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Unit 1: Introduction to Advertising

Learning Objectives

1. Provide a definition of advertising and describe its historical development in the context of marketing communications.
2. Describe and explain the major roles and purposes of advertising in meeting marketing objectives.
3. Learn the four aspects of any advertising, message, medium, creativity and audience segmentation.
4. Explain how advertising is distinct from other tools of promotion such as sales promotion, PR and direct marketing.
5. Categorize different types of ads (print, digital, broadcast, outdoor) and their relative strengths.
6. Explain various ad agencies, media houses & role of the client.
7. Consider how advertising works with overall marketing communication to influence consumers.

Content

1.0 Introductory Caselet

1.1 Advertising Functions & Key Components

1.2 Types of Advertising & Promotional Tools

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1.0 Introductory Caselet

"Revamping the Buzz: How 'GlowPop' Got Its Glow Back"

Reviving the Buzz: 'GlowPop' Gets Its Glow Back

Last year, sales for the midtier cosmetics brand GlowPop, which targets Gen Z consumers, plummeted despite increased spending on digital ads. But facing stiff competition from influencer-bred brands and a noisy skin-care industry, GlowPop's message was getting lost. The management team understood that their advertising was in pieces — fragmented promotions in-store, on-air and online without a unified creative principle to tie it all together.

The corporation turned its advertising communication over to a new full-service advertizing company. The agency began by recasting a few advertising objectives — not only raising awareness, but making the brand resonate emotionally more deeply among a younger audience. Creating a single-minded consistent message around "Real Skin, Real Stories", and shifting the brand away from aspirational beauty to real self expression.

The creative team also updated the visuals to show a range of real users who weren't airbrushed models, and the media planning team selected a mix of digital (Instagram Reels, YouTube Shorts) and nongigital (transit ads, cinema ads) placements. Short-form ROCE reminders and 'story-led persuasion' were deployed to graze consumer minds, while BTL activations like campus pop-ups ensured the bulls-eye was on target audience.

In six month's time, brand recall increased drastically, social media engagement took off and sales came bouncing back. The partnership between the client, the agency, media partners and creative teams illustrated the importance of integrated advertising strategy that is more than just flair—that generates impact that can be measured.

Critical Thinking Question

In what ways did employing advertising components and types of media strategically assist GlowPop in successfully repositioning its brand, and what issues could be an obstacle to keeping the momentum across multiple channels?

1.1 Advertising Functions & Key Components

Advertising assumes a very important role in the mix of marketing communication and it is used to inform and convince, remind and reinforce consumers; through the advertisement businesses can identify themselves in the market place targeted, create demand for contributions made, persuade the buyer to accept contributions made by organizations as producer or middlemen. From economic value to psychological effect, the influence in business growth or social change is rooted in either economic, psychological, and/or social function conducted by it.

Advertising works when it hits on these four critical elements: message, media, creative and audience. The message sends the substance, whether knowledge, mood

or branding. Media is the underpinning - whether print, broadcast, digital or new media. The creative part turns this strategy into dynamic visual, copy and design that grabs attention and generates recall.

1.1.1 Definition and Evolution of Advertising

A known sponsor of the message is present in advertising." Advertising is a paid form of non-personal presentation and promotion of ideas, goods or services through an identified sponsor (p. B-1) [14]. It utilizes different types of media to deliver an advertisement for a product, service, idea, or company. Advertising is a vital ingredient in brand identity, positioning, and pull-push activities of demand generation—a part of the total package of marketing communications.

Evolution of Advertising

• Ancient and Pre-Print Advertising

In earlier establishments like those in Egypt and Greece, promotion took basic yet effective forms such as papyrus posters, town criers and painted signs that traders would use to advertise what they had for sale. Oral announcements in the marketplaces, hectic streets and smoky taverns are a familiar backdrop to public existence as well as trade-mark imprinting that were introduced for engraved words on metal.

Example: Wall paintings and inscriptions advertised gladiatorial games in ancient Pompeii as one of the oldest outdoor advertising methods.

• Print Era (15th–18th Century)

Gutenberg's invention of the printing press in the 15th century revolutionized advertising by enabling mass production of messages. The first printed advertisements are believed to have appeared in weekly newspapers and handbills, though in the 17th century English newspapers had regular classified ads. This breakthrough allowed marketers to consistently extend their reach and deliver reliable messages.

Example: The first recorded English newspaper advertisement ran in 1625, for books placed in a publication called Weekly News, which was the start of regular print advertisements.

• Industrial Revolution and Nineteenth Century Developments

The Industrial Revolution brought about mass production, which in turn required product differentiation and brand-based advertising. Newspapers and magazines became a major advertising medium, and by the 20th century, advertising agencies had sprung up to put paid announcements in various media specializing in the sale of space in publications. A New York newspaper in 1841 called Volney Palmer "the first device to apply a regular organization to the business" of advertising.

Example: During the 1800s, Procter & Gamble advertised its soaps in newspapers as a way to build enduring brand identities through print.

- Early 20th Century: Changes in Psychology and Creativity

During the beginning of the 20th century, there was a transition from seeing advertisements as being informative to creating a psychologically provocative emotional response where consumer you are not aware that this is happening and advertising became even more creative. Agencies grew by hiring copywriters and graphic artists to create memorable campaigns and well-known ads like Coca-Cola's Santa Claus and the Marlboro Man branded consumer consciousness. The rise of the radio as a driver further changed advertising when it introduced sound and voice to messages about brands.

Example: Coca-Cola's 1931 ad of Santa Claus in a red suit did much more than drive Christmas sales; it has forever influenced the way we see him in popular culture.

•Post WWII -to the 1980s: Orality & Literacy, Television and Mass Media

After World War II, television revolutionized advertising not with just visuals but audio — which made the brand experience much more immersive. This era also brought hosts of jingles, celebrities' endoresements, and sponsored shows who held more or less an audience's sole focus. Types of advertising, including AIDA (Attention, Interest, Desire and Action) also gained currency as they offered techniques & tools for making an advertisement more effective.

Example: Pepsi's 1984 Michael Jackson commercial was a landmark ad campaign that showed the power of television and celebrity endorsements to shape mass-market tastes.

Jump to the 1990s and early 2000's : Globalisation; Internet boom

Brands had globalized in the '90s and into the early aughts and advertising needed to figure out how to represent this new uniformity, but that also felt different on a local level — a phenomenon that became known as glocalization. The arrival of the web led to digital advertising, and with it came new tools for measuring campaigns in real time and customizing them.

Example: "Share a Coke" by Coca-Cola The company personalized its product by adding popular names to the labels in each of the countries where it was sold, while still maintaining its global brand.

• 2010s and beyond: Social, Mobile and AI-based Advertising

Mobile-first campaigns and platforms like Instagram, TikTok and YouTube replaced advertising from the 2010s. Influencer marketing was an alluring tactic, and

programmatic advertising and AI-guided tools helped make targeting on-point. At the same time, concerns over the ethics of data privacy and ad transparency spiked.

Example: Nike's use of Instagram and TikTok influencers to drive connection with consumers on social platforms through personalized connections with others.

1.1.2 Objective and Functions of Advertisement

Advertising had multiple purposes from demand stimulation to brand building. It is not a mere promotional technique but instead a strategic persona rooted in long-term business goals. These goals can change depending on the stage of the life cycle that a product may be experiencing, target audience, market conditions and communication objectives.

Core Objectives of Advertising

• Persuading the Audience

Advertising also aims to persuade by creating preference for one brand over competing brands, often emphasising the USP. It targets emotional or psychological desires, such as the need to feel safe and secure, the need to feel loved and valued or the need for self-esteem while demonstrating how a product can satisfy those needs.

Example: The "Because You're Worth It" advertising by L'Oréal convinces consumers that beauty products are associated with self-worth and empowerment, reinforcing preference for the offering over other rival brands.

• Reminding and Reinforcing

Another purpose of advertising can be as a reminder and reinforcement to ensure the brand remains top-of-mind for current customers. It builds loyalty by reminding of good old days, especially if you are talking about a very mature product that does not need to be introduced in depth again and again just needs its presence.

Example: Coca-Cola's annual holiday advertisements reinforce the brand association in that particular occasion

in a spirit of gladness and rejoicing, establishing the bond of loyalty for future generations.

• Building Brand Image

A major part of creating a brand is through advertising; Advertising can shape a company's reputation and image, advertising campaigns improves the company's visibility and the strength that appeals to clients positively. From luxury brands and sustainability to inclusiveness, it often links the brand with values, emotions or lifestyles making long-term equity and customer trust impenetrable.

Case in point: BMW “The Ultimate Driving Machine” campaign which constantly associates the brand with superior performance and status further solidifying its high-end image and consumer confidence.

• Stimulating Immediate Action

Advertising also attempts to generate immediate response by increasing short-term sales with powerful callto-actions such as “BuyNow” or“Limited Offer.” It’s also often used to advertise time-sensitive sales, holiday specials and new stock — particularly in digital media, where performance can be tracked immediately.

Example: Amazon’s ads on “Great Indian Festival” use four-hour deals to incite consumers into making quick decisions.

Figure.No.1.1.2

Key Functions of Advertising

Marketing Function

Advertising is one of the promotional tools incorporated in the marketing mix also matches well with product, price, place and promotion strategies. It helps the distribution and sales, enhances brand position in most instances it is a pull strategy to attract consumer at the retail outlets or online channels.

Example: Flipkart's advertisements draw online shoppers with discounts and promotions that add to the traffic and sales on its platform.

• Economic Function

The advertising generates demand and promotes competition in the economy which is good for economic growth. It fosters innovation as each brand positions itself differently and also creates a great deal of employment and revenue for the media and communication sector. The rivalry between Pepsi and Coca-Cola spurred both companies to innovate in varieties and packaging, driving industry expansion and consumer choice.Example:.

• Social Function

Ads have a social role in the formation of consumer culture and public discussion. It is a tool designed to enhance messages for promoting behavior changes (e.g., health, education) and social causes (e.g., environment etc.), many times in it applies behavior change at some local.

Example: India's "Pulse Polio" campaign used advertising to teach people about the importance of getting vaccinated, thus changing how they behave and affecting the health of an entire nation.

• Psychological Function

The role of advertising is on the psychological level: it shapes consumer attitudes and perceptions, creates brand awareness through exposure and calls to action with emotional, logical or symbolic messages in order for consumers to feel involved.

Sample: Nike's advertising campaign "Just Do It" urges you to be ambitious and resilient, yielding strong recall and emotional engagement.

• Strategic Communication Function

Advertisement serves as the tactical bridge between brands and customers by allowing companies to distinguish from the competitors. It ensures the messages are market segment relevant for greater impact.

For instance, rather than commercials with no sense of what you actually like to listen to, the targeted advertising campaigns that Spotify is launching can be based on your listening habits and preferences, so connective sharing could potentially work.

1.1.3 Fundamental Concepts Media, Creative, Audience/Typography: The Message and the Medium that delivers it Keys to couple: Message to the Medium to Target Audience

Good advertising is a fusion of it's key components. All campaigns should be able to creatively execute their message if mixed with the correct channel and target. An Achilles heel in one of these areas and the whole game can collapse, which is why

making sure that throughout development — from objective to media choice – – the execution meets brand strategy and communication necessities is all-important for advertising planners and creatives.

Message

The message in advertising is what a brand wants to communicate among the members of its target group. (It communicates not just what the product does, but why it will be relevant to the consumer.) A good message establishes recall, opinion and action; the magic is that it simply has to be on brand (personality), leaned into by your audience.

Types of Messages

• Feature - Benefit These are about the facts, features and functions. They are designed to promote critical thought and objective analysis of content.

For example, a long battery life with fast charging in a smart phone commercial to sway buyers who would be interested in how useful and practical the product is while buying it on-the-go.

• Emotional: Emotional make calls to the reader's emotion, like love or joy or fear.

They bypass the rational analysis and they create a deeper emotional connection to the brand.

Example: An insurance company ad about taking care of your family's future leverages fear and responsibility as a digital marketing tactic to influence the decision to buy.

• Emotions-driven totems: These are the ones where you're pitching emotions and ideas over functions. Not only do they reinforce brand identity; they foster long-term loyalty.

Example: Coca-Cola's happy and togetherness ads Lives or relationships, not product attributes Worshiping at the brand value altar And here we are on this other planet, another universe — if you think having your clients say they value something that aligns with your brand is corny.

Message Framing

•Positive vs. Negative: Framing, Regulates the ways that images are presented. Positive frames emphasize benefits received, and negative frames highlight costs incurred or losses suffered.

Sample: "Whiter teeth in 7 days" motivates with a benefit, while"No let cavities ruin your smile" uses loss aversion.

• Reason versus Emotion appeals: Reason appeals are based on facts and logic; emotion appeals to sentiment and imagination. And they each work differently based on consumer participation. Example: An ad for a washing machine saving on electricity consumption appeals to the rational part while an advertisement about kid's care (human touch) instigates an emotional appeal with the mother's love.

• Explicit vs. Implicit claims Explicit in that they directly state product benefits; implicit, such as the NLP secret example below, allow the audience to attach their own meaning (usually aspirational).

For example: "Kills 99.9% germs" (explicit) creates certainty on what the brand does/offers, while sophisticated visuals of Apple products being used (implicit) conveys innovation and status without stating that directly.

Media

Media In advertising, media refers to the medium through which a brand's communication reaches its audience. Media is the conduit that flows from the Advertising world to the world of consumers, and where your message hits a universe of potential users at any given second. The choice of media has a decisive importance in terms of visibility, engagement and overall effectiveness of the campaign.

• Types of Media

• Traditional: Print (newspapers and magazines), broadcast (television, radio) ... out of home (billboards, or transit). So it's a wonderful thing of getting you out there to the people.

Example: A car manufacturer introducing its newest model on prime-time TV achieves high reach and awareness.

• Digital: Websites, search engines, social media (including timelines and livestreaming), email and video sharing sites.

With digital media you get pinpoint targeting, interaction and feedback.

Example: A fashion label that places ads on Instagram, can appeal directly to a new audience of young urban consumers through visual storytelling.

• Emerging: This is broader innovation, from advanced technologies like Augmented Reality (AR) and Virtual Reality (VR), programmatic advertising, digital out of home screens even through to wearables. And they are immersive and very targeted reach.

Example: IKEA's AR app enables shoppers to visualize what furniture would look like in their home, leading to interactive engagement.

Media Selection Criteria

• Audience size and demographics: The medium needs to be of appropriate size for the target audience by segment (times, age group, vicinity of location, income group).

• Cost per impression relative to competition: Advertisers need to watch what they are spending versus who they can reach.

• Conversational prompts: Users of some channels can be more directly engaged (such as polls on social media).

• The media they consume: Understanding which media is being consumed by who and when influences failibility. For instance, younger users spend as much time on TikTok and YouTube than they do reading newspapers.

Importance of Media Mix

One medium is not enough. The perfect media mix is a blend of traditional and digital touchpoints that results in maximum reach. This multi-channel mix leans a consumer to purchase, establishing many touch-points along the way. For example, a product launch could use TV to drive mass awareness, Instagram for engagement and Google search ads to convert — ensuring holistic impact.

Creative

In advertising, creative refers to the material (visuals, copy, layout, music and overall look and feel) that brings a message to life. Creativity of course is subjective, but there's no denying that it's only as good as the ad that gets your attention and makes you feel something for anyone.

Functions of Creativity

• Attention-getting: The ad jumps out among the media noise through headlines, bold colors and interesting layouts. Exemple: les affiches de produits Apple sont minimales et agrippantes d'emblée avec des grosses images.

• Helps with retention: People are more likely to remember a brand and its central message if there is an easily memorable visual or catchy jingle. Example: The jingle "I'm lovin' it" from McDonald's increases recall.

• More than anything else, it taps into the senses and emotions: We create music-based visual experiences that enable emotional interaction with your listeners' favorite songs and perceptions of your brand. Example: Nike ads are replete with powerful imagery and motivational music to inspire.

Elements of Creativity

• Storytelling: Builds stories people can feel.

• Humor, drama and metaphors: Ads should be amusing, emotional thought prompts.

• Custom art direction and typography: Differentiate the ad from competitors and help build brand recognition.

Note: Any creative that is produced must be brand appropriate, including personality, voice and positioning.

Target Audience

The target is who the ad appeals to. You need to find and segment those people so that the message internalized is targeted, as the media selection should sound, and precious time, effort or money isn't wasted.

Targeting Variables

• Demographic: Things like age, sex, income, education can be used to segment audiences based on some kind of measurable quality.

Advertisement In this case, for instance, an ad for a luxury car targeting high-earning professionals.

• Geographic: The Region, weather or urban vs. rural will influence product demand.

Example: They sell winter coats in cold climates.

• Psychographic: Considers lifestyles, values and beliefs in order to get at motivation.

Example: Consumer interest environmental sensitivity, that emphasises sustainable consumption.

• Behavioral: A purchase behavior, brand loyalty or usage rate type of identification.

Example: Netflix provides ads based on viewing history.

Importance of Target Audience

• Shapes choice of media as well as creative style: A campaign directed toward Gen Z may sling to an edgy-looking social platform like TikTok or Instagram, where the messaging can be correspondingly on edge, while older audiences are better reached by newspapers or television.

• Customizable messaging: When an ad is able to be customized, it's more effective and relatable.

• Balanced by eliminating the wastage of ad Spend : Brands target senseful segment and they expect high ROI too.

1.1.4 Advertising vs Other Promotional Tools

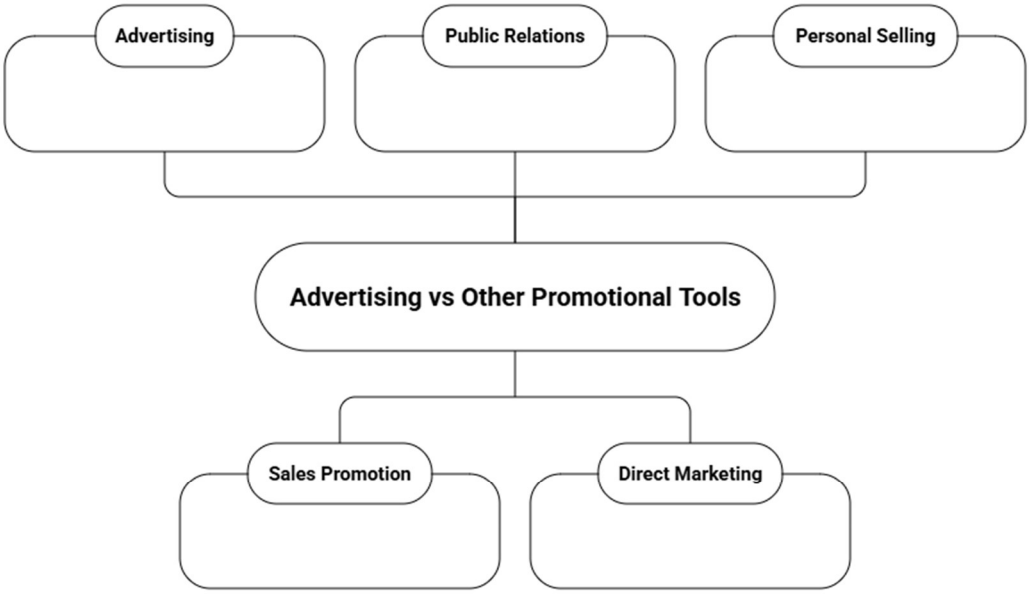

Figure.No.1.1.4

Advertising is only one component of the promotion mix, which experiences click for sales promotion through public relations, direct marketing and personal selling. Each of these tools has a role to play in marketing communication. Knowing how advertising is similar to and distinct from these tools aids in planning integrated campaigns that broaden reach and drive impact.

Advertising

Advertising is non personal communication, which is paid for and provided through mass media such as the television, radio, newspapers the Internet, and direct mail. It's something about getting to the high level audiences for long-term branding canvas, campaigns tend to be expensive in total, but they have low cost per impression because you have huge reach.

Example: Coca Cola's worldwide campaigns have a consistent brand image that are built across it's TV, print and digital adverts.

Sales Promotion

Sales promotion employs short-term incentives, such as discounts, coupons or contests, to encourage a purchase here and now — typically at the point of sale or during online checkout. But overuse can dampen brand equity if consumers come to expect a perpetual offer.

Example: Flipkart's "Big Billion Days" taps into a demand-purchase-induced mayhem but is confined to short spurts of activity.

Public Relations (PR)

Public relations is about using non-paid, acquired targets like news coverage, CSR campaigns or events to establish credibility and goodwill. Though it provides realness, the final message is not as controlled as in advertising.

Example: CSR sampling campaigns from Starbucks focusing on sustainability are covered by the media and reinforces brand loyalty.

Direct Marketing

Direct marketing sends personal email, SMS (or WhatsApp), or catalogs that result in measurable responses such as clicks and conversions. It doesn't have as broad a reach, but is so targeted and so effective at building long term customer relationships.

Example: Amazon aims to prompt repeat purchase with its personalised email recommendations based on customer browsing history.

Personal Selling

Personal selling is direct person-to-person interaction—face to face or via some technology—that allows for two-way communication. Its cost per contact is high, but it's suitable for more expensive or complex products, especially in B2B markets.

Example: IBM's salesforce works face-to-face with companies to customise solutions for enterprise customers.

Comparison Table

Feature Advertising Sales

Promotion PR Direct

Marketing Personal

Selling

Nature Paid, mass Incentive-based Earned/Unpaid Targeted, paid Personal, paid

Goal Visible logo, brand image Direct sales, immediate response Credibility establishment Action/l Adoption/Acceptance/Awareness/ Persuasion

Control over

Message High Noteworthy Low Highly relevant Very High

Reach Wide Medium Broad Selective Niche

Contact None Limited None Moderate High

Measure Indirect Direct Difficult Direct Difficult

1.1.5 Role of Advertising in the Marketing Communication

Advertising is an important component in the overall system of marketing communication. It enables to harmonize the tone of voice of the brand throughout touchpoints and to strengthen messages conveyed by other promotional instruments. (Courtesy) *Awareness & Desire *You want to make people aware of your product and cultivate an appetite for it, which is what advertising helps you build, because then it paves the way for marketing.

Strategic Roles of Advertising

• Creating Awareness

Advertisements have an altruistic value of informing new brands, maker or product into the market. It gains wide exposure quickly and is of particular relevance when releasing new products.

Example: Apple makes sure its iPhone launch ads become a global event so that everyone will immediately know what's new.

• Stimulating Interest and Desire

It creates rational and emotional connections with its consumers and communicates feats, benefits, and competitive advantages of a brand through stories, images, and sound.

Example: Cadbury's "Kuchh Meetha Ho Jaaye" has associated chocolate with everyday smiles and moments of happiness, which results in higher brand affinity.

• Driving Action

Advertising drives consumers to do something -- purchase, subscribe, try or inquire - often with a specific promotion or call-to-action.

Example: Amazon's "Buy Now" ads during sales events nudge consumers to buy right away. • Consistent Brand Positioning

It guarantees consistency of brand voice in market and campaigns, strengthening values, tone and personality – all vital to build long-term brand equity.

Example: Nike's Just Do It slogan has successfully conveyed a message of inspiration and greatness universally.

• Bridging Other Promotional Tools

Advertising is the story telling spine of IMC, supporting above the line media and below the line public relations (PR), it transmits messages in parallel through both ATL and BTL.

Example: Coca-Cola's adverts around the world link up with PR events and local promotions to tell a joined-up story of the brand.

• Supporting Sales and Distribution

It inspires retailers and partners, elevates foot traffic and digital visits, justifies premium pricing through brand-building concepts.

Example: Starbucks advertising supports its premium image, which help enable the company to put a higher price on its products versus other competitors.

"Activity: Mapping Advertising Effectiveness"

Title: "Deconstructing a Real Advertisement"

Select any one recent advertisement (TV, print, or digital) from a well-known brand. Working in small groups, they will analyze the ad using the key components covered in this unit— message, media, creative, and target audience. The group will identify the ad's objective (inform, persuade, remind), the media strategy used, and evaluate whether the message was aligned with the brand's overall marketing communication. Each group will present their findings to the class in a 3- minute debrief. This activity enables students to experience firsthand how theory is applied in real- world advertising.

1.2 Types of Advertising and Promotional Tools

Advertising can be in various forms such as print, broadcast (television or radio), digital, and outdoor. All have pros in terms of reach, engagement and targeting which makes it possible for brands to decide on the most useful mix according campaign goals and audience preferences. Aside from advertising, additional promotional tactics, sales promotion, public relations, direct marketing, sponsorships and event marketing

overlay richness to brand communication through engaging with the audience enhance credibility and prompt immediate action.

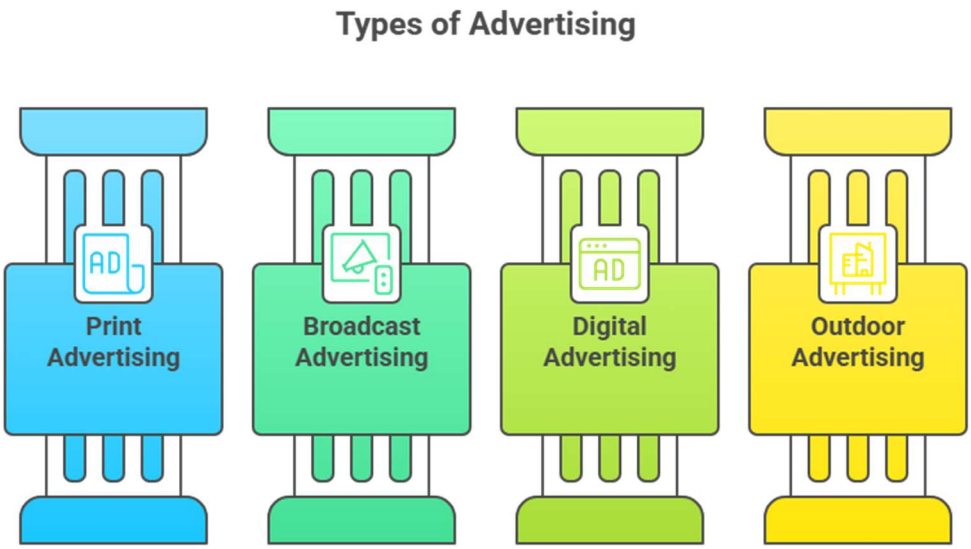

Figure.No.1.2.1

1.2.1 Types of Advertising: Print, Broadcast, Digital, Outdoor

Communication varies according to the mechanism used for advertising. There are benefits to both types in reach, engagement, cost and targeting audience. Ad Platforms are usually selected by the advertisers themselves, based on their audience's preferences, the goals of their campaign and budget limitations. There are four major types of advertising which include print, broadcast, digital and outdoor advertising.

Print Advertising

Print Advertising- Promotional notices in newspapers, magazines, flyers or brochures are included within this form of advertising. It's great for homing in on local or niche demographics, and really help to showcase the nitty-gritty details of your product through compelling imagery. Even in these days of the digital revolution, there is still something to be said for print's credibility and tangible exposure to readers.

• Strengths:

Print is highly credible in the eyes of consumers and acts as a form of passive persuasion. You can use it for targeted reach (publication demographics) and you'll be good to go in offering extensive content, especially if targeting regional or niche audiences.

Example: The Hindu's property supplement is used extensively by real estate companies to target serious homebuyers with all project details at an unprecedented depth.

• Limitations:

Print has the least amount: Young people favour digital, not print. It also has no interactivity or multimedia at all, and advertisers find ROI tracking hard to measure in real time.

Example: Most teen-focused brands will steer clear of heavy print dependence as their target consumers are largely getting media first and foremost online.

• Common Usage:

Print - its readership for such things as real estate, autos, retail sales and launches of new products.

Example: Maruti Suzuki Company advertising in newspaper to announce new car launch, so everyone can see its specs etc.

Broadcast Advertising

Advertising on Broadcast is in the form of television and radio advertising carrying promotional messages to large masses over extended areas. TV appeals with the combination of sight, sound, and motion to produce potent emotional impact; radio instead leverages audio first, and repetition next to drive recall. If it is a powerful tool for visibility and storytelling, it also has significant production and media costs.

• Strengths:

• Television – Television campaign advertising includes both visual and audio ability which allows for compelling emotional impact of storytelling. Perfect for products that are mass-market consumer items or can be hugely branded it is high on reach, but equally high on production and placement.

Example: The TV campaign of Surf Excel, "Daag Achhe Hain" used storytelling effectively to connect emotionally with families.

• Radio: Radio is cheap and has strong local reach, making it ideal for time-sensitive promotions or regional goods. It is very sound, music and voice modulation heavy to attract attention and keep listeners entertained.

