



MASARYKOVA UNIVERZITA

PV231 Class 4
**Integrated Marketing
Communications Strategy Course**
Faculty of Informatics
SSME Program

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



MASARYKOVA UNIVERZITA

PROGRAM Room G101

- 08:00 - 10:15 Lecture
- 10:15 - 10:30 Short Break
- 10:30 - 11:30 Lecture
- 11:30 - 11:50 Team Work & Exercises

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INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

PV231 Integrated Marketing Communications SPRING 2011



Project Deliverables

www.muni.cz

Research Report May 23th	Creative Brief May 25th	Final IMC Plan DRAFT May 30th	Creative Pitch May 30th	Final IMC Presentation June 2nd	Final IMC Plan June 2nd
MARKET ANALYSIS Industry & Category Overview	Project Goal & Overview	Executive Summary	Short 5-7 minute presentation of the plan ideas	20-minute presentation of all ideas in front of the client	Executive Summary
Consumer Behavior Analysis	Research Insight Summary	Research Report			Research Report
Competitive Analysis	Audience, Message, Media Overview	IMC Plan Communication Strategy: Audience, Message			IMC Plan Communication Strategy: Audience, Message
Brand/Product/ Service Analysis & SWOT	Schedule & Budget	Execution Strategy: Media, Schedule, Budget, Measurement Creative Strategy: Branding Ideas, Creative/Design			Execution Strategy: Media, Schedule, Budget, Measurement Creative Strategy: Branding Ideas, Creative/Design
Research Insights	Visual/Creative Strategy Overview	Conclusion			Conclusion



Housekeeping items

- ☞ Soiree at Ambra, Wed, May 23, 18:00. Please confirm!
- ☞ Rewards for top 3 teams
- ☞ Creative Brief due Friday, May 18





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I.H.T. SPECIAL REPORT: CENTRAL EUROPE

South Moravia Expands as Information Hot Spot

By JACY MEYER
Published: May 22, 2011

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

Related

Staying Power in Central Europe (May 23, 2011)

New Twists on Old Crafts (May 23, 2011)

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

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

Of the 209 investments made in 2010 by CzechInvest, the government's investment and business development agency, 52, worth a total 2.25 billion korunas, or \$130 million, went to South Moravia.

RECOMMEND

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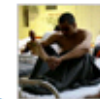


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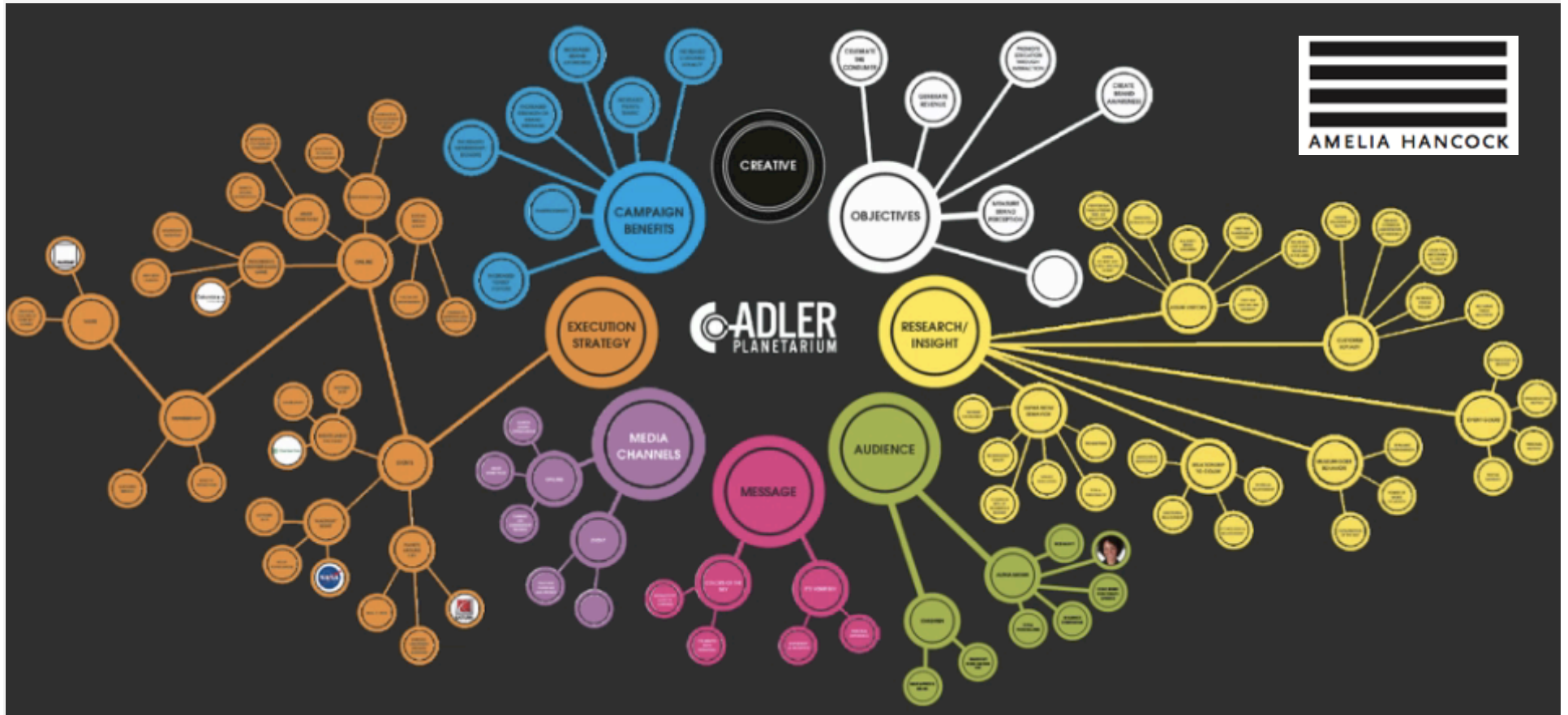
Saudis Arrest Woman Leading Right-to-Drive Campaign



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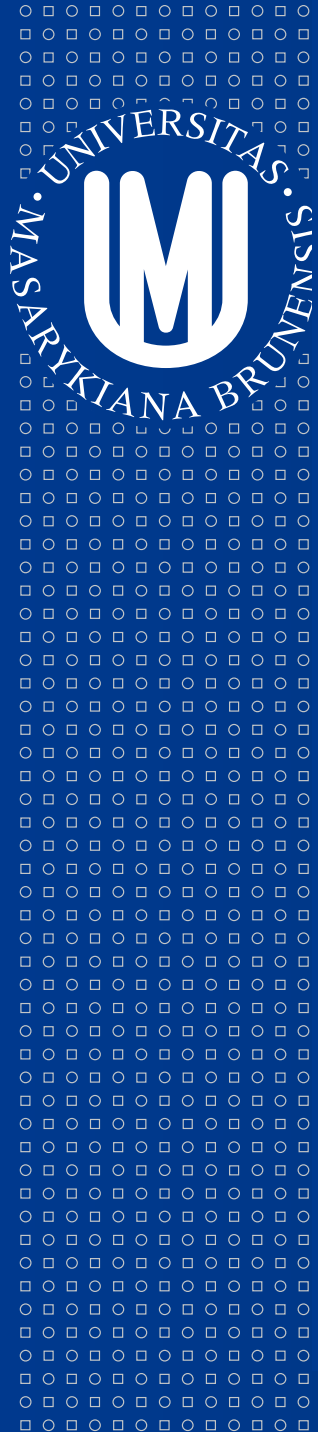
CLICK HERE





