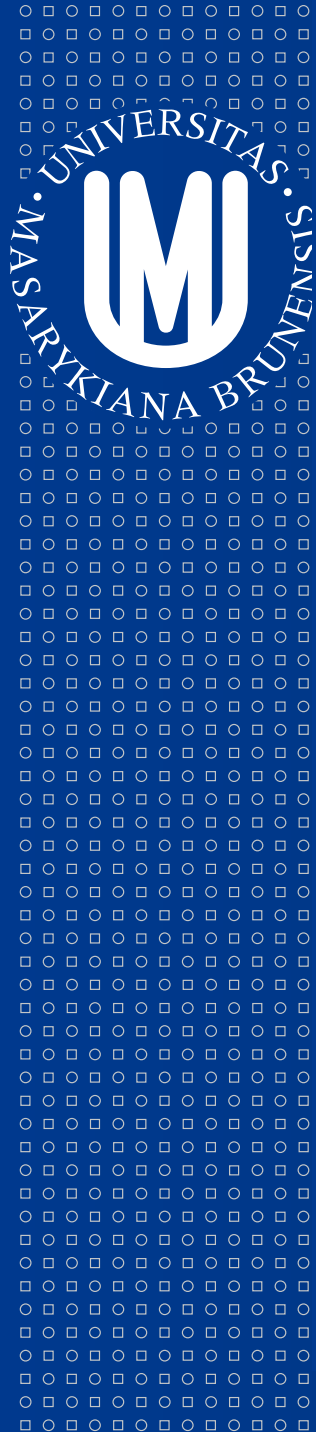
IMC Communication Planning Matrix

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

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

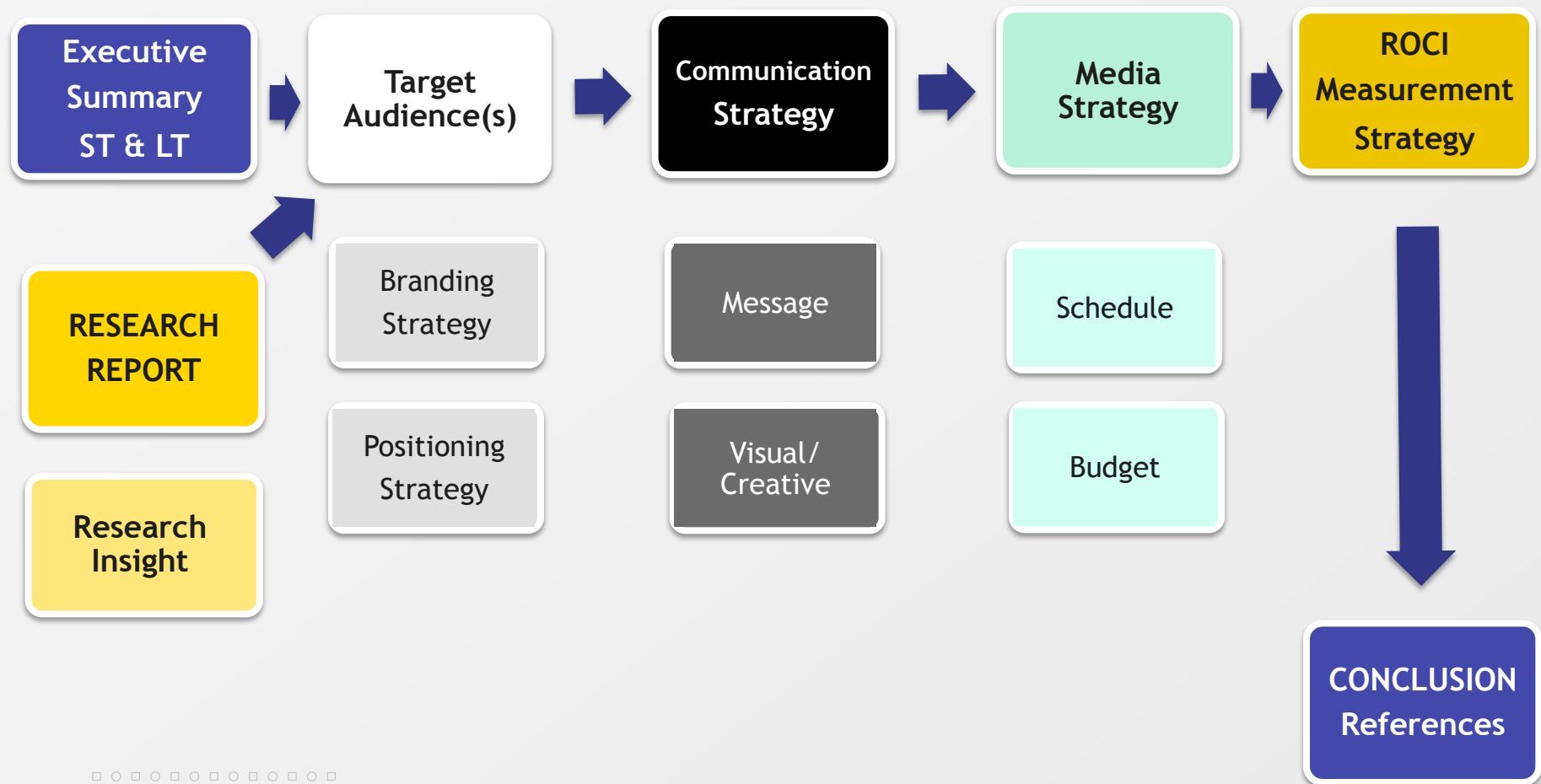
Increase, accelerate, stabilize cash flow
Build or enhance shareholder value