Example: Domino's has long leveraged radio ads with jingles to hawk quick delivery deals in local markets.

• Limitations:

TV or radio take an additional dimension as no one seems to have found the ultimate formula for e.g. TV advertisement, especially in terms of high production costs, extremely limited attention span of potential customer and lack of tools to effectively time ads across viewers or listeners. Example: Many startups steer clear of TV advertising, on account of its expense, and opt for cheaper digital options.

Digital Advertising

Digital Advertising describes advertising placed on web based sites, social media platforms, search engines, emails and video sharing websites. It provides accuracy in targeting, instant campaign tracking, and high interaction thus being more cost effective than traditional media. For instance, brands could employ Google search ads to catch purchase intent or Instagram campaigns that hook younger consumers using visual storytelling.

• Strengths:

Digital advertising is incredibly measurable, engaging and ultra-customizable, which means brands have the tools to hyper-target consumers at a behavioural, geographic and interest level. It also provides instantaneous feedback and performance tracking, so you can easily adjust campaigns on the fly.

Example: With Facebook Ads Manager, businesses can target users based on age, location, interests and even monitor clicks and conversions as they happen.

• Limitations:

Though effective, digital advertising is hindered by pitfalls such as ad-burnout brought on by over-saturated I"net use.

clutter and stricter privacy regulations, such as GDPR, which restrict the ways in which user data can be used for targeting.

Example: Apple’s iOS privacy update curbed advertisers’ ability to monitor people’s behavior across apps, which was detrimental to the performance of targeted ads.

Outdoor Advertising

Outdoor Advertising takes place when physical (printing) media is used to reach motivated prospects in different high-traffic locations such as Billboards,Hoardings, Airport / Metro Display and street furniture ads. It's also a powerful way to create impact and frequent direct exposure while people are going about their everyday business. Whereas this is great for broad exposure and raising brand-awareness, its shortcoming lies in conveying less detail and being more of a reminder or booster.”

platform instead of a finegrain communication tool.

• Strengths:

Advantages of outdoor advertising include high frequency in high-traffic areas, which can help generate repeated impressions leading to strong sales or brand recall. It is effective for local as well as national campaigns with a broad reach.

Example: Amul keeps itself good and top-of-mind with its quirky billboard campaigns across Indian towns and cities, often turning around topical ads.

• Limitations:

There are very few words available here and not much room for creativity, thus limiting the communication that is being conveyed. It is also at risk for weathering, vandalism and stringent regulation of its location.

Example:Political ad hoardings are regulated or banned in some areas due to local laws.

• Common usage:

FMCG brands, telecom companies and public service messages are among the largest users of outdoor media because for them, the visibility and reach is what counts most.

Sample: Jio's extensive hoardings during launch of its network fetched it tremendous visibility in urban and rural areas.

1.2.2 Institutional vs Product Advertising

Advertising is generally divided into institutional and product advertising according to its purpose and message. Institutional advertising work that seeks to establish a brand image as distinct from product-oriented advertising, which aims at selling specific offerings. The two contribute to each other in the greater campaign.

Institutional Advertising

Institutional Advertising Institutional Advertising or corporate advertising, is a type of advertising meant to create a positive image company rather than advertise individual products. Its objective is long-term trust even more goodwill and a solid brand image in the mind of stakeholders. Illustration: Tata Group's campaigns, about its commitment to nation-building or those of Google that give a peek into a modern day dataroom) serve the purpose of strengthening corporate identity rather than pushing individual offerings.

• Objectives:

The goals of institutional advertising are to improve its name recognition, promote a company's thought leadership or industry expertise and investor relations or employer branding. It is more about burnishing a reputation than moving product right now.

Example: Infosys' messages on innovation and leadership emphasize its industry dominance and appeal to the investment community as well as its own employees.

• Types:

Institutional advertising can take a several forms: advocacy advertising that promotes issues like sustainability, CSR efforts centered around themes such as education or the environment and corporate branding campaigns which reinforce trust and long-term identity.

Example: Tata's slogan "Leadership with Trust" establishes the group as a trustworthy and ethical corporate (brand).

• Characteristics:

It features less sales-related and more long-term strategies based, depending on the case, on the rational or emotional aspect. In some cases, institutional advertising and PR/reputation management are cut from the same cloth.

Example: Unilever, campaigns using it's 'Sustainable Living Plan' concentrate on corporate environmental responsibility in which impact on trustworthiness that takes time, not upon immediate sales.

Product Advertising

• Intended to advertise a particular product, service or offering.

• Emphasizes features, benefits, availability and price.

• Objectives:

The goals of product advertising are to generate immediate purchase or trial, inform the market about new launches, upgrades or special offers, and build brand distinctiveness within a category where brands compete for potential users.

Example: Samsung's Galaxy launch ads introduce new features, encouraging early adoption with promotional offers.

• Types:

Forms of product advertising include informative ads that highlight technical or new features, persuasive ads that tout the virtues of a product as superior to its competitors and reminder ads which reinforce loyalty by reminding consumers of the brand.

• Examples:

Colgate Total's ad with "12-Hour Protection" talks functional attributes; L'Oréal's "Because You're Worth It" touches the emotions and self-esteem.

Comparison:

Feature Institutional Advertising Product Advertising

Goal Create name recognition, ready promote specific product

Company Values, Vision Differentiators & price Features and benefits

Target Populatio n General public, stakeholders n Consumers, buyers

Long-term reputation and short-term sales and awareness Time Horizon

Example CSR campaign by Infosys Surf Excel detergent promotion

1.2.3 Comparative, Reminder, Persuasive Advertising

Depending on the market environment and communication objectives, various advertising measures are implemented. Comparison, reminder and persuasive advertising has its own objectives -- comparing with competitors' similar products, refreshing the brand recall or persuading undecided customers respectively.

Comparative Advertising

Direct or indirect comparison of a brand's product with another (and often the way in which they are advertised) demonstrate differences between the products and focus on superiority. It is commonly applied in competitive markets to differentiate brands and gain consumer preference on the basis of relative product positioning against competing firms.

• Objective:

The ultimate purpose of comparative advertising is to demonstrate superior quality, price or features by which the advertiser hopes to displace competition and induce product switching.

For example, Pepsi's justly famous "Taste Challenge" marketing campaigns led customers to develop an orientation whereby they preferred Pepsi to Coca-cola on the basis of taste.

• Methods:

The approaches often take the form of side-by-side comparative product demos or their opponents being called out, directly and indirectly, through visual cues.

Example: Samsung often uses its ads to ridicule Apple customers and feature the iPhone of the day lackluster while painting Samsung as superior.

• Benefits:

The advantages of doing so are that you're taking a bold position, and can generate conversation around your brand and attract both media attention and consumer interest.

Example: Horlicks vs Bournvita campaigns fed discussions on nutrition, ensuring visibility of both the brands.

• Risks:

Such risks include litigation or consumer kickback, as well the requirement that factual and verifiable claims are made to ensure there is no impact on credibility.

Example: In India, comparative ads have traditionally run into regulatory trouble due to brands allegedly making unproven claims of superiority over others.

Reminder Advertising

Reminder advertising aims to make an existing customer remember a product and keep it on their mind. Yes, it's not always about new information but strengthening what consumers already know to keep them accustomed and loyal.

• Objective:

The primary goal is to keep the brand in mind and reinforce identity by reinforcing the positive associations recipients have from past experience.

Exmple: Maggi is known for creating faith in consumers mind, 2 Minute Noodles tagline regularly remind their customer that they are a brand which make the best instant noodles.

• Characteristics:

It is characterized by being straightforward, repetitive and memorable policing which is ideal for mature products in stable markets.

Example: Coca-Cola's holiday commercials are updated with new seasonal imagery and music in order to remind consumers (regardless of season) every year.

• Media Channels:

Typical canvassing media for such reminder advertising is outdoor (eg billboards), radio spots and shortformat digital ads which offer regular exposure in consumer OFT AUTH grinders.

Example: Amul's topical billboards in India are a daily reminder of the brand, but also engage people with humour.

Persuasive Advertising

Advertising is designed to persuade prospective buyers to prefer/buy something. "At a minimum, this message does more than informing; it plays on our emotions to foster trust and encourage our support of the brand.

• Objectives:

The primary goals include converting interest to action in consumers and creating brand preference through more emotional connections.

Example: Nike's campaign "Just Do It" creates a desire to be bold and ambitious which also links back to loyalty beyond product.

• Techniques:

Tactics often involve testimonials or celebrity endorsements, emotional stories that resonate with viewers and urgency-inducing elements like limited availability or time-limited offers. For example: Fevicol's funny ads cleverly tell a story that reinforces product strength, which in turn convinces the viewers emotionally and intellectually.

• Best for:

This advertising is especially good in crowded markets where there are many similar products or services, and for new companies that are trying to break into existing channels.

Example: Pepsi's youth-oriented commercials enabled the brand to steal market share from Coca-Cola by attracting younger viewers.

1.2.4 Above-the-Line (ATL), Below-the-Line (BTL) and Through-the-Line (TTL).

ATL, BTL and TTL strategies are the typical categorization of marketing communication strategies based on their broadness targetability and level of inter-activeness. All of them play their own part in an integrated marketing communications (IMC) plan and are selected according to the campaign's objectives, the target audience, and budget.

Above-the-Line (ATL) Advertising

• ATL: Above-the-Line is when the ad is target mass media audience. It's also a great channel for achieving mass visibility and large scale reach, at the expense of granular targeting accuracy.

This advertising includes television, radio, newspapers and magazines, and cinema coverage that promotes broad participation among a variety of political audiences. It's all about reach and frequency and visual storytelling, but it's largely one directional conversation with very little interaction. Example: Coca-Cola's TV spots during global sporting events act through the mass media and the constant reminder reinforces brand recall with millions.

• Characteristics:

The main features here are heavy emphasis on reach, frequency and visual storytelling – but it is essentially one-way communication with little interactive features.

Coke's global sports event TV commercials are re-introducing brand recall among millions at a shot.

• Benefits:

Benefits of ATL Advertising There are benefits in ATL advertising that primarily focuses on brand building: builds credibility and makes the brand name be at the tip of customers' attention, making it most useful for FMCG products and universal brands.

• Limitations:

However, it has drawbacks, like high costs and difficulties to measure directly how consumers react.

Example: Hindustan Unilever uses TV, print for mass awareness campaigns like Surf Excel, but would find it difficult to gauge the exact purchase impact.

Below-the-Line (BTL) Advertising

Or, BTL (Below-the-Line) advertising which is all about direct, on the face and localized type of communication. It's lesser known and less conventional than your typical mass media techniques. It enables brands to engage very intimately with dedicated communities and has an impact they can measure.

It encompasses in-store sales, product sampling/email/SMS and other forms of promos, sponsorships, events and influencer/experiential campaigns. Its main advantages are high engagement, personalization, easy to monitor ROI and low cost - especially for small entities. Example: Sampling initiatives by Nescafé at college fests interact directly with the youth and stimulate trial.

• Characteristics:

Its main traits are high retention, custom loyalty tools, resourced ROI tracking and also cost-effectiveness helpful for little businesses.

Sample: Nescafé Sampling campaigns at college fests engage with young consumers and drive trials.

Through-the-Line (TTL) Advertising

Through-the-Line (TTL) advertising combines both ATL and BTL solutions, affording knowledge around mass-reach, with some flexibility for personal engagement from the brands. The idea here is to create mass awareness, and for that – take the users lower down the funnel to increase conversions.

TTL seeks to have the best of both — mass media's broad reach and local competition's precision. For example, a TVC might be supported by digital re-targeting or social along-side a key cinema commercial.

• Examples:

Cadbury — “Kuch Meetha Ho Jaaye” ads on TV and associated digital contests also have been driving mass visibility clubbed with direct contribution towards engagement.

• Advantages:

Time is everything TTL adverting provides us with time consistency across all channels, customer experience and being able to react at pace on performance.

For instance – Nike’s worldwide marketing campaigns rely on TV and outdoor ads to create the highest possible mass effects, while simultaneously utilizing Instagram and YouTube to share personal stories, which harmonizes consumer experiences.

1.2.5 Promotions Tools: Sales Promotion, PR, Direct Marketing

Apart from advertising, there are several promotional tools that contribute to brand communication by increasing brand engagement improving brand perception or encouraging purchase. Sales promotion, public relations (PR), and direct marketing all have their unique roles to play in the strategic domain and they are used as part of advertising campaigns for the best impact.

Sales Promotion

Sales Promotion: Marketing activities that offer added value or other incentive for a limited time to stimulate trial, purchase or repurchase. These strategies are meant to instill a sense of urgency, increase sales and draw in new customers — all while rewarding old ones. Examples: sales discounts, “buy one get one” promotions, festival season offers and free samples are all common sales promotion activities that elicit an immediate response from a consumer and generate increased revenue in the short term.

• Techniques:

Strategies range from coupons, rebates, contests and free samples to scratch cards, flash sales, holiday discounts and bundling opportunities.

• Objectives:

Primary goals include increased short-term sales, allowance for the selling of overstock products and inducing demand during the off seasons or in other case.

• Advantages:

It’s efficient in that it effects immediate change and is relatively easy to measure.”

• Risks:

Too much discounting can erode brand value or long-term loyalty as consumers come to expect discounts.

Public Relations (PR)

Public Relations (PR) is the discipline which looks after a brand's reputation, maintains its character and adds to its value through non-paid or earned communications. Unlike advertising, which can directly present a message, PR establishes credibility by establishing public perception and gaining trust through 3rd party endorsement. Example: When a company introduces a sustainability campaign, and receives favorable attention in newspapers or online platforms, it enhances its reputation without having to spend money on traditional advertising.

Tools: It employs tools such as press releases, CSR (Corporate and Social Responsibility) initiatives, investor communication and sponsoring of community programs.

• Objectives:

It aims to make its brands consideration for the customer, trust and effective crisis response.

• Advantages:

It is cheap, can have a significant impact on the media and opinion leaders

• Limitations:

But the results are more uncertain, arrive less quickly and may feel anything but certain

Direct Marketing

Direct marketing is communication between brand and audience. It's a way to bypass insiders and amplify messages in ways that resonate more directly with people.

• Channels:

Top channels are still of course email, SMS, WhatsApp and postal/telemarketing giving immediate contact and reach to consumers. Some of the benefits: measurability (tracking open rates, click-throughs and conversions) and the ability to personalize offers for customers using their data (what they bought or how they browse).

Example: The personalized recommendation emails that Netflix sends you, are based on a past viewing and bring users back.

• Features:

It's hugely measurable — by open rates and conversions — and can be personalized based on purchase or browsing history.

• Benefits:

The benefits are having that loyal customer and obtaining repeat sales with a high range of ROI if done correctly.

• Challenges:

It's not without its difficulties though – there are some strict data privacy rules to stay the right side of, and you really do not want to irritate your customers with intrusive tech.

For example, unsolicited advertising SMS (spam) is common in India, causing consumer complaints and strict government control of such spam.

"Activity: Advertising Mode Analysis Project"

Title: "Individual Analysis – Choosing the Right Advertising Mix"

Student will select one product category (e.g., smartphones, organic food, fashion apparel) and pick two brands within that category. The student will research and identify which advertising types (print, digital, outdoor, broadcast) and promotional tools (PR, direct marketing, sales promotion) each brand has used. Then, they will evaluate the effectiveness of these tools in achieving brand objectives and propose an optimized mix for a new campaign of one chosen brand. The analysis should be presented in a short-written report or a 5-minute presentation.

1.3 Key Players and Agency Types

The advertising business works through a series of main players, including the advertisers, agencies, media and production houses that create the ads. And that advertisers contract and pay for campaigns, while agencies supply strategy, creativity and media planning. In agencies, departments exist for account management, creative, media and planners, production, digital. Agencies can be full-service companies that provide integrated solutions, creative boutiques specializing in ideas and design, or media buying units that focus on the placement. Backing them, media outfits provide advertising inventory on all types of platform and production companies convert ideas into finished work.

1.3.1 Advertisers and Advertising Clients

Advertiser is a business or group which partakes in promoting products, goods and services to the public, through advertising in any media. Agency clients and their

advertising customers cooperate heavily to establish campaign goals, approve of budgets and measure results. Advertiser: He is in fact the origin of the advertisement message, and the decider whether he wants to do advertising at all.

Key Roles of Advertisers:

Ad Categories have a fundamental role since they determine the marketing and communication objective, the budget to invest, and authorize campaign expenses. They establish KPIs such as awareness, reach, conversions or engagement and collaborate with internal teams and external partners i.e. brand managers, agencies, media planners to understand their needs. They also review and approve creative briefs, scripts, storyboards and final ad content before campaigns go live.

For example: Apple's marketing department will vet every creative executed on a product launch campaign to make sure it aligns with the brand's luxury positioning

Types of Advertising Clients:

There are varied types of advertising clients, according to their requirements and size. Branded products and services are promoted on a mass scale by corporate clients such as multinational companies, and ministries or tourism boards extracted awareness and social campaigns for the government and public sector bodies. The retailers and distributors will rather think in terms of offers, seasonal deals or in-store discounts while startups and SMEs are usually cost constrained and emphasize on performance-based marketing. Nonprofits are also clients in promoting social causes, creating awareness or raising funds. Example: Brands like Dove, for which Unilever runs campaigns around the world; or an advertising campaign in India from the Indian Ministry of Health to promote vaccination awareness show how different types of clients use advertising.

Client Expectations from Agencies:

Agencies are expected by clients not only to offer strategic creativity and breakthrough messaging that commands consumer attention while adding value to the brand. They also seek for campaign being delivered on time and within budget to keep the wheels of their campaign turning. Transparency in media buying and billing is a second essential, because it provides credibility and checks. In the end, clients are looking for a strong Return on Advertising Investment (ROAI), making sure that campaigns provide demonstrable value against costs.

Example: Procter & Gamble (P&G) stance is, that agencies need to reel back the creativity and make sure they're not overspending on something creative that offers less in terms of bottom line.

1.3.2 Ad Agencies: Full-Service, Creative Boutique, Media Buying

Advertising agencies are third-party organizations that develop advertising and promotional plans, create the materials, and place such advertisements in appropriate media channels. Abilities vary depending on the size, nature, and specialty of an agency. While some full-service agencies offer a range of services, others specialize in specific areas like creative development or media planning.

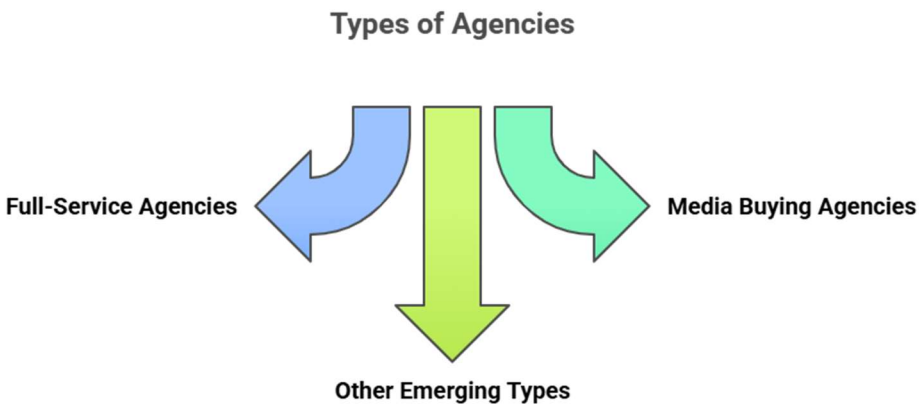

Figure.No.1.3.2

Types of Agencies:

Full-Service Agencies

Full-service services deliver everything advertising, from research and strategy to creative development, media planning and buying, production and analytics. They're an excellent choice for companies looking for a multi-channel campaign.

Example: Ogilvy, Dentsu and McCann for massive global campaigns for major brands.

Creative Boutiques

Creative boutiques specialise in creating ideas or copywriting or design and branding but generally don't buy media or undertake research. They are usually picked by clients that appear to contest with in-house media departments or those that want new and breakthrough creative ideas.

• The creative agencies Animal and Creativeland Asia are assaultive, youth-oriented shop names.

Media Buying Agencies

Media buying companies help develop and buy ad space on traditional as well as digital platforms. To do that they use data and tools to help them segment their audience, budget for a campaign, place an ad and determine who saw the ad.

For example GroupM, Madison Media etc., are amongst the best in managing large spends on advertising with minimum waste.

Other Emerging Types:

Other new entities include digital agencies concentrating on SEO, PPC, social media and email marketing campaigns as well as content strategies; and the in-house agencies companies are developing to manage their own creative and media needs.

1.3.3 Agency Structure and Departments

Advertisings agency A well-run advertising agency is a complex operation that incorporates many specialist departments working together to produce strategic and creative answers. Each of the departments serves a different purpose to fulfill workflow and effectiveness in campaigns. Agency organisation can vary in size and service model, but central departments are common to most full-service models.

Important departments of an ad agency:

Account Management

ACCOUNTS The accounts department serves as the central hub between a client and agency, specifically communicating clearly by paying attention to objectives for clients, briefing staff internally and delivering materials on time. It takes care of budgets, project scope and feedback as well.

Sample role in Ogilvy: Account managers manage global campaigns for clients such as Dove, matching client wants with agency delivery.

Creative Department

The creative department creates and produces concepts, scripts, visuals, and copy that embody brand strategies. It’s filled in part by people like art directors, copywriters and designers, who ensure that campaigns are stimulating and interesting.

Example: Coca-Cola’s legendary "Open Happiness" campaign was created through a mix of design and storytelling on a creative team.

Media Planning and Buying

The media planning & buying team understands where target audiences are best reached, negotiates placements with vendors and keeps an eye on performance for efficiency and ROI.

Example: Media planners at GroupM worked with brands to maximize the reach of ad spending during IPL.

Strategy and Planning

We perform research and provide strategic/ planning support, utilizing data and consumer trends to inform great creative.

Example: McCann's planning team were behind Vodafone's "ZooZoo" campaign due to their observation of consumer interest in quirky storytelling.

Production Department

The production department transforms the creative into final product, handling shoots, animation, editing and design as well as managing relationships with external suppliers (directors/photographers etc).

Example: Equinox Films has made several sophisticated television commercials for luxury labels.

Finance and Admin

Billing, Payroll and Vendors:Assigned by finance/administration to oversees billing, payroll and vendor management to maintain financial health of contracted services as well as immediate/uniform delivering of services/place a premium; manage pay equity compliant up to date employee attendance/availability/posting.

Example: Big agencies such as Dentsu are dependent on strong finance teams to manage international client accounts.

Digital/Technology Team (in modern agencies)

Agencies today also have digital/technology capability teams that focus on analytics, automation and becoming datadriven in personalization. They handle digital campaigns, performance marketing and e-commerce solutions!

An example: Digital groups at Wundermann Thompson build personalized ad experiences powered by AI targeting.

1.3.4 Role of Media Houses and Production Agencies

Advertising Ecosystem External partners At an external level, media houses and production agencies are essential partners in the advertising ecosystem. The media houses that own the ad placements and production agencies create advertisements using creative ideas. Their contributions are fundamental to message delivery and campaign implementation.

Role of Media Houses:

• Hold and control media including TV channels, radio stations, newspapers (print), news websites, OTT platforms etc.

• Let agencies or clients buy media inventory by availability, audience size and demographics.

• Actualize rate cards, negotiate orders and provide performance summaries.

• Collaborate with media planners and buyers to place ads in the right spot.

• Tune influence on reach and effectiveness of advertisement campaigns according to channel popularity and audience engagement.

Role of Production Agencies:

• Primary producing focus on the delivery of creative assets, across formats; TVCs, Radio jingles, print layouts,banner ads and short form video.

• Translate complex scripts into polished content that looks and sounds like it came from a creative boutique.

• Work with talent and crew, actors, models, editors or technicians on production.

• Careful consideration of technical constraints (e.g. duration, aspect ratio and file format) requested by media channels.

• Estimate cost and coordinate logistics, locations, equipment rental and post production.

Collaborative Function:

• Agencies frequently sit between clients and those partners.

• We absolutely must have media and production partners to get quality campaigns in the market in a timely manner.

Did You Know?

“Many OTT platforms such as Netflix and Amazon Prime have traditionally resisted advertising to maintain premium user experiences. However, a newer model called "Ad-Supported Streaming" (FAST – Free Ad-Supported Streaming TV) is gaining traction globally. Platforms like Pluto TV and Amazon Freevee now allow brands to advertise in long-form content, offering precise targeting and integration without traditional commercial breaks.”

1.3.5 Association between Clients and Agencies

At the heart of advertising effectiveness lies the Client – Agency relationship. Such as professional relationship, is the product of trust; open and honest communication, tactical integration and creative synchrony. This link is almost certainly to shape effectiveness, efficiency and innovation in campaigning.

Basic Principles Of A Strong Client Agency Relationship:

• Clear Communication

Establish a strong rapport with your client-agency Communication is the pace-setter for potential within the working relationship - giving (receiving) no less than everything and guaranteeing an in-depth understanding of who's who, speaking about expectations, and open communication will all contribute to what has already grown into a cooperation inclined towards change.

Nike and Wieden+Kennedy, for example, have remained so successful in their relationship because they always communicate with one another and follow the creative extending to how that creative works inside of the campaign and then ultimately how it impacts the brand mission.

• Defined Roles and Responsibilities

Clear responsibilities also ensure that tasks are executed in the right way – clients will be responsible for brand strategy, product information and approvals; agencies will look after all aspects of creativity, media planning and implementation so there is very little overlap and much greater accountability.

Example: Apple is pushing the strategy around launches and agencies are doing the creative in visuals and placement.

• Long-Term Collaboration

By entering into long-term partnerships, an agency can understand the brand at a deeper level which enables more reactive campaign planning and better creative, whilst reducing transition costs and lead times.

Coca-Cola: Generations of collaboration with McCann led to iconic all-universe work steeped in an understanding of the brand.

• Performance Evaluation

Performance monitoring is everything, and checkpoints are all product-specific (reach, conversions, sales lift) so audit and analysis dashboard are part of the checklist.

Example: Zomato is monitoring app installs and order frequency through up-to-the-minute dashboards on

evaluate campaign effectiveness.

• Mutual Respect and Professionalism

Agencies and clients respect each other and the agencies respect deadlines, budget, revised Meanwhile focus on client's restrictions and barriers that lead to a high level coordination. For instance, Cadbury and Ogilvy India's stories are based in respect for each other which is why the brand's storytelling campaigns have resonated so strongly with the consumers.

• Flexible Engagement Models

Lease types as retainers for ad hoc work arrangement, project-based contracts with a fixed scope or mixed one.

Sample: Hindustan Unilever keeps a stable of agencies for brand health, but will bring in project teams for seasonal promotion.

Knowledge Check1

Q1. Which of the following best describes the role of a full-service advertising agency?

a) Specializes in only media buying and placement

b) Focuses solely on copywriting and graphic design

c) Provides end-to-end services including strategy, creative, media, and production

d) Operates media platforms and sells ad space to agencies

Q2. What is the primary function of the account management department in an advertising agency?

a) Producing ad visuals and jingles

b) Buying ad slots across media platforms

c) Serving as the liaison between client and internal teams

d) Managing social media content calendars

Q3. Which agency type is best suited for clients seeking breakthrough design and messaging but already have internal media buying capabilities?

a) Full-service agency

b) Creative boutique

c) Media house

d) Production agency

Q4. In the context of media houses, which of the following is NOT their typical responsibility?

a) Offering advertising inventory and audience metrics

b) Managing technical ad production (e.g., filming, editing)

c) Providing rate cards and negotiating ad placement

d) Working with agencies to schedule campaigns

1.4 Summary

❖ Advertising is a non-personal form of presentation used to promote products, services or ideas that the sponsor is paying someone else to present.

❖ It has developed from early trade symbol and print announcements to a present digital and experiential age driven by data.

❖ These objectives of advertising are awareness, interest, desire, brand image and action.

❖ There are four essential factors to successful advertising: message, media, creative and the precise targeting of the audience.

❖ Advertising is distinct from the other promotional tools, sales promotions, PR, direct marketing and personal selling which are used for unique objectives in marketing communication.

❖ Advertising is categorized by media platform (print, broadcast, digital or outdoor), strategic intent (institutional versus product) and style (comparative, reminder, persuasive).

❖ Communication plans are also different whether goals of a specific campaign can be achieved by one strategy or the other (ATL -reach mass- BTL-targeted, TTL – integrated).

❖ Ad players include clients (advertisers), agencies (creative, media or full- service) and partners (media house and production), all of whom collaborate in creating the most effective campaigns.

1.5 Key Terms

Advertising- Paid, non-personal communication through various media by business firms and individuals who are identified in some way.

