Building an IMC Campaign

This outline is designed to be compatible with Clow and Baack, *Advertising, Promotion, and Integrated Marketing Communications* textbook.

In preparing the IMC campaign, it is recommended that you consider utilizing the following outline. This outline is based on three overall IMC objectives: (1) Consumer target markets; (2) Business to business target markets; (3) Marketing/distribution channels to successfully approach those target markets

From these three communication objectives, you can integrate the various IMC components into a seamless communication plan.

This is a detailed outline. Many portions of this outline may not apply to your plan. Customize the outline as necessary to fit your individual situation.

Integrated Marketing Communications Plan

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Additional Information:

Pick Your Client

An effective Integrated Marketing Communications program involves applying the concepts and techniques contained in the Clow and Baack textbook. To help understand how the process unfolds, pick a client to be used throughout the entire book. Possible client choices include local small businesses, non-profit organizations, restaurants, sandwich shops, family businesses, and so on. Use care if selecting a client that is part of a global organization as this will significantly increase the scope of your project.

Developing a Brand Name and an Image Management Program

Chapter 2 will aid in the development of a corporate image and a brand strategy reflecting Section 3 of the IMC Campaign outline. A brand/corporate name and an accompanying logo should be designed and chosen. This is in large part the second IMC assignment. The corporate identity assignment should include, but not be limited to:

1. logo
2. tagline
3. letterhead and envelope
4. business card
5. one other collateral piece specific to the client's business
6. any specific items that are part of the assignment for the currents semester.

The corporate image to be conveyed to the various publics is specified. Your group should discuss how this would be accomplished. At this point you should realize the importance of integrating the corporate strategy, brand name, logo, and positioning strategy together with the other portions of the plan.

Inducing Consumers to Buy a Product

Developing a high quality IMC program requires an understanding of your target markets' buying behaviors. Specific customer/target market analysis, section 2.1.4, is the most relevant section. You should address the consumer decision-making process and how it relates to your client's products and/or services. Information yielded by an external information search should be used to develop a media plan in later chapters. Factors that affect the purchase decision should be identified as well as current trends that may have an impact. Identifying these factors will help in developing the tactical portion of the IMC campaign.

When completed, this section of the IMC campaign should demonstrate your solid understanding of how consumers make product-purchasing decisions along with the factors that might influence those decisions.

Developing the Business-to-Business Component of an IMC Program

Most products and services have potential business buyers. These business customers may be reached through direct channels or through some type of distribution method. Consider potential business-to-business customers as well as channel members who would purchase the product. Wholesalers, distributors, and retailers should be identified. Section 3.4 of the IMC campaign outline deals with the distribution strategy. Section 3.5 examines the business-to-business marketing angle. Discussing the type of good or service being marketed as well as the type of customers who may purchase the product is helpful in understanding and reaching these markets. Recall that business purchase decisions are made through use of the buying center concept. Identify individuals within the customer's organization who are stakeholders in the decision. For example, who would use the product, who would influence the purchase, what type of purchase situation is involved (straight rebuy, a modified rebuy, or new task purchase)? Each type of purchase leads to a different design for a promotional campaign.

Conducting a Promotions Opportunity Analysis (POA) for Your Product

This is critical, as the POA lays the foundation for the IMC plan. You must conduct a promotions opportunity analysis as discussed in the text. Step 1 of the promotions opportunity analysis is to perform a <u>communications market analysis</u>, including

1) Competitive analysis: who are they and what is their strategy?
2) Opportunity analysis: what opportunities

exist that you can exploit? How does this relate to your three primary communications objectives?

3) Segment/Target market analysis
4) Customer analysis.

The fifth part of the communications market analysis, the position analysis, should have been completed in conjunction materials found in with Ch. 4.

A major part the IMC plan is the market segmentation strategy. Based on your communications market analysis and especially your target market analysis, you should decide what segmentation strategy you will use and which target market(s) you will pursue. This is section 2.2 of the IMC Campaign.

Constructing an Advertising Program

Should an outside agency be used, or is an in-house effort satisfactory. Keep in mind that part of your assignment is to play the role of an outside consultant recommending the proper course for your client.

The final part of this chapter presents the Creative Brief, which is found in Sections 5.2.1.2, 6.2.1.2 and 7.2.1.2 of the IMC Campaign outline. Following the example used in the text and based upon their promotion opportunity analysis, you should prepare a Creative Brief.

