



Chapter 16: Integrated Marketing Communications



IMC: What is it anyway?

- IMC is the integration of:
 - Marketing
 - Advertising
 - Sales promotion
 - Public relations
- PR practitioners need “communications cross- training” in these areas.



Sorting out the differences

- Marketing is the selling of a product or service through pricing, distribution, and promotion. Can include free samples and “buzz” campaigns.
- Advertising involves paying to place your message in a print, broadcast, or other media.
- Public Relations is the marketing of the entire organization through the use of objective, third-party endorsement to relay information about an organization’s products and practices.

In today’s converged marketplace, the selling of products, services, and the organization itself are intertwined.



How did PR gain center stage?

- PR creates a hospitable environment for an organization, and in turn, for products and services.
- Marketing and advertising successes can be nullified (cancelled) by the social and political forces that PR must confront.
- Marketers now realize that pricing, distribution, advertising, and promotion were no longer enough.



How did PR gain center stage?

Traditional notions among marketers changed as:

- Consumer protests about product value and safety shook historical views of marketing.
- Product recalls generated recurring headlines.
- Ingredient scares recurred regularly.
- Advertisers showed how their products answered social needs and civic responsibilities.
- Rumors about companies spread in brushfire manner.
- Corporate image problems attracted media criticism.



Product publicity

Did you know that much of what publics know and believe about products comes from press coverage? Product publicity helps “cut through the clutter” to raise awareness.

Product publicity can help:

- It can deliver more with less and, in the process, make the competition stand up and take notice.
- It is key in creating an identity.
- It is quite effective in making customers aware of what's new and can do so with about one-tenth the amount of dollars spent on advertising.
- It can believably explain a complicated product, reducing a customer's anxiety in purchasing it.
- It can creatively tie a product to different types of representatives from actors and animals to cartoon characters and sports figures.



Third-party endorsement

- Smart organizations value product publicity as much as they do advertising.
- Third-party endorsement is the support given a product by a newspaper, magazine, or broadcaster who mentions the product as news. The value is that it appears more credible than advertising.
- Practitioners must take care not to portray paid endorsements as impartial, third-party endorsements.

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Building a brand

- ❖ Branding is the watchword in today's business world. Branding means creating an identity or position.
- ❖ When using IMC techniques to establish a brand:
 - Be early. It is better to be first than to be best.
 - Be memorable. This requires boldness.
 - Be aggressive. Take it to the streets.
 - Use heritage. Draw on traditions and history.
 - Create a personality. Reflect it in all materials.

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Integrated marketing with public relations

This approach utilizes:

- Article reprints
- Trade show participation
- Spokespersons
- Cause-related marketing: brings together the fund-raising needs of nonprofit groups with the business objectives of sponsoring companies.
- In-kind promotions: when a service, product, or other consideration is offered in exchange for publicity exposure.

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Public Relations Advertising

- ❖ Marketing an image rather than a product became known as:
 - institutional advertising
 - image advertising
 - public service advertising
 - issues advertising
 - ultimately public relations–or non-product–advertising.
- ❖ Image ads show social responsibility.
- ❖ Issues ads advocate a position from the sponsor's viewpoint.

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Purposes of public relations advertising

- Mergers and diversifications
- Personnel changes
- Organizational resources
- Manufacturing and service capabilities
- Growth history
- Financial strength and stability
- Company customers
- Organizational name change
- Trademark protection (Xerox – see next slide)
- Corporate emergencies

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Xerox says.....

- ❖ "Xerox is a famous trademark and trade name. Xerox as a trademark is properly used only as a brand name to identify the company's products and services. The Xerox trademark should always be used as a proper adjective followed by the generic name of the product: e.g., Xerox printer.
- ❖ "The Xerox trademark should never be used as a verb. The trade name Xerox is an abbreviation for the company's full legal name: Xerox Corporation. XEROX is a registered trademark of Xerox Corporation."

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21st-century integrated marketing

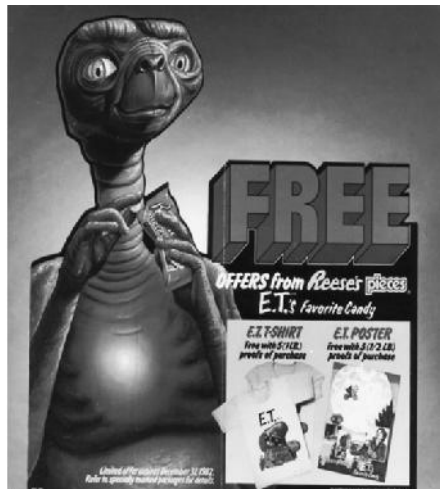
- ❖ Beyond advertising, marketing, and PR techniques, IMC must work to keep pace with an ever-changing world.
- ❖ Innovations include:
 - Television brand integration (present a product in the tv series or show)
 - Infomercials
 - Word-of-mouth marketing (also know as buzz marketing)
 - Television and movie product placements (E.T.)
 - You name it....what other IMC venues can YOU think of?

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The granddaddy of product placement



In the 1981 movie, “E.T.,” this loveable alien professed his predilection (liking) for Reese’s Pieces, and a new integrated marketing discipline was born.

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Summing it all up.....

- The key marketing question in the 21st century is, "How do we generate buzz"? It takes IMC.
- The goal is to build lasting customer relationships.
- Successful communication professionals must know all aspects of the communications mix to succeed.
- This is a major career challenge in the 21st century.

❖ Review Questions:

1. Indicate ways publicity can be quite effective in the marketing mix.
2. Define the following:
 - (a) Public Relations
 - (b) Third-party endorsement
 - (c) Branding