Media Planning – The identifying of media channels for an advertisement to be exposed to targeted audience.

Creative Strategy – A blueprint detailing how the brand message is to be creatively communicated to prospects.

ATL (Above the Line) – broadcast media advertising, i.e. TV, radio and press aimed at a wide audience.

BTL (Below-the-Line) – Direct marketing methods, focused on the activity with immediate impact, specifically in store promotions, events and actions.

TTL (Through-the-Line) – This forms a combination of ATL and BTL approach, providing you with both mass reach as well as targeted engagement.

Institutional Advertising – Advertising aimed at improving the corporate identity or image as opposed to a product.

Product Advertising – Advertisement, including advertisements with the purpose of selling a product or service.

Media Buying Agency – An agency that focuses on buying advertising space and airtime for across multiple channels.

Advertising Agency - A company in the business of planning, designing and executing advertising & promotional programs for their clients.

1.6 Descriptive Questions

Discuss advertising with an explanation of transition from traditional to contemporary digital media.

What are the basic roles and purposes of advertising in marketing communications?

Explain advertising- What are the elements of good campaign and how do each of these lead to success?

How does advertising compare to other promotional mix elements such as sales promotion, PR, and direct marketing?

Distinguish between the various advertising media i.e. Print, Broadcast, Digital and Outdoor using relevant examples.

Distinguish between institutional and product advertising Illustrate with appropriate examples.

Explain the nature and purposes of comparative, reminder, and persuasive advertising appellations.

Distinguish ATL BTL and TTL strategies and advise when to use them maximally?

What Are The Different Players Involved In Advertising And What Do They Do?

Describe the full-service agency and discuss its principal departments.

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Answers to Knowledge check

Knowledge check 1

1. c) Provides end-to-end services including strategy, creative, media, and production

2. c) Serving as the liaison between client and internal teams

3. b) Creative boutique

4. b) Managing technical ad production (e.g., filming, editing)

Case Study

"Rebranding Reboot: The Story of Lumea Naturals' Advertising Transformation"

"Rebranding Reboot: How Lumea Naturals Took a New Approach to Advertising"

Introduction:

Lumea Naturals, a mid-size personal care brand in India, had carved itself out a niche among eco- conscious consumers with its range of herbal products. Yet while the high level of product quality was there, the brand had been stagnating outside its initial band of loyal customers. Competing more than ever before with digital-first beauty brands and shifts in media consumption, the company's legacy advertising playbook was falling short of yielding the results it desired. This is a story about what the personal care brand Lumea did to transform its advertising with integrated comms planning and how they rethemet their media and messaging.

Background:

Established in 2016, Lumea Naturals made a name for itself with clean, cruelty-free ingredients and minimalist packaging. The brand started out primarily promoting their product through print media, health magazines and in-store. But by 2021, online-first competitors who utilized influencer marketing and more targeted digital advertising began to eat away at the Lumea's market share.

Management noted that their brand was losing mindshare with younger customers. Self assessments unveiled a discrepancy between the way the brand communicated and a changing demographic it sought to reach. To continue its upward trajectory, Lumea Naturals developed a new advertising strategy involving media, message and the bond with its agency.

Issue 1: Utilization of Advertising Media Is Inefficient

Issue:

Lumea depended mostly on print ads and magazine features, which were not able to connect with tech-savvy Gen Z and millennial consumers who were more present in digital and social.

Solution:

The firm moved to a TTL (Through-the-Line) strategy bringing together ATL platforms (such as niche

services (retail) activation activities 40-50: Mix of ATL tools (Radio Spots & Activation Campaign along with BTL means - social media and pop-up services on campus.

ups. Influencer partnerships and performance-based ads were launched to acquire and convert new consumer segments. Media buying was handled through a data-first agency to drive the campaign.

2) Unconvincing And Overly Used Messaging

Issue:

The advertising message revolved around herbals and certifications, but there was no emotional pull for the consumer or did not reflect his lifestyle aspirations.

Solution:

They likewise altered their message framers,-- the people who took facts and were con? gured. It established the brand as an enabler of conscious beauty without sacrifices with campaigns like “Glow Without Guilt.” Storytelling ad campaigns starring real customers replaced clinical product shots, and messaging was reoriented around values like self-expression and sustainability. Reminder ads were inserted to ensure recall.

Problem 3: Bad CBCA Partners / Roles of Agency and Client Confusion

Issue:

Lumea’s marketing team was experiencing a revolving door of agencies and working without specific creative brief or performance goals. Agencies were vendors not partners.

Solution:

For a yearlong retainer, the brand hired a full-service creative agency. A brand manager-agency planner strategy team was established. Certain KPIs (for example, cost-per-click, engagement rate, ad recall) were set up. Monthly review meetings were held to assess progress and adjust campaigns. The stronger team collaboration delivered greater creativity and campaign consistency.

Conclusion:

The lesson from Lumea Naturals is that it’s vital to have an advertising vernacular that reflects the new media landscape and consumer behaviors. A freshening-up of its media mix, messaging style and agency relationships allowed the brand to show it could still be relevant and even expand its reach. This new, product focus approach of strong-sales advertising strategy to an integrated-hard sell-lifestyle-form of advertising was a deliberate marketing communication paradigm change.

Case-Related Questions:

What were the main downsides of the original advertising strategy adopted by Lumea Naturals and how did that influence brand performance?

How did Lumea move the brand's media focus away from ATL to TTL and how did that improve campaign efficiency?

How did the persuasive messaging of advertising help Lumea reach out to a younger audience?

How much did the client-agency partnership contribute to winning ad makeovers?

How the right product selling feature and emotional appeal can be balanced when advertising?

What are the Key Performance Indicators (KPI) for an creative advertising campaign?

Describe how Lumea's use of influencer marketing illustrates the trend in promotional techniques?

With reference to this case, how about a 3 month ad campaign for the same herbal skincare brand?

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Unit 2: Role of Advertising in IMC

Learning Objectives

1. Describe what integrated marketing communication (IMC) is, and discuss its growth in contemporary marketing.
2. Describe the goals, advantages and strategic importance of using IMC in branding.
3. Discuss and explain the essential components and instruments composing an efficient IMC program.
4. The Role of Advertising as a Means for Building Brand Awareness, Consistency and Equity within the IMC Analyze how advertising contribute to build brand awareness, consistency and equity in IMC.
5. Measure how advertising works in concert with other IMC elements as well such as PR, sales promotion, digital and direct marketing.
6. It is important to be familiar with the consumer decision-making process and how we can influence it through IMC.
7. Discuss some of the challenges and barriers that companies face in implementing IMC effectively.

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2.0 Introductory Caselet

“One Voice, Many Platforms: The Branding of Solace Air”

Solace Air is a budget domestic airline. They had a problem in early 2022. There were a lot of airlines and this made it hard for Solace Air. Some of these airlines were really fancy. Some were very cheap. This made people who fly with Solace Air unhappy. The people who did research on this found out that Solace Air was not communicating with people in a way. They were sending messages on TV and social media and email. Even on the planes.. All these messages were not the same and this was confusing people. It was also making Solace Air seem valuable, to people. Solace Air was having trouble because of this.

The people in charge at Solace Air did something about it. They started a plan to tell people about Solace Air. This plan is called Integrated Marketing Communication. They hired a company to help them make a story about Solace Air that everyone can tell. The main idea of this story is "Your Journey, Our Promise". They used this idea in everything. Like the commercials on television and the things they post on the internet. They even used it on the signs, at the airport. When they talk to customers.

The activation was a parallel roll-out: along side national TV, we sent out targeted mass emails; influencer-led travel blogs and real-time Twitter support that included personalized mobile offers. Each channel reiterated the same value prop – dependable, comfortable, and transparent pricing.

Six months later, Solace Air was able to see a 22% increase in brand recall, fewer complaints around inconsistency of service promised and a 15% lift in booking conversions online. Solace Air was a clear example of how IMC, when done right, doesn’t just align and coordinate brand messaging but also deliver better business results by touching every stage along the consumer journey.

Critical Thinking Question

How did Solace Air applied IMC's principles to address the problem of a mixed message, and how was advertising instrumental in delivering the brand promise throughout multiple points of customer contact?

2.1 What is IMC

2.1.1 Definition and Evolution of IMC

"Integrated marketing communications is a way to plan, execute, and evaluate the effectiveness of brand communications where all elements function in tandem with each other rather than in isolation." The ultimate aim of IMC is that all relevant communications – advertising, PR, digital media, sales promotion and direct marketing work together to impact on brand message across all media types. And by integrating these functions, IMC makes the message clearer and more consistent while eliminating duplication or contradiction and amplifying the communication impact. This guarantees that departments within a company collaborate with one another, as opposed to existing in silos all by themselves – which results in more strategic brand-building and engagement.

Prior to the 1980s and the advent of integrated marketing communications, fragmented forms of marketing communication were common. Various promotional instruments such as advertising, public relations and sales promotions worked separately without an integrated marketing plan. Brand messages were no longer the same for everyone, and that compromised their impact and left consumers scratching their heads.

A company can say a product is really good on television. Then they sell it cheap in the store. This is confusing for the product because it is supposed to be a premium product. The company is saying one thing, about the premium product. Doing another thing with the premium product when they give people discounts to buy it.

In the 1980s people like Don Schultz at Northwestern University began thinking about Integrated Marketing Communications or IMC as a way to make sure messages were consistent. They were saying that companies need to make sure their messages are the same across all the types of media that were popping up. As companies saw that people were getting their information from lots of places they started to realize that it was important to have all their messages work together. Integrated Marketing Communications was a way for companies to save money because it helped them avoid wasting resources and it increased the return on their investment. This was a deal, for companies because Integrated Marketing Communications helped them get the most out of their money.

Coca-Cola started doing something. They began to make all of their messages on television in print and on packaging look. Sound the same. This was a change for Coca-Cola. The idea of "Open Happiness" is an example of what Coca-Cola was trying to do. They wanted to tell a story that everyone in the world could understand and feel good about. Coca-Cola wanted this story to be the same so they made sure all of their messages said the same thing. Coca-Cola was trying to create a shared story with messages, like "Open Happiness".

In the 1990s and early 2000s things started to get really crazy with cable TV, the Internet and new mobile technology. This made it harder for companies to get their message across. They had to find a way to bring all these voices together to say the same thing.

Integrated Marketing Communication or IMC for short became a deal in marketing departments. It was no longer about making a sale. IMC was about building a relationship with customers. Companies wanted to create connections, with their customers so they could sell to them again and again. This meant that IMC had to focus on relationships, not transactions.

Companies like Procter & Gamble started making ads that had the message in newspapers on television and on the internet. This helped people trust Procter & Gamble companies and be loyal to them. Procter & Gamble companies wanted to make sure people felt good, about Procter & Gamble products.

Now we are living in a time where everything's digital. This is because of all the technology that has come out since 2010. There are many different ways for people to get information now like social media and smartphones. This means that people are not all paying attention to the things anymore.

Integrated Marketing Communication or IMC for short had to change because of this. Integrated Marketing Communication started to include ways of doing things like making content that people actually want to read and working with famous people to sell products. Integrated Marketing Communication also started to include talking to people in time on the internet and using data to make sure people see things that are just for them.

The main goal of Integrated Marketing Communication became about making sure that people can see a brand everywhere they go and that it all looks and feels the same. This is called the omnichannel. The idea is that people should be able to see a brand on their phone or on a website or, in a store and it should all be the brand.

For example Nike does a lot of things to get people to notice them. They use people who're famous on Instagram to help them. They also send messages to people who have their app on their phone. Sometimes they send deals by email.. They do things in their stores to make people want to go there. All of these things are connected by an

idea that Nike wants people to know about like the idea that "You Can't Stop Us" is what Nike is all about. Nike likes to make sure people know what Nike is doing and what Nike is saying so they use this idea to tie everything together like the things Nike does on Instagram and the things Nike does, in their stores and the messages Nike sends to people all of these things are connected to the big idea that Nike wants people to know, which is "You Can't Stop Us".

In the situation with Integrated Marketing Communications companies are using new technologies like artificial intelligence and chatbots to communicate with people. They are also using something called hyperpersonalization, which means they make messages personal to what each person likes and does. Integrated Marketing Communications is not a way to make sure all the messages say the same thing. It is becoming a part of how companies build their brand and make customers happy from the time they first hear about the company until they tell others about it. Integrated Marketing Communications is really important, for making customers committed to a brand.

Amazon's marketing ecosystem is a case in point, with AI-guided product recommendations being deployed across email, targeted ads and voice-assisted promotions through Alexa – all anchored by an integrated user experience that reflects tight IMC integration.

2.1.2 Objectives and Benefits of IMC

Integrated Marketing Communication or IMC for short is really about making sure that the message is the same and that all the different media work well together. Integrated Marketing Communication uses all the marketing tools to reach the goals, which helps make the things that are done more effective and reduces the amount of work that is repeated. Integrated Marketing Communication is very focused on the customer. It is used to make sure everything is consistent to make the brand identity stronger to make marketing work better and to build stronger relationships, with the people who buy things from the company, the consumers of Integrated Marketing Communication.

One of the goals of Integrated Marketing Communication is to make sure that people see the same message about a company on television on the internet and in stores. This means that the company has a message everywhere. The reason for this is that it helps people know what the company is about. When a company has the message everywhere it is easier for people to recognize the company and know what the company stands for. Integrated Marketing Communication is important for this reason. The company wants people to see the central idea, about the company no matter where they see the companys advertisements. This helps the company build a brand identity and positioning which is very important for the company to be successful.

For example McDonalds uses the phrase "I'm Lovin' It" in all their advertisements on television outside on big signs on the internet and even on the food boxes. This helps people remember the McDonalds brand. The company wants to make sure everyone knows about McDonalds and what it's about so they use the same "I'm Lovin' It" idea everywhere including on TV on big signs on the internet and, on the food boxes.

Another important goal is to make all the promotional activities work together. This includes things like advertising, public relations, digital campaigns and sales promotions. When you organize and match them up they help each other out of competing for attention. This approach also makes the experience better for the customer when they interact with the company in ways so the communication feels connected as the customers move from one thing to another like from a commercial to a website. Integrated Marketing Communications or IMC is what makes this happen. It is all about making sure the customer has a good experience with the company no matter how they are communicating with them whether it is, through advertising, public relations, digital campaigns or sales promotions. Recomended for You: This thing is really helpful because it helps companies make the most of their marketing money. It does this by stopping them from doing the things over and over again. The marketing also gives results that can be measured which makes the business more responsible, for what it does.

The Coca-Cola company did something cool with their "Share a Coke" program. It had a lot of parts to it like special packaging and ways for people to interact with the brand online. They also did some things in person. The best part is that all of these things worked together to make people think of Coca-Cola in a way.. The good news is that it did not cost too much money. The Coca-Cola "Share a Coke" program was a way to get people to think about the Coca-Cola brand.

The values of IMC are really broad. They go way beyond what IMC is trying to do. One of the advantages of IMC is that it helps people understand what you are saying. When IMC makes the message simple it helps avoid confusing people and stops them from getting the idea about a brand. This is important because it helps the message stick with the people you are trying to reach. For example Apple is a company that keeps things simple. They use powerful messages on their website in their stores and in their commercials. They do this well that you cannot forget what the Apple brand is all about. The IMC values are important, for this reason.

Another good thing about Integrated Marketing Communications is that it helps save money. Integrated Marketing Communications stops people from doing the work twice when they are making ads and planning what media to use. This means that companies can make things and buy media in quantities, which is cheaper. Brands that use Integrated Marketing Communications for their campaigns can also save a lot of money by using the main ideas in different markets and media like using the same idea, for a

television commercial and a newspaper ad, which is a big benefit of Integrated Marketing Communications.

For example the Dove "Real Beauty" campaign by Unilever used the pictures and videos on television in magazines and on social media sites, like Facebook. This helped Dove reduce the amount of money they spent and get the Dove "Real Beauty" campaign seen by people.

Using Integrated Marketing Communications or IMC is a way to get people to remember your brand. When you use the pictures and words on all your websites and advertisements people start to recognize your brand. This is because Integrated Marketing Communications or IMC helps people remember your brand.

Integrated Marketing Communications or IMC makes your brand stick in peoples minds. It does this by using the visual content and messages on all the channels you use. This means that people will see the thing on your website on television and on social media.

When people see the thing everywhere they start to feel a connection to Integrated Marketing Communications or IMC and the brand it is promoting. This connection is important because it helps people remember the brand and feel good, about it.

For example the phrase " Do It" from Nike is often shown with the swoosh logo. The company uses this phrase consistently in all media everywhere, in the world. This is an example of a perfect brand identity. The " Do It" phrase and the swoosh logo of Nike are always used together.

Integrated Marketing Communication or IMC is really good at focusing on the customer. It does this by making sure that everything it says to the customer is right for the stage they're at. This means that the customer has an experience trusts the company and tells other people about it. For example Amazon is very good at sending customers messages that're just right for them. Amazon looks at what the customer likes. Then sends them messages on email on the app and on the website that are all about things the customer is interested in. This means that the customer always gets messages that make sense for where they're in their journey, with Amazon.

Another good thing about this is that it helps with competitive positioning. When all the messages from a brand are coordinated it helps the brand to stand out in the market with an idea of what it offers and to react quickly to what its competitors are doing on many different channels. For example look at Pepsis campaigns that appeal to people all around the world. These campaigns always help to make Pepsis identity as a brand for people stronger which sets it apart from Coca-Colas image as a brand, for families.

So the thing about Integrated Marketing Communications or IMC for short is that it really makes marketing work better. When you have a plan that everything follows your marketing campaigns will be more successful. You will get a better return on the money

you spend. This happens because all the different parts of your marketing team are working together and this makes your marketing efforts outside the company more effective. Integrated Marketing Communications does this by making sure that everything you do, inside the company matches up with what you're doing outside the company.

For instance, Starbucks uses an integrated strategy involving loyalty app alerts social ads and product prompts in store, seasonal promotions in a unified campaign to drive revenue and engagement.

2.1.3 Key Elements of IMC Strategy

A good Integrated Marketing Communication effort is really a bunch of things working together. These things work together to get the message to the right people at exactly the right time in the right place. The plan has some things that happen inside like getting everyone, on the page making a plan and making sure everything lines up. It also has some things that happen outside like choosing the media grabbing the audiences attention and getting the message out to people. Integrated Marketing Communication has things and external things that all work together to make it successful.

One part of an Integrated Marketing Communications strategy is making sure all your messages are the same. This means that everything your brand says or shows whether it is a picture or words should look and feel like it is from the place. The Integrated Marketing Communications story is like a thread that goes through everything and helps people understand what your brand is, about. It makes sure that your brand looks the same on all platforms and that everything fits together nicely.

The Coca-Cola company did a campaign called "Taste the Feeling". They used the words, pictures and songs on television, social media and on the Coca-Cola packaging. This helped people around the world think of Coca-Cola as a brand that is happy and refreshing. The Coca-Cola campaign was, about the Coca-Cola brand and what it means to people.

Getting in tune with the people you want to sell to is really important. You need to know who they are and what they like. So it makes sense to group them by things like how old they're what they are interested, in, where they live and how they behave. This helps you figure out who you are trying to reach with your message. It also helps you decide what kind of media to use and what kind of content to create. And it tells you where to find the people you are trying to reach so you can pick the channels to use. This way you can make sure your campaigns are really targeted at the target market. The target market is who you are trying to reach so understanding them is key.

For example Spotifys "Wrapped" campaign takes the things people listen to and makes messages just for them. This makes the messages more relevant to each person and more interesting to them because it is about their music listening routines. Spotifys "Wrapped" campaign is really good at doing this with the data from peoples listening routines, on Spotify.

The channel mix is really important. It is about choosing the media for your message. You can use the internet. You can use things that are not on the internet. You can also get people to talk about you for free or you can pay for it or you can use things that you already own. The channel mix helps you tell a story that goes across all these channels. For example you can start a campaign on one channel. Then move it to another channel. This helps keep the story going and makes sense to people who see it on both channels. The channel mix is about making sure your story is consistent across all the channels you use like online and offline and that is what makes it so important for cross-channel storytelling, with the channel mix.

Nike launches their campaigns with a television commercial. Then they show up on Instagram stories, YouTube videos and, in Nike stores to create a brand experience that is all connected. Nike does this so that people see Nike everywhere not in one place. Nike wants people to see Nike on television. Then see Nike again on Instagram and YouTube and even when they go to a Nike store. This way Nike is everywhere. People remember Nike.

Good creative work makes sure the design and the message match the brands style guide. The brands style guide is like a set of rules that says what the brand should look like. This means that the design and message should be consistent. For example the visuals should look the same the words should be written in the font and the logos should be the same everywhere. The tone of the message should also be the same. This should happen on all the ways the brand talks to people, like the website, social media and advertisements. The design and the message should go together like a team following the brands style guide all the time so the brand looks good and people know what to expect from the brand.

Apples advertising always looks really nice because they use ideas like clean design and easy to read words. They also make sure you can see the product they are selling. This helps Apple look like a high quality brand. They do this for all their ads whether it is in a magazine on a computer or, on a sign outside. Apple uses these ideas to make their brand look good.

For Integrated Marketing Communication to work different departments have to work. This means the marketing department, the public relations department, the digital sales department and the customer service department all need to have the goals for what they want to say. If the marketing department, the public relations department, the

digital sales department and the customer service department do this it helps prevent each department from doing its thing without considering what the other departments are doing. This way the marketing department, the public relations department, the digital sales department and the customer service department can avoid doing things that do not make sense together and get results, for Integrated Marketing Communication.

For example Starbucks brings together its marketing and service resources so that when they have a promotion on their LOYALTY APP, the people who work in the stores also know about it. This way when you go into a Starbucks store what you see and experience is the same as what you saw. The LOYALTY APP promotions are consistent in the stores. Online, which is really important, for Starbucks.

The timing and spread of a schedule are also important in Integrated Marketing Communications.

You see, when you organize everything around a content calendar and a promotional schedule and you keep each campaign separate on channels this can really help prevent people from getting tired of your brand message or having campaigns that conflict, with each other.

This way Integrated Marketing Communications campaigns can be more effective.

Cadbury India made sure that their Diwali campaigns are planned at the time. They do not want these campaigns to happen when people are already buying a lot of things for the festival. At the time Cadbury India wants to make sure that their campaigns are seen by the most people. They do not want people to get tired of seeing the thing over and over again. This way Cadbury India can get the most out of their campaigns. Cadbury India wants the results, from their Diwali campaigns.

The Internet Marketing Channel is set up based on how it does. They give each tool. Channel some things to measure like how many people are engaged if people remember the brand or if people buy something. The Internet Marketing Channel collects all the information. Puts it together so they can look at everything and make the best decisions, about the Internet Marketing Channel.

Unilever keeps an eye on Dove advertising campaigns on TV, YouTube and Instagram. They want to see how people feel about Dove. If they are buying more of it. This helps Unilever make its marketing efforts, for Dove better.

So there are these feedback loops that help things get better and better. They work by paying attention to what customersre saying about the brands on all channels. This way brands can change their plans away when they see new trends coming up based on what the customers are actually doing and saying about the brands. Brands can use this information to become more effective, at what they do.

Example: Zomato is monitoring social media comments and app reviews real-time for tweaking of its campaign tone, messaging and promotional offers, so that the message resonates with the customer.

2.1.4 Challenges in Implementing IMC

The thing about Integrated Marketing Communication approaches is that they are really good for companies when it comes to planning.. When it is time to actually do these plans things often get tough because of problems inside the company with technology and with how things are done. To really make Integrated Marketing Communication work everyone in the company needs to be on the page the bosses need to give clear directions and the work needs to be managed well. A lot of companies the big ones with many brands or that operate all over the world have a hard time finding the right balance between doing things the same way everywhere and being able to change quickly when needed. This is what creates gaps, between what the company wants to do and what it actually does with Integrated Marketing Communication.

One of the problems is silos. At organizations teams like advertising, sales, PR and digital all work on their own. They have their own goals, tools and timelines. This can cause a lot of confusion because the advertising team, the sales team, the PR team and the digital team do not work together. As a result the advertising team, the sales team, the PR team and the digital team can have tones when they talk to people. The messaging, from the advertising team the sales team, the PR team and the digital team can be contradictory. This can also happen when the advertising team, the sales team, the PR team and the digital team try to engage with consumers.

Example: A multinational FMCG company such as Unilever has multiple regional teams creating individual promotions; without integration, customers could receive conflicting brand messages in different markets.

Left without a style guide, creative executions can stray off-brand and regional gateways could weaken the global brand story.

Example: McDonald's global tagline is "I'm Lovin' It," but country-level campaigns in some places have occasionally taken a different tone, potentially resulting in an inconsistent footprint with its brand momma.

There are resource constraints to consider, particularly with small and mid-sized firms. Maybe those companies couldn't afford to invest in fully integrated campaigns, or maybe they simply didn't staff their teams properly to converge crossfunctional planning and execution.

Example: No brand is immune to the above, for example a local e-commerce brand startup might concentrate all its efforts only in social media ads due to budget and miss out on PR or offline integration which weakens overall IMC efficiency.

Data fragmentation adds further complexity. With data spread throughout multiple systems and no centralised dashboard as the single source of truth, it's hard to get a comprehensive view on full-funnel performance or to trace customer behaviour cross-touchpoint.

Example: Retailers, such as Walmart, frequently invest in centralised analytics platforms designed to resolve the fragmentation of data generated from both in-store, app and online shopping, allowing for integrated campaigns to be issued.

Technology integration is another hurdle. Teams may be working on different tools and what's even more problematic– successful IMC requires CRM systems to interface with marketing automation tools, which need to... you guessed it: talk to analytics platforms. Example: A company such as Marriott Hotels may link into as loyalty apps and web sites to the point of sale / booking systems so campaigns are better coordinated, but those become disjointed if there's a break down between systems.

Measuring things is a problem. It is hard to figure out what is working and what is not. This is because a marketing campaign can have different parts and they can all affect each other. The different channels, like media and television can all contribute to sales in different ways. It is also hard to tell if it is the advertising that is really making a difference or if it is something, like the Internet Marketing Campaign tools, that is helping to make sales happen. The Internet Marketing Campaign tools and advertising can. Make it hard to know what is really working.

Google Ads campaigns for stores can get mixed up with a promotion from an influencer. This makes it hard to figure out which channel is actually helping to make sales happen. Google Ads campaigns and influencer promotions can overlap in a way that makes it difficult to determine what is driving conversions for e-commerce brands, like Google Ads campaigns.

The Global brand IMC is really tricky because of all the cultures and regions.

You have to find a balance between making things work for each place and keeping the message of the Global brand IMC the same everywhere.

This can be tough because when you try to make the Global brand IMC work for an area you do not want to change what the Global brand IMC is all, about.

The Pepsi ad with Kendall Jenner is an example. This ad showed how a commercial can be made for different cultures but it can still upset people all around the world if it does not understand the culture correctly. The Pepsi ad did not do this. That is why it had negative effects. This teaches us that we need to make sure our message is right for the

people we are talking to or it can have results. The Pepsi ad is a lesson, in how important it is to understand the culture of the people we are talking to.

So the thing is people often disagree on what the brand voice should sound like. This happens when different teams inside the company and agencies have different ideas about it. We need someone in charge to make sure everyone is, on the page and that the creative work we do is what the company is trying to achieve with its strategy. The brand voice needs to be consistent. That is why we need strong leadership to make this happen.

Example: Giant campaigns at companies like Procter & Gamble entail several agencies, and without strong instructions, the creative arguments can drag out production and muddy brand messaging.

2.1.5 IMC and the Consumer Decision Journey

The lifecycle of the IMC Ideal integrated marketing communication is best when it is compared to the consumer decision journey. This is the process that consumers go through from knowing about something to really liking it. The IMC Ideal integrated marketing communication helps us understand how to communicate with consumers at each step. It tells us how to give them information persuade them make them feel safe and get them involved. This way of thinking about marketing makes sure that what we do is in line with what consumers do. It is not about combining different things but, about really working together with the consumer at each stage of the IMC Ideal integrated marketing communication.

The awareness phase is when businesses try to get people to notice them. They can do this by using television advertising, digital adverts and outdoor signs to grab attention. The awareness phase is important for brand recall. Making people curious. This often happens when businesses tell stories that make people feel something during the awareness phase. The awareness phase is about using these stories to make people remember the business and want to know more, about it.

The Nike company made a campaign called "You Can't Stop Us". This campaign used stories on television and the internet to make people feel something and talk about it all around the world at the time. The Nike "You Can't Stop Us" campaign was really good, at getting people to connect with the stories and share their thoughts.