Choosing the Correct Appeal for an IMC Advertising Campaign

The three key theories presented in the text should be utilized in the development of advertisements. These include: the Hierarchy of Effects model, Means-Ends Theory, and visual and verbal imaging. A Means-End Chain should be prepared for each Creative Brief. If prepared properly, the Means-End Chain should work for any type of media choice and more importantly, guide in the actual development of the advertisement.

Next, decide on the type of appeal to be used. The appeal may be different for print ads than for television advertising or billboard ads. You have already developed the media plan, which means you will know the type of advertisement required for each medium.

Selecting an Executional Framework for an IMC Advertising Campaign

Most students enjoy this part. To get a feel for the challenge in creating an advertisement, you should create at least one broadcast ad and one print ad. You may describe the advertisements that would be prepared. For broadcast advertisements, create a storyboard with 6 to 12 captures. It is important to allocate a budget for the creation of each advertisement. Consider the various message strategies to employ, including cognitive, affective, conative, and brand strategies. Decide on an executional framework format, such as animation, slice of life, testimonial, dramatization, or one of the others. Finally, a spokesperson should be chosen for the advertisement. If the spokesperson is a celebrity, the cost of the celebrity endorsement must be considered.

Selecting Media for an IMC Advertising Campaign

For each target market, a medium should be chosen that will best reach the market. You should decide how much money will be spent on the media plan after deducting the cost of advertising production.

Once the budget is completed, you then develop a media plan. The plan should be for one year and include the following information:

a) media choice (television, radio, magazine, etc.)
b) program within media (*Friends, Monday Night Football, Survivor,* etc.)
c) cost per advertisement, number of advertisements, and total cost
d) CPM
e) rating points, gross rating points, and cost per rating point
f) a discussion of frequency and reach

If rating points, audience size, and other data are not available, you may estimate these figures and provide a justification of how you arrived at these estimates. It may be helpful to prepare tables such as the one illustrated in the chapter. The presentation should include a media plan, especially for (a) and (b) above, as well as a rationale for each decision. Be sure to also consider business-to-business advertising needs as well as advertising

that may need to be directed toward individual channel members. This portion of the media plan will undoubtedly look different than the media plan for consumers.

Matching Trade Promotion Tactics with an IMC Advertising Campaign

Most will not have any experience with trade promotions. You should have already identified channel members such as wholesalers, distributors, and retailers. They should be reminded that, for most products, approximately 50% of the IMC budget will go to trade promotions.

Examine the various types of promotions. If a new product is being introduced, a slotting fee, which can range from $100 to $1,000 per store, may be charged. If the product is going to be stocked in discount stores such as Wal-Mart, the slotting fee for just Wal-Mart will range from $280,000 to $2,800,000. To encourage retailers and wholesalers to stock the merchandise, an off-invoice allowance should be offered. Without a strong brand name to pull the product through the channel, this off-invoice allowance encourages channel members to push the product through to retail stores and consumers.

In addition to the trade promotions, you must, if appropriate for your client, consider package design. Consider POP displays and how important the package design is to retailers trying to stock crowded shelves and aisles.

Creating Consumer Promotions for an IMC Campaign

For this portion of the IMC Campaign, examine the consumer promotions to offer. Consumer promotions should be considered for both the consumer markets (Objective 1) and the business-to-business market (Objective 3). Consumer promotions are chosen that fit with advertisements and other elements of the IMC campaign. You are required to design the actual consumer promotions items to be used, such as coupons or premiums.

Personal Selling and Database Management

Personal selling strategies vary based on the client and objectives involved. A discussion of the consumer buying process will help understand the role sellers play as well as how the supplier can offer training or incentives to enhance sales of the product at the retail level.

Generating Positive Publicity and Considering Sponsorships

Section 3.6 of the IMC outline addresses the public relations function. Sections 5.2.4 and 7.2.4 address sponsorship and event marketing issues. In Section 3.6 regarding public relations, you should first identify various stakeholders then discuss the types of messages you will want to convey to the various stakeholder groups. Review the various public relations tools that can be used for these purposes.

