

Integrated Marketing Communication & Advertising

S.A. Chunawalla



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INTEGRATED MARKETING COMMUNICATION & ADVERTISING

*(As per the Revised Syllabus of Mumbai University
for S.Y. BMS, Semester IV, 2015-16)*



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PREFACE

Business all over the world uses communications extensively in all areas, and keeps its bottom line healthy by selling its products with the help of what is now known as Integrated Marketing Communication or IMC. To begin with, there was 100 per cent reliance on advertising alone but gradually the attention shifted to other components of communication such as sales promotion, publicity and PR, direct marketing, personal selling, Internet selling and so on. While using the different components for a campaign, there must be a consistency and synergy in communication. It is a welcome step this paper has been introduced of late by many universities including Mumbai. This book is an attempt to meet the needs of the students studying this subject. All the concepts have been elaborated completely and questions are appended at the end of each chapter to test your understanding and to cope with the examination. A separate chapter on Case Studies has been given at the end of the book.

We hope that the book will be of help to those who study this subject.

— Author

SYLLABUS

UBMSFSIV.7: INTEGRATED MARKETING

COMMUNICATION & ADVERTISING

[60 Lectures : 3 Credit]

Learning Objectives:

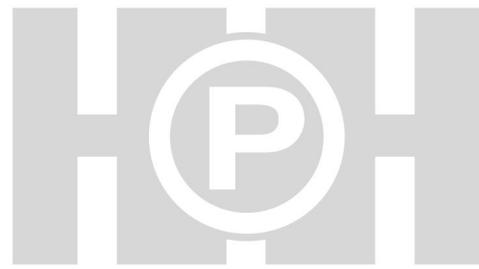
This course will equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communications (IMC) program. Students will learn about various tools of IMC and the importance of coordinating them for an effective marketing communications program.

Unit No.	Name of the	Topic No of Lectures
UNIT 1	INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION	14
	<ol style="list-style-type: none"> 1. Meaning, Evolution of IMC, Reasons for Growth and Features 2. Promotional Tools for IMC, IMC Planning Process, Role of IMC in Marketing. 3. Communication Process, Traditional & Alternative Response Hierarchy Models. 4. Establishing Objectives and Budgeting: Determining Promotional Objectives, Sales v/s. Communication Objectives, DAGMAR, Problems in Setting Objectives, Setting Objectives for the IMC Program 	
UNIT 2	ELEMENTS OF IMC:	16
	<ol style="list-style-type: none"> 1. Sales Promotion — Different Types of Sales Promotion, Advantages & Disadvantages. 2. Public Relation & Publicity — Types of PR, Process, Advantages and Disadvantages. Types of Publicity 3. Direct Marketing — Features, Advantages and Disadvantages. 4. Personal Selling — Features, Advantages & Disadvantages. 5. Advertising — Features, Advantages & Disadvantages. 6. New Trends in IMC, International Media 	

UNIT 3	ADVERTISING:	14
	<ol style="list-style-type: none"> 1. Types of Advertisements. 2. Communication Model with reference to Advertising 3. AIDA, Hierarchy of effects, Innovation, Adoption 4. Fundamentals of Advertising Campaigns — Brand Positioning through Advertising — Planning Process — The Creative Brief — Creating an Appeal 5. Elements of Print Advertisement — Scriptwriting for Radio and Television — Legal and Ethical aspects of Advertising — Kids Advertising. 4. Advertising Agencies Function Types — In House Agencies — Direct Response Agencies — Sales Promotion Agencies — PR Firms — Interactive Agencies Advertising Agency Structure — Client Agency Relationship — Agency Selection — Agency Compensation 	
UNIT 4	BUDGET & MEASURING EFFECTIVENESS	16
	<ol style="list-style-type: none"> 1. Definition of Ad Budget 2. Definition of Ad Appropriation 3. Methods of Budgeting 4. Measuring Effectiveness of Advertisement, Measuring Effectiveness of the Promotional Program & Evaluating Social, Ethical and Economic Aspects: Arguments for & Against 5. Advertising Research — What, When, Where & How, Testing Process. 6. Advertising and Promotion Ethics, Advertising and Children, Social and Cultural Consequences Stereotypes, Economic Effects of Advertising. 	