Application of design (Strategy Overview)






CREATIVITY RECAP



29 WAYS TO STAY CREATIVE

MrNotFamous

28 videos 

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0:04 / 1:51

360p





Answer the questions

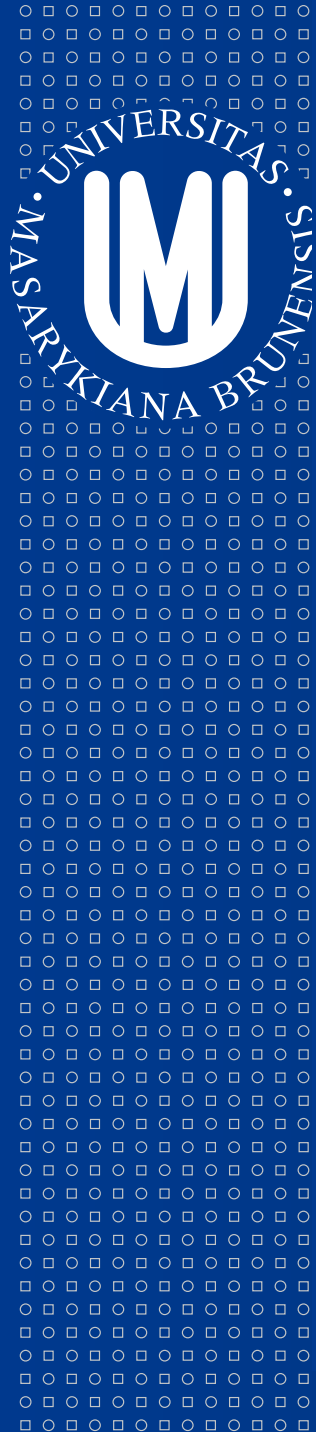
- What rules can you break in the mobile industry?
- What rules can you break in event planning?
- Why should we be interested in the mobile industry?
- Come up with 2 metaphors: MOBERA is like...
- What if MOBERA offered a tangible product. What would that be?
- What if MOBERA had to have celebrity 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.



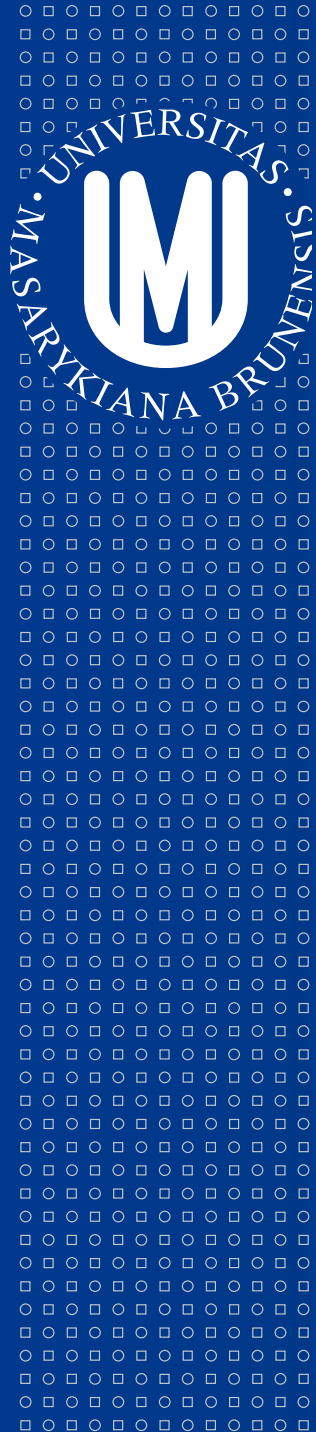


Get creative!!!



