

PART 7 Communicating Value

Chapter 17 | Designing and Managing Integrated Marketing Communications

Chapter 18 | Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations

Chapter 19 | Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling

Chapter 17

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Cranberry THE WONDERBERRY

Hi, we're Ocean Spray® cranberry growers. Growing cranberries is hard work, but it's worth it. Cranberries are good for you because they're packed with powerful nutrients that help cleanse and purify your body and help strengthen your immune system. And cranberries make our products taste real good, too. So keep enjoying Ocean Spray® products. We'll grow more.

Ocean Spray

Tastes good. Good for you.

For more holiday tips and recipes, visit oceanspray.com

In This Chapter, We Will Address
the Following **Questions**

1. What is the role of marketing communications?
2. How do marketing communications work?
3. What are the major steps in developing effective communications?
4. What is the communications mix, and how should it be set?
5. What is an integrated marketing communications program?

Ocean Spray has revitalized its brand through extensive new product development and a thoroughly integrated modern marketing communications program.