MEDIA STRATEGY INTRO

IMC Planning Process: Developing an IMC Plan





Media Categories

BROADCAST MEDIA

Television

Radio

PRINT MEDIA

Magazine

Newspapers

SUPPORT & NON-TRADITIONAL MEDIA

Outdoor
Aerial Advertising
Mobile Billboards
In-Store Media
Transit Ads
In-Flight
Movie Theaters
Promotional Products
Branded Entertainment
Miscellaneous Other
Media
Direct Mail
Internet





MASARYKOVA UNIVERZITA

www.muni.cz

Commercials Examples





Geico apology

krazyieD [Subscribe](#) 5 videos ▾



⏸ 🔊 0:07 / 0:30 CC ⚙ ⌚ 📺 📺 📺

[Like](#) [Share](#) [Flag](#)

61,017 [View](#)



Walter E. Smithe, SmitheBC 2, Oct 2007 (Caveman)

WalterSmithe

Subscribe

56 videos



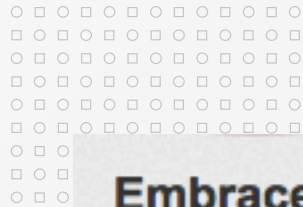
0:00

0:00 / 0:15

Like

 Share

529 views



Embrace Life: A new online ad with a twist

romereports Subscribe 3,322 videos

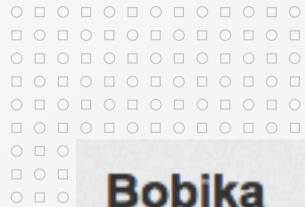


0:13 / 1:29

Like Share

563,009





Bobika

mementosan666

Subscribe

4 videos



0:07 / 0:31



Like



Share



89,170





Word of Mouth

OVERVIEW





What is Word of Mouth?



Oscar Wilde

“There is only one thing in the world worse than being talked about , and that is not being talked about.”

WORD OF MOUTH IS ...

A natural, genuine, honest process...

The voice of the customer...

The act of consumers providing information to other consumers...

People seeking advice from each other...

Consumers talking about your products, services, or brands they have experienced...





What is Word of Mouth Marketing (WOMM)?

WORD OF MOUTH MARKETING IS ...

Built on the most natural desire of consumers to share their experiences with family, friends, and colleagues.

Creating marketing strategies for your product or service that will give people a reason to talk about them.

There must be something remarkable (Godin) about your product or service that will make people talk and talk passionately about their experience with your service or product.

WOMM HAS VARIETY OF SUBCATEGORIES





How to Word of Mouth?

Give people a reason to talk about your products and services

Tell the truth

Surprise and wow

Continue to surprise and wow

Be consistent

ULTIMATE GOAL
Have advocates for your product/service!
IT' S FREE MARKETING

Source:<http://www.womma.org>



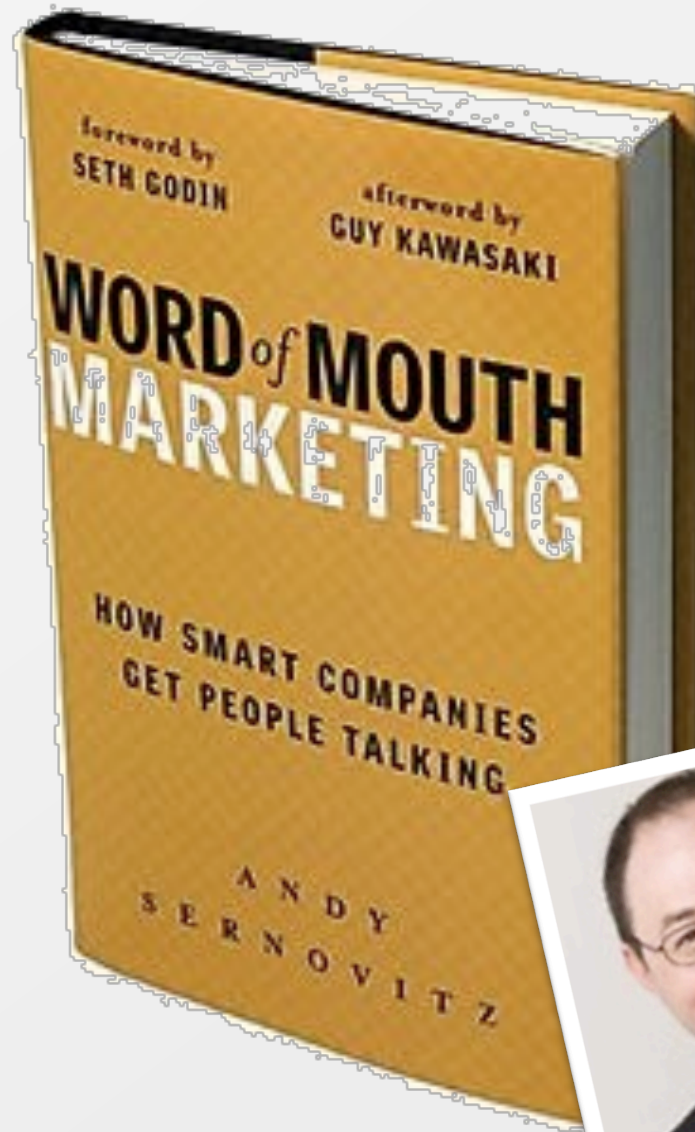


Why to Word of Mouth?

- ***Happy customers are your biggest endorsement.***
- ***Happy customers build your brand.***

Word of Mouth Guru Andy Sernovitz

- *Word of Mouth Association*
- www.womma.org
- *Andy's Blog*
- www.damniwish.com





MASARYKOVA UNIVERZITA

www.muni.cz

Broadcast & Print

MEDIA





Broadcast Media

TELEVISION



RADIO





Print Media

MAGAZINES



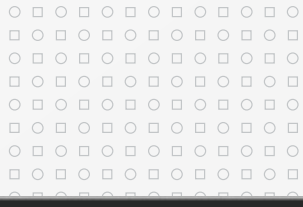
NEWSPAPERS



How many read magazines?