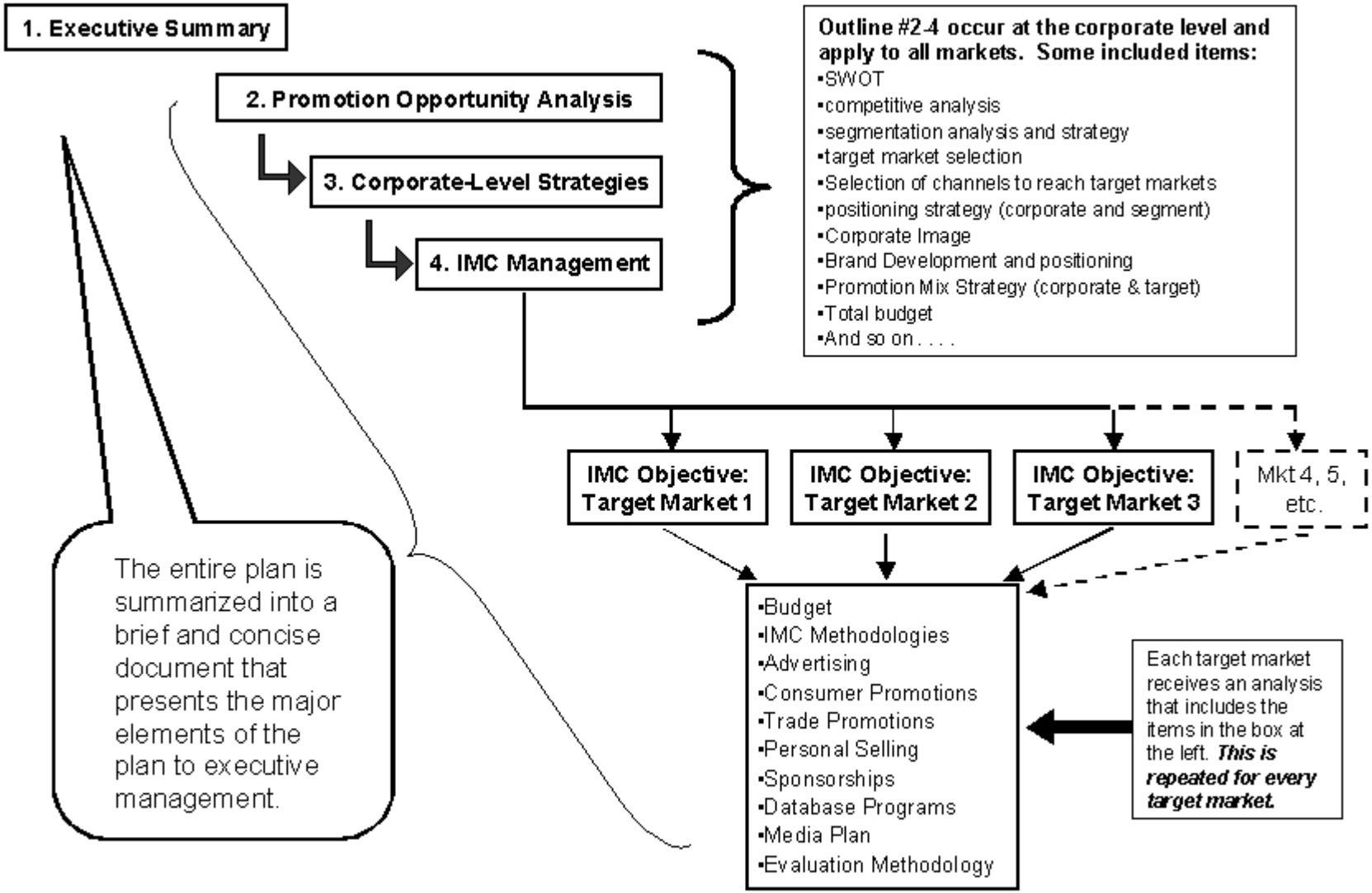
Event and sponsorship marketing has become increasingly more popular. Consider how events and sponsorships create synergies between the event or group being sponsored, the consumers who attend, the company, and the products themselves. Note how the event or sponsorship fits into the overall budget and IMC approach. Events and sponsorships for the consumer market are presented in Section 5.2.4 of the IMC outline and in Section 7.2.4 for business-to-business markets.

Creating Internet Marketing Plans

The Internet is a vital component of any IMC Campaign. Design at least the opening page of a Web site. Develop how the site will be used and integrated into the IMC Campaign.

Evaluating Your IMC Program

Review and integrate all of the materials created to this point. Prepare an Executive Summary, Section 1.0. Examine everything you have prepared to this point. The evaluation aspect of the IMC Campaign can be addressed in one of two ways. It can be a separate section of the report (Sections 5.4, 6.4, and 7.4); or it can be incorporated into each section of the report. Regardless of the method used, you should discuss methods of evaluation for each component of the IMC program.

The IMC plan may be easier to visualize with the graphic on the next page.

Integrated Marketing Communications Plan – Structural Outline