Reference Books:

1. Integrated Marketing Communications — *Kenneth Clown & Donald Bach*
2. Advertising and Promotions — *Belch & Belch*, Tata McGraw-Hill
3. Advertising Management — *Rajeev Batra, John G. Myers & David A. Aaker*-PHI
4. *Otto Kleepner's* Advertising Procedure — PH
5. International Edition — Contemporary Advertising — *Irwin/McGraw-Hill*
6. Integrated Marketing Communications — *Duncon*-TMH
7. Foundations of Advertising Theory & Practice — *S.A. Chunawalla & K.C. Sethia*



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PAPER PATTERN

Maximum Marks: 75

Time: 2.5 Hours

- Note:** 1. All questions are compulsory subject to internal choice.
2. Figures to right indicate full marks.

Q.1 Attempt any 2 questions	(15 Mks)
(a)	(7.5 Mks)
(b)	(7.5 Mks)
(c)	(7.5 Mks)
Q.2. Attempt any 2 questions	(15 Mks)
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Q.3. Attempt any 2 questions	(15 Mks)
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Q.4. Attempt any 2 questions	(15 Mks)
(a)	(7.5 Mks)
(b)	(7.5 Mks)
(c)	(7.5 Mks)
Q.5. Case Study	(15 Mks)

UNIT - I

1

INTRODUCTION TO INTEGRATED MARKETING COMMUNICATION

In its simplest form, communication can be viewed as a transfer of a message from one individual to another. However, if communication is to be effective, then it is important that the message transferred is understood by the receiver. Communication broadly stands for sharing of ideas. According to Charles F. Redfield, communication is human interchange of facts and opinions.

The Communication Process

In marketing communication, there is a transmission of a message from a sender to the receiver. The end result of the communication process is the understanding of a message. The message is transmitted through media or certain channels. The response to the message is known by receiving the feedback from the recipient of the communication. The communication sometimes fails to accomplish its purpose — creation of an appropriate response or understanding when the message is distorted by 'noise' elements. Fig. 1.1 illustrates the communication process.

The sender is the source of the message. It puts the message in symbolic form say a letter or advertising copy. It is called 'encoding.' The message is carried by the media, say the postal department or TV or newspapers. The message is received by the receiver who shows a particular response which is communicated back to the sender.

The message must accomplish three tasks in order to be effective:

- (a) It must gain the attention of the receiver.
- (b) It must be understood.
- (c) It must stimulate the needs of the receiver and suggest appropriate method to satisfy these needs.

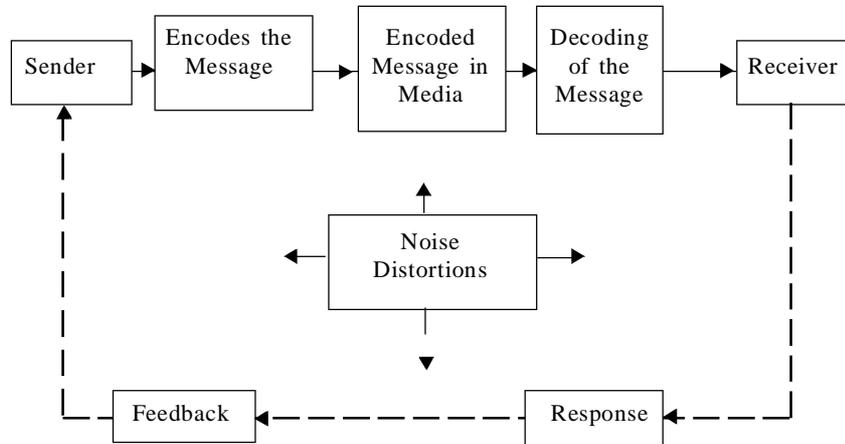


Fig. 1.1: Communication Process

Senders must be aware of the receivers or audiences they want to reach and the responses they want. They must be skilful in encoding the message, taking into account how the receiver or the audience is going to decode the message. Since the sender wants the receiver to understand the message, the sender must know as much as possible about the receiver before the message is designed. The sender puts the message through efficient media that reach the audience. The response of the audience is known by developing the feedback channels. In this process, noise may distort the effectiveness of communication. Noise includes poor message planning, busy audience members or careless feedback of response.

Marketing Communication

Modern marketing is the management of the four P's — product, price, promotion and place or distribution channel. In a sense the entire marketing process has a large content of communication. For instance, the product communicates a distinctive image such as youthfulness, glamour or prestige. The brand name communicates physical and psychological attributes of the product, *e.g.*, Dreamflower talc. The package communicates to the consumer what the manufacturer thinks of his convenience and sense of beauty. The price communicates the quality of the product. There are communications between buyers and sellers, *i.e.*, the distribution channel. Thus each element of the marketing mix either helps or hinders communication and ultimately the sales effort. Marketing communication is thus a broader term than promotional strategy. However, the most important element of marketing communication is the planned promotional communication.