How many read newspaper?





Nová éra čtení. Bez papíru

Důvody pro elektronické čtení:

- Všechny tituly máte v jedné knihovně navždy
- Noviny i časopisy koupíte levněji než v tištěné verzi
- Jednoduše čtete kdykoli a odkudkoli – i offline
- Tituly zobrazíte na vašem PC, Macu či iPadu

Najděte si noviny, časopis, katalog, ...

HLEDAT



↓ [Jak to funguje?](#)






MASARYKOVA UNIVERZITA

www.muni.cz

Support Media

OVERVIEW





Support Media Role: To reach those people in the target audience that primary media (TV, print, etc.) may not have reached and to reinforce, or support, their messages.

SUPPORT MEDIA

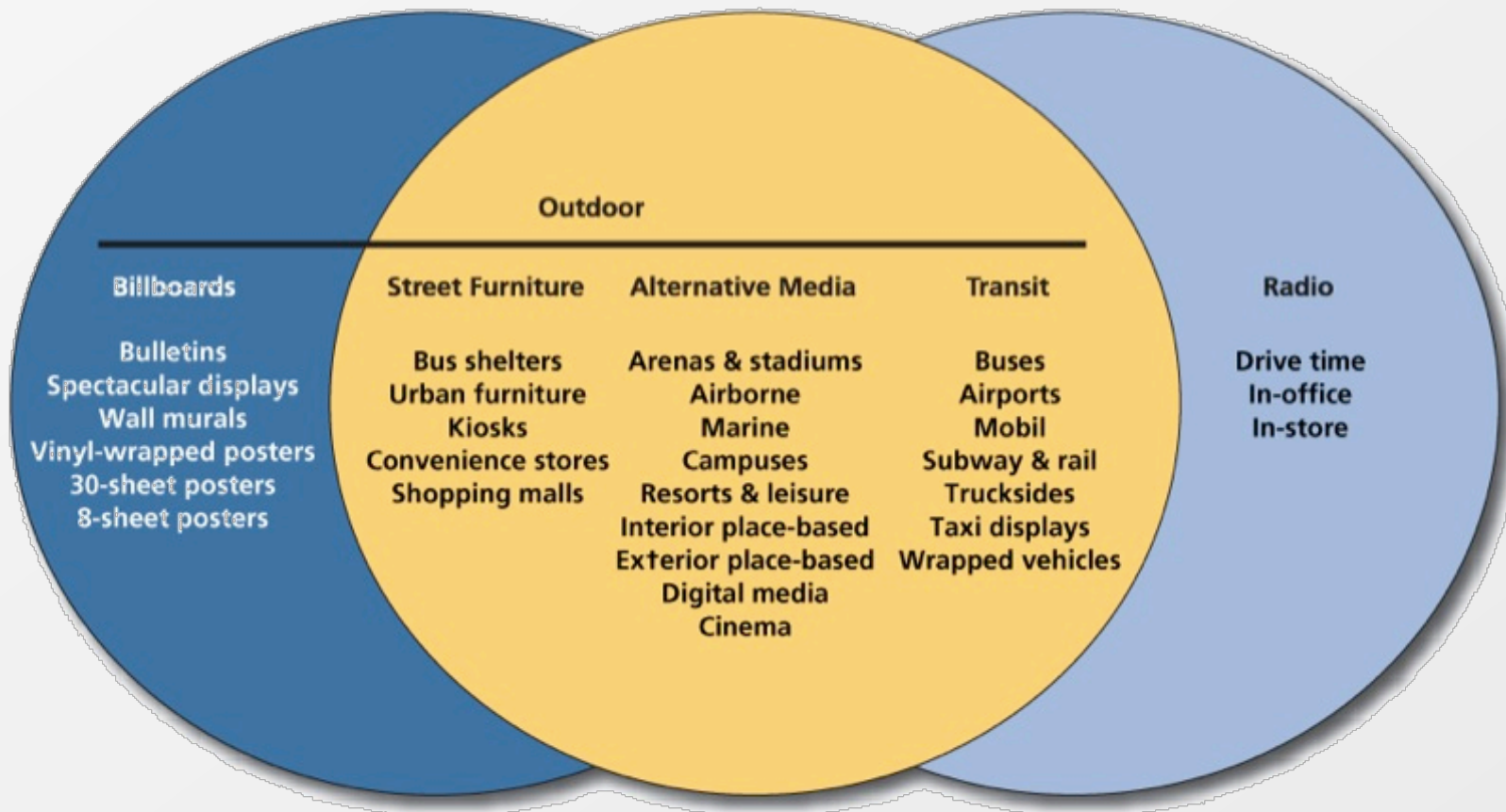
Outdoor
Aerial Advertising
Mobile Billboards
In-Store Media
Transit Ads
In-Flight
Movie Theaters
Promotional Products
Branded Entertainment
Miscellaneous Other Media
Direct Mail
Internet