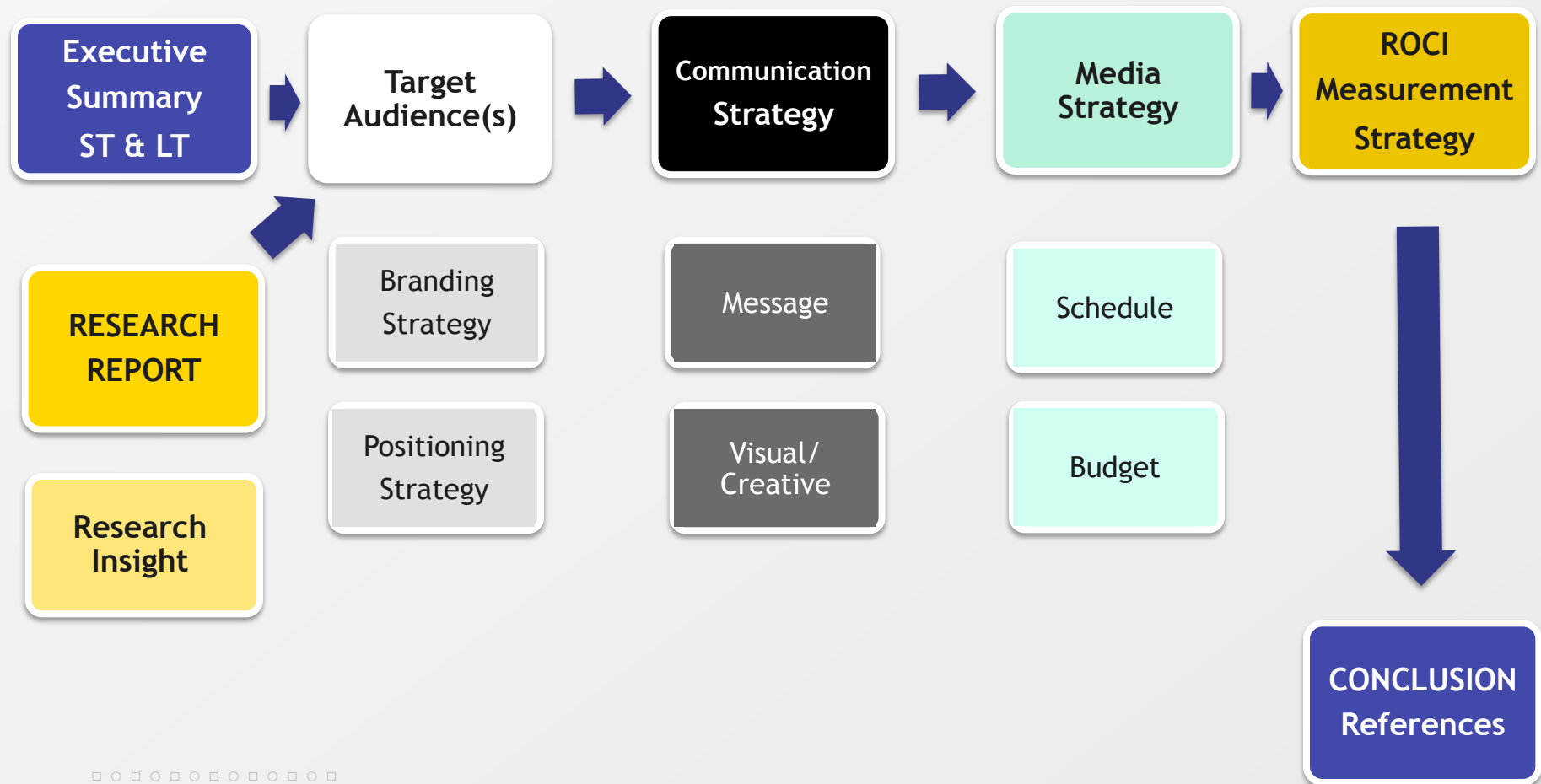


RESEARCH RECAP

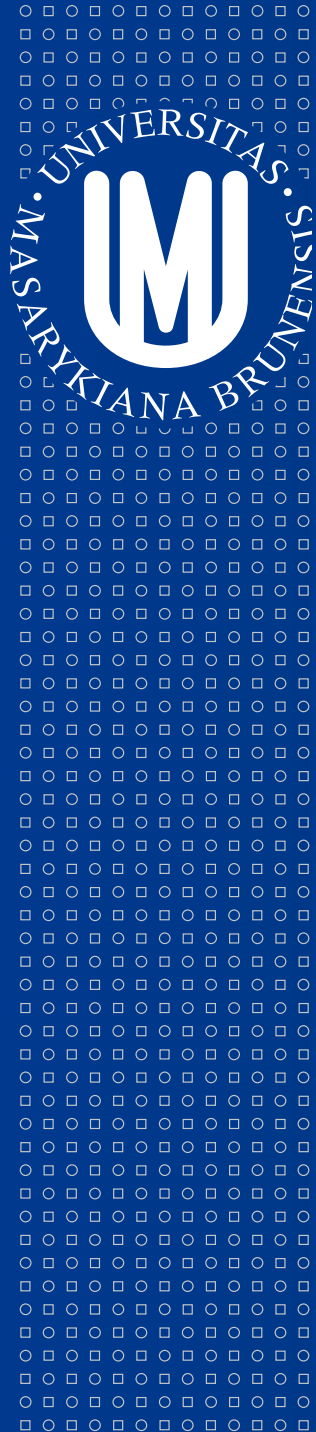


IMC STRATEGY DEVELOPMENT PROCESS

IMC Planning Process: Developing an IMC Plan



Innova/ tion of vision for MIC Accel/ erator



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

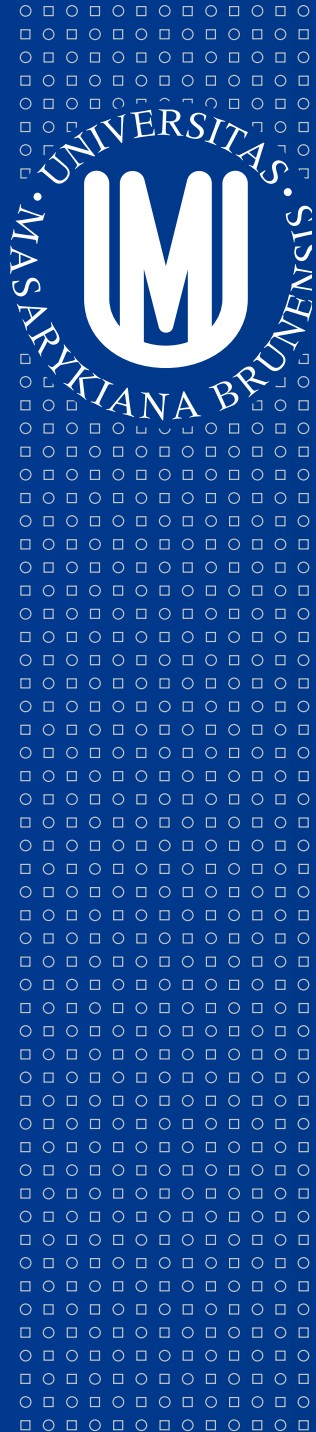
Video – stories could be made into videos

Schedule

End of February

Budget





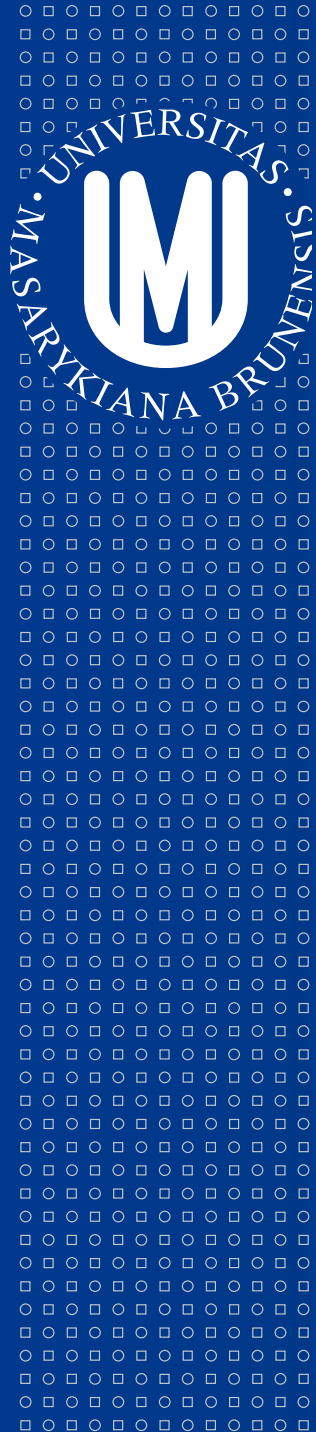
COMMUNICATION STRATEGY



Communication

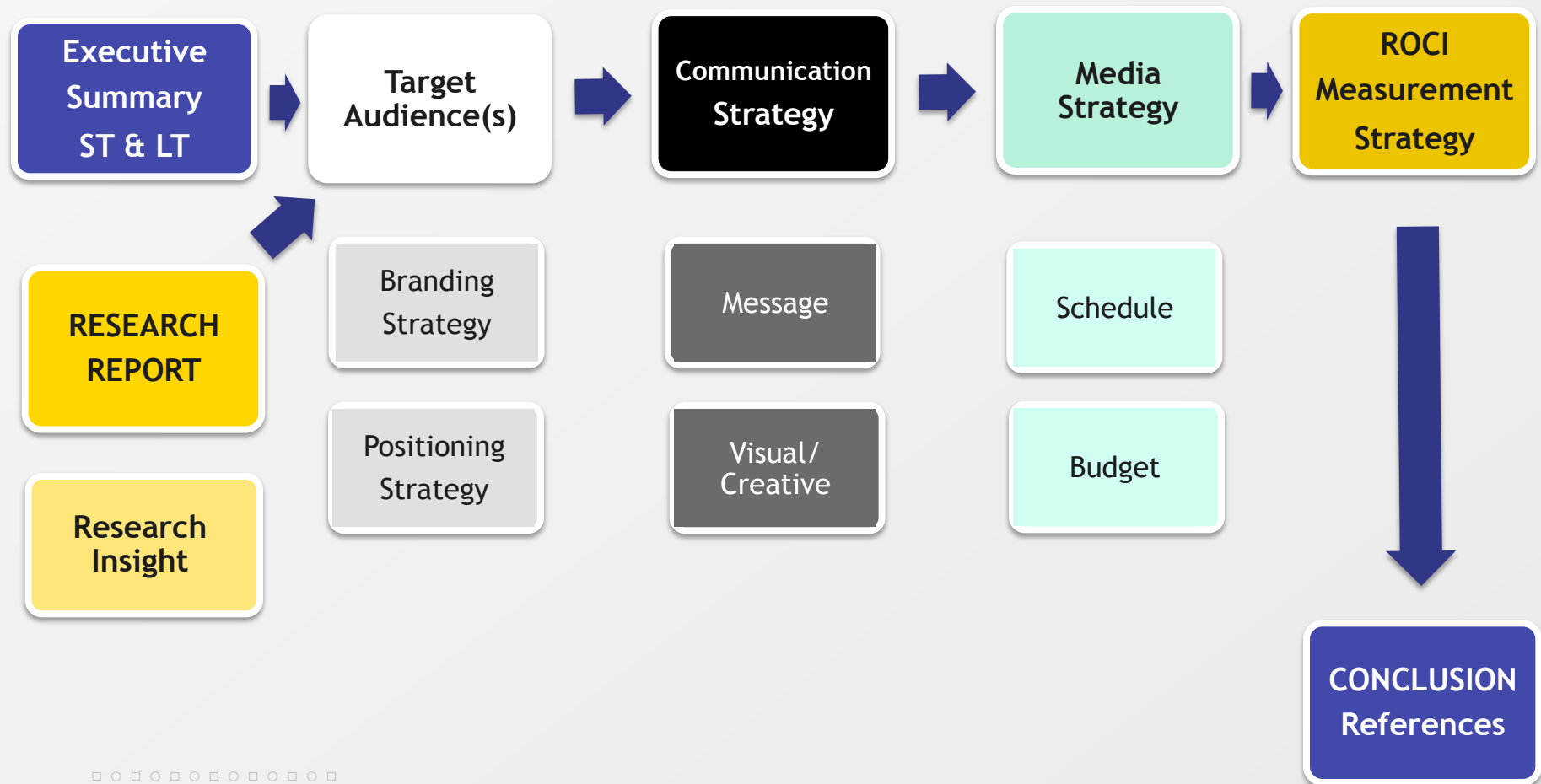
- MESSAGE (What is it you are trying to communicate to your target audience?)
- VISUAL (How do you communicate your message visually?)
- MEDIUM (What medium do you use to communicate your message?)





