



Contents



<i>Preface</i>	<i>xi</i>
Section I Introduction to IMC	1
1 Overview of IMC	3
What is IMC?	5
Original definitions of IMC	5
Early management perceptions of IMC	6
More recent definitions of IMC	8
Managing IMC	9
The role of advertising and promotion in IMC	11
The role of advertising agencies in IMC	14
Barriers to effective IMC	14
Organizational barriers	15
Organizational character	17
Compensation	20
Overcoming the barriers	20
Identifying IMC opportunities	21
Understanding consumer decision-making	23
IMC strategic planning	25
The five-step strategic planning process	26
Summary	27
2 Brands and IMC	31
The role of IMC in building brands	33
Social meaning	34
Positioning	35
Understanding how markets are defined	36
Positioning and brand awareness	37
Positioning and brand attitude	39
Brand attitude	41
Building brand equity	42
Brand portfolio considerations	44
Branding strategy	45
Summary	49
3 Companies and IMC	53
The role of IMC in strengthening companies	55
Corporate identity, image, and reputation	57
Corporate identity	58
Corporate image	60

Corporate reputation	63
Building corporate identity, image, and reputation	64
Corporate brand	66
Corporate brand equity	67
Corporate communication	68
Corporate story	69
Corporate advertising	71
Summary	73
Section II Components of IMC	77
4 Traditional advertising	79
The role of advertising in IMC	81
Types of advertising	82
Consumer-oriented brand advertising	84
Retail advertising	87
B2B advertising	89
Corporate image advertising	90
Brand awareness and brand attitude strategy	92
Brand awareness strategy	93
Brand attitude strategy	95
Summary	98
5 Traditional promotion	101
Basic types of promotion	104
Consumer promotion	104
Retail promotion	104
Trade promotion	105
Promotion to the consumer	105
Coupons	105
Sampling	107
Refunds and rebates	108
Loyalty and loading devices	108
Premiums	109
Sweepstakes, games, and contests	110
Building brand attitude with consumer promotion	110
Coupons	111
Sampling	111
Refunds and rebates	111
Loyalty and loading devices	112
Premiums	113
Sweepstakes, games, and contests	114
Trial versus repeat purchase objective for promotion	114
Trial objective for promotion	115
Repeat purchase objective for promotion	115
Promotion to the trade and retailer	117
Allowances	119
Display material	119
Trade premiums and incentives	120

Incentive promotion cost	121
Summary	121
6 New media and other IMC options	125
New media	128
Internet	128
Mobile marketing	130
Sponsorships and event marketing	130
Product placement	132
Packaging	133
Trade shows and fairs	134
Personal selling	136
Public relations	139
Public relations strategy	139
Advantages and disadvantages	140
Marketing public relations	141
Buzz marketing	142
Summary	146
7 Direct marketing and channels marketing	151
The role of direct marketing in IMC	153
Difference between direct marketing and traditional advertising	155
When to use direct marketing	156
The database in direct marketing	161
The role of channels marketing in IMC	164
Co-op advertising	164
Tactical marketing	165
Summary	166
Section III IMC messages	169
8 Message processing	171
Communication response sequence	173
Message processing responses	174
Attention	176
Learning and acceptance	177
Emotion	182
The role of memory	188
Unconscious processing	189
Conscious processing	190
Summary	191
9 Creative execution	195
Gaining attention	197
Unexpected elements	197
Colour	198
Size of picture or illustration	198
Print placement	199
Format	199

Facilitating learning	199
Keep it simple	200
Use short headlines	200
Picture–word sequence	201
Pacing of commercials	202
Consistency in IMC executions	202
Visual look must be unique	204
Specific creative tactics for brand awareness and brand attitude	204
Brand awareness creative tactics	205
Brand attitude creative tactics	207
Eliciting the correct emotional response	216
Summary	218
Section IV The IMC plan	221
10 Planning considerations	223
Communication objectives	225
Relative advertising versus promotion strengths	226
Category need	228
Brand awareness	228
Brand attitude	229
Brand purchase intention	230
Market characteristics that influence IMC effectiveness	230
Product differentiation	232
Market position	233
Poor performance	233
Competitive activity	234
Advantages of using advertising and promotion together	235
The advertising and promotion ‘ratchet effect’	237
The impact of demand elasticity	239
Summary	240
11 The IMC planning process	243
Reviewing the marketing plan	245
Selecting a target audience	247
Determining how decisions are made	249
Message development	255
Establishing brand positioning	256
Setting communication objectives	260
Matching media options	263
Appropriate media for brand awareness	264
Appropriate media for brand attitude	264
Appropriate media for the size and type of business	266
Summary	267
12 Finalizing and implementing the IMC plan	271
Finalizing the plan	273
Identifying touch points	274

Identifying communication tasks and media options	276
IMC planning worksheet	279
Implementing the plan	283
The creative brief	284
Selecting the best media options	286
Allocating the media budget	291
Summary	293
<i>Glossary</i>	297
<i>Index</i>	305