**Create your own unique medium
(CDRF sign)**





Out-of-Home Media - A Diverse Cross-Section of Formats

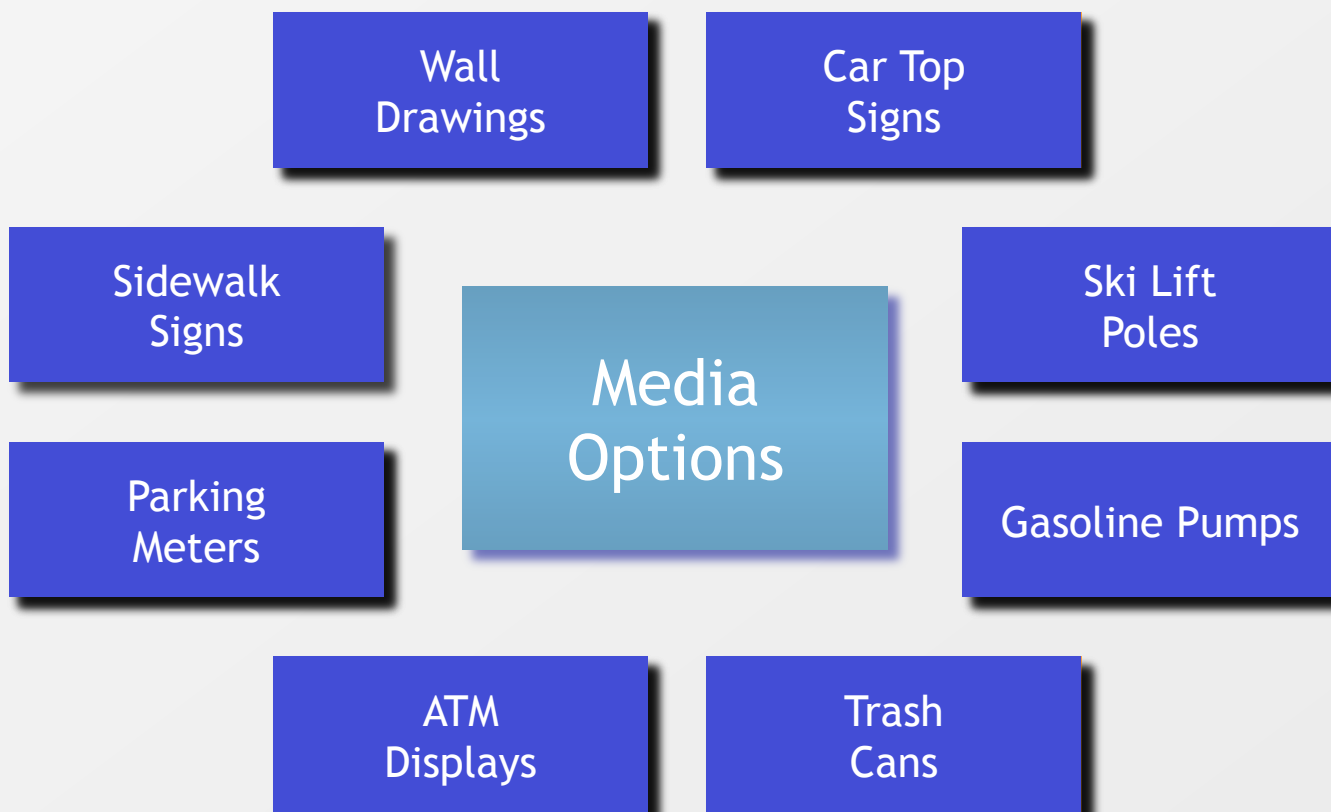


Source: OAAA.