The second stage is when the brand makes things to help the consumer learn more about what they can do. This is like when the brand writes articles on their website or sends emails to people who're interested. They might also ask someone to make a video, about their product. The brand can also show ads to people who have already

looked at their product to remind them why it is a choice. The brand will show what other people think about their product so the consumer can see that it is a thing to buy.

Apple makes sure people know a lot about their products before they buy them. They do this with ads like videos that explain things and reviews from people who like Apple products on YouTube. This way Apple products are really understood by buyers before they decide to buy them. Apple wants people to be very informed, about Apple products.

When people are thinking about buying something they usually compare things. This is when comparison ads and information about the features of a product are really helpful. People also like to hear what other people think about a product so things like reviews and testimonials are useful too. You can use things like chats, demos of the product and webinars to help people feel better, about their decision. Customer testimonials are also a way to make people feel more confident when they are buying something.

Samsung is doing something smart with its marketing for the Galaxy. They are comparing the features of the Galaxy to the features of Apple iPhones. This way people who are not happy with their phone can easily see what the Galaxy has to offer. Samsung is giving people a way to compare the two phones side by side. This helps people make a decision without feeling confused or unsure. The Galaxy features are being shown next, to the Apple iPhone features so people can see what they are getting.

The second stage of purchase capitalizes on intent to buy, by communicating personalized offers Users (US) potential promotions and frictionless checkout dialogue. Clear CTAs on all platforms, alignment of online and offline channels also facilitate this process.

Example: Amazon's custom checkout promotions present nudges that encourage customers to check out frantically — frequently adding complementary products as part of the process.

Post-purchase communication is equally vital. (For example, brands could send onboarding messages, satisfaction surveys or help guides to confirm buyers and improve their experience.) Email series can also remind of value and bring upsell opportunities.

Example: When new Netflix users receive onboarding emails to learn how to use features like downloads or recommendations, they know that the company is there for them even after their purchase.

The fifth step, which is loyalty and advocacy, centers on creating long term advocates from satisfied customers. Loyalty, referral and community support are driving factors, user-generated content, reviews and influencer endorsements enhance advocacy.

E.g.: Starbucks Rewards Program prompts customers to return and refer (company-generated posts), user generated content on social media functions as brand advocacy.

The advantages of IMC throughout the consumer's purchase process are worth noting, however. It creates message consistency from the beginning of the funnel and all through, it creates touchpoint branding in a way that every single communication is reinforcing brand value, and it makes user experience better by eliminating any kind of friction or existsencial questions. This reliability does not only grow customer lifetime value – it also helps decrease churn, as the trust and loyalty are being created.

Did You Know?

"Integrated marketing communication is no longer simply the act of synching up your marketing channels — it's now, naturally, aligned with customer service as well as product development and user experience (UX). zillion including Amazon Premium Giant brands bake IMC principles into every customer interaction- from design behavoirs = encoded in product packaging to return policies to merchant chatbot script- resulting in a cohesive brand story through all aspects of the company, beyond traditional media. That transformation reflects the evolution of IMC as a field across the entire brand ecosystem, and not just in communictions.

2.2 Role of Advertising in IMC

2.2.1 Strategic Importance of Advertising in IMC

One of the fundamental role of advertising in IMC is to trigger brand engagement. Advertising is the opening shot (to paraphrase Don Draper) in this potentially long-term relationship between consumers and brand, it gets attention and makes that early connection to identity, position and story.

Example: Apple's "1984" Super Bowl ad was the first big splash introducing the Macintosh, a representation of immediate awareness and brand position as revolutionary and innovative.

Advertising also integrates communication objectives that are consistent throughout the IMC mix. 'By providing the central message, style and tone advertising creates the common thread for all other promotional aspects - sales promotions, PR activity or digital campaigns to reference from.

Example: Dove had a very clear story of body positivity that it extended consistently across PR, influencer and social media.

Another important role is to strengthen brand distinctiveness. Advertising brings out the uniqueness of brand and communicates is USPs (unique selling points) and a value system with visual as well verbal marks that helps it to differentiate in over crowded market place.

Example: BMW's slogan 'The Ultimate Driving Machine' has consistently reinforced its USP of performance and engineering excellence over the years, ever since first being used.

Advertising provides campaign identity to assist in the shaping of IMC (Integrated Marketing Communication) campaigns. Once it's pinned down, that big idea is then pushed across direct marketing, social media, retail promos and PR.

Example: Coca-Cola's "Share-A-Coke" campaign started as a creative idea of personalized bottles and grew the campaign through digital, activations, in store promos and social media challenges.

There are also reach and frequency benefits of advertising within IMC. It allows mass communication over long distances, so that messages can be repeatedly transmitted to create awareness and recall.

Sample: Pepsi's worldwide sports events sponsorship such as IPL explains how advertisement ensures repeated brand exposure in a big way.

Another strategic role is to drive top-of-mind awareness. All ensure the brand is maintained as visible during key moments of launch, re-brand or competitive activity, either through careful media schedule placement or repetition and reinforcement of the message itself.

Example: By rolling out a wave of Prime Day ads on TV, outdoor and digital channels, Amazon connects those advertisements with the broader public's understanding of Amazon and its exclusive shopping opportunities.

Lastly, advertising does have a subordinating effect on consuming the behavior of consumers. Using both emotional and rational motivators, ads can create decisions at several points along the path to purchase.

Example: Nike's "Just Do It" campaigns elicit a strong emotional response, but also demonstrate the product in use, so that consumers can relate to how they themselves could us them and shift from just thinking about them to actually buying them.

2.2.2 Advertising as a Brand Awareness and Recall Tool

Among the key roles of advertising in Integrated Marketing Communication (IMC) is to create brand awareness and recall. Owing to repeated exposure, advertising promotes

recognition and familiarity, both of which are important for moulding initial consumer attitudes and purchasing thoughts. When consumers see the brand often (e.g., via advertising), a brand can be imprinted on an individual's memory and included in the evoked set when making purchase decisions.

"First, advertising establishes initial exposure by introducing the brand to new consumers," the industry paper explained. This is done by featuring the logo, tagline, product visuals and key features multiple times throughout a variety of placements.

Example: Airbnb's early campaigns featured television and digital advertisements that exposed a new concept, homesharing, to people who had never heard of it before – Almost immediately making a brand and offering stand out.

Recognition cues are also made by branding elements – a logo, colors, fonts, jingles, taglines or characters. These signals support memory by means of repetition and distinctiveness.

Case study: McDonald's jingle "I'm Lovin' It" and the golden arches logo are known globally, facilitating fast recall of their brand in any market place.

Then advertising is also good at reaching a lot of people because things like television YouTube and outdoor signs can show messages to a large number of people. Digital media is really good, at doing this and it does this by targeting specific people with messages in a big way.

YouTube masthead ads from brands like Samsung can get a lot of views we are talking about million views in just one day. This is really helpful for getting the word out about new product launches from YouTube and companies like Samsung. The YouTube masthead ads from Samsung can be seen by many people, which is great, for Samsung when they have new products to show.

We will also make sure people remember things by telling good stories and using pictures and content that makes people feel something. This will help people pay attention and remember things, about the audience. The storytelling will be strong. The pictures will be interesting so people will engage with it and remember it.

Googles "Year in Search" ads are really good at making people feel something. They are stories that come from things that are happening around the world. This makes people remember Google and think things, about the Google brand. The Google brand gets a boost from these ads. Google is what people think of when they see these ads and that is what Google wants.

Advertising does something that is very important. It helps people think about the advertising brands when they want to buy something. If a brand is advertised a lot people are more likely to think about the brand when they are trying to decide what to

buy. This is really helpful, for companies that want to sell something in a market where there are already a lot of other companies selling similar things.

Ola spent a lot of money on advertisements in India. That is why people knew about the company very quickly. This helped Ola to compete with Uber in the ride-hauling market. Ola was able to take on Uber because of this quick brand recognition. The expensive advertisements of Ola worked well for the company, in India.

Advertising also drives category leadership by sustaining an always on presence helping the brand be perceived as a market leader. Products that recollect better brands, playing field floating goods are often sold in those pairs of items being identical.

For example: Colgate has worked constantly to publicize itself familiar brand name for toothpaste over many years effectively demonstrating memory.

Lastly advertising drives both off and online conversions by turning awareness into action such as store footfall, website visits or app downloads. Retargeting methods also enhance recall by reminding your users to purchase.

Example: Amazon's remarketing ads remind users of abandoned cart items, maintaining the brand and product in mind as long as it takes for the purchase to be made.

2.2.3 Coordinating Message Consistency Across Channels

One of the fundamental purposes of IMC is to uphold consistent brand messages across all types communication tools. Adver tising: This IMC tool is the most vital, because by and large it establishes the tone, voice, and creative of all other tools. Alligned message means increased credibility, reinforced recognition, gained trust and loyal patron. Without it, campaigns may suffer from fragmentation and confusion among consumers.

The central creative theme for campaigns is often defined by the advertising. It usually establishes the tag-line, story and design elements that guide into other channels like email, PR or social media.

Example: Coca Cola's Fizzing 'Open Happiness' project was initially brought alive in TV and print advertising before being extended in to social output, packaging design and point of sale.

Consistency also serves to create a cohesive brand identity. The visual elements, colors, fonts and so on are all consistent so that the brand doesn't confuse your customer if they see an advert for you on a billboard or visit your website or buy something in store.

Apple has a simple design and this is shown in their advertising, their website, the way their stores look and feel and even the boxes that their products come in. This is so that when people see or use something from Apple they get a sense of what the company is like no matter where they see it or how they are interacting with Apple. The goal is for people to feel like they are getting the experience every time they come into contact, with Apple.

When people work together to send the message it helps to prevent different departments or groups from saying different things. This is really important when you are trying to get a message out to a lot of people through platforms or in different countries. Coordinated messaging is key to making sure everyone hears the thing and that you do not have conflicting messages. This way your message is clear and strong. It helps to avoid confusion. Coordinated messaging is especially important, for campaigns that involve many people and platforms.

Unilever makes sure that a brand campaign like Doves "Real Beauty" looks the same in the world. At the time Unilever lets local people tell the story in their own way. This helps prevent the message of Doves "Real Beauty" campaign from getting changed in different markets. Doves "Real Beauty" campaign is a deal, for Unilever and they want to keep it consistent.

Another good thing, about keeping messages is that it helps get things done faster. When companies use the message elements everywhere it makes it easier to create new things and it also saves the company money. And that is a good result when they run big campaigns with lots of different parts that all work together.

Nike uses its "Just Do It" idea in places, like print, outdoor, digital and TV. They make it work for each one. The message is the same. This way Nike stays consistent. Saves money. Nike does this with its "Just Do It" idea to keep everything easy to remember.

When a brand says something over and again it really helps people remember it. The brand will say the thing in many different ways and through many different channels. This is not a thing. It is actually very helpful. When people hear or read the message, about the brand many times it sticks in their memory. The brand is saying the thing but in a new way each time so it does not get boring. This helps people remember what the brand is saying. The brand is trying to make people remember its message so it says it times.

For example Mcdonalds and their phrase "I'm lovin' it". The way Nike says "Just do it" really help people remember these brands because of the advertisements. These ads are very effective. They are everywhere such as in newspapers and magazines on the radio on social media and even, on the packaging of their products. Mcdonalds and Nike keep using these ads to remind people how good they are.

It also helps with customer journey mapping, keeping your communication in tune to every stage (from awareness through to loyalty) without the tonal jarring of a sudden change. This lowers drop-offs while, increasing conversions.

Example: Amazon makes no sacrifices when it comes to messaging about convenience and variety in its advertising, on the website and through app notifications, keeping the experience as frictionless from discovery to checkout as humanely possible.

Lastly, a consistent message is essential for trust and brand integrity. A professional and serious brand, one in which the promised product is “the one you get”, increases consumer confidence with this approach of consistent promises: when there are no discrepancies between what a certain platform or channel promises.

Exhibit A: Volvo’s ongoing message of “For Life” safety has appeared consistently over print ads, brochures and PR for decades that it earned the brand a reputation as being one focused on safety.

2.2.4 Advertising’s Role in Creating Long-Term Brand Equity

Brand equity consists of the added value that customers attach to a brand. Advertising functions as the tool for creating this equity by making brand values, emotional links and images a part of the consumer's psyche. With time, advertising that works increases perceived quality, loyalty and preference: the lifelines of strong brand equity.

Reinforcing brand promise: One of the ways advertising adds to the value of a brand is by reinforcing the promise that a brand makes. When a brand has a message it helps people understand what the brand is all about. The brand message is like a bridge that connects what people think the brand should be and what the brand really does. This is very important, for advertising because it makes sure that the brand message is consistent and easy to understand. This way the brand message tells people what the brand is and what the brand does which is what people want to know about the brand.

For example FedEx has an advertising slogan that says "When it absolutely positively has to be there overnight". This slogan made people think that FedEx is an trustworthy company. So people started to believe in FedEx. This helped FedEx to become a credible brand. FedEx is a company that people can trust because of this.

People feel something when they see ads. This happens when companies tell a story or get a person to talk about their product. Sometimes they just say what they stand for. That is enough. Companies like this make people feel connected to them because they share the values and ideas. This makes people loyal to these companies. They keep coming back to them. Emotional connections are what make people stick with a brand. Brands create these connections so that people feel good, about them.

Dove did something great with its Real Beauty campaign. It talked about things that people really care about like feeling good about themselves and being accepted for who they're. By doing this Dove was able to connect with people on a level. Dove became more, than a company that makes soap. People started to trust Dove and think of it as a brand that truly understands them in the term. Doves Real Beauty campaign was very successful because it focused on self confidence and inclusivity.

Advertising helps build brand equity in another way which's through the associations people make with a brand. Ads connect the brand to things that people like, things that marketers think are desirable for all of us to have.

They make a fast impression, on people and consumers think they are seeing things about the brand. The brand associations are important because they help people remember the brand and what it stands for.

Volvo is a brand that people think of when they think of safety. This is because Volvo has been telling people about how safe their carsre, for a very long time. When people think about cars that're safe for their families they remember Volvo. Volvo has been doing a job of making people think of them as the company that makes safe family cars.

Advertising helps to create things that make a brand stand out. This includes pictures, slogans and music that people hear over and over in advertisements. These things become a part of what people think about when they see or hear the brand name. The brand name and these special things all come together to make people think of the brand in a way. Advertising does this by repeating the visuals and sounds many times so the brand name and these things become connected in peoples minds. The brand name and these special things, like pictures and music are what make the brand unique and help people remember it.

The McDonalds golden arches and the McDonalds "I'm Lovin' It" jingle are really well known. People over the world and from different ages recognize the McDonalds golden arches and the McDonalds "I'm Lovin' It" jingle. They are very important, to the McDonalds brand. The McDonalds golden arches and the McDonalds "I'm Lovin' It" jingle are special because people remember them.

Another significant contribution o advertising is maintaining presence during competitive shifts.

The Coke advertisement gets a lot of money from people over the world throughout the year. This is because the advertisement is shown in places even in hostels. There are than 15 different kinds of drinks that people can buy. However when people think about Coke they do not always think about the drinks that the company makes. The Coke advertisement is very good at making people want to buy Coke.. When it is time to choose a drink people do not always think that the other drinks made by Coke are just

as good. The Coke company makes an impression on people but it is mostly just for Coke, not, for the other drinks that they make.

The company may be able to charge a price because of the power of the brand name. Advertising helps people think that the brand is really good and better than others. This is why people are willing to pay money for the brand than they would for other similar things. The brand name is important. That is why people pay a premium price, for the brand.

Apple says they are really good at coming up with ideas and making things look great. They show this in all of their ads. This helps Apple charge money for their products than other similar products that are cheaper. Apple can do this because people think their products are worth the cost. The company Apple makes a lot of money from selling their products at a price, than other companies that make similar things.

So advertising also has an effect on what people say to each other and how they support things. When people really like an advertising campaign and it is very easy to remember it often goes beyond the places where people paid to show it. The advertising campaign then becomes a part of the culture and people talk about it all the time, which's like a big wave of free visibility for the advertising campaign. Advertising like this is very good, at getting people to notice it and talk about it.

Example: Nike's "Just Do It" campaign hasn't just withstood the test of time; it has become part of everyday conversation, increasing advocacy well beyond what customary advertising can achieve.

2.2.5 Synergy Between Advertising and Other IMC Elements

These components work together to achieve the best for optimal results and increased involvement through all cusstomer contact areas. Advertising typically prepare the tone, raises awareness and forms perception while other IMC components reinforce, activate the quality of communication sustenance in the customer-brand relationship.

With sales promotion, ads take on the function of stimulating awareness while promotions give the reason to respond. Advertising is how we can message 'this weekend only' offers or contests or bundling discounts to incite consumer action.

Example: Flipkart's Big Billion Days campaign creates hype through TV and digital advertising, while sales promotions (offers with heavy discounts and bundled deals) drive demand by enticing the consumers to make a purchase.

In PR, its advertising givens credibility when accompanied by earned media. Companies that pay for a message/s or earn it through PR often stand out when the paid

and earned is done together.JOINT CAUSE PRODUCT LAUNCHES: Product launches, cause-related campaigns or CSR (Corporate Social Responsibility) support.

Example: Dove “Real Beauty” ads were complemented by PR coverage on empowering women — to increase both visibility and authenticity.

Advertising is also useful for direct marketing. Advertising funnels eyeballs to direct channels like email, SMS or catalog, but familiarity generated by advertising also drives higher open rates and response among consumers when it comes to personalized communication.

Example: Amazon’s TV and YouTube ads for Prime membership regularly drive customers to targeted emails with trial discounts, thereby achieving a higher order of magnitude in conversion through direct mail.

In digital and social, advertising is the amplifier while social channels are where you engage as a brand.

That same advertising theme gets extended through reels, posts, influencer campaigns and user landing pages.

Example: Nike’s “You Can’t Stop Us” campaign began with a compelling ad film and blew it out through social networks with reels, challenges, influencer interaction all in turn re-amplifying participation globally.

Institutional sales promotion also compliments personal selling. So ads help in building an audience and demand for a product, but sales people would finally end the deal with their persuasion and the build-up of relationships. Ads lend legitimacy and a base reservoir for field teams to start their customer conversations.

Example: Pharmaceutical-industry advertising in journals and TV introduces doctors to a new drug, which sales reps go on to pitch more fully and directly.

Event and sponsorship marketing— is primarily promotional in nature where advertising helps to recruit participants by. generating excitement for events and promoting attendance. The actual in-person events lend credence to the brand experience created through advertising.

Example: Pepsi’s sponsorship of the Super Bowl gets helped by its huge ad pushes as well as the event itself reinforcing Pepsi’s brand positioning of being fun and for a younger audience.

And of course, advertising goes well alongside content marketing. Advertising serves as the front door for the campaign theme and content marketing provides continuity across touchpoints with blogs, videos, and branded storytelling. Paid campaigns can also help push traffic to pieces of such content, making them more visible.

Example: Red Bull advertises about energy and adventure, but its branded content–like extreme sports videos–offers depth engagement and continues the story of the brand sustains your month-to-month narrative.

“Activity: Integrated Message Mapping Exercise”

Title: "Constructing a Consolidated IMC Plan Around a Core Commercial"

Students will be placed into small groups and presented a copy of an existing TV or Digital ad from a recognised brand. each team from the ad’s key message/theme concept for an IMC plan using at least another 4 tools i.e., PR, sales promotion, digital and direct marketing. They ought to specify how each element will complement the ad message in its approach to the various stages in a purchase process. This is a practical class exercise that could give students an understanding of how advertising can be the glue or co-ordinating factor for other communication elements within a cohesive campaign.

2.3 Overview of Other IMC Tools

2.3.1 Sales Promotion: Objectives and Tools

Sales promotion is a short term incentives to encourage the purchasing of goods or services. It immediately affects consumer purchasing decisions and supports advertising with instant or short-term programs, such as discounts, special offers or reward programmes. Sales promotion goals vary from short term sales to long term sales, brand loyalty-to introduce a new product.

The main goal is to drive sales today. Scarcity-based promotions also work well in holiday seasons, clearance sales or product launches to create urgency and short-term revenue.

Example: Amazon’s “Great Indian Festival Sale” induces urgency through deals that are available for a limited time across categories, resulting in significantly increased sales in the short span of time of the sale.

Sales promotions also serve as a means of attracting new consumers with the use of incentives designed to lower trial risk.

In competitive markets, deals, free samples or trial offers are particularly successful.

Example: The free cup of coffee at Starbucks for new app users is a combination of trial to onboard new customers into its loyalty ecosystem.

To enhance the visibility of products is another significant objective to achieve. Product stands, banners and displays on shelves make sure that stocked products grab consumer attention in-store.

For example, shelves and coolers are braded by Coca-Cola in the supermarkets, displaying the product and thus increasing impulse purchases.

Sales promotions also foster brand shifting, making it easier for value seekers to break away from competitors. Price-promotion deals, coupons or bundling entice for alternative brands. Example: Pepsi's "Buy One, Get One Free" promotions frequently tempt Coca-Cola consumers to try Pepsi, promoting competitive brand switching.

Building brand loyalty is another goal. Loyalty cards may reward points and offer rewards to regular customers.

Example: The Beauty Insider program by Sephora incentivizes repeat customers with points, exclusive discounts and VIP-like bonuses to foster retention.

Promotions serve as aids to the introductions of new products by minimizing consumer risk perception. Free trial offers, limited-time discounts or contests help create a stir and promotion interaction.

For example: Early in its market entry, Netflix provided free trial periods to mitigate users' risk with adoption.

Last but not least, sales promotions are employed to encourage the sales of inventory that needs to be moved, specifically if it is excess or seasonal. Retailer/Distributor Trade Promotions - Retailers and distributors are encouraged to buy in quantity and move product through the supply chain.

Example: Fashion retailers such as H&M have end-of-season sales to get rid of stock and make room for new collections.

Sales promotion tools can be categorised into consumer-oriented, trade-oriented, digital and crosspromotional. Consumer-directed tools comprise price reduction, coupon, free sample, rebate, contest/sweepstakes, loyalty program and Buy-One-Get-One (BOGO) offers.

For example, Domino's Pizza provides incentives to drive larger order sizes ('Buy One Get One Free") and gives customers the warm fuzzies.

Trade tools focus on the middlemen, traders and retailers by providing them with benefits such as cash discounts, non-cash rewards (foreign trip incentives), trade discount for large order quantity, branded point-of-purchase display stands and shelves.

Example: FMCG companies such as Hindustan Unilever offer exclusive display racks and discounts to retailers for preferential shelf space.

Some of the digital promotion tools include e- coupons, QR codes associated to mobile wallets, gamified promotions such as digital scratch cards and flash sales which create an urgency online.

Illustration: Flash sales of smartphones on Flipkart create anticipation and conversions in minutes after the launch.

Cross Promotions Collaborations with like brands for specially priced bundles; increase value to the consumer and share marketing reach.

Example: When Burger King and Coke work together on a meal combination, it not only results in more sales but also puts both brands in front of the same consumers.

2.3.2 Direct Marketing: Email, SMS, Catalogs

Direct Marketing: The communication (Advertising) that goes directly to the targeted customers without involving retail or CPG intermediaries and aims to obtain a measurable response. It serves as a two-way communication medium, crafted to be response-oriented with definitive, traceable results. Databases and customer classification are crucial for the good performance of direct marketing and it is therefore suitable for acquisition, retention, reactivation. Your direct marketing generates added value through customization and increases customer volumes engagement.

Email marketing is among the most popular forms of direct marketing. Emails are sent for promotions, newsletters and promotional messages which can be personalised according to the user's behaviour and purchase history. Subject lines, designs and calls-to-action are frequently A/B-tested, while automation workflows can nurture leads or resurrect dormant users. Performance is gauged by statistics such as open rates, click-through rates and conversions.

Example: Amazon's custom email recommendations of products similar to those a customer has browsed or purchased and the odds for other purchases thereafter.

SMS marketing is a way to get in touch with people. You can send short messages that are time sensitive. These messages are great for things like flash sales confirming appointments or letting people know when their deliveries will arrive. The good thing about SMS marketing is that people usually open these messages quickly.. You have to make sure you are following the rules about getting permission from people before sending them messages and respecting their privacy. Compliance with these rules is very important, for SMS marketing.

Dominos Pizza uses text messages to tell people about deals. This helps people order food fast when the restaurant is really busy. Dominos Pizza does this to get more people to buy their food during peak times. Dominos Pizza sends these messages to let people know about the offers, from Dominos Pizza.

Catalogs and mailers are still alive and kicking, especially in industries such as luxury retail, furniture, apparel and B2B services. Brochure presentations of the product line in these booklets make a more tactile reference that can endure and printed materials are ideal for high involvement purchases. Nowadays, new catalogs contain QR code or URL which lead customers to digital assets or e-commerce sites.

Example: IKEA did not just showcase furniture collections in its iconic catalogs; it also guided readers to its website and stores, blending physical and digital engagement.

The purpose of direct marketing is to create an insta nt response for a purchase, inquiry, or registration and promote and maintain ongoing customer relationship. It enables awesome product information to be shared in compelling ways – and can drive site or store traffic.

Further personalized incentives support repurchase and loyalty.

Example: Staff at Sephora receives personalized offers, early access to new product launches and other perks through the Beauty Insider emails, which helps them to maintain a relationship with customers that promotes more frequent purchasing.

Direct marketing Direct Marketing Class 1: Data and Targeting Who are you? CRM systems are used to store customer information, while behavioral segmentation allows for varying offers. Purchase history, browsing patterns, location and preferences determine targeted communication with a more robust return on investment than mass advertising.

Example: Netflix's personalized recommendations within emails dependent on viewing history entertained subscribers, ultimately converting them to continue engaging with the platform.

There are pros and cons when it comes to direct marketing. On the plus side, this element is well defined and.

ROI Focused, Highly Customizable & Automated for enabling CVO at scale. But its interruptive nature can alienate consumers, and excessive use can induce fatigue. Dataprivacy laws will also limit the targetingpossibilities and ensure thatthey are used in a compliant way.

2.3.3 Sponsorships and Event Marketing

Sponsorship and event marketing are things that brands do to be a part of events. Brands participate in these events to get noticed and to seem trustworthy.

Sponsorship and event marketing let brands talk to people in a personal way. This happens when brands are part of things that're not just about selling stuff.

Sponsorship and event marketing are ways for brands to build trust with people and to make people like them more. Brands can also show themselves to people in time, with sponsorship and event marketing.

The main thing that companies want from sponsorships and events is to get people to know their brand. They want to be seen as a company by being part of popular events or causes that people care about. This helps people trust the company and feel good about it. Companies also want people to experience their brand in person so they have events where people can try their products. They hope that people will talk about their brand, in the media and that famous people will say things about it. The goal is to get people to try their products and see what they think of them. Sponsorships and events are a way for companies to do this and make people like their brand.

Red Bull sponsors a lot of sports events. This is a thing, for the Red Bull brand because it makes people think of Red Bull when they think of adventure and energy. The people who like these sports are usually young. They remember Red Bull because of this. Red Bull gets a lot of attention from its audience, which is young people because of these events.

Sponsorship comes in many forms, starting with sports sponsorships as the mother of all sponsorship types: that's when brands link themselves to teams, leagues or tournaments. This creates options such as jersey branding, stadium advertising or even significant telecast visibility.

Example: The long-term deal by Pepsi with the IPL has made it highly visible among millions of cricket followers in India reaffirming its stand of being a young and fun brand.

Entertainment sponsorships could involve collaborations with music festivals, film awards or an OTT show to reach lifestyle consuming and younger audience.

Example: By sponsoring music festivals such as Coachella, Spotify is able to build a closer relationship with consumers who love music in addition to attracting new customers.

Cause sponsorship connects brands to broader social causes, including education, the environment, and health providing brands with CSR credentials.

Example: TATA Tea's "Jaago Re" campaign associated the brand with voter awareness efforts and helped it establish itself as a socially responsible company.

You can also get sponsors for events like trade shows and exhibitions. There are festivals and product launches too. At these events you can decide how visible you want to be. You can use things like booths and banners to get noticed. Sometimes you can even get to talk to people at these events. This is a way to get your message across at trade shows and exhibitions or, at cultural festivals and product launches.

Car brands like Toyota often pay to be part of auto shows. At these auto shows they show people their cars. They want to show people that Toyota is a company that comes up with ideas. This helps Toyota build a reputation for being innovative. Toyota does this to get people to think that Toyota is a leader when it comes to car brands, like Toyota.

These advantages are extended more when companies use event marketing strategies.

There are things called Brand Activation Zones.

They are like areas where people can have fun and interactive experiences.

This can be things to do or play with like games or demos.

Some companies even have reality stations.

These things help companies like Brand Activation Zones get more people to know about them.