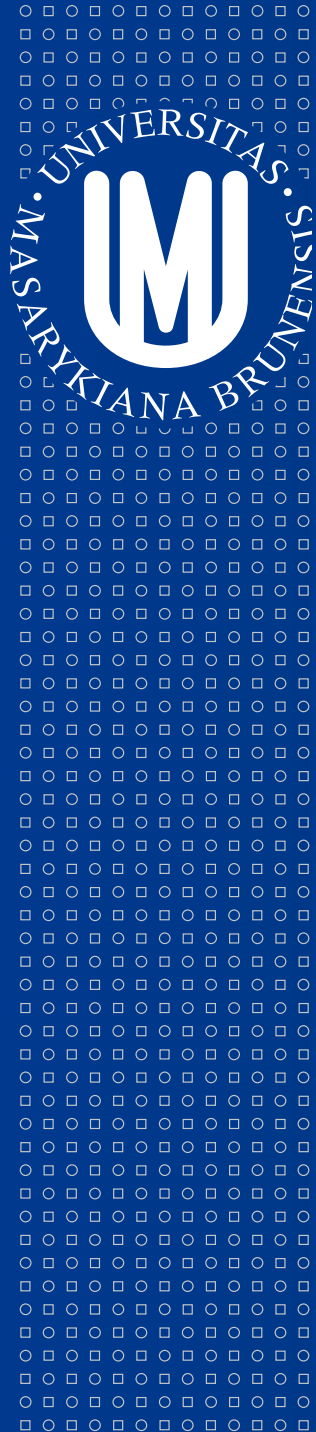
MEDIA STRATEGY INTRO

IMC Planning Process: Developing an IMC Plan



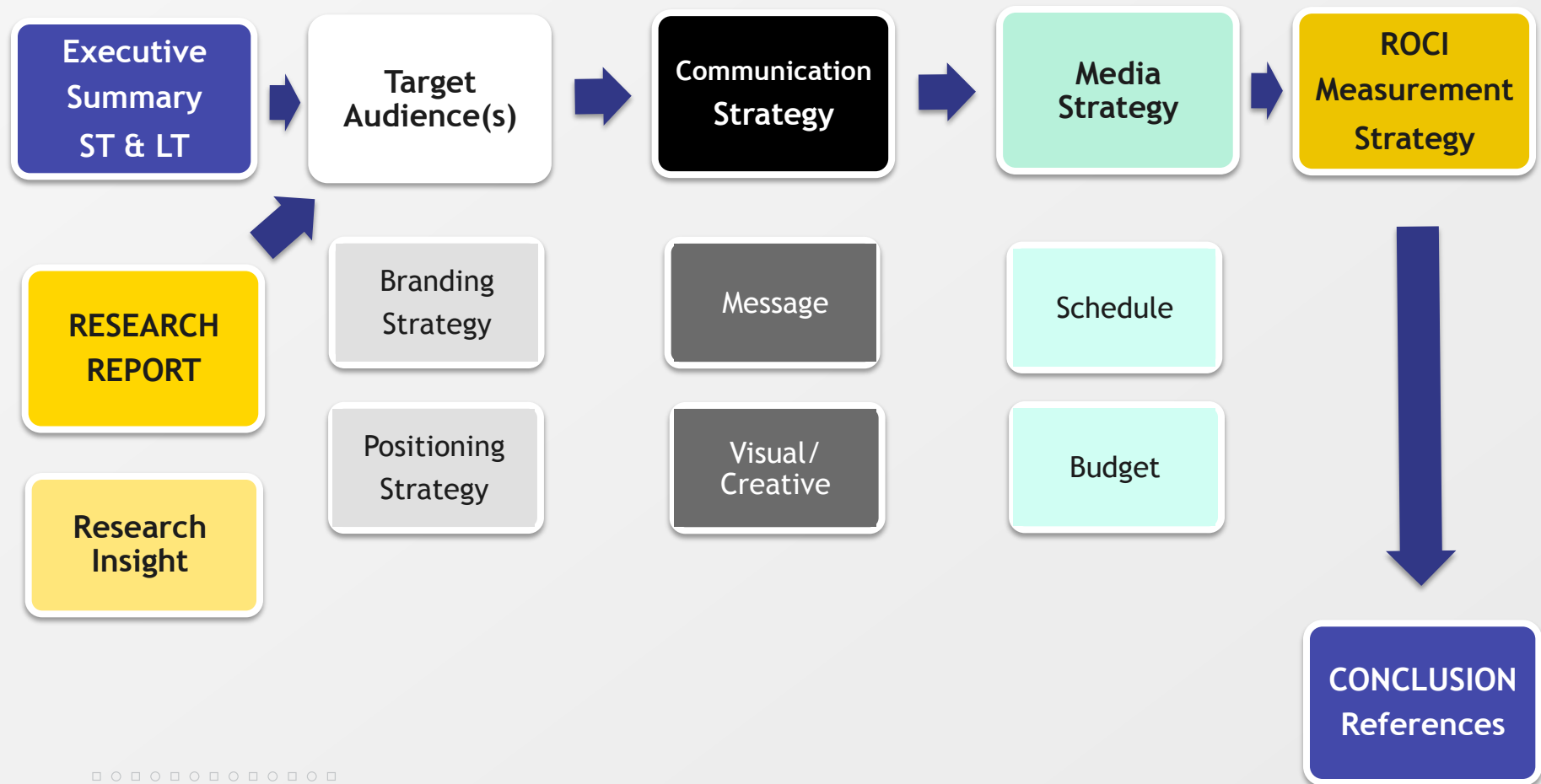
Now, that's a brand loyalty - 82 tattoos of Julia Roberts