Other Miscellaneous Outdoor Media





Other Out-of-Home Media

Aerial Advertising

Sky Banners

Blimps

Sky Writing

Mobile Billboards

Trucks

Vans

Trailers

In-Store Media

Signs

Video

Kiosks





Transit Advertising Media

Platform
Posters

Station
Posters



Terminal
Posters

Inside
Cards

Outside
Posters





In-Flight Advertising

Magazines

Catalogs



Radio

Videos



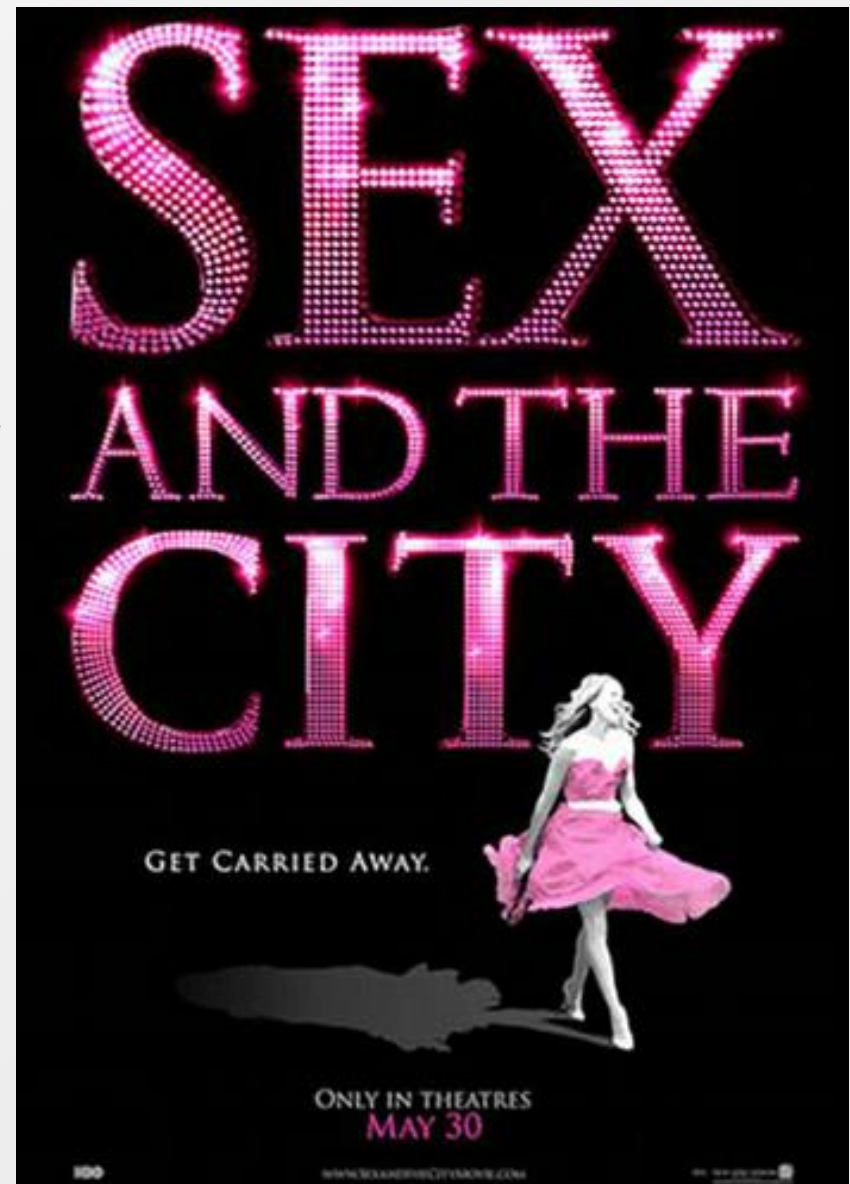


Advertainment

Advertainment includes product placement - where a brand is intentionally and strategically placed in a show, product integration - where a product becomes part of the plot, and branded entertainment - where the entertainment is actually produced specifically to promote a brand.

“Advertainment has found its way into books, movies and television with a new generation being captured through video and computer games,” says Professor Russell. “And its growth is continuing to outpace that of traditional advertising.”

Professor Russell, who has researched the world of advertainment and its implications for consumers, says **audiences aspire to the often unrealistic lifestyles portrayed in their favorite shows**, and this can have damaging societal consequences.





Miscellaneous Other Media





MASARYKOVA

Bathroom Ads: Prague





MASARYKOVA UNIVERZITA

www.muni.cz

Digital Marketing

OVERVIEW





THE AGE OF DIGITAL

Drivers of change





Digital Marketing

DIGITAL MARKETING

INTERACTIVE MARKETING

INTERNET MARKETING

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

MOBILE MARKETING

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

DIGITAL OUTDOOR

BANNER/DISPLAY ADS



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

The screenshot shows the YouTube channel page for 'Will It Blend?'. At the top, the Google logo is visible. The channel name 'Will It Blend?' is prominently displayed in a stylized font. Below the channel name, there are navigation links for 'Videos', 'Favourites', 'Playlists', 'Groups', 'Friends', and 'Subscribers'. The channel's profile information includes a 'Subscribe' button, a channel icon, and statistics: 'Style: VLogging', 'Joined: 30 October 2006', 'Last Sign In: 19 hours ago', 'Videos Watched: 5,371', 'Subscribers: 135,765', and 'Channel Views: 2,716,725'. A description below the profile reads: 'See what the Total Blender can do in the Blendtec test lab, as we ask the question, Will It Blend?'. The company 'Blendtec' is listed with the website 'http://www.blendtec.com'. A list of achievements follows: '#35 - Most Subscribed (All Time) - Global', '#13 - Most Subscribed (All Time) - Directors - Global', and '#31 - Most Subscribed (All Time) - Partners - Global'. A 'Report profile image violation' link is also present. The main content area features a 'YouTube LIVE' event titled 'Will It Blend? - YouTube Live' scheduled for 'NOV 22 2008 5 PM PST / 8 PM EST'. The video player shows a progress bar at 0:07 / 0:53. Below the video player, there is a section for 'Will It Blend? - YouTube Live' with 'From: Blendtec', 'Views: 529,704', and 'Comments: 2,894'. At the bottom, there are links for 'Videos (79)' and 'Subscribe to Blendtec's videos'. The footer of the page contains the text 'Google Confidential and Proprietary'.

Google Confidential and Proprietary

14



MASARYKOVA UNIVERZITA

www.muni.cz

Social Media

OVERVIEW





Use of Social Media

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

Main Role?

Supportive Role?





MASARYKOVA UNIVERZITA

www.muni.cz

Mobile

OVERVIEW





Mobile reaches where other media cannot!