The integrated marketing communication mix (also called promotion mix) consists of the following major tools:

- **Advertising:** Any paid form of non-personal communication of ideas, products and services by an identified sponsor.
- **Sales Promotion:** Short-term direct inducements to encourage sales of products and services.
- **Publicity:** Non-personal stimulation of demand for a product/service or business organisation as a whole by putting commercially significant news in media to create a favourable image. It is not paid for by the sponsor.

- **Personal Selling:** For making sales, a salesman interacts orally with the buyer or buyers in the form of a sales presentation.
- **Public Relations:** Marketers engage in public relations to develop a favourable image of their organisations in the eyes of public — public at large, customers, suppliers government, media, competitors, shareholders, employees and the society.
- **Websites:** A company manages its on-line presence by setting a website.
- **Marketing Collaterals:** Many brochures, white papers, slide shows and case studies are made to project a corporate image.
- **On-line Marketing:** A company engages customers on social media on special pages.
- **Trade shows:** This is an effective method of customer contact.
- **Events, Sponsorships, Packaging:** A brand is launched. It is an event. Sports are sponsored. A package acts as a salesman.

The Process of Marketing Communication

The following diagram (Fig. 1.2) illustrates the marketing communication process as applied to promotional strategy.

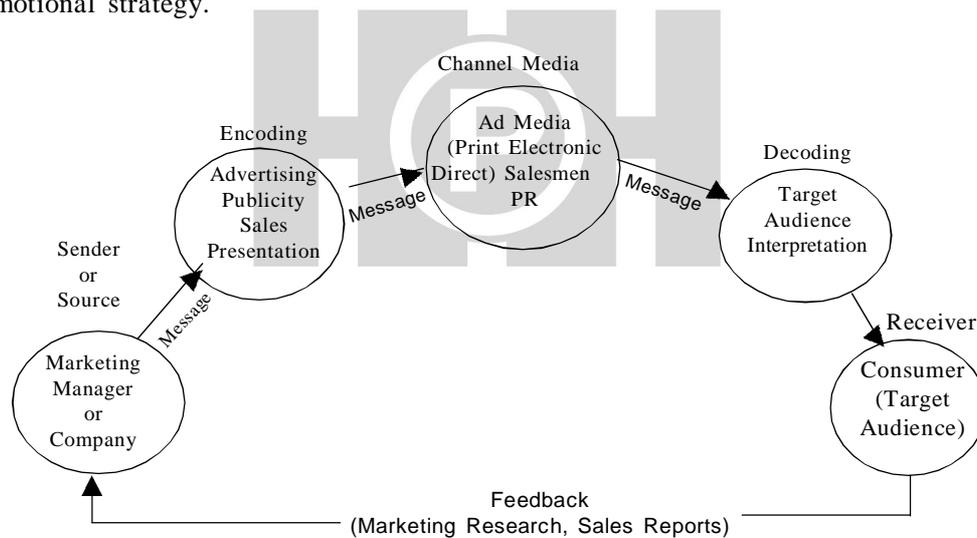


Fig. 1.2: The Marketing Communication Process

The marketing manager or the organisation is the sender of the message. The message is encoded as advertising copy, publicity material, sales promotional displays or sales presentation by sales people. The media for delivering the message may be the print media like press and magazines or the electronic media like TV, radio and films or a salesman who makes a presentation. The decoding step involves the consumer's interpretation of the message. This is often the most challenging aspect of marketing communication as consumers may not always interpret the message the way the sender wants them to interpret. As seen previously, the fundamental difficulty in communication process occurs during encoding and decoding. This may happen because the meanings attached to various words and symbols may differ, depending upon the frames of reference and the field of experience between the sender and the receiver.