ROCI MEASUREMENT

IMC Planning Process: Developing an IMC Plan





Example Budget/Timeline

www.muni.cz

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





Estimating ROCI

Identify Consumer Group

Students



Determine \$ investment

200 000 CZK



Determine goal,
timeline & ROCI

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





Estimating ROCI

Identify Consumer Group

Private Client Services

Determine \$ investment

\$5,000

Determine goal,
timeline & ROCI

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





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

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





IMC Communication Planning Matrix

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

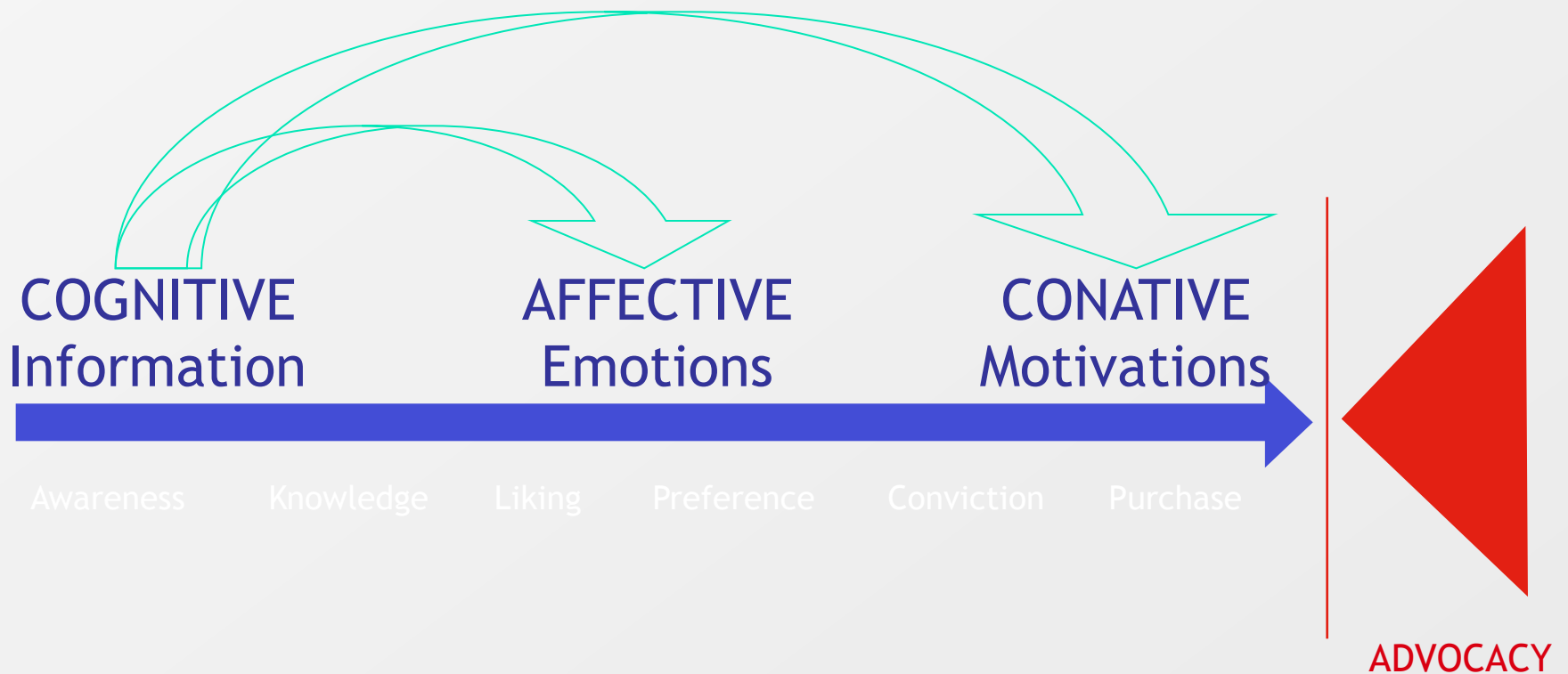
	Brand Messages	Brand Incentives	
Short-term returns (fiscal year)	Awareness Image Recognition	Trial Increased usage Stockpiling	Business Building
Long-term returns (future years)	Trust Reliability Perceived quality Advocacy	Retention Migration Cross purchase	Brand Building

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



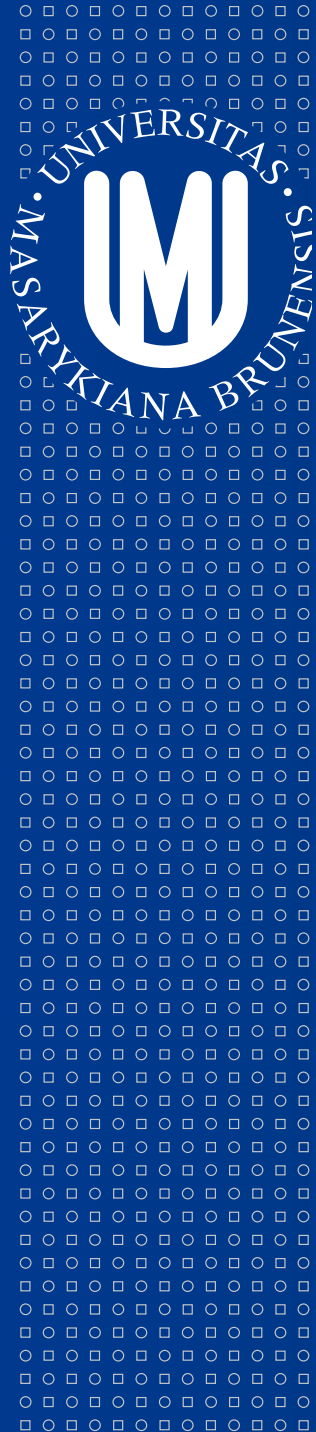


Traditional attempts to measure marcom results: Hierarchy of Effects



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





SHORT-TERM & LONG-TERM PLANNING



Short-Term

Usually 1 year
Should be detailed & specific
Degree of certainty

Goal: Immediate effect

Outcome: Financial returns

Monitoring & Control: Focused

Long-Term

Usually 2-5 years
Vision described
Degree of flexibility

Goal: Sustainability

Outcome: Brand equity/value

Monitoring & Control: Watch





IMC Communication Planning Matrix

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

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

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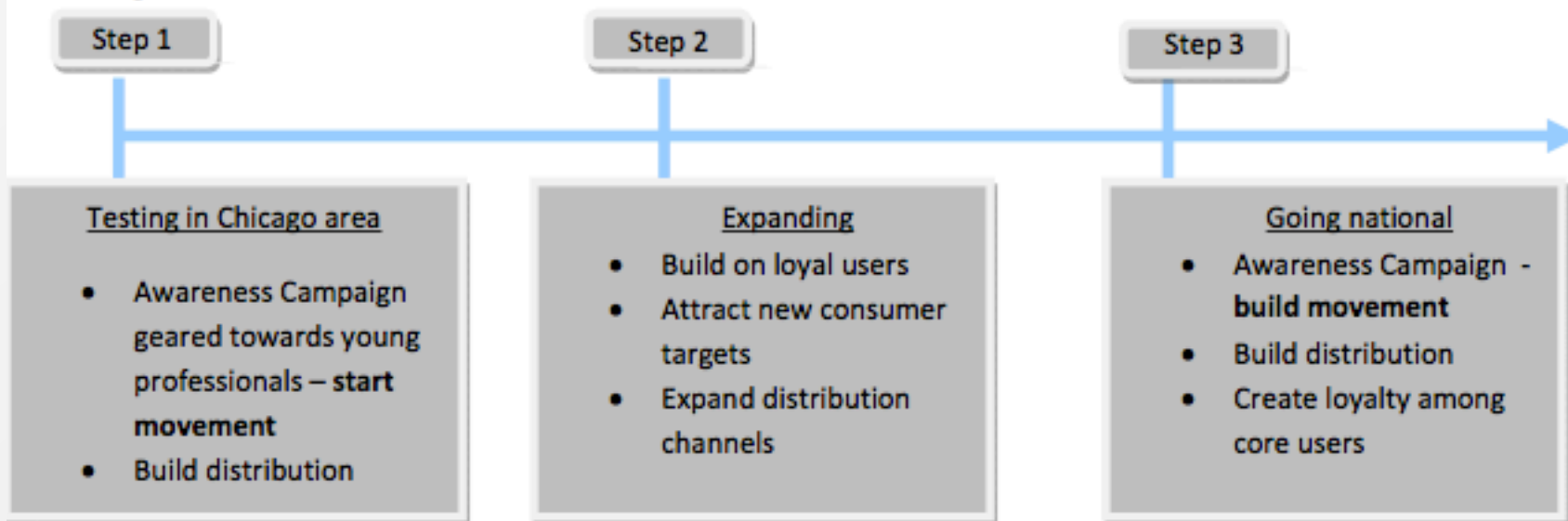
Short-Term Marketing Plan