MASARYKOVA UNIVERZITA

www.muni.cz

Websites

OVERVIEW





Alpha & Omega of Web Management

NECESSITY

DESIGN

PURPOSE

CONTENT

KEYWORDS

NAVIGATION

ANALYTICS

SEO

USER-FRIENDLY

ONLINE PRESENCE & VISIBILITY



Example Website Minimalist





MASARYKOVA UNIVERZITA

www.muni.cz

Public Relations

OVERVIEW





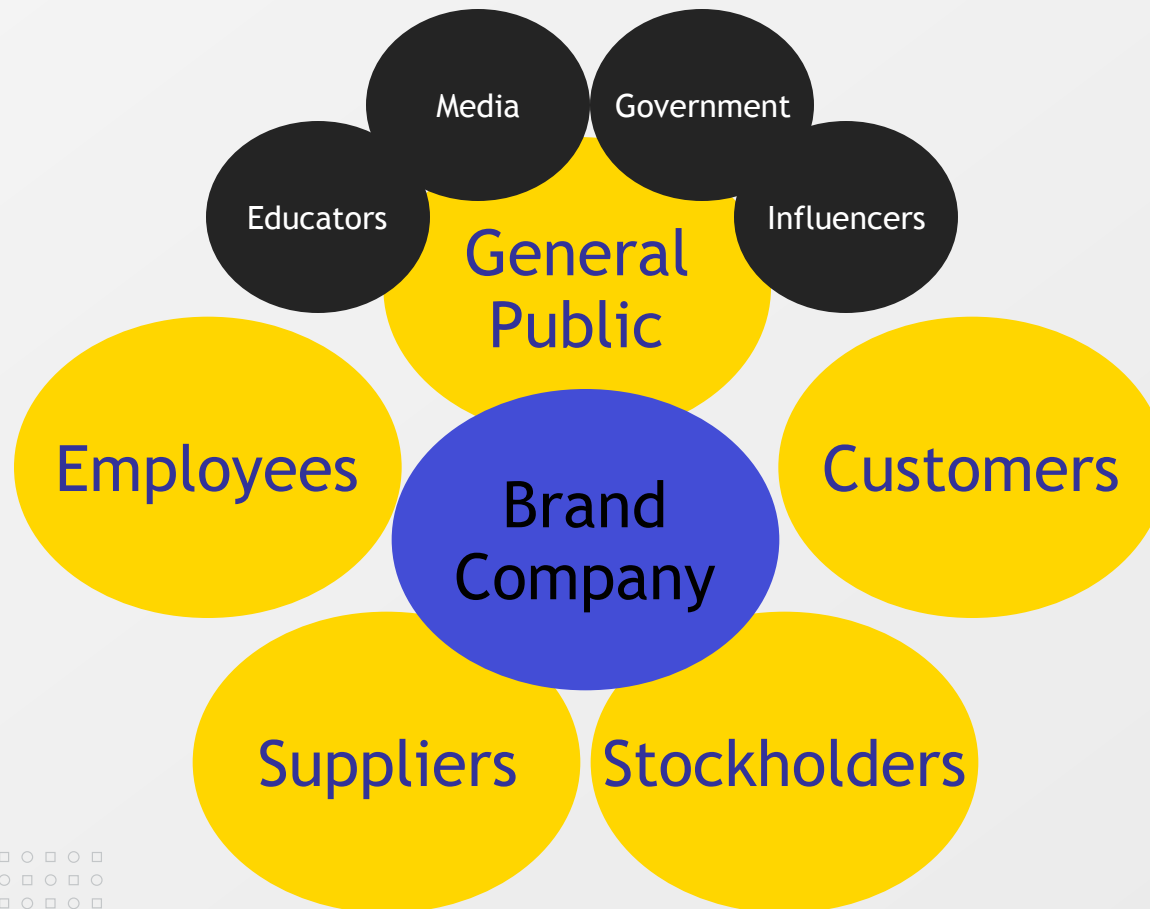
Is there Good Publicity and Bad Publicity???





What is the role of Public Relations?

To manage the relationship with the public





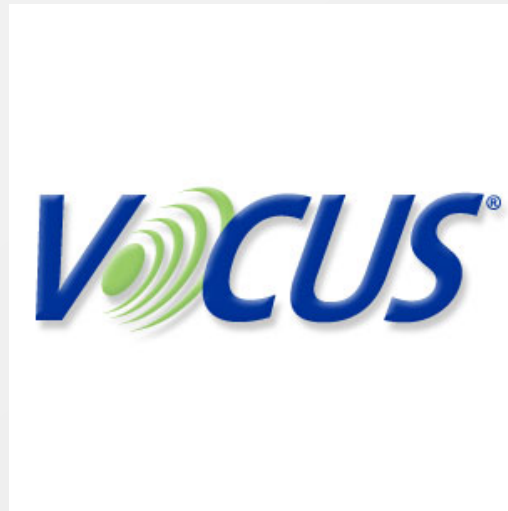
Public Relations Tools

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





PRWeb & Vocus





MASARYKOVA UNIVERZITA

www.muni.cz

Sales Promotions

OVERVIEW





What is a Sales Promotion?