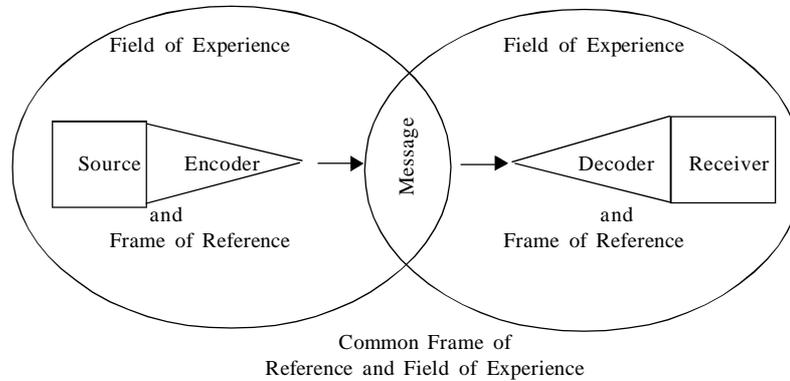


Fig. 1.3: Communication and Field of Experience

This is explained by the Fig. 1.3. The overlapping of field of experience and frame of reference makes the communication possible. If there is no overlap, communication may be bad or impossible. The consumer or audience response is known by undertaking a market research study or by analysing the sales reports. The noise element is in the form of competitive promotional messages. There may be random noise factor like people fast forwarding a video cassette when advertisements are shown. Errors in communication may be minimized by knowing the relevant market dimensions the needs and attitudes of potential buyers.

INTEGRATED MARKETING COMMUNICATION (IMC)

The communication package consists of advertising, sales promotion, publicity and public relations. Don Schultz, Stan Tonnenbaum and Robert Lauterborn put forward the Integrated Marketing Communication model in a book titled **Integrated Marketing Communications: Putting It Together and Making It Work** in 1993. It was a strategic problem-solving approach and a new way of thinking. Marketing communication must have a unified approach to make it accountable for achieving the business objectives. The idea was soon interpreted as communication consistency, *e.g.*, PR must be in sync with advertising. IMC supports a common idea of communication across all communication media. Grey calls it 'synchronised marketing.' A core brand idea is extended across the media. In an agency, each division has its own business goals. They should emphasise the overall communication package. A single agency may not provide the whole communication package. The problem is that of the lead: Who will be the integrator? If there is no proper integration, who will be blamed? Advertisers tend to place the blame at the door of the agencies. However, the ultimate responsibility is that of the advertisers. It is the marketing manager's responsibility to exercise control over the whole communication package. Researchers have further put forward the concept of Integrated Customer Behaviour Management (ICBM) which welds together everything that affects consumer behaviour. ICBM is a multidimensional interactive communication package which connects the brand and the customer.

Role of IMC in Marketing

The ultimate aim of brand messages is to establish the relationship with the customers. IMC optimally and efficiently allows us to reach the customers. Dove soap uses a variety of marketing

mix elements to create an upscale image for the soap. IMC influences business to business communication. It affects both the internal communication within the organisation and external communication through different channels. All said and done, IMC is used to build the brands and create brand equity. IMC differentiates our brands from the competitor's brands. It establishes a bond of trust between the brand and customers. It rises above the clutter in this over-communicated society.

The main tool for promotion used to be one-way advertising. It was supported by sales promotion (SP) since then IMC has shifted attention to synergistic uses of various other elements of the communication package. The communication has become two-way and interactive. Instead of winning the new customers, IMC first tries to retain the old customers and build long-term relationship with them. Marketing formerly used mass communication. It has metamorphosed into relationship marketing that uses IMC.

The changing competitive environment and the advances in communication technology encourage IMC. Integrate messages reinforce each other. There should be harmonised working between the company, its agency and the media.

IMC is properly planned, monitored, controlled and evaluated.

Evolution of IMC

Since the book on *Integrated Marketing Communication* was written by Schultz and Lauterborn in 1993, the field of marketing communication has changed dramatically. In those days, marketing spent money on advertising, sales promotion, direct marketing and public relations. The lead element was advertising. A manager used to co-ordinate these functions and aligned messages to these four areas. The aim was to create a clear and holistic message.

As the marketplace became more competitive, many brands were launched in any single product category. The aim of communication then was to create a brand identity. Marketers over a period of time used IMC to build the brands by making investments. The brands acquired what is called brand equity. Thus integrated marketing communication became a tool to build the brands and give them brand equity.

Reasons for Growth of IMC

Advertising and media industry have witnessed several shifts over a period of time IMC has become a strategic tool in the hands of marketers due to:

- the presence of multiple media to convey the messages.
- a shift from mass communication to customised communication.
- markets are controlled by the buyers now.
- the concept of who is responsible for communication has crystallised.
- there is a trend to replace the commission-based payments to performance-based payments to the agencies.
- there is 24 × 7 Internet connectivity.

Features of IMC

- The communication package of advertising, sales promotion, PR, direct marketing, internet and social media work together as a united force. Each does not work in isolation. They synergize each other.