They get to know more about the people who're interested, in their products.

They get to show people what their products can do.

For example think about the booths that Coca-Cola sets up at concerts. These booths are really fun because they let people play games and try out Coca-Cola beverages. This basically turns the event into something that people can really be a part of you know an immersive experience, with Coca-Cola.

People really like it when brands give them things to try. This is called sampling and trial. Brands do this so that people can see what their products are like. They want people to have an experience, with the products they make. Brands think that if people try their products they will like them and want to buy them.

Nestlé is doing something cool with their Kitkat sampling kit in the malls. They are launching variants of Kitkat and they want a lot of people to try them. This is a way for Nestlé to get people to try new Kitkat products. The Kitkat sampling kit is about letting people taste the new Kitkat variants and see what they think. By doing this Nestlé hopes that people will like the Kitkat products and buy them. The Kitkat sampling kit is a deal, for Nestlé because it helps them get the word out about their new Kitkat products.

When we do things on the ground like Road shows it really helps people see our brand. We also do flash mobs. Use mobile vans to get people excited about what we are doing. This way we can talk to people directly. Get them involved with our brand, at a local

level. Road shows and these other things make people think about what we're trying to say and they start to care about our brand.

For example think about what Vodafone did with their Vodafone ZooZoo roadshows in India. They took the Vodafone ZooZoo ad characters and brought them to real life. This way Vodafone customers got to see the Vodafone ZooZoo characters close and personal and it was a really fun experience, for them.

Hybrid and virtual events are really useful, for brands. They can have webinars, online launches or virtual expos. These events let more people take part. At the time brands can measure how well these events do digitally. This is an advantage of hybrid and virtual events.

Example: Apple's slick advertising and online events promote its virtual product launches, which draw millions of live viewers across the globe.

They deliver passive encounters while you are unwinding or enjoying your free time and they're frickin' perfect! But these activities are not without their own challenges – big money is hard to come by, and it may be difficult to measure the return on investment if you haven't collected the right data or cannot ascertain ROI (thanks @shurl for sharing this insight); and your visibility is dependent on the success of the event.

Example: Olympic sponsorships by brands like Adidas run in the millions and offer unparalleled global exposure — though the impact also hinges on how popular and well executed an event is.

2.3.4 Digital Marketing: SEO, SEM, Display Ads

What is digital marketing? Digital marketing is an umbrella term for the targeted, measurable and interactive marketing of products or services using digital technologies to reach and convert leads into customers. It uses data-infused tactics that extend reach, provide a high level of personalization, and offer more agility in campaigns. Some of the core components of online marketing include SEO, PPC (pay-per-click), display advertising, lead generation and affiliate marketing.

SEO SEO It is an organic technique which is used to rank a site on search engine. It concentrates on factors like keywords, content relevance, backlink creation and technical performance. SEO can be broken into three categories: on-page SEO (optimizing for content, meta tags, images), off-page SEO (link building, guest blog posting, creating external signals) and technical SEO (looking at site speed, mobile responsiveness and secure protocols). SEO has several advantages, such as generating traffic for the long term, being cheaper than PPCs and establishing authority and user trust.

Example: HubSpot dominates its industry with marketing and sales content targeted at keywords, generating millions in monthly organic traffic and establishing itself as the authority in the space.

SEM: Search Engine Marketing SEM is when you pay for your ads to appear on search engine results pages, mostly done through Google Ads. It uses keyword bidding along with quality scores to rank ads. SEM comprises search ads (which get displayed above or beside organic search results), call-only ads (depending on what kind of service you offer, these will appear with a “call” button) and shopping ads (which include product listings, complete with an image and price). The advantages of SEM are its provision for instant exposure, getting quick traffic, and providing control budgets with measurable results. It's great for launching a product or campaign that has a time-based component.

For example: Amazon spends significant amounts of money on securing Google Shopping ads to ensure that its product listings show up at the top of searches, especially during peak shopping periods such as Black Friday.

Display ads are static images, video, HTML5 or other formats that appear on websites and applications. Formats range from static banners, animated GIFs and interactive HTML5 units with attention. The target ways contextual advertising is so effective are countless – including context, such as when ads are aligned next to relevant content on a site – behavioral targeting (ones that use consumer behavior and interest) or re-marketing -which retargets those who visited the brand’s site. Display advertising advantages account for more visibility across the web, supporting brand awareness and recall, as well as engaging at the top of the funnel.

Spotify has these ads, on YouTube and other websites. These ads are trying to get people who use Spotify for free to pay for the premium version. This is a way for Spotify to get people who already like their service to pay for it. The company is doing this by showing these ads to people who have used Spotify before which is called remarketing. Spotify wants to turn people who like their service into people who will pay for the premium version of Spotify.

Digital marketing campaigns are measured by something called Key Performance Indicators.

These indicators are important to see how well the campaigns are doing.

We usually look at things like how many people see our ads how many people click on them and what percentage of people click on them.

We also look at how much it costs each time someone clicks on our ad how much it costs to get someone to do what we want them to do and how many people actually do what we want them to do.

Then we use these numbers to figure out if our campaign was worth the money we spent on it.

This is called the Return On Investment or ROI for short.

We can get all these numbers from tools that show us all the data, from our campaigns.

For instance, Google Analytics and Facebook Ads Manager both let brands monitor conversion rates as they happen, meaning brands can make more informed decisions to improve their campaigns and get the most for every dollar spend.

2.3.5 Social Media: Influencer Campaigns, Content Marketing

Unlike old media, social platforms are about dialogue and conversation so it was able to add two-way conversations with user-generated content that helped brands have more fluid relationships with their consumers. Influencer campaigns and content marketing are two of the most effective ways to market on social media.

Influencer campaigns are about utilizing personalities with small or large fanbases to promote products or services. Influencers fall on a reach spectrum — mega-influencers with one million or more followers; macro influencers with audience sizes of 100,000 to one million; micro-influencers with between 10,000 and 100,000 followers, but often higher engagement rates; and nano-influencers who can have as few as a couple thousand followers, but appeal to their audience by maintaining personal touch that lends itself to authenticity. Types of campaigns include paid/posts, where brands pay for product posts to be made; affiliates, which are links for users that generate sales based on commission; and seeding products/products logging (this means a company sends out their goods free of charge without requiring content in return). High trust, relatability and peer influence are the perfect ingredients for these campaigns and certainly an excellent way to provide visual storytelling that reaches across audiences.

Sample: Daniel Wellington's influencer strategy was largely driven by micro and macro-influencers posting sponsored photos wearing its watches in relatable endorsements that resulted in global awareness and worldwide sales.

Content marketing, however, is where you focus on creating and distributing valuable content in a strategic manner to attract and interact with your target audience. The formats range from deep (blogs and articles and whitepapers) to cool (video and reels and infographics) to interactive or educational, in the case of podcasts or webinars. The goal of content marketing is to both entertain/inform/educate/provide solutions for the target audience and generating traffic, improving SEO ranking, acquiring leads and positioning a brand as an industry authority.

Example: HubSpot's content library of blogs and free resources has established it as dominant player in the inbound marketing realm with its continuous traffic flow and lead generation efforts.

The use of media marketing is affected by many things. Social media marketing needs to be real in the way it sounds and in the relationships with influencers so people believe in it. When you put out things on a regular schedule and keep everything looking the same it helps people get to know social media marketing. Looking at numbers and data is very important to change what you are doing based on how people're reacting to social media marketing and how well it is working and using paid ads, with social media marketing means more people will see it.

Example: Nike's social campaigns layer organic brand storytelling via athlete partnerships on top of highly amplified paid ad buys, such as staying true to what the company stands for while scaling to reach huge worldwide audiences.

The credibility, or controversies, of an influencer can tarnish a brand's imageOrganic reach is commonly blocked by constantly changing algorithms on platforms such as Instagram and FacebookAn over-saturated market of promotional material can lead to content-fatigued consumers

Case in point: The backlash that greeted the Pepsi Kendall Jenner ad collab which showed the damage that can be done to brand image when an influencer-driven piece of creative misses its mark and doesn't connect with audience expectations.

2.4 Summary

ISOM Integrated Marketing Communication IMC is the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers.

IMC has graduated from fragmented, stand-alone marketing techniques to a synergistic and fully-integrated approach that is customer-centred utilizes both the old and modern media.

Boyd, N. (2016).IMC is the process that should be done first by a company for good communication purposes, to achieve cost effectiveness and brand goodwill development as wells as lead customers to buying decision.

Advertising as the basis element of IMC at Creating Awareness, Introducing Brand Recall and Serving As a Guide for Other Message Consistency in Its channels.

Advertising also plays an important role ın establishing & Building Long-Term brand equity through emotional Stories, repletion and Strong visual imagery.

Good IMC requires integration between sales promotion, direct marketing, sponsorships, digital advertising and social media.

Each of the IMC tools achieves different objectives at various stages in consumers decision process from awareness and consideration to purchase, loyalty etc.

IMC is effectively conducted through co-ordination among the different departments technological interlinking, Amna khan and Rubina Mannan (2011) centralized messaging, and data-driven decision-making.

2.5 Key Terms

IMC (Integrated Marketing Communication): A process of managing and combining the traditional and new marketing tools in a way that focuses them on the promotional objective.

Brand Equity: The value of a brand in the minds of the consumers, as determined by their experiences, perceptions and associations.

Sales Promotion: Short-term incentives used to encourage purchase or product trial.

Direct Marketing: Personal communication to encourage a direct response through email, SMS & catalogs.

SEO (Search Engine Optimization) The practice of tweaking online content to make it rank higher in unpaid search engine results.

SEM (Search Engine Marketing): Advertisement available on search engine result pages for certain keywords.

Display Advertising: Types of banner or image ads that are displayed on websites, apps or social media to create brand visibility.

Influencer Marketing: Using individuals who have a large (or at least larger than yours) following on social media to promote products or services.

Content marketing: Providing, creating and distributing valuable content for the purpose of acquiring and establishing an audience.

2.6 Descriptive Questions

Define Integrated Marketing Communication (IMC). What has been the evolution of this idea?

What are the main aims and fundamental advantages of using IMC in a competitive market?

Explain the necessary components of an effective IMC plan.

What are the barriers to organizations attempting IMC across department and media?

Discuss how IMC fits into a consumer decision making process and contributes to positive customer experience.

Discuss the strategic significance of advertising in IMC. What makes it a fundamental tool?

How does advertising help to build brand awareness and recall in today's media cluttered environment?

Explain how message continuation occurs through various IMC tools. Why is it crucial?

What role does advertising play in the building of long-term brand equity? Provide examples.

Analyze the roles that sales promotion, direct marketing, and influencer communications play in IMC.

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2.8 Case Study

“Aligning the Message: FreshSip's IMC Strategy Reinvented in the Digital Age”

Introduction:

FreshSip, a mid-tier CPG functional beverage company, had achieved small market penetration with regional TV advertising and local distributor lead promotions. But as health-aware millennials and digital-native customers gained power, the brand’s traditional approach to marketing stopped working. Competitors with nimbler digital strategies were quickly grabbing attention and shaping consumer taste. The FreshSip management team knew that they needed to evolve toward an IMC model in order to deliver a consistent message, while also wanting to update their brand perception.

Background:

FreshSip Launched in 2015, FreshSip appealed to urban youth with its line up of vitamin-infused flavored waters. For years, the brand has gone to outdoor hoardings of billboards, seasonal TV commercials and in-store displays to help build awareness. But by 2021, its campaigns were not particularly unified about the stories they wanted to tell across channels. Consumers got different messages on television, print and social media. Deals happening in stores often weren’t reflected on the brand’s own site; influencer mentions bore no relation to the brand’s official messaging.

As sales plateaued, with brand recognition falling below 20% in major markets, FreshSip hired a new marketing head to execute an integrated marketing communication (IMC) campaign. The objective: Greater message consistency, digital engagement and long-term brand equity.

Issue 1: Divide and Rule (Eloquence of Communication Are BW)

Issue:

The teams — creative, social media, retail promotions — for FreshSip’s campaigns were functioning in silos, and they each independently developed their campaign themes and visual treatments.

Solution:

The brand had employed a central IMC planning model. A master creative theme — “Hydration Meets Wellness” which thumped from TV to Instagram, email marketing and packaging. In the lead up all [of the departments] went through their usual tactical comms brief, along with additional direct from Guido’s magic hands brand guidelines.

A cross-functional IMC project team was created to coordinate and ensure execution effectiveness.

Issue 2: Advertising is not an Integral Part of the Customer Journey

Issue:

Old-school ads were awareness-building tools, and didn't connect to deeper engagement, much less conversion.

Solution:

FreshSip was a total reset in media to relaunch all IMC efforts. A digital-first video ad was developed and it was focused on lifestyle versus just product. The ad led viewers to a landing page for information about maintaining well-being and product bundles. Ads targeting the engagers were delivered. This enhanced awareness through consideration to buy.

Issue 3: Low Advertising and IMC Tools Combination

Issue:

Sales promotions, influencer call-outs and email blasts operated in silos from the main campaign narrative and at times directly opposed to it.

Solution:

Ad scripts were retrofitted to include promo codes and social-media hashtags 4. Influencers received the same creative brief that had been sent to develop the ad. Email campaigns echoed the same visuals and narrative elements in the lead ads. The components reinforced one another, delivering a seamless user experience from touchpoint to touchpoint.

Conclusion:

The experience of FreshSip This article demonstrates the strategic relevance of advertising within the context of IMC. Centralizing messaging, unifying communication tools and expanding the role of advertising beyond awareness allowed this brand to improve recall, engagement and conversion. Those results? In just eight months, FreshSip saw a 30% lift in digital engagement with the shopping tool and a 12% sales lift – without any incremental marketing budget.

Case-Related Questions:

What were the main breakdowns in communication that resulted in fractured brand messaging for FreshSip?

How did advertising function as an integrating factor in FreshSip's IMC effort?

How did 39 Ensure consistency in messaging across teams and channels?

How did the brand increase advertising and promotional mix synergy?

How did the new definition of advertising align with the customer journey past awareness?

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Unit 3: Consumer Insights

Learning objectives:

1. Analyze the significance of market segmentation and utilize various segmentation strategies such as demographic, psychographic, behavioral, and geographic.

2. Develop audience profiles by interpreting segmentation data to understand consumer characteristics and needs.

3. Differentiate between targeting strategies (undifferentiated, differentiated, concentrated, and micromarketing) and assess their suitability in various market contexts.

4. Describe the concept of positioning and evaluate how effective positioning creates a competitive advantage in the marketplace.

5. Integrate segmentation, targeting, and positioning (STP) concepts to design a basic marketing strategy for a chosen product or service.

6. Critically reflect on real-world case studies to connect theoretical STP concepts with practical marketing applications.

Content

3.0 Introductory Caselet

3.1 Consumer Decision-Making Influences

3.2 Market Segmentation Strategies & Profiling Audiences

3.3 Targeting and Positioning Basics

3.4 Summary

3.5 Key Terms

3.6 Descriptive Questions

3.7 References

3.8 Case Study

3.0 Introductory Caselet

"FizzUp: Refreshment Without Regret"

New kid on the block In 2019, another Indian beverage brand, FizzUp introduced its range of sparkling fruit flavoured beverages. Instead of regular soda, like the carbonated treasures that preceded it, FizzUp marketed itself as a “healthier option” with “none of the sugar,” and natural fruit extracts. The company's initial focus was urban millennials of the metro cities who were looking for healthy consumption without guilt.

In order to Spark Attention, FizzUp studied factors in consumer purchasing decision making. Health consciousness (a psychological factor) and the influence of fitness community peers (a social factor) rose as strong drivers. Lifestyle choices — rather than just taste — were also emphasized in marketing campaigns, highlighting FizzUp as a component of an active, modern identity.

The company used a way to divide people into groups that're similar. These groups were based on things like how old people're where they live. So they looked at people who're between 18 and 35 years old people who work in cities and students. They also looked at what people like and what they think is important like people who care about being healthy and people who like to follow what is popular.. They looked at what people do like people who go to coffee shops or gyms a lot. The people in these groups were happy to pay money for things they like. And they wanted to tell everyone about it on social media and other places. This was a way for the company to get people to talk about their brand the Young Adults were very willing to share their choices with everyone. The Young Adults were really good, at helping the company build its brand.

FizzUp had some ideas from what they learned so they worked on getting really good at finding the right people to talk to and placing their product in the right spot. They wanted to reach a lot of people so they picked two main groups to focus on: city people who are young and urban millenial is the first group and families who care about being healthy is the second group. FizzUp came up with some catchy phrases like "FizzUp – You & Your Water Just Got Fresh, for the Glass" to show what makes them special. FizzUp also did some things to get people to notice them like working with famous people starting an Instagram campaign and putting their product in gyms and fancy stores.

In a short time like one year FizzUp became well known in a world where a lot of big companies compete. Even though FizzUp was not that well known by a lot of people the people who did know the brand really liked it and remembered it which is pretty great, for FizzUp.

This case illustrates how the AMA's four new Ps are applied through consumer decision-making, segmentation, targeting and position to develop a successful marketing. It’s a reminder that in an ever-evolving market, how you communicate and interact with the consumer base you want to reach is just as important as what comes in the box.

Critical Thinking Question

If FizzUp decided to move up from the metros, and look at tier-2 and tier-3 towns as its new expansion ground, how should it re-redefine their STP (Segmentation, Targeting and Positioning)?

3.1 Consumer Decision-Making Influences

Consumers are influenced by various internal and external factors, which impact the way consumers make their choices about products or services. They influence not just what people buy, but why, when and how they make purchasing decisions. This is information that marketers, advertising especially, need to understand in order to develop campaigns that connect with their targetpersona. Influences are shown as being psychological, social, cultural, personal and situational which all have an interactive role on purchase behaviour (JISC 2000). Understanding these dimensions will allow advertisers to tailor their messages to meet consumer expectationsc, values and needs, resulting in greater engagement and loyalty.

3.1.1 Introduction to Consumer Behavior in Advertising

Consumer Behaviour The study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including advantages or satisfaction they derive from their choices. Advertising has a primary effect on the subjectivity because it forms our understanding about the world, strengthens certain values and creates an ideal image. The focus of advertising is to latch onto consumer's decision making process and their motivations on why they select one product over the other.

• Needs and Wants : Needs are basic necessities of a person.....such as food, clothing, shelter etc. Wants refers to the desires of consumer. These wants are based on culture or personality (India & US) Expert Answers – Coming again after sometime Journal Entries: January = click. Advertising does, however, often fill in this void by presenting products as not just satisfying a need but realising a desire; the smartphone that is pitched as both an essential for communication and prestige.

• Advertising as Rhetoric: Ads not only informs but persuades, presenting products in the most favourable light possible. Influential : Advertising, 360 degree advertising Advertising influences the attitude of customers and builds brand preference.advertising uses emotional appeals or celebrity endorsement or appealing themes to influence a consumer’s opinion concerning his products.

• Client-Focused Marketing: Effective marketing is built on consumer insights. The demographics, psychographics and behavioral attitudes, are used by the advertisers to create a focused message. For example, commercials for environmentally friendly products have emphasized sustainability to reach out to a more green-aware segment of the market.

• Influence ofMedia: Each media impact the consumers differently. Mass awareness in TV and print; personalization and interactivity on the Net. The media mix needs to be selected in order for the advertising communication messages are effectively delivered to the target group.

• The Branding and Positioning Dimension: Advertising is often used in combination with other communication tools. Associating the brand with certain attributes - trust, luxury or value for money - helps in positioning the brand in the consumer's mind.

3.1.2 Psychological Influences: Perception, Motivation, Learning

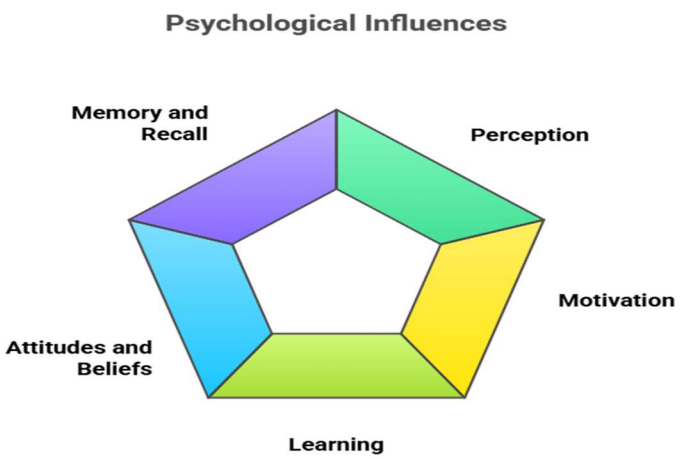

Figure.No.3.1.2

Psychological factors are the -among all- hardest to handle, as they exist in the mind of individual and make decisions about how products or services should be assessed. There are psychological factors such as perception, motivation and learning that influence how consumers interpret advertising messages and decide.

• Perception: It refers to how consumers select, organize and interpret information into a meaningful reality. Admen hock their wares: the colors, slogans and images that advertising people use in a bid to dictate what we think. For instance, luxury brands connote exclusivity by means of minimalistic designs and pale colors; fast-food chains

employ vivid color schemes and melodious jingles that elicit memory prompts. Perception is subjective, so an ad can mean different things to different people based on experience and culture.

• Motivation: Here we define motivation as the things that push people to satisfy their needs. Once someone's most basic needs are met (for example: in their search for food, water, shelter) someone can progress to focus on more important (or higher) needs: Physiological Needs Safety Needs Social Needs Esteem Needs Self-actualization It is often used in advertising. Strategically situated in the context of products, advertisers tap into these motivational layers to promote consumption.

•Learning: In consumer behaviour learning refers to the knowledge and experience that has been acquired in the past, which affects the future behaviour. For example if a one brand has an excellent/caliber with the Buyer, it compiles to fulfill the (one member) reputation of marca con el creating a positive, greater reuse. Advertising often uses reinforcement to shape learning, e.g. loyalty programs or reminders of good experiences with a brand.

• Attitudes and Beliefs: Attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object. The function of advertising is to strenghten positive attitudes or destroy a negative attitude through persuasive communication. Values also determine how consumers respond to advertising and are influenced by beliefs, which themselves may be cultural or normative in nature.

• Memory and Recall: Cognitive reasons affect the way that ad messages are memorized. (Note well that repeated slogans and jingles are supposed to be easier to remember so if nothing else, at point of sale, this is at least one you might recall bringing to mind.)

Advertisers, through clever manipulation of perception, motivation and learning, can make strong impressions on the memory systems of consumers to influence decisions in large markets.

3.1.3 Social and Cultural Influences: Family, Reference Groups, Culture

People do not always make buying decisions on their own. The way people live and the people around them have an impact on what they buy. Consumer behaviour is shaped by the people they live with their friends and the culture they're part of. When people make purchase decisions they are influenced by their family the people they hang out with and the norms of the culture they live in. This can happen even when they do not realize it. Advertisers know this. Use it to their advantage. They create ads that appeal to the values that people share with others.

• Influence of Family: The Family is a part of what we decide to buy. Our Parents have a lot to do with what brands we like because they are the ones who show us these brands. Sometimes kids can even influence what their Parents buy like what food to eat or what kind of technology to use. Companies that make ads know this so they make commercials that show happy families doing things together like eating breakfast cereal as a Family to start the day off right. The Family is very important when it comes to the things we buy. This is why companies try to show The Family in their ads.

• Reference Groups: These are groups to which an individual looks up or identifies with. These people could be friends, co-workers or role models. Influencer marketing is a modern version of referent group influence, by which the endorsers can be celebrities or social media influencers who persuade followers' brand choices.

• Values and Cultural Orientation: Culture is often described as the way of life of a given society. It determines what products can be tolerated or wanted. For example, traditional clothing ads in India are often associated with cultural festivals, and international brands will localise campaigns around regional customs.

• Subcultures: In addition to broader cultures, smaller subcultures (religion, ethnicity, region and lifestyle) also influence what we consume. 'Niche advertising appeals to subcultural interests, like veganism or local preferences, that can create loyalty with a smaller group of consumers.

• Social class – Social class influences whether resources and aspirational consumption are accessible. Luxury brands are promoted with messages of exclusivity, appealing to the upper class, while Coke's advertisements stress its affordability. Advertisements frequently code subtle messages about class positioning through setting, language, and image.

3.1.4 Personal and Situational Influences

Personal traits and the situation someone is in are important too besides how people think and feel and the culture they are, from. These things that attract people might seem like they happen by chance and a lot of the time they do. But any plan to sell something needs to think about traits and situations.

• Personality and self: The kind of person you are affects what products you like. If you are outgoing and like to take risks you will like things than someone who is quiet and likes to be alone. Some people like messages that're exciting and energetic but others prefer things that are calm and peaceful. What you think of yourself also matters. Marketers know this. Try to sell products that fit with how you see yourself. They want you to think that their product is a part of who you're as a person. Personality traits, like being outgoing or taking risks really drive what products you prefer.

• Interest, activity and opinion: This is what we call lifestyle. Two people who are similar in a lot of ways can have different lives. One person likes to try new things and take risks and another person likes to play it safe. Companies that want to reach people need to understand what is important, to them. For example companies that make gear for adventures try to show people how much fun they can have in nature so they can appeal to people who love excitement and trying new things.

• Age and the Stage we're at, in Life: Personal things that affect how we buy stuff include how old we are and what is going on in our family. Teenagers buy things differently than professionals and retirees.

When it comes to advertising they make messages that fit each Age and Stage in the Life Cycle. For example they advertise investment products to aged adults and gaming consoles to the young people.

• Socio-Economic Status: It impacts the choice of brand due to income and buying power. High-end consumers are naturally drawn to luxury products, but the value offering is strong enough that low/no income people often do the same. Advertisers frequently tailor pricing communications to the customer segment.

• Situational Factors: These are simply short-term conditions such as purchasing situation, physical environment, or urgency. For instance, customers might make purchase decision at point of sale counter under situational cues. Festival or sale event based communications leverage situational urgency.

Humans' own wants and needs, as well as their environment, play a powerful role in consumer behavior, a reminder to businesses that context can have just the influence on decision-making that internal or cultural forces do.

3.1.5 Decision-Making Process: Problem Recognition to Post-Purchase

The buying decision process is the decision making process used by consumers regarding market transactions before, during, and after the purchase of a good or service. To know how this works, that makes advertisers be able to make a message that leads customers from awareness to loyalty.

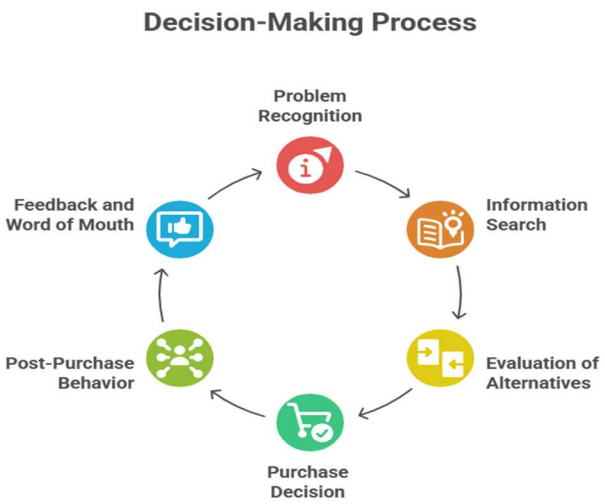

Figure.No.3.1.5

• Dissatisfaction: Dissatisfaction with the current status and a perception of an imbalance in that decision making." Sales promotion creates recognition by focusing on the problem or an unfilled need, such as advertising for insurances that stress financial insecurity.

• Search for Information: Once a need is acknowledged, consumers search form information. They can trust advertisements, opinions from friends or experts. Marketers supply much information about the product in website, brochure and comparison advertisements to help consumers make this stage.

• Consideration of Alternatives: Customers analyse the alternatives that are available to them in terms of price, quality and brands. Advertiament Constitution of single products through creation and promotion advertising that stresses USPs. Side-by-side advertising often boasts features over another competitor.

• Decision to buy: At this point, the customer decides which product he will purchase. Advertisers leverage CTA's, urgency and offers to take you from 'intention' to purchase. Convenience and time constraints are also central to the equation.

Post-Purchase Action: After the purchase, consumers assess their satisfaction with the product. Good experiences get stored as brand loyalty while bad experiences can result in cognitive dissonance. Adver- tising also effects post-purchase satisfaction via persuasive appeals that help remind the consumer of the benefits of their choice.

Understanding where consumers are in this cycle allows the advertisers to create campaigns that reach them each time and at all levels of engagement — they can engage us not just once, but for our whole lives.