www.muni.cz



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



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



Sales Promotions Examples

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





Sales Promotions Examples

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





MASARYKOVA UNIVERZITA

www.muni.cz

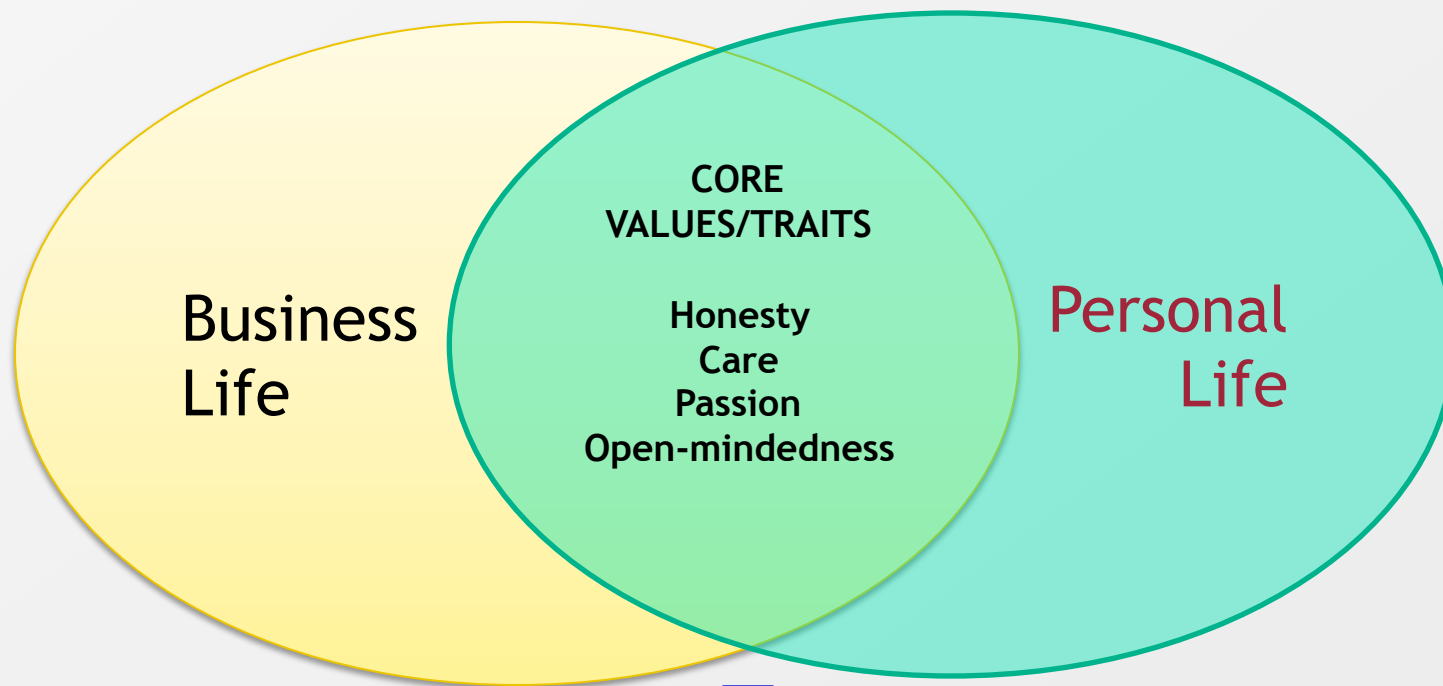
Personal Selling

OVERVIEW





Is Business Personal?



Relationship Marketing





MASARYKOVA UNIVERZITA

What is Personal Selling?

www.muni.cz



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

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

NEVER EAT ALONE BOOK





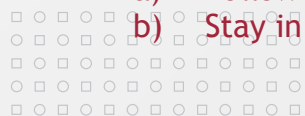
Personal Selling Techniques

Making the Sales Pitch

www.muni.cz

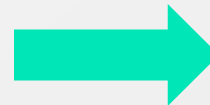
What are the elements of making a sale?

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





Personal Selling Example: MARY KAY



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





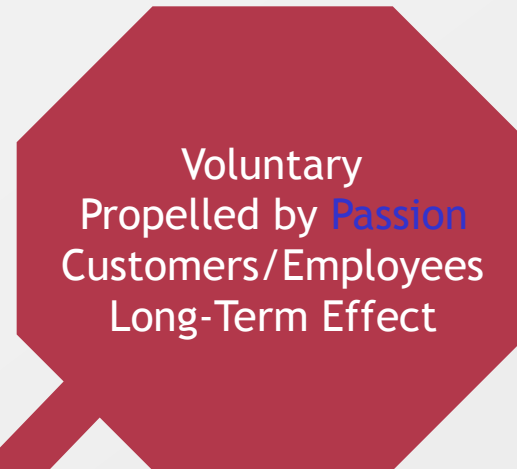
MASARYKOVA UNIVERZITA
Sales Force vs. Advocacy

Sales Force



VS.

Advocacy





MASARYKOVA UNIVERZITA

www.muni.cz

Events

OVERVIEW





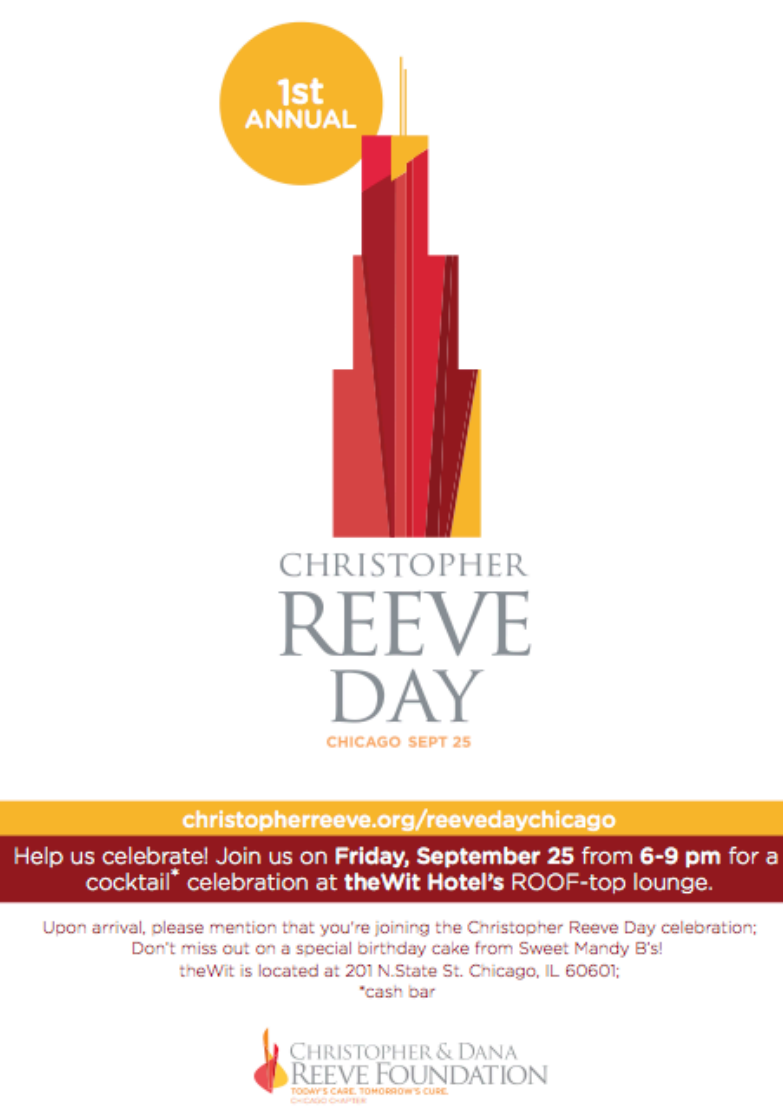
What is Event Marketing?