- As mass media has not remained as effective as it was once upon a time and the mainstream media has got fragmented, there is a tendency to spend more time on-line and on mobile devices. Thus there is a need to bridge the non-digital and digital, by adopting IMC.
- IMC works keeping the customer at the centre. It starts not with the company but with the customer.
- IMC aims to choose the most optimal communication package for a brand message.
- IMC sees to it that a single message emerges from the whole communication package.
- IMC establishes a relationship between the consumers and the brands.
- IMC influences the behaviour of the consumers.
- IMC matches the budget of the company to its communication plan.

Promotional Tools for IMC

There are several tools for IMC.

Advertising any paid form of non-personal communication of ideas, products and services by an identified sponsor.

Sales Promotion: Short-term direct inducements to encourage sales of products and services.

PR/Publicity: Marketers engage in public relations to develop a favourable image of the organisation in the eyes of public. Publicity is the management of media by putting commercially significant news in it to create a favourable image.

Personal selling: In order to make a sale, a salesman interacts orally with a buyer or buyers by making a sales presentation.

Website: A website must introduce the company in brief to the market. It should be informative as it spells out the business activities of the company and its product portfolio. It should be easy to use and navigate. If a customer wants to buy online, the site must be e-commerce ready. A site must speak for the company when a company cannot speak directly with the customer. It should have feedback and contact features.

Direct Marketing: Products are sold direct to the customer online or by mail order.

Marketing Collateral: These are accessories to your communication plan. These constitute brochures, white papers, slide-shows, case studies. These build your corporate image and define your brands.

Online Marketing or Digital Marketing: Apart from running a site, your team should be ready to engage the customers on social media, on special pages, through e-mails. You should be aware of the links with other sites. You have to reach your customers and retain them. There are ads on browsers and apps. There are ads on videos.

Trade Shows: A trade show is an effective method of customer contact. It has far more benefits than individual meetings. It provides an opportunity to meet the prospects and customers directly. All this happens in cost and time-effective way.

Events, Sponsorships and packaging: To launch a brand a big event can be arranged. There are sponsorships of sports events, say a cricket or football match to promote the brand. Packaging must act as a salesman for the brand.

IMC Planning Process

Mostly, organisations were treating advertising, sales promotion, public relations, direct marketing, personal selling, digital marketing as separate activities. After acceptance of the concept of IMC, these activities are integrated and from the harmonisation of objectives and strategies of each activity, there arises IMC strategies. The starting point is the corporate plan which generates a promotional plan. The entire promotional plan is executed under the constraint of a promotional budget. The Integrated Marketing Communication (IMC) Programme consists of all the activities that a firm chooses to realise its promotional objectives. At the end, IMC is monitored, evaluated and controlled. The whole process is explained in the Fig. 1.4 below.