3.2 Market Segmentation Strategies & Profiling Audiences

Market segmentation Market segmentation is the process of splitting a broad consumer or business market, normally consisting of existing and potential customers, into subgroups of consumers (known as segments) based on some type of shared characteristics. This difference allows companies to better connect with custom taste groups when developing products, services and advertising. Audience profiling goes even further by determining the specific characteristics, preferences and activities of these groups. Segmentation and profiling in concert create a bridge to advertising for the relevant, vivid, compelling message.

3.2.1 Bases for Segmentation: Demographic, Geographic, Psychographic, Behavioral

Bases of segmentation are the dimensions which is used to segregate or separate markets in categories. Advertisers frequently utilize more than one base in the process of combining bases to improve accurate targeting. Each base provides a different perspective on consumers, and how they might respond to advertising.

Demographic segmentation : This is the most popular form of segmentation that includes factors like age, sex, income, education, occupation, marital status and family size. For instance – production services targeting children, and financial advertisements for wheels. Demographics offer advertisers a simple and quantifiable method to segment markets, facilitating the creation of campaigns that target certain groups.

Place Segment It is segmenting their market according to geographic units ie country region, climate etc. It recognizes that consumer demand varies by location. Among others, people in cold weather region will see winter wears and residence of coastal area will visualize beachwear. Geographical segmentation can also appeal to urban versus rural contrasts, and advertising can be developed for alternative lifestyles of city dwellers vs. citizens in smaller places.

• Psychographic Segmentation: In contrast to demographic and geographic bases, psychographic segmentation focuses on psychological characteristics such as values, attitudes, interests, lifestyles, or personality. For example, the others may seek thrills and may be potentially influenced by travel/touring or sports equipment advertising campaigns; some of them are likely to hold ecologically valuable values that might attract them to purchase sustainable products. This level of segmentation helps brands resonate with the underlying emotions and aspirations of people.

• Behavior Segmentation: in this segmentation, purchasers are listed according to awareness or interest attitude toward purchase or response to a product. Variables consist of frequency about a serv ice, loyalty status towards the same, attempt in achieving benefits and purchase intention. For instance, loyalty programs might be offered to frequent purchasers, and special offers may be used with infrequent users of the site to increase average spend. Advertisements that are based on some benefit of a product, such as convenience or luxury or quality are obviously calculated to appeal to the reason for choosing.

• Partly Inclusive Segmentation: Some corporations use several bases at once since they know that customers are complicated and cannot be totally understood in one way only. For instance, a brand might layer on geographic (urban), demographic (middle-income) and psychographic attributes (value sustainability) in the targeting of its millennial market.

It's with these bases that advertisers get a clearer understanding of who their audiences are, and as a result they can create messages that seem targeted and more personal .

3.2.2 Importance of Segmentation in Advertising

Targeting is more than marketing: It is strategy in advertising. It makes sure that resources are right, messages appeal to the people who need to be reached and brands gain durable loyalty. Segmentation as it relates to advertising can be acknowledged by several major points.

Message precision is really important. Campaigns are not effective when they are too general. When you do not segment your audience your message is not relevant to them. By segmenting the market advertisers can create a message that's more tailored to the people they are trying to reach. This message addresses the needs of the audience. For example sports shoe brands make ads for professional athletes and people who just like to stay fit. Sports shoe brands do this because professional athletes and casual fitness lovers have needs.

• Better Use Of Resources: Breaking things down in this way helps companies use their advertising money in a way. They can put their money into the groups of people who're most likely to buy Better Use Of Resources such, as what they are selling. Of trying to sell to everyone in a big market with not enough money companies focus on the important groups that will actually buy Better Use Of Resources from them. This is because these groups of people are more likely to become customers of Better Use Of Resources.

• Competitive Advantage: When brands split their market into groups they can really stand out from other brands that are selling similar things. This is helpful because it lets

advertisers tell people what makes their products special. It also reduces competition because they are talking to the people who're most likely to buy from them. For example companies that sell food focus on people who really care about eating. This way these food companies can have a place in the food industry. The food companies are able to do this because they are focusing on the people who're most interested, in healthy food, which is what the food companies are selling. The organic food players are an example of this because they target health conscious consumers and make a space for themselves in the larger food industry, which is the market, for all kinds of food.

• Consumer Satisfaction and Loyalty: When we make advertising personal consumers feel like we really get them. This makes Consumer Satisfaction and Loyalty go up because they feel understood. We need to make sure the advertising is about the Consumer and what they like. If the advertising does not feel like it is made for the Consumer they will not feel a connection, to us. So we have to make sure it mirrors the Consumer. When we do this the Consumer will come back. Buy from us again which is what we want for Consumer Satisfaction and Loyalty.

• Dynamism: Segmentation gives us dynamism, which lets the advertisers change the message and the image to show people what they need to know. This is like having a guide that helps them. For example when the pandemic happened some brands changed what they were saying to people who were staying at home. They started talking about how convenient their services were, how people could get things and how safe it was to use them. The advertisers were able to change their message and image to fit the needs of the people at that time which is a thing, about segmentation and dynamism.

• Product Development Based On Data: When we look at the information that Product Development Based On Data gives us we can use this information to develop products. For example companies can make Product Development Based On Data that is friendly to the environment like packaging that does not hurt the earth. Then they can tell people about Product Development Based On Data because some people really care about the environment and the kind of packaging that companies use for their products like Product Development Based On Data that's good, for the earth.

At its core, segmentation takes one-size-fits-all advertising and turns it into a strategic weapon that you can measure.

3.2.3 Audience Profiling Techniques

Audience profiling is the art of drawing pictures of the primary customer groups. This is a way advertisers can get to know what we think and feel. They want to know what

makes their customers happy, sad or mad. By seeing what customers do and how they think, advertisers can create campaigns that really resonate with them.

There are methods to profile the audience.

Some ways are very simple

Others are complicated

Typical audience profiling includes such mundane things as what people buy and how they live. For advertisers, audience profiling lets them to create campaigns tailored exactly for their customers. For advertisers, audience profiling is crucial because it allows them to build campaigns that people will actually enjoy. It is, in short, audience profiling – understanding the core customer and user groups.

• Demographic Profiling is gathering information about individuals based on Demographic Profiling someone or some of a thing. This information is derived from the census, surveys, customer lists. Advertisers use this data to develop a sense of who their key demographic really is. For instance a company that produces cosmetics may say to them: Demographic Profiling of ladies who live in cities and have disposable income is important. They're the sort of people the makeup brand is trying to reach with Demographic Profiling.

• The Psychographic Profile: It's who they are in terms of their lifestyle and personality, what they care about. Advertisement Advertisers want to know what makes people buy so they do shit like bring people together and talk to them. For instance a tech company, like Apple, could learn that the people buying its products really care about "ideas and things that are easy to use." This helps the tech company determine how to speak with people in their advertising and what they'll say about why your products are innovative, convenient (like that's important anymore.) which is really what the Psychographic Profile of people they seek to influence generally ends up being.

• Behavioral Profiling is when we try to figure out what people will do in the future by looking at what they have done. This includes what they have bought how they use the internet. If they like certain brands. For example online shopping companies look at what people do on their websites. They want to know what people are looking at so they can make ads that're just right for them. These ads might remind people that they left something in their shopping cart or suggest things they might want to buy. Behavioral Profiling is used by these companies to make sure people see ads that're about things they are really interested, in. Behavioral Profiling helps online shopping companies make money by selling people things they really want.

* Media Consumption Profiling: Knowing where people go to unwind and have fun is really important. Advertisers take a look at what people watch on television what they talk about on social media and which apps they use. This helps them figure out the

places to reach people with their message. For example a brand that wants to reach teenagers might focus on Instagram or TikTok because that is where teenagers like to spend their time. On the hand a brand that wants to reach older people might be better off using television or Facebook because that is where older people tend to go for entertainment and relaxation. Media Consumption Profiling is, about understanding where people like to go to relax and have fun and using that information to reach them with the right message.

• Looking at what people think of brands, products and industries is really important. We do this by asking people what they think and how they feel about things. For example a car company might find out that people who want to buy their cars really care about safety. So the car company will make sure to talk about how safe their carsre when they advertise them. This way the car company is telling people what they want to hear about their cars, which's that they are safe.

• Technographic profiling : Now that we are living in a world to figure out also how people use technology. That means we need to understand what devices people feel comfortable using, what apps they like and whether they would be willing to try technology. This data allows us to create ads like determining whether they look good on a device initially. We achieve this through Technographic Profiling. It's a useful way of understanding how people use technology.

Such types of profiles open advertisers' opportunities to design holistic audience profiles (see Section 3) that must take into account both rational and emotional needs in the messages.

3.2.4 Sources of Data and Profiling Tools

Of course, audience profiling is only as precise as the data on which it's based. Data quality, data volume and relevancy of the data will decide your ads performing level. There are a variety of sources and tools for this information too.

• First-Party Data: Data is collected directly from the customer, such as loyalty programs, site traffic and purchase history. Why First-party Data? That's gold dust, that's not available outside of the brand and that's real customer behaviour.

• Second-Party Data: This is when one company shares its first-party data it with another, usually through a business relationship. For example, a travel agency may provide booking data to a hotel chain so it can make smarter advertising purchases.

• Third-Party Data: Obtained from other companies that collect huge amounts of data from all over the place. It is built on the demographics and behavior data that you used to be able to buy, to supplement in-house data. Typically, advertisers use third-party data to obtain general insights into the makeup of an audience.

• Social media analytics: With tools like Facebook and Instagram, advertisers can access user hits, likes, interests and demographics in marketplaces. This information is also used for personalised online advertisements.

• Web Analytics Tools: Tracking website visits, click rates and user behaviour are what web analytics tools like Google Analytics do. These are clues as to how people engage with digital touchpoints and they have a major bearing on ad strategy decisions.

• CRM systems: CRM software aggregates data about customers from a variety of channels into one place, storing purchase history and client preferences along with their communication style. This can be useful for personalized ads.

• Artificial Intelligence and Machine Learning Technologies: These offerings use artificial intelligence to scour big data for patterns and predict consumer trends. Ad predictions Let advertisers Act on Demands And can be instantiated proactively campaigns targeted using these sources and tools To facilitate data rich decision making processes removing the need to guess and vastly improving profile quality.

Personas and Customer Journey Mapping 3.2.5 Fill in Here_AUTHOR'S TEMPLATE_PfP Background: Dezfulian declared that those being served by projects need to be considered as individuals, not just a target consumer [5; 55].

Personas and consumer journey mapping: Advanced methods to know and engage your audience They turn data into human, actions into insightful to advertisers.

• "Personas": A persona is a fictional but empirically grounded profile of a desired consumer, constructed from data and research. Commonly, personas describe a variety of demographic information as well as psychographics and such details as what the person does and doesn't do during a day (activities), their goals, obstacles in attaining those goals and more. For example, a luxury brand's persona might be something like "Riya, 32-year-old corporate professional with high exclusivity needs and willingness to pay premium for great luxury products." They indicate the tone of advertising, reference imagery and who it should be aimed at in media terms, giving marketing people something more concrete to plan around.

• The Importance of Personas: Brands help to give a name or face to information that would be boring and hard to understand. This makes the users seem like people. And the campaigns seem to really matter. Personas help advertisers stop using messages that could be, for anyone and instead create campaigns that focus on what the audience of the Personas care about. Personas are important because they help advertisers understand the audience of the Personas.

• Consumer Diagram: This system is about describing how the consumer goes from knowing about something to what they do after they buy it. The consumer journey has a few steps like knowing something exists, thinking about it buying it what they do after

buying and being loyal to it. Making a map of this journey helps find points where the consumer will see messages like the people at nbc said and these messages are meant for the consumer. The consumer journey is important, for the consumer. The consumer diagram is a tool to understand this journey and the consumer.

• Touchpoint Analysis: Advertisers want to figure out which touchpoints, like media ads or product reviews or in-store displays are really important when people make a decision. You can focus on these touchpoints. Make messages that are just right for the social media ads and the product reviews and the in-store displays. This way you can make the most of the media ads and the product reviews and the, in-store displays.

• Digital Connections Affiliation: When Digital Connections Affiliation is considered, the modern way of looking at customer journeys is linked to analytics. This is because Digital Connections Affiliation helps us see what customers do online. We get to see what is happening in time. This means that people who market things can make changes to their marketing quickly when they use Digital Connections Affiliation. Digital Connections Affiliation is very useful, for this.

• Tailored Messaging: Journey mapping allows for tailored messaging at every stage. Focus on the awareness stage as an example, in there a product features can be highlighted using an ad or loyalty rewards in the post purchase stage.

Together, personas and consumer journey maps create a comprehensive understanding for how to develop ads that meet the user's needs at every stage of a purchase decision.

"Activity: Segment, Profile, and Connect"

Let's say you're an employee at this new-startup-branded eco-friendly skincare brand. You need to segment your potential market by demographics, psychographics and behaviour. Then describe a brief portrait of one primary audience segment – their values, lifestyle and purchasing habits. Lastly, please propose one advertising hooks or concept(s) that would resonate with this segment. This exercise will let you put in practice your knowledge of segments and profiles with advertising.

3.3 Targeting and Positioning Basics

Targeting and positioning are critical components of an overall market strategy. After classifying the market into different segments, companies need to determine the attractiveness of each segment, select one or more and deploy positioning strategies which signify the amount of added value their product or offering will bring in relation to their competitor. Targeting is about selecting whom to serve, and positioning is

determining how to approach their service in a unique way. This is a time where strategic thinking is crucial vulnerability to the market, as making the wrong targeting decision or unclear positioning can result in wasted resources, consumer misunderstanding and loss of competitive advantage.

3.3.1 Evaluating and Selecting Target Markets

When evaluating and targeting the market, companies must consider segmenting the market into different groups. All segments are not created equally attractive or profitable, so advertisers need to go about evaluating them methodically before they decide.

• Market Size and Growth Opportunity: The first thing is to consider if a segment is big enough, and it has potential for growth. For example, a niche segment might not be large but grow quickly and have high margins — something that can make it appealing. Advertising managers analyze and estimate the demand for a product or service, based on market conditions and trends.

• Size: A section can be large and intensely contested. The possibility of entry in to that segment is determined by the structural factors such as number of firms, availability of substitutes and bargaining power of buyers and suppliers. Advertisers must carefully consider whether their competitive landscape might allow them to succeed with a profitable placement.

• Fit with company strengths, objectives, and resources: there might be an appealing segment that doesn't fit the company. An Elaboration : A top-notch-product company might have nothing to do in a low-value market. Advertisers also must consider whether they have the resources — money as well as technology and bodies — to reach the segment effectively.

• Consumer Relevance and Bi-directional Fit: Are the consumer needs addressed by a brand's value proposition is the worthwhile question to ask. For example, a brand positioning as an innovator will appeal more to millennial techies than old school traditionalists that seek comfort and consistency.

• Accessibility and Reachability: At the end, advertisers ask themselves if the segment can be reached and served effectively. This means understanding target group people's media consumption behavior, concentration of potential target group in geographic sense and access to digital. If you can't reach segment X through a cost effective point of contact, the logic of a market (the old one was perfectly fine) says it's not really worth going after.

By reviewing your prospective target the selected contest will, in fact, be profitable and sustainable that government exposure to risk is minimized while opportunities for long-term business are maximized.

3.3.2 Differentiated, Undifferentiated, and Niche Targeting

After target markets are analyzed, companies need to choose how to serve them. The three big strategies are differentiated, undifferentiated and niche targeting. There are pros and cons of each.

• Undifferentiated Marketing: This is the mass market type of marketing where one uses a single message or product for all customers because the market structure here is considered to be homogeneous. Examples include staples such as salt and sugar. However, by focusing only on potential customers this does however tend to overlook the variety of buyers. Advertisers favor mass marketing based on mass messages that often stress price or universal attributes.

• TARGET DIFFERENTIATION TARGETING: In this approach, you devise separate marketing mixes for each target. A good example of this approach is the way car manufacturers have managed to do so by having luxury sedans for professionals, compact cars for city folks, and SUVs for families. Even though more expensive, segmented targeting enables advertisers to reach a maximum number of people and call them to different targeted action based from the specific consumer's identity.

• Target a niche: This is narrowing it down to a particular subset with specific requirements. Specialist leaping are employed by luxury watch brands, as well as organic food products or adventure travel companies. On the one hand this can create supremely high loyalty within your chosen segment, on the other it can restrict how big a market is available and becoming totally reliant upon niche dynamic.

• Micromarketing: Building on the concept of niche marketing, micromarketing involves making products and messages for very small groups or even individuals. Digital technology and data analytics allow us to do this, from personalized email marketing to location-based mobile advertising.

Which strategy to go for: Depending on product type, capital and strategic objectives. Advertisers need to make trade-offs between media reach, economic efficiency and consumer satisfaction.

3.3.3 Positioning Concepts and Strategy

Positioning, the Battle for Your Mind is about the place of a brand in the mind of a consumer. Good positioning makes such a brand the thought of choice when consumers consider a product category.

• Positioning: Is the starting point for a brand in differentiating it from its competitors. Distinction can be a matter of product attributes, benefits and quality, price or customer service. E.g. Volvo is about safety, Apple innovation and design etc.

• Value Proposition – A value proposition expresses why customers should select a brand. This could be the functional benefits (performance and durability), emotional benefits (status and belonging) or self expressive benefits (identity and values). The value proposition must be in-line with what the target marke needs.

• Competition Positioning: Brands need to make assertions about where competitors are located today. Stepping into an already crowded position can be overwhelming while finding a pioneering role promotes greater resolution.

• Consistency and clarity: You have to be consistent and clear when you tell people about your brand. If you say things in different places it gets confusing. People will not think highly of your brand if you do that. For example if you are a brand you cannot have big sales all the time. It will hurt how people think about your brand being fancy and special.

Emotional and psychological appeal of a brand is also important. It is not about what people get from your brand. It is about how your brand makes them feel. Advertisers use stories, pictures and comparisons to make people feel connected to their brand. They want to make a connection, with people so they remember their brand. Positioning is not an event but something that must be maintained and built over time, and continually adjusted to evolving consumer tastes.

3.3.4 Positioning Statement and Brand Promise Positioning statement A positioning statement is a brief expression that describes the brand's unique value to a particular target audience. It is an internal tool for all marketing and advertising to make sure the message you deliver is consistent.

• Make It an impact: It usually responds to the following four questions. o Who is the target audience? o How is the brand category? o What Makes The Product Different Or What Is The Key Benefit? o Why should customers trust that it is? For instance: "Blah blah blah brand is for city slickers looking to be stylish and comfortable... we've got quality footwear that melds fresh design with well-crafted materials while other brands either do one or the other."

• Brand promise: the brand promise is an external manifestation of the positioning statement. It's what consumers have come to expect from the brand. To wit, FedEx's tag line — "When it absolutely, positively has to be there overnight" — enhances reliability.

• Build trust: A brand promise isn't a tagline but instead this is what your business stands for day in and day out across product, service and customer experience. You break that promise, you do harm — for credibility, if not brand.

• Consistency in Advertising: All advertising will support the Positioning Statement & Brand Promise. "Every image, every headline, every single tagline is a cue of what the brand aspires to own," reminding them that this is the space in a customer's mind it seeks to occupy.

• Brand Promises Need to Change: If a promise is sustained for years or decades, it should change as society evolves. As an example, with consumers focusing more and more on green products, companies layer environmentally friendly over the keyword that provides them emotion.

Positioning statements Plus brand promises putting the two together to create a prism in stone on which to base An integrated authentic identity at every touch point.

3.3.5 Shifting according to Consumer Insights

Re-positioning a brand is what it does when, for whatever reason (market cycle, changing consumer behaviour trends or competitor initiatives) it believes its image and/or message needs to change. It is also a necessity for fish to in the highly competitive fast moving markets of today.

• Consumer Lifestyle: shifts in consumer lifestylesValues can move, which may make them significant for new markets. Another classic: fast food chains also changed their image, with the growing preoccupation for health (healthier meals and advertisement of wellness was offered).

• Competitive Threats: Demand for a brand that is too generic can diminish from competition or the introduction of new competitors. In such hungry situations, brands need to either reposition around new strengths or compete for openings.

• Technology Breaking: Fresh tech can bust up old categories. For example, when smartphone makers started including professional-level photography functionality in their devices, the victims had to maneuver around and position themselves to start promoting cameras not as everyday devices well within reach of most consumers, but rather as powerful tools for professionals.

• Crisis or bad image: Brands may pivot to shake a negative image. It usually requires some kind of rebrand, new communication strategy or investment in quality and service.

• New Market Entry: Repositioning is useful when a brand is entering new geographic or segment markets and as such would like to align its messaging with the local culture/customers attitudes.

• Repositioning: Appropriate repositioning requires first investigating the issue and then communicating in a clearly manner which elements of the message are new, what is old. It has to seem and feel like the brand, but also like your customer's now-adjusted mindset.

The branding re-design is a sign of the brand's flexibility in turning its self-tuned ear to consumers. It can be perilous but revitalize fading brands, lure new viewers and lead to long-term growth.

3.4 Summary

❖ Psychological, social, cultural, personal and situational factors have effects on consumers purchasing decision making.

❖ Advertisement is an important factor in moulding consumer orientation and determining buying behavior.

❖ Market segmentation: breaking down large markets into smaller groups based on such criteria as demographics, location, attitudes, and behavior.

❖ Targeting of audiences provides advertisers with information about personal living styles, attitudinal profiles and behavior patterns so that the advertising campaign is targeted to a particular demographic audience.

❖ Types of targeting will be either indifferented, differentiated, niche or micromarketing based on the goals and resources of the organization.

❖ Positioning makes a brand distinct in the consumer's mind, better with differentiation and value offering.

❖ A positioning statement identifies the target market, category, key benefit, and reasons to believe; it informs.

consistent advertising.

❖Positioning Promise must express the fundamental value proposition to consumers and be consistent with their experience.

❖ Repositioning is necessitated when consumer taste, competition or technology change to dislocate the existing position.

❖ Effective advertising tactics rest on the coordination of segmentation, targeting and positioning with consistent communications messages across all media.

❖ Use of personas and consumer journey maps that allow the advertisers to customize their messaging by stages of decision processes.

❖ Long-term success is about adapting to consumer insights and retaining brand identity & trust.

3.5 Key Terms

Consumer Behaviour – Understanding the behaviour of consumers or buyer in making a choice to buy and use goods to satisfy unfilled needs.

Market Segmentation – Dividing a market into geographically, demographics, psychographic or behaviourally distinct groups.

Demographic Based Segmentation – Segmenting your audience based on quantifiable characteristics(age, gender, income, education).

Segmentation based on the lifestyle and interests of consumers.

Behavioral Paneling – Paneling based on usage, loyalty and benefits sought.

Target Market - Specific group of end users for which marketing and advertising efforts are directed.

Homogeneous Strategy – A policy directed at the market as a whole.

Discriminate Strategy – Focusing on a strategy where different segments are targeted with different products or messages.

Niche Marketing – Targeting a small and precise consumer group.

Position – Occupying a unique space in the mind of the buyer vis-à-vis that of competitors.

Positioning Statement – A short, internal statement with target, category, benefit and reason to believe.

Repositioning - Changing a brand's image or approach according to customer feedback and shifting market conditions.

3.6 Descriptive Questions

Describe the major forces that determine how consumers make decisions, and provide examples of how these are utilized in advertising.

Explain the significance of segmentation in developing successful advertising campaigns.

Contrast demographic, geographic, psychographic and behavioral segmentation using appropriate examples.

Discuss the pros and cons of undifferentiated, differentiated and concentrated targeting:

Define and discuss positioning, including how brands use it for competitive advantage.

Develop a positioning statement for an eco-friendly clothing line aimed at the urban youth.

What is the role of consumer journey mapping in personalized ad creation?

Explain the potential reasons why a company would reposition and provide living examples.

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3.8 Case Study

Regenerating Brand Identity with the Help of STP Strategies

Background

FreshBrew, a Mumbai-based medium sized chain of coffee shops was founded to cater to the upper end of the café segment. Initially thriving in the cities, however, the brand aggressively proliferated, only to stumble within a decade. International players such as Starbucks and Costa Coffee moved into the market, even as local cafés played to budget-conscious consumers. FreshBrew's inaguraulkely strong brand image of sophistication got a bit watered down by inconsistent advertising and mixed offerings. Sales went flat and brand loyalty declined. The management knew that to survive, had to develop a strategy based on segmentation, targeting and positioning.

Problem Statement 1 Description: * Identifying and Assessing the Target Markets The first problem is to determine and assess the target markets.

FreshBrew started out aimed at urban professionals, but this segment was becoming more and more dispersed. One younger generation wanted budget-friendly cafés and quick service, while wealthy professionals gravitated toward high-end international chains. FreshBrew needed to find a much more viable target audience.

Solution

The company carried out sales research to identify potential segments:

• Urban millennials seeking affordable indulgence.

• Health-minded consumers who drink organic or lower-sugar beverages.

• Remote workers looking for comfortable cafe-style work spaces with Wi-Fi.

After evaluating the data, FreshBrew determined to focus on two segments: health conscious consumers and work-at-home professionals. These groups coincided with the resources, growth and competitive strength of the brand.

Problem 2: Targeting Strategy Design This is essentially the targeting problem.

FreshBrew's previous campaign is what would be referred to as undifferentiated targeting; one size fits all menus and promotions. This was not tailored to meet specific groups.

Solution

The organization pursued a focused target strategy:

• FreshBrew brought in organic teas, low-calorie snacks and dairy-free options for health-minded consumers advertised by fitness influencers.

• Cafés were overhauled for remote workers, with quiet zones, charging stations and a discount for weekday visits. Digital ads highlighted productivity-friendly spaces.

This change enabled the brand to target multiple markets while drawing upon mutual resources.

Problem Statement 3: Brand Positioning and Repositioning

"... regular fresh and boiled water is the only thing that a soldier really appreciates.'RESH BREW in an illustration of this idea, not as "premium coffee for professionals", which

you can call real strong java! There was a new positioning to be established to signal its focus on wellness and workspace solutions.

Solution

The brand revamps to become 'Your Everyday Wellness and Work Café'.

• Great Lines: Wellness merchandise, neighborly setting, and always fresh quality.

We promise to make every day healthier, more productive, and more enjoyable.

• Advertising: In campaigns, FreshBrew was positioned as a wellness café and productivity hub featuring testimonials from fitness enthusiasts and remote workers.

By positioning itself there, FreshBrew distanced its brand from both upscale chain stores and economy cafés, and created a new sphere altogether.

Reflective Questions

To what extent did segmentation contribute to FreshBrew's selection of target market?

What was the role of market segmentation in helping FreshBrew focus on its different target members effectively?

How Can Repositioning Enable Brands to Regain Market Share in a Competitive Climate?

How does marrying brand promise and experience enhance trust with consumers?

If FreshBrew were to try entering tier-2 cities, what would have to be changed about its STP strategy?

Conclusion

The FreshBrew case is an example. We can look at what Ohman said in 2017. This helps us understand how FreshBrew uses STP strategies in advertising.

Market trends change. Peoples needs change. What people, like changes. Other companies try to compete with FreshBrew. These things happen all the time. So FreshBrew has to keep looking at what's happening and make changes.

FreshBrew changed how they presented themselves. They divided the market into groups. They also divided their target audiences into groups. This helped FreshBrew become known. They were able to make groups of people who might want their products. FreshBrew uses STP strategies to do this. The case demonstrates that good

targeting and positioning are not one-time acts but continuous, by linking consumer understanding with brand credentials.

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Unit 4: Strategic Planning

Learning objectives:

1. Explain the role of strategic research in Integrated Marketing Communications (IMC) & analyze how it supports campaign planning & execution.

2. Identify and evaluate key strategic decisions involved in IMC, including target audience selection, media choices, & message direction.

3. Interpret consumer insights through account planning & demonstrate how these insights inform effective communication strategies.

4. Develop a structured creative brief that translates research findings & strategic decisions into actionable guidance for creative teams.

5. Examine the interrelationship between research, consumer insight, and creative execution in shaping successful IMC campaigns.

6. Critically assess case studies of IMC campaigns to understand the practical application of strategic research, consumer insight, and creative briefing.

7. Apply theoretical concepts to design a basic IMC strategy supported by research, insight, and a clearly articulated creative brief.

Content

4.0 Introductory caselet

4.1 Strategic Research for IMC

4.2 Key Strategic Decisions

4.3 Consumer Insight & Account Planning

4.4 Writing the Creative Brief

4.5 Summary

4.6 Key Terms

4.7 Descriptive Questions

4.8 References

4.9 Case Study

4.0 Introductory Caselet

"Reaching the Right Crowd: Building Glow Naturals"

Skincare market in India is populated by Maruti's but Glow Naturals didn't want to be one it wanted to lead the curve despite hailing from a small town Abohar. The USP of the brand was to provide affordable organic products by using locally sourced ingredients, but there needed to be an efficient avenue to communicate this value proposition to the right audience. Instead of jumping into mass advertising, the executives opted for an IMC approach which would start with strategic research.