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



Long Term Marketing Plan

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

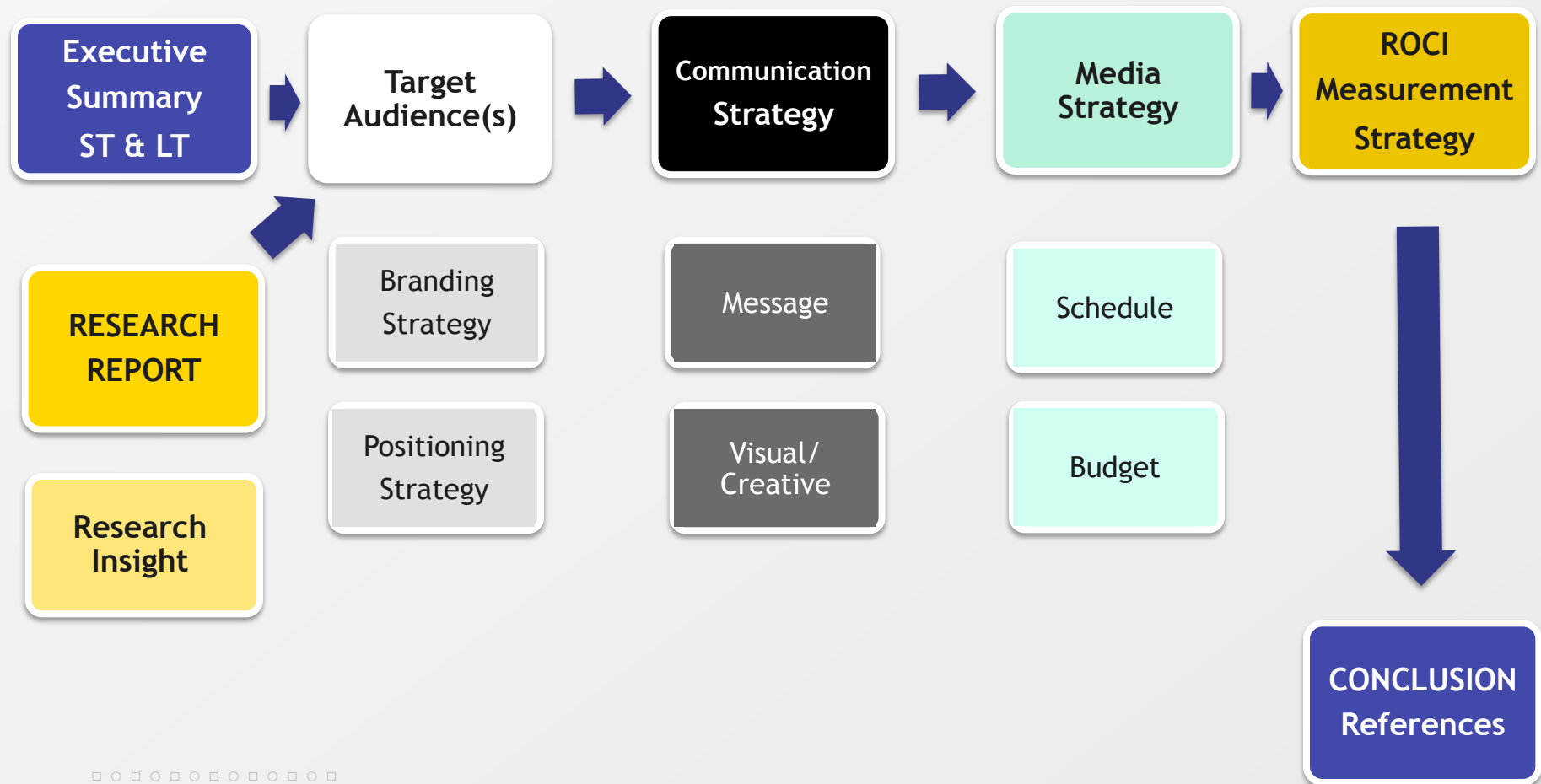


Final Marketing Plan:

Focus on details; every element must have a purpose

1. PRINT BEFORE YOU SUBMIT
2. Don't write for me! Write for the client!
3. Avoid student paper writing and format
4. Give them WHAT, WHY and HOW
5. SPELLCHECK!!!
6. Nothing is not meant to be easy (challenge yourself)
7. The key is to change/expand your thinking
8. Professional look
9. Don't forget summary/conclusions
10. Don't forget page numbers
11. Break the text with sections, charts/images, table, bullet points, altered fonts, relevant images, etc.
12. Make sure all images have description
13. If you decide to use images in your briefs, make sure they are a good resolution. There is no excuse for having blurry images in your documents. It looks very unprofessional. Make sure all of your images are royalty-free or purchase or given credit in references. www.sxc.hu
14. Make sure the document is legible - visual communications
15. Name your files properly (Sandra Kumorowski MarketingPlan 052112.pdf)

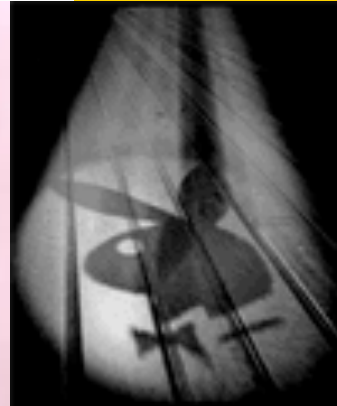
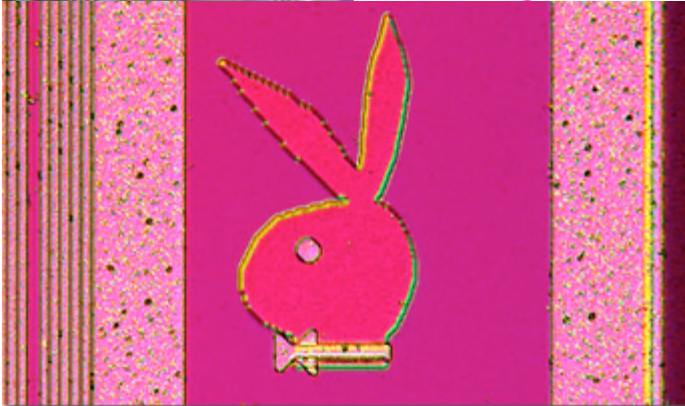
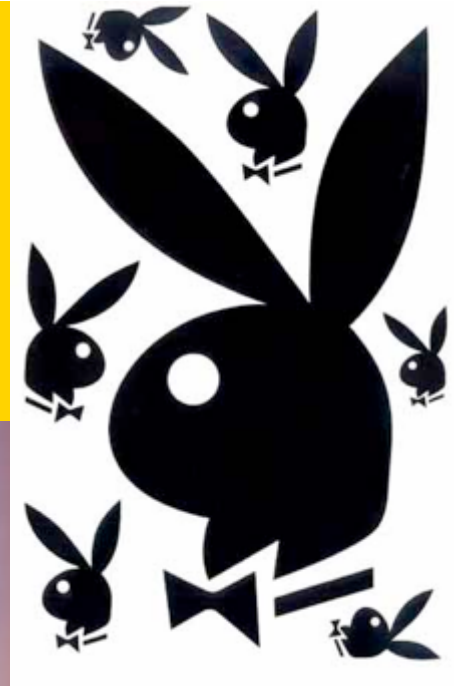
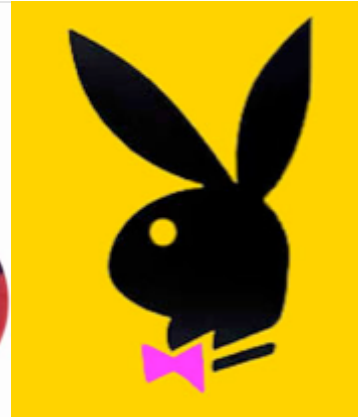
IMC Planning Process: Developing an IMC Plan