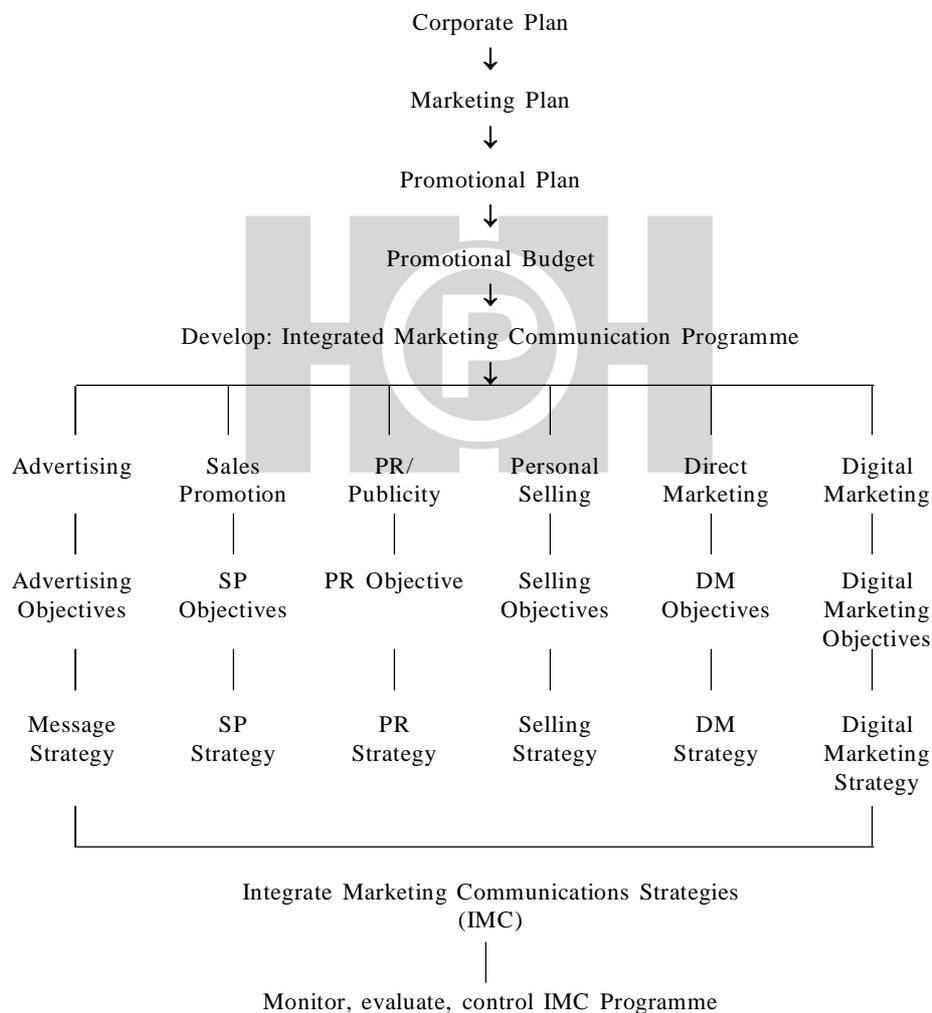


Fig. 1.4: Integrated Marketing Communications Programme

COMMUNICATION MODELS

Traditional and Alternative Response

Marketing communication, especially advertising is meant for a group of users of products called the target audience. After identifying the target audience, we must determine the response desired. The ultimate response desired is of course the buying of the product or service. We must know the decision-making process that leads the target audience from its present position to a higher state of readiness-to-buy.

The effectiveness of advertising depends upon to what extent the advertising message is received and accepted by the target audience. Research has identified that an advertisement to be effective has to (i) attract attention (ii) secure interest (iii) build desire for the product and finally (iv) obtain action. All advertisements obviously do not succeed on these counts. This is one solitary reason behind the great divergence between the number of people exposed to the advertisement and those who ultimately take the purchase decisions. At this stage, however, other elements of the marketing mix, especially distribution become crucial.

Advertisement communicates an idea, a message or a belief. An advertisement would be effective only if the media audience accepts that message and is motivated to take the required action. Several models have been developed which have specifically identified the sequence of events which must take place between receipt of the message and desired action.

Traditional AIDA Model: A somewhat simplified model based on the identical principle of sequential stages of consumer action is known as AIDA model. AIDA stands for:

- A — attracting attention
- I — rousing interest
- D — building desire
- A — obtaining action

Advertising as a communication medium can in most cases effectively perform the first three functions, In the case of direct-action advertising, it also must translate desire into action, unaided by any other promotional instruments. In the case of indirect-action advertising, however, the action can be aided at the time of purchase by two-way communication between the intending buyer and the sales staff.

Let us examine the attention, interest, desire and action components in more detail.

Attention: The layout is the most important factor that directs attention to an advertisement. Typography and colours used in the layout can rivet us. The size of the advertisement also compel us to get attracted to it. Contrast by white space is a good attention-getter. Movement is a vital element for getting attention. Movement can be physical or emotional. The position of the advertisement also adds to its attention value. Celebrities in the advertisement, dramatization, model selection, illustration all this contribute to attention.

Interest: Ad seen does not mean ad read. Mostly people see the illustrations and do not read the copy. Here illustrations have to work hard. They should together with headlines must provoke further reading. The selection of the illustration and its integration to life are thus very important. Even copy format is important for interest creation. Some people get worked on by a scientific copy and some by a humorous copy. Here there is a dilemma for a copywriter. He has

to satisfy maximum number of people and so he has to search for a common denominator of interest.

Desire: The basic purpose of advertising is to create a desire for the product or service being advertised. Appeals are used for the motivation of people. Vivid description or copy always helps. Buying motives, physiological as well as psychological, make people purchase products. The copy of the advertisement must kindle these motives. There are certain barriers here — certain reservations in the mind of customers. We have to overcome them. We have to convince by giving evidence, testimonials, endorsements, facts and figures. On arousal, people become prone to buy the product.

Action: The logical end of the desire aroused is to buy the product.