The investigators surveyed skincare usage habits, organic product consumer attitudes and perceptions of cost. The surveys STYLOS conducted had found that the urban professionals knew that organic skincare products were considered good quality, but that it was very expensive.

It's target audience was environmentally aware urban millennials and busy professionals, who wanted effective skincare but without the "premium" price tag. Media planning was targeted on digital channels with the highest engagement amongst this audience (Instagram Stroies, YouTube) as well as influencer partnerships to drive credibility.

The agency's account planning team used these nuggets to transform the insight into a creative brief: "Skincare that cares for you and the planet should not be a luxury." So this informed the creative to build a concept entitled "Glow Naturally, Every Day", which had a focus on being eco-friendly as well as every day pricing.

The campaign was particularly impactful, contributing towards a significant surge in brand awareness and consumer engagement within just a few months. Case analysis Glow Naturals provided a clear example of how empowered the 'proper decision mechanism' (i.e. research, strategic choices consumer insights and creative briefing within an IMC model) can be in establishing the identity of a new brand.

Critical Thinking Question

If Glow Naturals plans to move into the semi-urban markets, how should it tailor its strategic research and creative brief in regards to dealing with a new consumer segment?

4.1 Strategic Research for IMC

Integrated Marketing Communication (IMC) is built upon strategic research. It ensures that campaigns are not only work of art but that they make sense as data backs initiatives to engage your audience effectively with. Research brings into focus consumer needs, marketplace trends, competitive forces and brand placement opportunities.

4.1.1 Role of Research in IMC Strategy Development

Research and the development of IMC strategy is really important.

Research in IMC strategy can be done in different ways.

It helps the advertisers to make decisions instead of just guessing.

This way they can avoid wasting time and money and make their campaigns work better.

Basically research helps answer some important questions.

Who are the people that buy things from us?

What do these consumers. Want?

How do they decide what to buy?

What sources of information do these consumers trust to find out about products?

Research in IMC strategy is about finding out more, about the consumers and the IMC strategy.

• Consumer Insights: We need to know what makes consumers tick. This means looking at things like who they're what they like. We are talking about Consumer Insights. Consumer Insights are also about what people do and what they think. If we understand what Consumer Insights are, about we can make ads that people really care about. For example some people who are just starting their careers might really care about the earth. They also want to save money. So we can make ads that talk about both of these things like Consumer Insights and how they can help.

• Objectives Setting: The company sets goals for Integrated Marketing Communications based on what they find out from their Integrated Marketing Communications research. These goals are things, like making people know the brand changing what people think about the brand or making people want to buy the product. The company uses research to make sure these goals are good and based on what real people and the market need from the Integrated Marketing Communications.

• Channel Choice and Media Balance. People do not look at media in the way. Some people like to watch things on television some people like to read things in print. Some people like to look at things, on social media. We need to figure out where to put our

messages so that Channel Choice and Media Balance work well. We have to think about where our audience's what they like to do. If we put our messages in the place like social media or television our audience will see them and they will be more likely to listen to what we have to say. This way we do not waste our time and money on things that our audience will not see. We want our target audience to see our messages when they are most likely to pay attention to Channel Choice and Media Balance.

• Analysis of Competitors: Study reports competitors' positioning, strengths and weaknesses as well as their strategic communication. It enables a brand to have an exclusive identity and prevents redundancy of messages.

Feedback and Measurement: In addition to strategy development, research is used for campaign measurement. Feedback During pre- and post-campaign surveys, social media analytics and focus groups provide feedback to refine the story.

• Minimized Risk: No one wants to think they'll turn their customers off or damage their brand because of a lack of research. Research reduces these risks by providing a basis for confidence in assumptions.

Did You Know?

"Did you know that brands focusing on consumer research for IMC campaigns deliver an additional 30% in engagement and recall above brands who are led by creative intuition, do insights driven strategies outperform insights led campaigns?"

4.1.2 Types of Research: Primary vs Secondary, Quantitative vs Qualitative

Various types of research contribute to IMC strategy by offering complementary perspectives. Research types are to be selected based on the questions marketers wish to answer.

• Primary Research: This encompasses the gathering of new data from the consumers directly by use of surveys, interviews or experiments. It offers a unique lens on a brand's specific requirements. For instance a business wanting to introduce a new line of skincare products could run surveys in order to discover how consumers feel about organic ingredients. More expensive and time-consuming, but also higher relevance / accuracy is offered by primary research.

• Desk Research: Existing data which has been collected by someone else is used in this kind of research (for example – data that has been collected by an agency, a branch of government, a trade association or an academic study). It is relatively cheap and has good applications for scalability on the overall market. For instance, secondary information may indicate that there is an increasing need of green products through

out the trade. But secondary research may not take into account subtle characteristics of the brand's particular audience.

• Quantitative Studies: Traditional market research tends to use quantitative methods – statistical data and numbers are used to determine consumer behavior, preferences, awareness of products or brands, purchase frequency.

The qualitative research is used to learn a lot about what people think and feel. This type of research wants to know what motivates people and how they feel about things. Qualitative research uses methods like talking to people in groups having one on one conversations and observing how people live. Qualitative research is good, at finding out things that numbers cannot tell us. It helps us understand what things really mean to people. For example qualitative research can tell us why people think a brand is trustworthy or why they want to be associated with it. Qualitative research gives us an understanding of how people feel about a brand.

• Combining methods: Normally people who work on Integrated Marketing Communication campaigns use two kinds of research methods: secondary. They also use qualitative research. For example secondary research might show that something new is happening. Then the people in charge can do surveys to learn more, about this new thing. After that they can have qualitative interviews to understand what is going on with Integrated Marketing Communication campaigns.

Marketers are using different methods to make sure their advertising plans are good and based on what consumers are actually doing. They want to know what is really going on with the people who might buy their products. This way marketers can make plans that're strong and make sense for the people they are trying to reach. Marketers are paying attention to what's happening with consumers and using that information to make good advertising plans.

4.1.3 Tools for Strategic Research: Focus Groups, Surveys, Social Listening

Good IMC efforts depend on a wide Variety of sources to gather information. The two tools have distinct advantages and add different levels of knowledge.

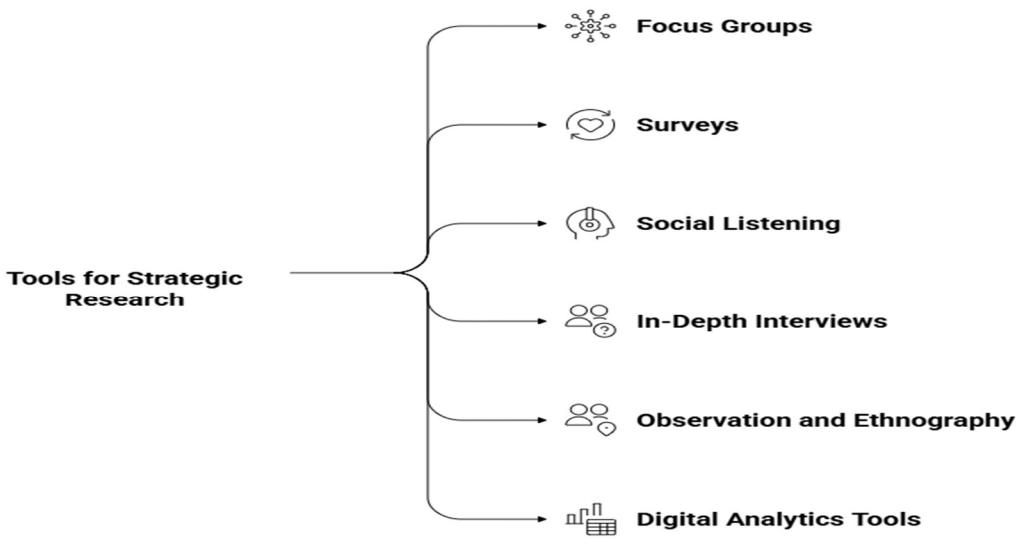

Figure.No.4.1.3

Focus Groups: Focus groups are like talks with groups of people who buy things usually around 6 to 10 people in each group. These talks give us information about what people think and feel. For example a focus group might say that people think your brand is old fashioned or reminds them of the past. If that is what people think you can use that idea to make interesting advertisements. Focus groups are helpful because they tell us about the attitudes and perceptions of people towards Focus groups. However because the groups are small it might be hard to say if what we learn applies to everyone and the people in the group might influence each others thoughts, about Focus groups.

• Surveys: Surveys are one of the things people use a lot to get numbers and information. You can do surveys on the internet over the phone or in person. The surveys gather information about what people think what they know, if they are happy and who they are. Surveys are good because you can trust the results. They might not tell you why people think a certain way unless you also ask questions that let people give their own answers. Surveys are useful, for getting a picture of what people think and what Surveys can do is help us understand people better.

• Social Media Listening: These days social media is really important. So Social Media Listening is a help. It means we pay attention to what people're saying about us on the internet like, on social networks, blogs and forums. This way we know what our customers think as it happens. To start with we look at what people're saying in the comments and hashtags. This shows us how our customers feel about an ad we are

running. Social Media Listening is a way to do things because it does not cost a lot of money we can respond quickly and we can change our plan if we need to. We use Social Media Listening to see what people are saying about us.

• Interviews: These one on one interviews help organizations understand the motivations and attitudes of people at a deeper level. They are really good for talking about things or things that people might not agree on. Intensive Interviews are also useful when people might feel shy about sharing what they think in a group so it is better to talk to them one, on one. This way organizations can learn more about what people think and feel about something especially when it comes to Intensive Interviews.

• Observation and Ethnography: People who do research go to places like stores or homes to see what people are doing. They want to see what people do when they are not thinking about it. For example if you watch people walking around a store you can see how they look at things. This helps people who make advertisements decide where to put them in the store. Observation and Ethnography is really good, at helping us understand what people do without realizing it.

• Digital Analytics Tools: We use things like Google Analytics or the insights pages on media to see how many people click on something how much they engage with it and if they do what we want them to do. This gives us numbers that show how well our digital campaign is doing. We get to see the results of our digital campaign with these tools, like Google Analytics and that helps us understand what is working and what is not.

This is an example of the synergetic use of several instruments to secure IMC strategies with rich, multilayered features.

4.1.4 Competitor Analysis and Market Trends

Looking at what the competition's doing and what is happening in the market is very important. This is because it helps to position a brand or rebrand a brand in the industry in a way. The brand and market trends are useful for advertisers to understand what is going on around them. They help the advertisers to know what problems they might face and to find opportunities, for the brand.

BENCHMARKING. VS- COMPETITORS

Looking at what the competitorsre doing with their marketing strategies gives us a benchmark. This means we look at the messages they use in their advertisements what media they use, how they price their products the features of their products and how they get people to engage with them.

For example if a competitor is really good at telling stories that make people feel something, a brand like our brand may want to be different, by focusing on the benefits that make sense to people.

• SWOT Analysis: The SWOT analysis is an useful tool. It helps us look at the SWOT analysis of a company. The SWOT analysis is made up of the Strengths and Weaknesses of a company and the Opportunities and Threats that the company faces. The SWOT analysis is important for understanding the competition and the market. The SWOT analysis helps us identify what the company is good at and what it is not good at. It also helps us find opportunities that the company can use to its advantage. The SWOT analysis is a part of forming a strategy, for the SWOT analysis of a company.

• Keeping an eye on what's happening in the industry: People are really into digital things now like when companies make their ads for the internet first. They also care about the earth and like to have experiences. This means that companies have to change what they do all the time to keep people interested in them. For example short videos are really popular now so advertisers are using things like TikTok and Instagram Reels to reach people. The industry is always coming up with things like a new thing every minute and companies have to keep up with these trends to stay popular. Monitoring trends in the industry, like what people're watching and what they care about is really important for brands to stay relevant.

• Gap Analysis: We do a study. Find out what is missing in the market. These missing things are chances for brands to be different. For example if there are no organic skincare products a new company can make some and sell them. This is an opportunity for the new company to stand out with its organic skincare products, like cheap organic skincare.

• Forecasting and Predictive Analytics: These tools help marketers figure out what people will want and when they will want it. The thing that is really useful about analytics is that it helps marketers see what might happen with trends and make good decisions about what to do next, with the predictive analytics. This way marketers can use the analytics to make informed choices.

• Global Trends versus Local Trends: People need to remember that not all trends that are popular around the world will work in their city or town. When you look at what your competitorsre doing you also need to think about how companies from other countries change their plans when they come to your local market. This is something that local brands, like Global Trends should really pay attention to when they're trying to sell things to people in their own area.

Advertisers can make plans that work well by looking at what their competitorsre doing and what is popular and then using that information to figure out what to do with their advertising. This helps advertisers come up with ideas that're proactive, flexible and

competitive which is really important for Integrated Marketing Communications or IMC research and also for competitor and trend analysis. By doing competitor and trend analysis, with IMC research advertisers can develop strategies that're proactive, flexible and competitive.

4.1.5 Interpreting Research Insights for Strategic Planning

Data harvesting is the beginning.

The real value of data harvesting comes from understanding what the data means and making changes to our plans based on this understanding.

Good interpretation of data turns data into useful information that helps us make good decisions about advertising.

Data harvesting and insights interpretation are really important, for making advertising choices.

• Understanding What Consumers Want and Why They Buy Things: We need to look at the data to figure out what makes consumers tick. For example when we study the data we might find out that people buy sports shoes for a reason that has nothing to do with sports. They buy sports shoes because they want to express their style and be different. This helps us understand how to sell sports shoes to consumers. Understanding consumer needs and motivations is important because it helps us know what consumers want and why they buy things. Consumer needs and motivations are the key, to selling things that people really want.

When it comes to Market Segments companies need to figure out what is important. Market Segments are like parts of a puzzle. Some parts of the Market Segments are more important than others.

The thing that helps companies decide which Market Segments to focus on is Insights. Insights give companies an understanding of Market Segments. This understanding helps companies make decisions about Market Segments.

Not all Market Segments are the same. Some Market Segments are better for companies, than others. Companies need to look at Market Segments and decide which ones are most likely to make them money. Then they can put their time and money into those Market Segments. This way companies can use their resources in the way possible and focus on the most profitable Market Segments.

• Message Development: The information we get helps us figure out how to talk to people and what words to use. If a study shows that people think a brand is honest and fair then the messages we send out should show that the brand is trustworthy and believable. We need to make sure the brands messages are saying the things to make people trust the brand.

• you can listen to this by clicking. View some podcasts from FDM like the 5 Favorite Things Podcast. This one is about how culture and being connected can help your brand. There is also one about money that is wasted every year from sponsored deals.

You should also check out the sex advice podcast for people around the world.. Then there is a podcast called At Least We Don't Have To Get Drunk On Warm Vodka In Order To Criticize Trump.

FDM podcasts also include Why she wants You Collecting Moat Coins and Why Your Next Heart Break Is a Disease—Really.

The Role Of Collaboration When it Comes to Risk Investment is another topic they cover. They also have a podcast called Generation Zula.

If you have any questions you can listen to Your Questions, My Answers. Additionally they have some Media Planning Facts, such, as

1. When a group of consumers watch videos on their mobile phones we should think about short-form digital video ads first when we are planning our Integrated Marketing Communications. The younger consumers like to watch videos on their phones so short-form digital video ads are a good idea for Integrated Marketing Communications planning. We need to remember that younger consumers like videos on their mobile phones and this is important, for our Integrated Marketing Communications plan, which is why short-form digital video ads are a good choice.

• De-risking: When we look at the data we have it helps us find problems like people saying things about us other companies trying to steal our customers or people not wanting to buy from us. If we see these problems early we can do something about them before they get worse. This way de-risking is really important because it helps us deal with these issues, like sentiment and low purchase intent and that is what de-risking is all, about.

• Function Integration: The Intelligence is integrated among the departments like advertising and sales and product development and customer service to create messages that make sense together. This time being, in sync is really important for the Intelligence Marketing Communication to work well. The Intelligence Marketing Communication needs all these departments to work to succeed.

• Ongoing Feedback Loop: The information we get is not set in stone it changes when we do work. We are always looking at the signs and using them to make our campaigns better so they match what the consumers want now and what is happening in the markets. This way our campaigns can stay up to date with the preferences of the consumers and the changes in the markets, like the ongoing feedback loop of the campaigns.

With diligent interpretation, data points can tell us that success on a brand level is what consumers expect and move to -strategy as a tool for brands creating campaigns – so that everything else follows the communication effect.

4.2 Key Strategic Decisions

These decisions are based upon campaign goals, defining the target audience and determining how to best convey a brand's image. Combined, they serve as a model for how messages are going to be constructed, disseminated and tested. Without specificity in these realms, campaigns can run the risk or going off the rails.

4.2.1 Setting Campaign Objectives (Inform, Persuade, Remind)

Objectives serve as the foundation of any IMC effort. Goals become a compass of all our vortexs as they determine what is winner and loser, and measure stick to hold against all that we do. MOMS The three main objectives are to motivate, persuade and remind.

• Educating Consumers: You'll see this goal pop up frequently when you introduce a new product, service or company. It makes known the features, characteristics, quality, prices availability etc. of various products and services to the prospective buyers so informative advertising is mostly used to inform potential customers about a new product or service for example: educational advertising is an educational type of advertising it helps doing awareness regarding different kinds of issues which are prevailing in our society multi national companies uses this advertisifn? Types of Advertising 1 21 Volume IX, Number 04 (2016) DOI: Advantages and Disadvantages of Different Types of... The primary purpose why advertisers use informativeadvertising strategy is to interest consumers at large via the screed advertisement by providing them with a clear understanding and comparison between one another because for instance education sector ocuses on making going through general knowledge inhancers Competitive ads Competition i.e. types include competitive and promotional both these two Strategies may utilize benefits as well as usage in order to attract premium commodity that have effect over good. Such as when a new phone is on the market, ads might focus on spec, tech and USP info. This isn't an issue of inform in the product lifecycle.

• Influencing Consumer Beliefs, Preferences and Behaviors: The persuasive purpose which is the goal of changing consumer attitude, preference and purchase behaviour. They become even more of a factor in high-pressure markets where point of difference is critical. True this appeal or one of quality, novelty. For example, luxury carmakers

sell by demonstrating lifestyle advantages and exclusivity rather than merely features of the product.

• Reminding people about things is important when a product is, in the maturity stage.

Generally when people already know about a product companies try to remind them to buy it

This is done to keep the product in peoples minds get them to buy it again and stop companies from taking their customers.

For example companies remind people about summer drinks in the summer and special chocolates during festivals so people remember the product.

This way the product stays in peoples minds. They are more likely to buy it again.

• SMART Objectives: The best objectives are Specific, Measurable, Achievable, Relevant and Time-bound. Rather than an ambiguity like “raise awareness,” a SMART goal would be “boost brand recall among urban millennials 20 percent within six months.”

• Multiple Objectives: In the life-cycle of a product, campaigns generally combine all three—informative (about), persuasive (toward) and reminder-oriented according to their context. at the launch of a smartphone you might “Tell features first, make compelling comparison later and then re-tell at festival times”.

• Aligning objectives with business priorities: Campaign objectives need to be linked back to the firm’s overall goals (e.g., driving market share, retention, and brand) (“gain strategic alignment between what you’re trying to achieve” vs. “leveraging digital… gain that linkage of what is it you want to deliver”). This makes means communication campaigns are directly contributing to long-term business success.

Clear, measurable objectives help to ensure that communication is focused on what matter most to both consumers needs and the direction of the organization.

4.2.2 The Target Audience

One of the basic IMC strategies is to know and understand the audience and develop a clear definition of what it is. Without clear definition of who the campaign is speaking to, no amount of creativity will drive any message. The audience is the subset of people most likely to align with the brand message.

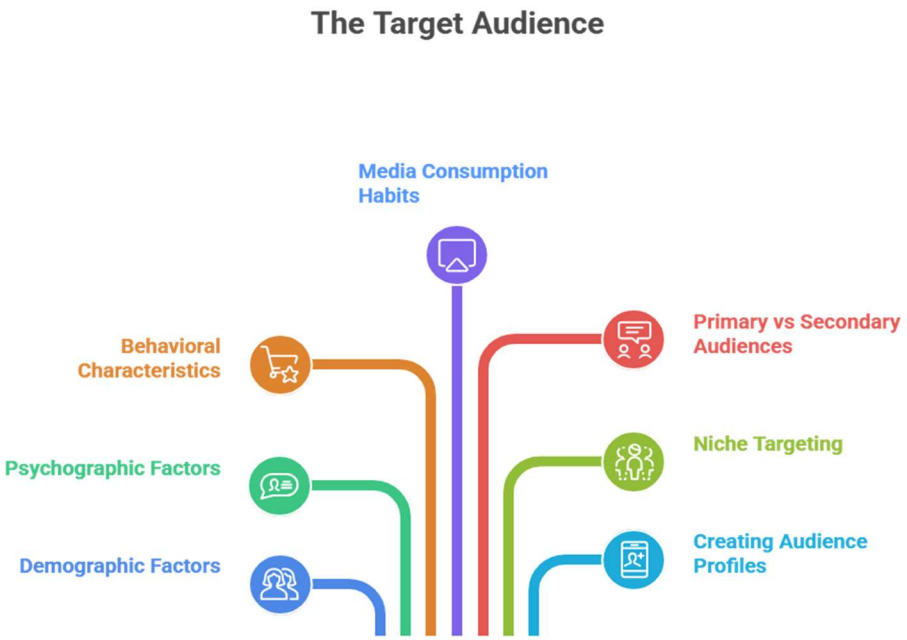

Figure.No.4.2.2

• Demographic Information: This is about peoples details like how old they're if they are a man or a woman how much money they make, what they do for work what they learned in school and how many people are in their family. For example ads for nice fitness equipment can be shown to people who are around middle age and have good jobs, with extra money to spend. These people are likely to buy luxury fitness equipment because they have the money to do so.

• Psychographics: Along with demographics we should also think about what people value and what they like to do. For example a brand that sells clothes in a way that's good for the earth could try to reach people who care about the earth and want to live in a way that does not hurt it. These people are called eco- consumers and they share the brands values about taking care of the earth. The brand can appeal to these people by showing them that they care about the things, like sustainability. Psychographics is, about understanding what people think is important and what they like to do, like their lifestyles and attitudes.

• Lifestyle: Lifestyle illustrates another aspect of consumer behavior in terms of usage, brand loyalty, benefits sought and willingness to buy. A brand, for example, may push loyalty rewards to heavy users while promoting promotions to light users.

• Customer's Media Consumption Habits: It is important to know where the target audience spends time. Youth campaigns may rely heavily on social media, while other age groups respond more to television or print.

• Primary Audience Above Secondary: For primary audience, who is most likely to buy the product, and secondary audience could be an influencer or a decision maker. For instance, when advertising children's products, it is frequently the parents who make the real decisions and they have become target number one for ads.

• Niche Focus: Sometimes a useful focus group is one from which everyone outside of it may feel alienated. For example, a vegan skincare brand might cater to a small sustainable niche of vegan consumers.

• Audience Profiling: Advertisers frequently develop precise profiles based on the target audience with a human element. This information is as much about behavior, pain points and ambitions as it is demography – so that campaigns can feel individualised and relatable.

Properly identifying who the target user is means that we can reach them with targeted-compliant messages, with the right ad placements and thus maximising ROI.

4.2.3 Brand Identity Strategy

Brand identity strategy is deciding on how a brand would like to be perceived by its audience. This encompasses all elements of your visual brand, plus messaging, voice and personality which make you recognizable in the marketplace.

• The Essence of the Brand: So what is at the heart of the Brand? It is what the Brand stands for. The Brand is what it is because of these things. They affect everything the Brand says. For example if the Brand is about being modern and new the Brand will always show the newest things in its advertisements. The Brand has to stay true to what the Brand's all, about.

• Visual Identity: This is what people see when they look at a brand. It is made up of things like logos, colors and fonts. When these things are used in the way every time people start to recognize the brand. For example when you see red and white you think of Coca-Cola. The Visual Identity of Coca-Cola is very strong because it always uses the colors. This is why people, over the world know the Visual Identity of Coca-Cola.

•. Voice: The way a brand talks to people is important. It is not about the pictures they use. The tone and voice of a brand also matter. For example a financial services brand,

like a bank should sound professional and serious. On the hand a brand that sells clothes to young people can be more casual and fun when they talk to their customers. This is because the tone and voice of a brand influences how people think about it. The tone and voice of a brand is what makes it sound like it is talking to you.

• Positioning and Differentiation: A brand identity strategy needs to show what makes the brand special. This can be because of the quality of the brand the history of the brand something that the brand offers or how the brand treats its customers. Positioning helps the customer understand why the brand is better than brands. The brand identity strategy is important for the brand because it helps the brand stand out from brands. The brand needs to have a brand identity strategy so that customers know what the brand is all, about and why the brand is unique.

• Messaging Consistency: The identity of a company needs to be the same. This means it should be the same in advertising on packaging and in all places where people see it as well as on the internet and when people talk to customer service. If the identity of a company is not clear it can be. Hurt the companys reputation. A good company cannot have sales with discounts and at the same time say it is a premium brand. The identity of the company needs to be consistent so people know what Messaging Consistency is, about which is the Messaging Consistency of the company.

• Emotional Connection: Great brand identities make people feel something. They tell stories that people can really identify with which helps to create a bond that lasts a lifetime. For example the Nike brand is about feeling empowered and successful and this really resonates with Nike on an emotional level whether you are a professional athlete or just a regular person like the average Joe Nike creates this emotional connection, with people.

• Peoples ideas about what they want from a company are always changing. So companies need to be able to change their identity strategies to keep up with what people think is important. If companies do not keep up with what people want they can seem fashioned or not relevant anymore. For example many companies have changed their brand to be more welcoming to everyone and to be kinder, to the earth. Companies are doing this because they want their brand to be something that people can trust and believe in. The brand needs to be able to adapt to what people want like being more inclusive and sustainable so that people will still want to do business with them.

A good brand identity strategy is really important. It helps a brand identity stand out from brand identities. This is how a brand identity builds trust with its customers and people become loyal, to the brand identity. The brand identity will still be remembered after a time.

"Activity: Building a Strategic Foundation"

Let's say you work in marketing for a new energy drink upstart launching into a saturated market. You will set three campaign goals—one based on informing, one persuading, and one reminding. Then describe the ideal customer in demographic and psychographic terms to whom the brand will be marketed. Finish up by summarizing the key brand identity components like values, tone and positioning. This exercise will show how the strategic decisions set the stage for a successful IMC campaign.

4.3 Consumer Insight & Account Planning

Modern IMC is underpinned by consumer insight and account planning. In advertising, the 'account planner' (usually in an agency) represents the voice of the consumer. Their role is to ensure that creative work remains true to what makes sense for consumers so there's no ignoring reality by treating campaigns as just something artistic. Taking what is known from the research and converting it into actionable strategies, planners take the authenticity of communication seriously. This incorporation of consumer insights into the design of communication is what separates powerful campaigns from the mediocre.

4.3.1 Understanding the Role of Account Planners

Account planning was created in 1960s and 70 s due to the increasing need for more consumer-centered advertising. While client services are the account managers who take care of smooth-running relationships and creative staff devoting their ideas to campaign, APs, as they're known in the business, straddle all three – simultaneously understanding consumers while being close to the client and talking about those experiences with creatives.

• Voice of the Consumer: People who plan things for companies make sure they listen to what the consumer has to say when they are planning a campaign. They look really closely at what the consumer's doing they talk to the consumer and they try to understand what the consumer likes and does not like. This way the Voice of the Consumer is heard and the campaigns sound like they are really coming from the consumer so the Voice of the Consumer is very important.

• Strategic Thinkers: These people do not just gather information they actually think about what it means for the brand. They look at the facts. Think about how they can help the brand stand out and get ahead of the competition. They think about how the brand's seen by people and how they can make it better. Strategic Thinkers see things in a way that helps the brand be different and have an advantage, over brands.

• Creative Attention Gatherers: The people who plan things give the team ideas and information about what is happening in the world. They think of ways to present messages, symbols and stories that people can really feel and connect with on a level and that is what Creative Attention Gatherers like planners do for Creative Attention Gatherers they help them understand the people they are trying to reach.

• The people in charge of the brand are like guardians. They make sure the brand is still well thought of after a time. Sometimes clients want to make a lot of sales away.. The people who plan for the brand have to find a way to make this work with the idea that the brand should be good for a long time. The brand should not be hurt just to make some money now. The planners want to make sure the brand is still good in the run. They work to make sure the brand is protected and that the brand is still valuable over time. The brand value is very important, to the brand.