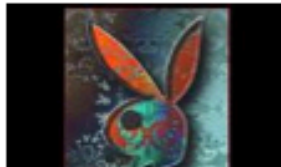
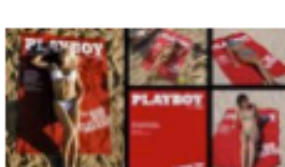
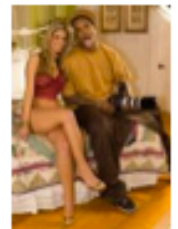
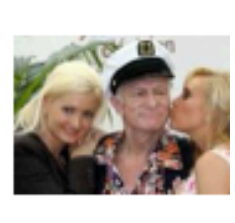
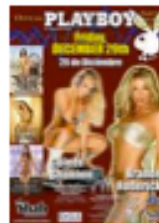
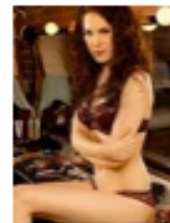
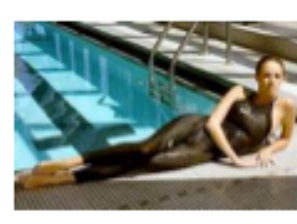
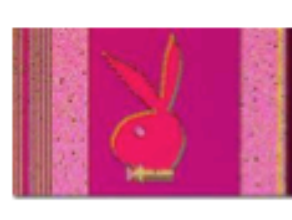
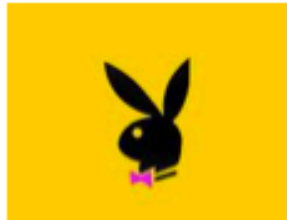
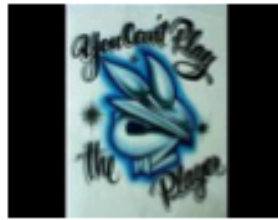


PLAYBOY
CASE STUDY
OVERVIEW

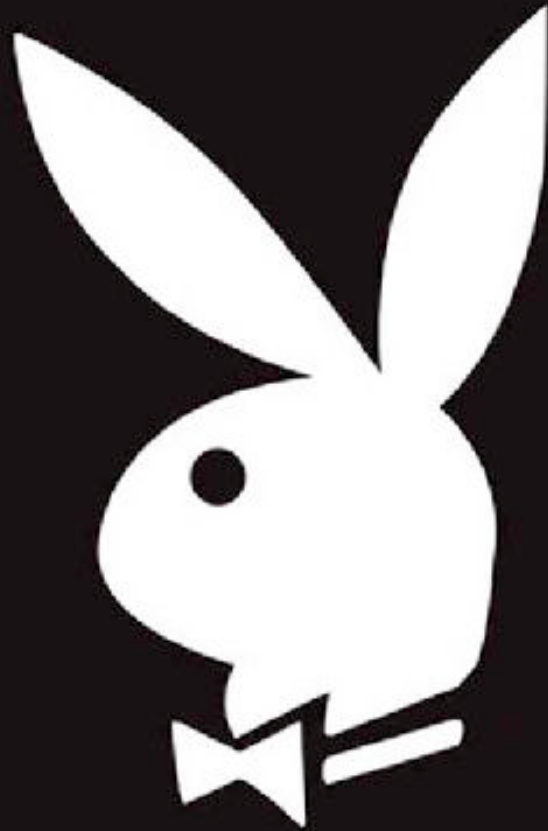
BRAND INTRO







BRAND AUDIENCE







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NEW LINE CINEMA

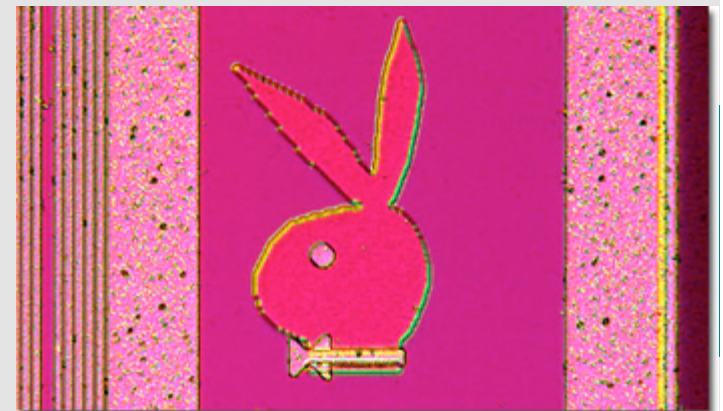
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BRAND ELEMENTS