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



Student Projects: First-ever enacted Christopher Reeve Day



The poster features a stylized graphic of the Willis Tower in red and yellow, with a yellow circle above it containing the text "1st ANNUAL". Below the graphic, the text "CHRISTOPHER REEVE DAY" is written in a serif font, with "CHICAGO SEPT 25" in a smaller font below it. At the bottom, there is a yellow banner with the website "christopherreeve.org/reevedaychicago" and a dark red banner with the event details. Below these banners, there is a white section with text about the celebration and the location of theWit Hotel. At the very bottom, the Christopher & Dana Reeve Foundation logo is displayed.


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 CASE. TOMORROW'S CURE.
CHICAGO CHAPTER



Caroline Rhea Care.Cure.Comedy.Chicago Event 2010



The Christopher & Dana Reeve Foundation is dedicated to curing spinal cord injury by funding innovative research, and improving the quality of life for people living with paralysis through grants, information and advocacy.

EVENT COMMITTEE:

Bridget Brassil
Jane Carvey
The Connolly Family
Alison Dempsey
The Farrell Family
Karen Gatta
The Goss Family
Joel & Amy Heifitz
Robert and Amy Heinrich
The Heneghan Family
Daniel & Lynn Heumann
Erin Kinahan
Sandra & Albert Kumorowski
Mary Gould & James P. Moorhead
Joseph & Patricia Murphy
Robert Ness
Julie & Jon Neustadt
The O'Connor Family
Randy Ramsey
Mihra Seta
Dale Spencer
Reveca Torres
The Weidenaar Family
Debbie & John Ziegelman

because we **CARE.** to find a **CURE.**
a night of **COMEDY.**
in the heart of **CHICAGO.**

starring **CAROLINE RHEA**
and **COSTAKI ECONOMOPOULOS**



THURSDAY, OCTOBER 15, 2009*
6-9PM, House of Blues®, 329 N. Dearborn St., Chicago
*SPACE IS LIMITED, AGES 21 AND OVER ONLY

brought to you by the Chicago Chapter of
THE CHRISTOPHER & DANA REEVE FOUNDATION

Susie Essman

Care.Cure.Comedy.Chicago Event 2010



CARE. CURE. COMEDY. CHICAGO.
FEATURING **SUSIE ESSMAN**

UNCENSORED

"one of the most **VIVID CHARACTERS** in the show, whose off-color tantrums have become an audience favorite the way **KRAMER'S** clumsy entrances once were"

THE NEW YORK TIMES

"she's taken **FEMALE CURSING** to longshoreman levels, pummeling her bumbling, barrel-bodied husband with **POTTY-MOUTHED INVECTIVES**"

THE NEW YORK OBSERVER



PRE-EVENT ACTIVITIES

PLANNING

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

EXECUTION

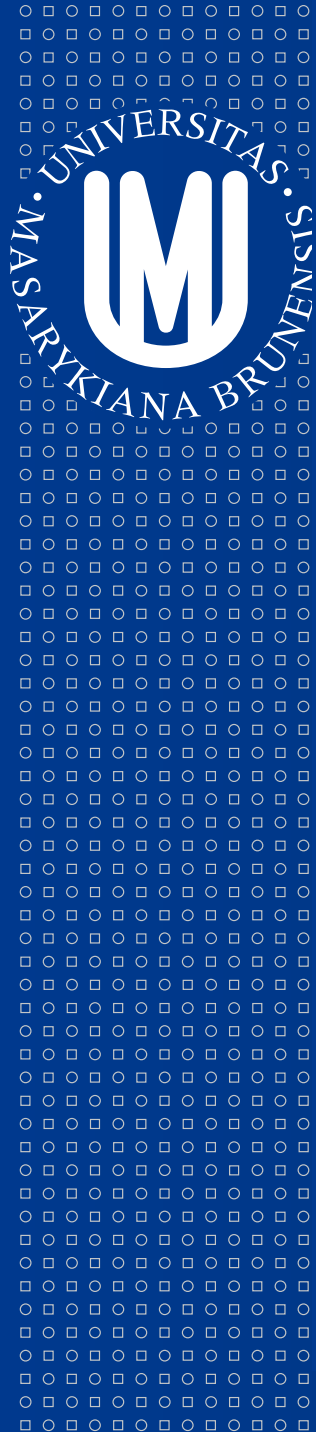
- It all depends on your level of detail in planning
- If well planned, then SUCCESS
- Make sure you collect contact information



POST-EVENT ACTIVITIES

FOLLOW UP

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



CREATIVE EXERCISES

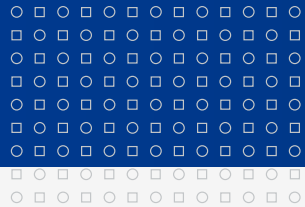




Answer the questions

- What rules can you break in the mobile industry?
- What rules can you break in event planning?
- Why should we be interested in the mobile industry?
- Come up with 2 metaphors: MOBERA is like...
- What if MOBERA offered a tangible product. What would that be?
- What if MOBERA had to have celebrity endorsement. Who would that be?
- What if MOBERA had to truly shock the audience. How would it be done?
- Visit ONE unusual place today and draw an insight for your strategy.
- How would Steve Jobs revive MOBERA?
- What other disciplines should MOBERA consult with & why? List 2.
- Find 2 ideas from the past and use them for inspiration to come up with an insight.





Thank you for your attention.

Next Class 4 Thursday, 5/17, 8:00 - 11:50

Room G101

Playboy Case Study 😊

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