1. Products are associated with the company.
2. The message is repeated.
3. Certain immediate action appeals are used.

The attention stage is the *cognitive stage*. In this stage, the target audience is exposed to the message, which when received by them causes a cognitive response awareness. The interest and desire stages are the *affective stages* which affect the attitudes and bring about an intention to buy. The final action stage is the *behaviour stage*. In practice all the ad copies do not lead the consumer through awareness to purchase. AIDA model suggests only the desirable qualities in an advertising copy as a communication tool.

Alternate Hierarchy of Effects Model

The Hierarchy of Effects Model was developed by Robert Lavidge and Gary Steiner. It is a marketing communication model consisting of six steps starting with seeing the product to its ultimate buying. The job of the marketer and advertiser is to lead the customer progressively through these six steps so that he purchases the product.

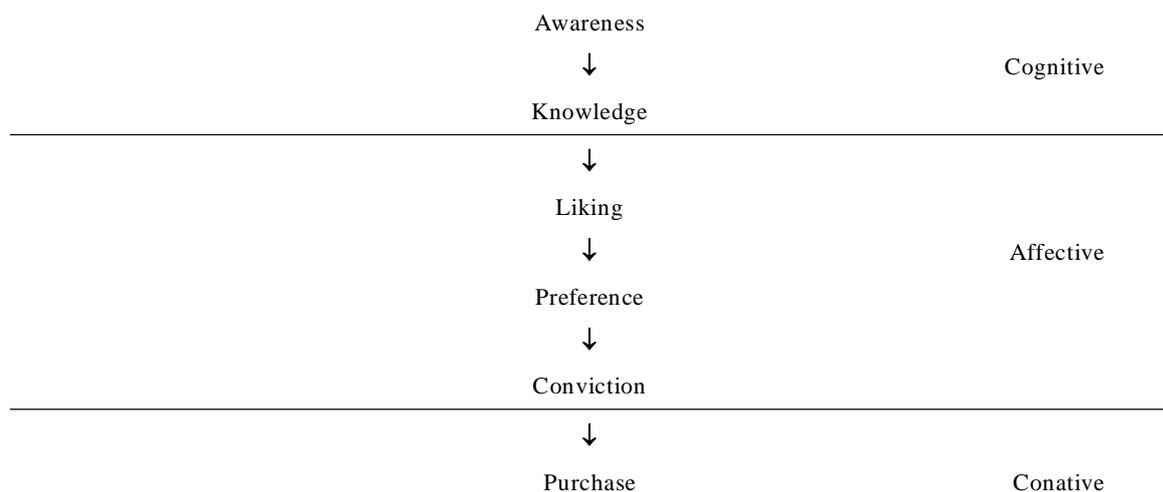


Fig. 1.5: Hierarchy of Effects Model

Let us spell out the six steps.

Awareness

Advertising brings the product to the notice of the customer. He becomes aware of the product. This is a very challenging step. He may see the communication message and still may not become aware of the product. There should be a good frequency of such messages. These messages must be effective that alone will make the customer aware.

Knowledge

After becoming aware, the customer starts acquiring knowledge about the product. He may ask the retailers who sell the product. He discusses it with his social circle. He searches Internet and other literature. He does have a look at product packaging. If there is no sufficient information available, a customer is likely to move to a competitive brand.

Liking

This is the stage when a customer falls for the product and develops a liking for it. A marketing communicator must always emphasise those features of the product which makes it likeable for the customer.

Preference

It is possible that a customer has liking for more than one product. He could ultimately choose any one product. It is the job of the marketing communication to disconnect the customer from the rival competitive products. A customer has to prefer the advertised brand. Communication must emphasise Unique Selling Proposition (USP) must highlight the selling features of the brand. A customer must see it as a different and better product.

Conviction

At this stage, a desire must be kindled in the customer's mind to go in for the product. If possible, a sample of the product can be given. A test ride can be given if you are selling a vehicle. A demo can be arranged. It is a step to reassure the customer that he is on the right path.

Purchase

After having gone through all the above steps, a customer must ultimately buy the product. This stage should be kept simple and easy. If it is cumbersome, the customer may change his mind. If you give several payment options, it becomes easier for the customer.

Six steps and behaviour

Lavidge and Steiner compress these six steps into three stages of consumer behaviour.

- Cognitive or thinking behaviours at the first two stages of awareness and knowledge.
- Affective or feeling behaviour at the next three stages of liking and preference and conviction.
- Conative behaviour when he buys the product.