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

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



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



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

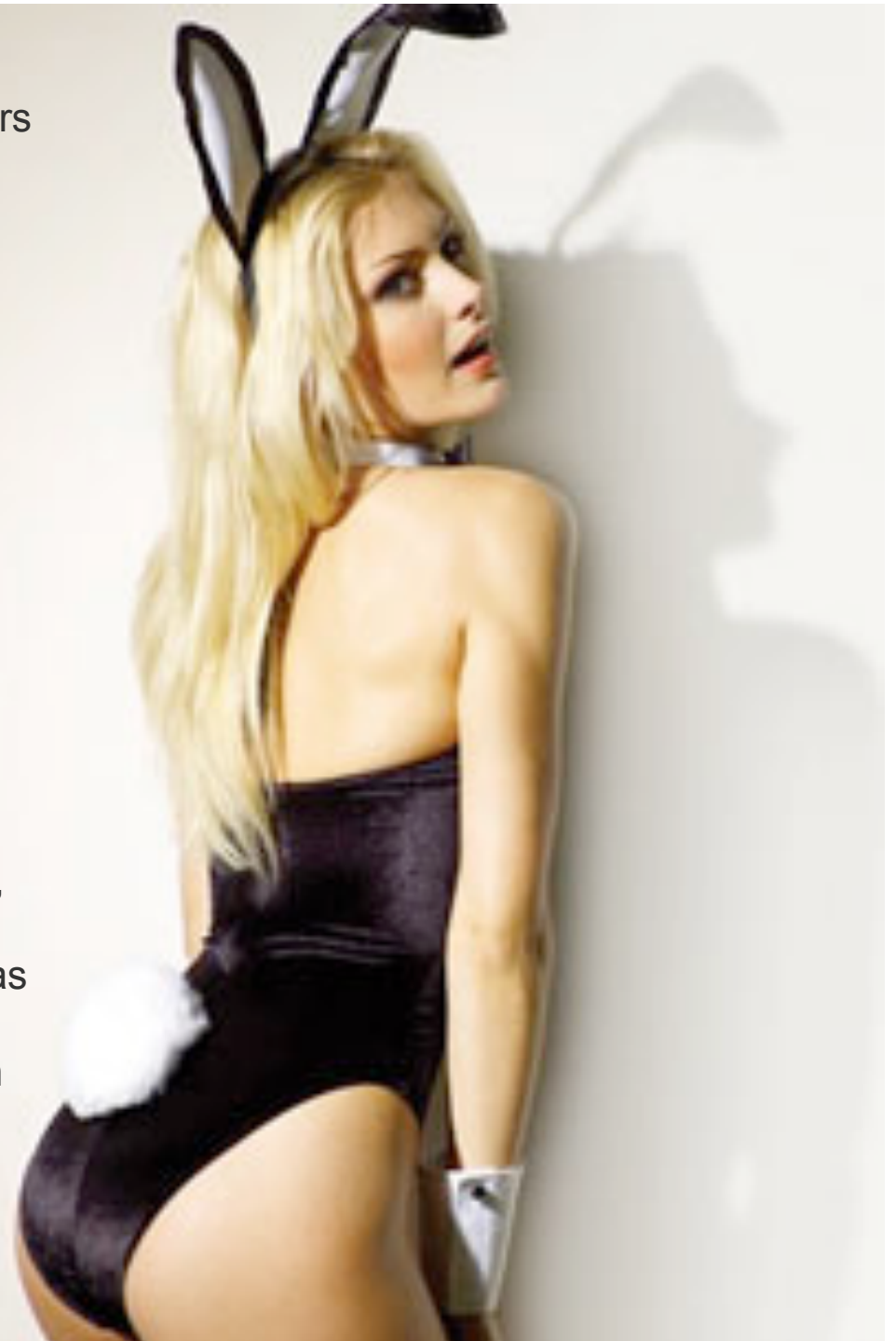


The original Bunny Costume, worn over the years by more than 25,000 working Playboy Bunnies, was created for female staff at the first Playboy Club in Chicago and started as a modified one-piece swimsuit.

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

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

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



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Playboy Costume Gets a Redesign

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By Alexandra A. Seno

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

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

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

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



Surprising forecast by *Forbes* columnist Ken Fisher

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

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



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





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

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The Girls Next Door

Sunday 9:00 PM on E!

Featured Video

The Girls Next Door - Slippery Slopes

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BRAND HISTORY



Playboy Mansion Chicago



© 2009 Jyoti Srivastava

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

First issue 1953



PLAYBOY

**IS A LIFESTYLE
MAGAZINE WITH
SEXUAL SUBTLETY**

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

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

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

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

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



TIME 10 Questions: TIME Magazine Interviews: Hugh Hefner

TimeMagazine

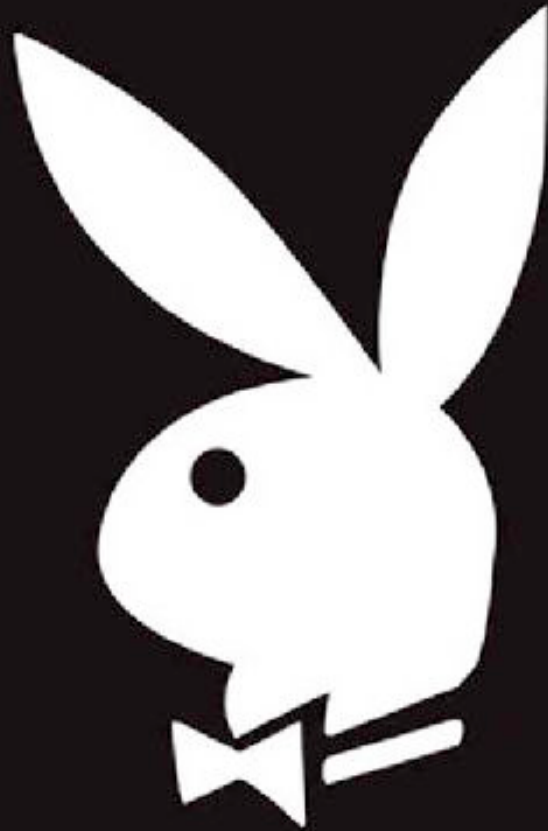
402 videos

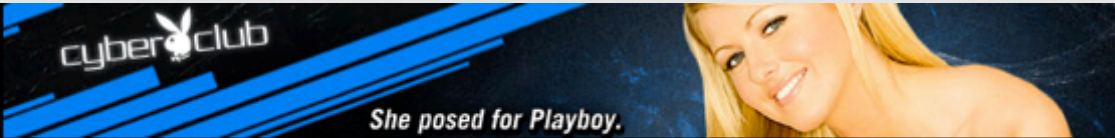


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Do You Know Hoops?

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

Top Party Schools Preview

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

Goddess Gone Wild

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

2011 Playmate Bracket

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

Playmate Flashback

Feast your eyes on sexy March Centerfolds from past decades.

GIRLS

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KENDRA WILKINSON

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



KIM KARDASHIAN

See her gorgeous Playboy photos in the Cyber Club.



SEE EVERY PLAYMATE



THE GIRLS

ENTERTAINMENT

THE GIRLS



BRAND LESSONS LEARNED

Changed the culture

Created new culture of sophisticated sex

Changed sex perception

Created huge brand empire

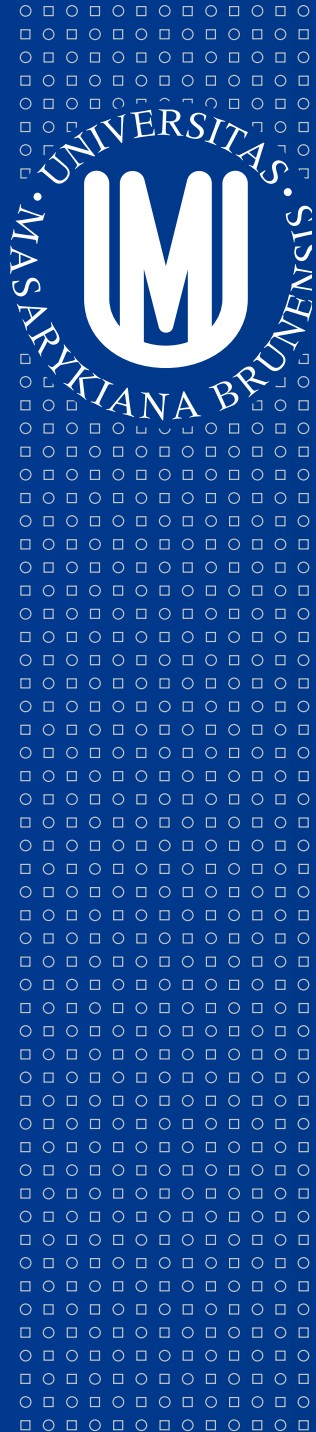
Excellent example of a sustainable brand

Understanding basic human needs, motivations

It's all about VISUAL STIMULATION

HUGH HEFNER IS & LIVES THE BRAND





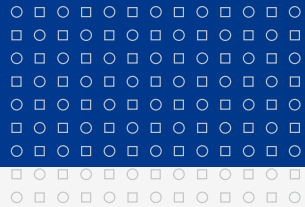
CREATIVE EXERCISES



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)





Thank you for your attention.

Next Class 5 Friday, 5/18, 9:00 - 12:00

Room C511

CREATIVE BRIEF (PROPOSAL) DUE

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