As the customer moves from one stage to another, it is called hierarchy of effects model. Many see the communication about the product, but may not buy it. It takes a lot of work on the part of marketer and communicator to lead a customer from stage to stage.

DETERMINING PROMOTIONAL OBJECTIVES

Objectives

Objectives are the goals to be achieved in a particular time frame. They are set to guide the personnel to achieve them. Advertising and promotional objectives are to be in harmony with the overall objectives of the organisation and its marketing department. Some of the decisions in the areas of promotion are related to the creative options available, media mix selection and allocating a budget across the promotional mix. Personnel strive to achieve the objectives. They are thus the benchmarks. It is to be seen whether we have fulfilled them. Good objectives should be measurable.

Marketing and Communication Objectives

Market plan spells out the marketing objectives. These indicate what we have to achieve during the course of a quarter or a year or in short-term. A firm may decide to enter a new geographical market during the course of a financial year. It could say, that in the new market, it will achieve a market share of 5 per cent. Thus, these objectives specify sales, market share, profits or return on investment. Such objectives must be *realistic, attainable* and *quantifiable*.

IMC objectives, on the other hand, are derived from the marketing objectives. They state what the IMC plan seeks to achieve. A geographical market can say that it will try to achieve an awareness level of 10 per cent in the market for its product A. It is a communication task to be accomplished. This will have to be translated into appropriated messages to be delivered through carefully chosen media mix.

Managers thus convert marketing objectives into communication objectives and ultimately into promotional objectives.

SALES vs COMMUNICATION OBJECTIVES

Sales-oriented Objectives

Sales are influenced by advertising. At the same time, many other factors such as competition, distribution, pricing, product quality and the overall environment do affect sales. Thus, if we undertake an IMC programme, it does not mean there will be an immediate increase in the sales volume. It may create awareness, interest and a favourable attitude to the products. This makes the customers favourably inclined to our products and ultimately may buy our products.

Communication Objectives

As we have observed, IMC makes a consumer move from a stage of awareness to the stage of final purchase. All these stages of creating awareness, liking, preference, conviction and purchase are the basis for communication objectives.

DAGMAR

It is an approach to set advertising goals for certain results developed by Russell Colley in 1961. DAGMAR stands for *Defining Advertising Goals for Measured Advertising Results*. Its important premise is that *communication effects* are the basis for setting *advertising goals and objectives*. The success or failure is to be measured against this.

In all, Russel Colley identified 52 advertising goals with respect to a single copy or a campaign or a company's entire advertising philosophy.

These goals pertain to sales, image, attitude and awareness. Some of these goals/objectives are:

- closing and immediate sale.
- move the prospect step-by-step to a sale.
- build a brand image.
- aim at some specific step leading to a sale.
- to inform the consumers to complete sales and build customer satisfaction.
- to help the sales force and to help the trade channels.
- to project a corporate image.

DAGMAR pre-supposes the understanding of the consume behaviour and an acquaintance with marketing environment. The basic inputs of DAGMAR are, however, not easy to crystallise market segmentation, brand personality and perceptions do affect the process of formulations of the advertising objectives.

ESTABLISHING AND ALLOCATING THE PROMOTIONAL BUDGET

Establishing the Budget

Several criteria are used to set the advertising budget. Most widely used criteria is to allocate a particular percentage of sales to IMC. Some firms try align their budget to the budget of competitors. A firm can allocate what it can afford. Ideally the budget should be aligned to the tasks and the objectives. Budgets can be set up by the top management and broken down for implementation at the lower levels. This is the top-down approach. Or else, the lower level functionaries can say what their needs are and the sums are aggregated for the higher levels. It is called bottom-up approach. Allocation depends upon the market potential, market size, goals we have set and the economies of scale we wish to avail of.

QUESTIONS

1. In recent years, the concept of IMC has evolved. What is its meaning? What has led to its growth? What are the features of IMC.
2. Many promotional tools are used for IMC. What are they? Describe each tool in brief.
3. Kindly explain the process of communication with special reference to marketing communication.
4. Describe the model of AIDA in communication in brief.
5. What are the objectives of communication? Describe DAGMAR approach to communication.
6. What are the objectives of communication for IMC?

ABOUT THE AUTHOR

S.A. Chunawalla is a management thinker and author for more than a quarter of a century. He has taught management subjects and guided research projects of the students. His other popular books are Foundations of Advertising, Product Management and Compendium of Brand Management.



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