• Measurement and Feedback: People who plan things also need to see if their ideas are working. They do this by measuring the impact of a campaign to find out if it met its goals. Then they use what they learned to make future campaigns better. They take the things they learned from the campaign and use that information to refine campaigns like the campaign they are working on and make it the best it can be so the next campaign is even better, than the last campaign.

Planners do this by combining these roles – ensuring that there are no gaps on which a campaign can fall, fusing analytical discipline and creative provocation.

4.3.2 How To Turn Consumer Insight Into A Communication Strategy

We need to turn consumer insight into a communication strategy. This means we have to use what we know about the consumer to make a plan for how we will talk to them. Turning consumer insight into a communication strategy is a part of making sure our message gets across to the consumer.

The consumer insight will help us make a communication strategy. We will use the consumer insight to figure out what to say to the consumer and how to say it. Turning consumer insight into a communication strategy is very important because it helps us make sure we are talking to the consumer in a way that they will understand.

We have to turn consumer insight into a communication strategy if we want to be successful. This is because the consumer insight gives us the information we need to make a plan for how we will communicate with the consumer. Turning consumer insight into a communication strategy is something we have to do. We have to make sure we are using the consumer insight in the way to make a good communication strategy. The consumer insight is very important, for turning it into a communication strategy.

Note: Consumer insights are also not about researching consumers. Consumer insights are not a number but they are about understanding what motivates consumers what makes them anxious and what they hope for or what pains they experience. Working with consumer insights can be very exciting it can be fast paced and sometimes it feels like being on the edge of your seat.. The thing, about consumer insights is that they are not easy to work with because the difficult part is figuring out how to use consumer insights to inform the development of creative ideas. Consumer insights are what make this process hard because consumer insights require a lot of work to understand how they can be used to create something.

• Finding the Main Idea: Insights are different from things we notice. For example we might notice that young people use their phones a lot.. An insight about mobile phones is that young people think of them as a big part of who they are and they like the freedom that mobile phones give them. This kind of insight about phones is what helps us make good decisions about what to do next, with mobile phones.

• Co-Creation of the Communication Challenge: We use insights to figure out the problems, with communication. For example if market research shows that people think green products are too expensive we can create a message that tells people these products are worth the money because they will save them money in the run. We can show them that green products are an investment. The Communication Challenge is to make people understand that green products are not just expensive. They are also a good value.

• Turning Insights Into the Big Idea: People who plan things come up with ideas that help them understand what the main goal of the campaign is. For example the people at Dove figured out that women want to see women in beauty ads so they made the Real Beauty campaign all about that. The main idea of the Real Beauty campaign was that women want beauty representation and this idea guided the whole thing. The people, at Dove used this idea to make all of their ads and marketing stuff work together.

• Message Framing: We can use insights to figure out the tone, language and visuals that work best. When people really care about trusting a company the Message Framing should focus on being open and honest in the way Message Framing communicates. This means Message Framing is all, about being transparent and authentic.

• Making Everything Work Together: Planners make sure they are giving people the information on every platform from old ways to new digital ways. The same thing that is true about the people who buy things has to be the basis of advertisements on television, Facebook. Events where people can experience things for themselves. This same idea, about the people who buy things has to be the foundation of television ads, Facebook. Marketing events where people can see and feel things.

When people who make plans figure out what works they take things that're hard to understand about what people like and turn them into plans for the people who make the advertisements. The planners take these consumer truths. Make them into directions that the creative people can use to make the advertisements. This helps the creative people know what to do to make advertisements. The planners are very good at taking things and making them simple so that everyone can understand what the consumer truths are and how to use them to make good plans, for the advertisements.

4.3.3 Collaboration Between Planners, Creatives, and Clients

International Marketing Cooperation is about people working together. And the account planners are the heart of International Marketing Cooperation. They are like a helper, between the clients, who want their business objectives served and the creative people, who need to feel some freedom to come up with ideas. When the clients and the creative people and the account planners all work together they make strong marketing campaigns.

• ground: Planners figure out what the research means and explain it in a way that clients and creatives can both get. This way the goals of the project are clear to everyone and the creativity is focused on what the project's trying to do. The planners make sure that the research insights are understood by the clients and the creatives so the goals are easy to see and the creativity has a purpose. The planners are like the middlemen they take the research. Make it simple for the clients and creatives to work together and that is the common ground, for the project.

• Creative Inspiration: People who come up with ideas, the creatives get inspiration from planners who give them facts things that are happening in the world and what people really want. This means that the things they make the campaigns are not just nice to look at but make sense and are well thought out. The creatives and the planners work together to make creative inspiration happen. The campaigns are good because of the creative inspiration, from the planners.

• Client Alignment: Clients often want to make a lot of sales away. The people who plan things make sure that happens and they also help make the brand look good. They tell clients to think about what the consumer wants. Sometimes the clients only care about selling their product. They want to talk about the product all the time of thinking about what the consumer needs. Client Alignment is important because clients need to know that the planners are working to help them sell their product, which's what Client Alignment is all, about.

• Conflict Resolution: Sometimes creative teams want to do something new and different but clients are not so sure and want to be careful. The planners help figure things out by looking at what consumers think and want and then they balance the risks with the potential benefits of the creative teams ideas. They make sure that the

decisions they make are based on what the consumers like so that everyone is happy with the result and the teams ideas are used in a way that is good, for the clients and the consumers by using consumer research to make good decisions.

• Feedback Loop: When a campaign is up and running the people in charge look at how it's doing and tell the clients and the people who made the ads what they think. This Feedback Loop is really important because it helps the people working on the campaign the planners and the creatives and the clients work together smoothly. The Feedback Loop is what makes the teamwork on the campaign get better and better over time. The Feedback Loop is key to making sure everyone is, on the page and that the campaign is the best it can be.

When we work together on campaigns they are consistent and really powerful. They are also relevant to what our clients expect from us and what our consumers want. This is what makes our campaigns so good. We make sure that our campaigns meet the expectations of our clients and the desires of our consumers, which's very important to us. Working together on campaigns is the key to making them consistent, powerful and relevant, to both our clients and consumers.

4.3.4 Building a Strong Brand Connection Through Insight

The goal of understanding what consumers want and planning for that is to make relationships between brands and people that last. When we plan things around what we know about consumers we can make a connection with people not just get them to notice us. This way people feel something, about the brand it is not something they see and forget. Brands and people can really connect on a level when we use what we know about consumers to guide our decisions.

• Emotional Importance: The findings show what emotions matter to customers. For example a brand that understands parents worry about their kids can make ads about trust and safety. This is because young parents care about trust and safety when it comes to their children so a brand that gets this can build a connection, with them.

• Identity Integration: Insights help us tell a story about our brand. If we think our customers like to express themselves then every time we make a campaign we should make sure it shows that we care about individuality. We should do this every time and on every platform where people see our brand so that people get an idea of what our brand is about. Our brand should always show that it values self-expression. That is what Identity Integration is all, about which is our brands insights.

• PersonalIZATION: Get into Personalization Insights. For example if we know that Gen Z wants things to be real brands may change their approach to use influencers who're more like ordinary people instead of using famous celebrities to promote their products.

This way brands can be more authentic and relatable to Gen Z, which's what PersonalIZATION is all about understanding what people, like Gen Z really want.

• Cultural Connection: You know some of the real stories come from cultural things like festivals, traditions and changes in society that really mean something. When a brands message is in line with these things it makes the brand seem more relevant to people. The brand becomes more connected, to the people because it understands the connection and what it really means to them and that is what makes the brands message more believable and relatable which is the cultural connection.

•. Advocacy: A company that really listens to what people're saying and uses that information to make good decisions is a company that builds Loyalty. When a company does this other consumers feel like they are being heard and that they are important so they tell their friends and family about the brand. They spread the word about the brand in their communities and networks and that helps to build a good reputation, for the Loyalty of the brand.

When brands use their insights in a good way they do not just focus on selling things to people. They actually build a connection with the people who buy from them. This connection is important because it helps brands create a feeling with their customers. The people who buy from these brands start to like and trust them. This is what we call equity. It is what helps brands do well for a time. Brands that have equity with their customers are the ones that people keep coming back to. They are the ones that people tell their friends and family about. This is how brands can be successful for a time by building a good relationship with their customers and creating emotional equity with them which is the key to long term success, for brands.

4.3.5 Real-World Examples of Insight-Driven Campaigns

There are a lot of campaigns that show how good ideas, when turned into plans for talking to people make advertisements that are really memorable and effective. These classic campaigns are an example of how insights can be used to create powerful advertisements that people remember for a long time. Classic campaigns, like these make advertisements that're either very memorable or very potent and sometimes they are both.

• Doves "Real Beauty" Campaign: The main point was that you did not see women in advertising because the beauty standards were not real. Dove noticed this. Decided not to use fake beauty pictures. Instead Dove focused on showing women who are different from each other. The Dove "Real Beauty" Campaign was seen by people in countries, including the "Meanthon" part and it helped Dove become a brand that really celebrates real beauty, which is what the Dove "Real Beauty" Campaign is all, about.

• Nikes "Just Do It" Campaign: People who buy things from Nike want to feel like they can do things and feel strong. They do not just want to be good at sports. The main idea is that everyone is an athlete in their way. So Nike started to change how people see them. Nike wants people to think they are a company that helps people feel good about what they can do not a company that makes clothes for sports. Nike is, about making people feel empowered and inspired by the Nike brand.

• Apples "Think Campaign: Apple knew that the people who used Apple products were people who liked new things they liked things that were creative and original. We did not know that people who bought Apple products wanted things that would let them be different from others. This advertising made Apple a symbol of trying things and loving things that are different. Apple became a company that people thought of when they thought of innovation and Apple became a company that people loved because it was different. The Apple "Think Different" Campaign was really good at showing people that Apple products were, for people who liked to be different and try things like Apple products.

• Coca-Cola "Share a Coke" : The idea behind this is that people want to feel like they have a connection with the things they buy like Coca-Cola. It is funny that people are looking for this connection in something that is made in amounts like Coca-Cola. When Coca-Cola put peoples names on bottles it made the drink feel special and personal to each person. This made people feel like they were a part of the Coca-Cola experience. Coca-Cola did a job of making people feel like they were important, to the company. The "Share a Coke" thing was a deal because it made Coca-Cola feel like it was made just for each person.

• Amuls famous campaigns in India are really something. What we can learn from them is that they are very relevant to our culture. The thing about Amul is that it has always been on peoples minds. It does this by taking news that's not very important and making it funny. Amul has been doing this for than 50 years and that is a really long time. Amuls campaigns are still very popular because they make us laugh and think about what's going on in the world. The key, to Amuls success is that it knows how to make Amul campaigns that people will talk about. Amul campaigns are a part of our culture and that is what makes them so special.

Both are case studies in the combination of learnings with actionable implications to make campaigns that become modern cultural phenomena and resonate strongly with their audiences.

4.4 Writing the Creative Brief

The creative brief is the document upon which any advertising or IMC campaign must be grounded. It provides a blueprint for creative development by converting strategic choices and consumer learning into specific instructions. Research and planning give you 'why' and 'who', the creative idea gives you 'what' and 'how'. There's a danger that creative execution will feel unsought, scattershot or off-strategy without a great brief to drive it. In reality, the creative brief encompasses strategy, insight and execution in one compact body of work.

4.4.1 Purpose and Importance of the Creative Brief

The creative brief is there to help focus and simplify the creative route. At the heart of it is to put all elements of marketing in alignment—essentially forcing everyone in the marketing campaign the copywriters, designers and strategists—to drive towards a common goal.

• Directional clarity: A brief cuts through the crap to identify and communicate what a campaign is targeting, who it's for and what we want. This is so that creatives don't misunderstand the strategic message and / or waste their time exploring the wrong area. Simple, isn't it?

• Ties Together Teams: It ties together the client side, planners and creative teams through a shared understanding around what the campaign is trying to accomplish.

• Time Savvy: Your brief will not be. Your precious hours will not go to waste. The brief is not the problem. Rather having to constantly revise the creative work under it because every single one of your Time Savvy first drafts meets the expectations of Time Savvy.

Bridge Between Strategy and Creativity: The goal is to take ideas from consumer research or brand strategy and put them into words that really inspire development. This is what makes creativity not something you do for fun but also a crucial part of understanding what people want. The Bridge Between Strategy and Creativity is important because it helps turn ideas into something that can really drive development.

• Multiple Media Campaigns: When we talk about Multiple Media Campaigns we have to think about all the channels that a campaign is going to use. The main goal of this is to make sure that the key message of Multiple Media Campaigns and the brand position stay the same no matter which channel Multiple Media Campaigns is using.

• Accountability and Evaluation: Setting goals is really important. This is because we can use these goals to see how we are doing. When we do not get the results we want we can use these goals to figure out what is going wrong, with the Accountability and Evaluation. We can see what we are missing. Try to do better with our Accountability and Evaluation.

There is no other document that can convert vague strategies into implementable and inspirational directive for communication -like the creative brief.

4.4.2 Key Components: Objective, Audience, Message, Tone, Deliverables

These elements of how to write a creative brief act together to form structure and clarity. There are different element, each with a distinctive mission to mold the results of that campaign.

• The target of the campaign is what the campaign is trying to do. The campaign is trying to accomplish something. This could be making people aware of the campaign getting people to buy things changing what people think or making people loyal to the campaign. The goals of the campaign should be easy to understand and achieve. The campaign goals should be specific. We should be able to measure them. The goals of the campaign should be something that the campaign can actually do. The goals of the campaign should be important to the campaign. The campaign goals should have a time limit. For example the target of the campaign is to boost the brand awareness, amongst millennials by 20 percent within six months. This target of the campaign is clear and easy to understand. The target of the campaign is something that the campaign is trying to accomplish which's to boost the brand awareness amongst urban millennials.

• Audience: Finding the right people to talk to is really important. We need to think about who these people're. This can be things like how old they're how much money they make and if they are a man or a woman. We also need to think about what they like to do what they think's important and how they live their lives.. We have to think about how they buy things and if they keep coming back to the same places. We can make a list of what our audience is, like. Sometimes we even give them a name and a story to make it feel more real. We do this with something called audience profiles and personas. The audience profiles help us understand the audience and the personas help us remember that the audience is made up of people like the people we know.

• Message: What is the main story that the campaign needs to tell? This is what the customer wants to know: "What is in it for me?" The message of the campaign should be easy to understand, to the point and really grab your attention. Sometimes the best messages are the ones that're short and sweet. The campaign message is what tells the customer what they get out of it.

• Tone: This is how the message is conveyed. It can be funny, serious or casual. The tone of the message should be the same as the personality of the brand. What the people you want to reach like. For example a financial services brand is usually professional. On the hand a youth fashion brand might use humor and be more fun. The tone is like

the way the brand talks to people. A financial services brand talks in a tone because that is what people expect from them. A youth fashion brand talks, in a tone because that is what young people like.

• Deliverables: This is where you say what you want to get from a project. You might want things, like TV commercials, print ads, social media content, websites or events that people can attend. The Deliverables are important because they tell the people what they need to make so they do not waste time and the company does not waste money on things that are not needed. The Deliverables make sure everyone knows what the project needs, like media content and websites so they can focus on making those things.

• Support Information: When we are making a brief we need to have some information to back up the main idea. This can include things like what's going on with our competitors what has happened with the brand in the past information about our customers and some key facts that support what we are trying to say. The customer information is important because it helps us understand why it makes sense to group our audience in ways. We use this information to make our message stronger. The brand history and competitive situation are also parts of the support information, for the brief.

When the parts of these systems are more explicitly laid out, creatives can create something that's both moving and strategically on point.

4.4.3 Aligning Brief with Brand Strategy and Research

• On-brand The brief should be in-line with the brand position already established. If a brand wants to be seen as innovative, for example, then the latter type of brief needs to help creatives plan campaigns that celebrate innovation and not throw consumers off track by featuring unrelated talking points.

Brand Identity: Objectives, tone and message in the brief should communicate through brand visual and verbal identity. Misaligned briefs can be very harmful to brand equity.

• Long Term and Short Term: Because campaigns can be designed to achieve short-term results such as increasing sales, the brief should not neglect long-term brand-building goals. Balance must be maintained between the immediate impact and the long-lasting identity when it comes to daring architecture.

• Cross-Channel Integration: In IMC, a campaign is spread across platforms. The brief should make certain that messages are consistent across channels and that they fit the strength of individual channels. For instance, it may be possible to tell the same story on TV and engage interactively on social media.

- Client and Creative Buy-In: A brief isn't strong unless the clients sign off on it as an accurate representation of their strategy and the creatives find it motivating.

4.4.4 Tips for Writing Clear and Inspiring Briefs

The creative brief is really important. We need to write one that inspires people and is also accurate. If the brief is confusing it does not help. A good creative brief motivates the teams to do work. The creative brief should be easy to understand so people know what to do. A good creative brief is one that makes people want to work and do their best on the project. The creative brief is the key to getting results, from the teams.

• Keep It Simple: The thing about briefs is that they should be short and get straight to the point. They should only have the stuff in them. If briefs are too long and have many words they will not motivate people they will just make things worse. Briefs, like this are not good because they are boring and hard to read. Briefs should be short and easy to understand that is what makes them good.

• Speak Consumer: Briefs should say what the consumers really think and say, not use words that nobody understands. This means the people making the ads are actually talking to people like the consumers and finding out what the consumers think.

To be single minded is really important. A brief should focus on one thing: what is the core message that we want to make people understand and care about. If we try to do many things at the same time the message of the brief will not be as strong. This is because trying to do many different things at once will water down the impact of the core message that we want to breathe life into.

• Making Things Happen With Ideas: A good brief should do more than just give facts. It should also include things that make people feel something or remind them of something they know from their culture. This can really help get the creative process started. For example knowing what people hope for can be a help when coming up with a story to tell. The brief should inspire creativity. Make people think about the consumer and what they want. Creativity is what makes things interesting and this is what a good brief should do it should inspire creativity.

• Define Your Deliverables: You need to say what you want Creative to do. This means telling them what formats to use, when thingsre due and what the final product should look like. Creative should have no doubts about what you're expecting from them. You want Creative to be completely sure and clear, about what you want Creative to deliver.

When we work together the planner and the creative team should be involved at every step of writing the brief. This way we can make sure that the brief is strategically correct and also really inspiring. We need to make sure that the planner and the creative team

are always working together to get the results. The brief should be something that the planner and the creative team're both happy, with.

• When we think about what something should look like it is really helpful to have some pictures or examples to look at. Things, like mood boards or design ideas can give us a sense of the style we are going for. We can also look at what our competitorsre doing with their visuals to get some ideas. All of these inputs can help us figure out the look and feel of our design and what visuals will work best for it.

• Test for Understanding: Share the brief with someone who's not, on your team. If they understand your idea immediately that is a good sign that your brief is clear and you can start writing some creative work with the brief. The brief should be easy to understand so that you can write some work based on the brief.

The thing that is in a brief is a sign of how good the work's. This work can get you more, than praise. So it is very important that the brief is easy to understand. It should also be inspiring to people who read it. The brief is a deal because it shows the quality of the work that you do.

4.4.5 Reviewing and Evaluating a Creative Brief

A creative brief is not something that you just leave on a shelf. You need to look at it and think about it carefully. This helps you make sure everyone is, on the page and that the creative work is going to be good. When you review and assess the brief it gives you a sense of direction and it helps you get the results you want before the creative work is even finished.

Cross-Team Review: Every single client, all the planners and the creative leads should review the brief. They need to make sure that the objectives of the Cross-Team Review, the insights and the expectations are all aligned with the Cross-Team Review. If there are any problems, with the Cross-Team Review it is better to find them early. This way the Cross-Team Review can save time and resources on.

• Compare with Research: Briefs should be looked at next to what people have found out from consumer research to make sure they are correct. If it takes long to get information to the brief the work on the briefs by the people doing the research and the people using the briefs like the briefs themselves can be totally useless because the briefs are not based on the latest information, from the consumer research.

Consistency with Brand Strategy is very important. Before we even look at what a client wants we need to know what our brand is, about. This means we have to figure out our brand positioning the tone we want to use and what we want to achieve in the run. These things need to be clear. If our brand says one thing and does another people will get confused. That will hurt our brand. Brand perception will suffer if we do not have a plan. Our Brand Strategy needs to be solid so that our brand is seen in a way.

• The main goal is to make sure objectives are feasible. Objectives should be something that people can really achieve with the time and resources they have. If the goals are too high it can be really discouraging for teams. Ultimately make the whole project fail. Objectives like this can make people feel tired and hopeless which is not what you want when you are working on a project, with objectives.

Clarity and simplicity are very important. Reviewers need to think about whether the summary's clear and easy to understand. If the main point of the summary is hard to find because it is too complicated then you should make some changes, to the summary. You should take this seriously and make sure the summary is clear and simple.

• Inspiratory Factor: Briefs should be true. They should also be inspiring. The main thing is that the creative team feels energized and excited when they read the briefs. If the briefs are really inspiring the creative team will be excited to work on the project after they read the briefs.

• Feedback Loop: After the campaign is over go back, to the plans and see if they really helped you get a good outcome. What you learn from this will make your future plans better. This way the campaign feedback loop really helps the campaign feedback loop to get better next time.

Reviewing the job helps creative briefs do what they are meant to do — keep doing their job as de facto dynamic, living reference documents for all things necessary in order to communicate effectively.

4.5 Summary

❖ Top-down and bottom-up research contributes different but complementary information for strategy founding.

❖ Account planners are the consumer advocate in advertising and keep it real by suggesting what audience wants to hear.

❖ Insights are not observations; they are insights that give us clues to really get into a consumer and to use the motivation for communication.

❖ Planners who work in conjunction with creatives and clients effectively balance strategic objectives and creative delivery.

❖ Consumer insights lead to emotional connections and long-term brand devotion.

❖ Creative Briefs Clarify & Inspire Campaigns doitwitharing.com Creative brief teaser Describe the brand and competing products.

❖ A good creative brief contains objectives, audience description, the message needed, tone and deliverables.

❖ Briefs should be in line with brand strategy and research for a consistent approach.

❖ Looming through briefs to see everything is correct, possible and inspiring before the campaigns go live.

❖ Insight-led campaigns like Dove's 'Real Beauty' or Nike's 'Just Do It', illustrate the impact of consumer-centric planning.

❖ Successful IMC involves integrating research and insight, planning, creative brief development into a single strategic line.

4.6 Key Terms

Strategic Research -- The collection and dissection of information for making IMC decisions.

Account Planner – The 'voice of the consumer' in ad agencies who links account management and creative.

Consumer Insight – A richer understanding into why consumers behave in a certain way or what they need.

Report – A statement of fact that describes consumer behaviour and does not infer motivation.

Creative Brief – A document that turns strategy into workable creative orientations.

Campaign Objective -The communication objective that a campaign wants to accomplish, typically involving informing or persuading.

Target Market – The specific audience segment to whom the brand message is more likely than not to reach and be followed by a response.

Tone of Voice – The attitude or character in which a brand communicates.

Deliverables — The items expected from a campaign, such as ads, videos or posts.

Partnership – Planners, clients and creatives working together to link strategy with action.

Consumer Insight Campaign: A campaign based on some sort of human truth that inform the communications strategies.

Repositioning – Changing brand perception according to changes in consumers preferences or market.

4.7 Descriptive Questions

Illustrate the function of account planning in advertising and the significance in consumer-oriented campaigns.

Distinguish between observations and consumer insights, provide examples.

Explain the process by which consumer insights are transformed into communication strategies for IMC.

Explain how important the relationship is between you, planners, creatives and client in building a campaign.

What are the essentials of any good ad creative brief, and why?

How will ensuring the creative brief is aligned to brand strategy and research enhance what you get out of your campaign?

Talk about actual consumer insight-led campaigns in the real world and their effect on brand reputation.

How do you weigh up the significance of reading and assessing a creative brief before developing the work?

4.8 References

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4.9 Case Study

Insight-Driven Transformation of Brand Connect

Background

Brand Connect, a mid-segment technology company which caters to budget smartphones targeted at emerging markets. While initially profitable by selling at a price point below that of its competitors, the company experienced shrinking sales as new entrants came into the industry. Its rivals had more features, svelter designs and better usp. Brand Connect quickly became synonymous with cheap, out-of-date products in the eyes of consumers. The agency knew it had to change how it communicated and reinvent itself through consumer insight, account planning.

Issue 1: Consumer Insights discovery Issues for which insights have been sought Godin, (2002) even examines why good ideas are harder to sell and explains that an idea should not simply be "to the right people".

However, research revealed that Brand Connect's consumers did not need only affordability. They wanted their own smartphones, one that is 'aspirational' -- stylish and functional to help in shaping their individuality. There was also one reason why Brand Connect phones were stigmatised, young people hated carrying them around as a result of a design that wasn't appealing and brand value.

Solution

The insight was reframed by the account planning team as: "Young consumers want smartphones that express who they are, while still being affordable." This astute realization also shifted the messaging from "cheap phones" to "affordable style and performance." Empowerment and self-expression were also key themes of campaigns, which positioned Brand Connect as the brand that let young consumers "stay connected without compromise."

Issue 2: Turning Informed Decisions into Strategy and a Creative Brief

The creative team still only knew one thing: it had to avoid such generic ads of affordability that many companies are now running, showing average people prizing discount and price comparison above all else. This would have risked perpetuating Brand Connect as an outdated brand.

Solution

Thel creative brief was created to ensure all stakeholders were on the same page.

• Objective: Re-position Brand Connect as a fashionable, reasonable option for youth with aspirations.

• Who it's for: Urban and semi-urban millennials looking for a cheap smartphone with just the right amount of swag.

• Message: “Smart looks. Smart price. Smart you.”

• Tone: Youthful, confident, and aspirational.

• Deliverables: Social media campaigns, influencer partnerships and short-form video ads.

The brief was both a roadmap and inspiration, guiding creatives to focus on empowerment and identity, not on discounts.

Problem 3: Forming Brand Connection through Cooperation

Clients were hesitant to make the shift from a price-focused strategy at first, distrusting they would lose their budget-based users. The creative team aimed to push forward with design ideas that felt risky.

Solution

The planner allowed them to work together by producing consumer research which demonstrated aspirational identity was a bigger driver than price. The compromise that worked: ads focused on stylishness of the offerings but with a little bit of murmuring about affordability. Influencer collaborations featuring personable youth voices helped to maintain the aspirational personality without alienating its customers base.

Reflective Questions

How did you use consumer insights to address the gap that existed in your first wave of communication?

How did the creative brief reflected brand strategy and consumers expectation?

Why were planners, creatives and clients working together key to a campaign’s success?

What would be the risks for Brand Connect if it built its brand solely around affordability, neglecting consumer aspirations?

How could further study and sharpening of Brand Connect fortify its longer-term position?

Conclusion

The Brand Connect case illustrates that through strategic research and consumer insights substantial changes in IMC campaigns can be achieved. The brand left behind concerns about affordability, and instead repositioned itself as trendy yet aspirational, without letting go of its value proposition. The crucial task of the creative brief was to ensure that objectives, audience, message and tone were all in alignment. The collaboration of planners, creatives and our client kept the campaign on track between "big idea" and marketplace. This case serves as a good reminder that IMC involves the interdependence of insight, strategy, creativity and execution for building sustainable consumer relationships.

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Unit 5: Message Strategy & Creativity

Learning objectives:

1. Explain different creative approaches and message appeals used in advertising and analyze how they influence consumer response.

2. Identify challenges in promotional writing and copywriting and demonstrate strategies for crafting persuasive and impactful messages.

3. Describe the fundamentals of visual communication and evaluate how design elements contribute to message clarity and brand identity.

4. Assess the effectiveness of creative executions using established criteria and research-based evaluation methods.

5. Integrate message appeals, copywriting, and visuals to design coherent and compelling advertising campaigns.

6. Critically examine real-world campaigns to understand the role of creativity in driving brand communication effectiveness.

7. Apply theoretical concepts of creative strategy to develop and evaluate their own creative advertising messages across different media.

Content

5.0 Introductory caselet

5.1 Creative Approaches and Message Appeals

5.2 Promotional Writing and Copywriting Challenges

5.3 Visual Communication Basics

5.4 Evaluating Creative Effectiveness

5.5 Summary

5.6 Key Terms

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5.0 Introductory Caselet

"Making Creativity: The Case of Breeze Cola"

Breeze Cola, a recent arrival to the Indian soft drink market, sought to bust into a space that had long been monopolized by giant global brands. To compete fairly on price or distribution didn't work and the company instead decided to use creative communication in order to drive awareness as well as emotional connection.

The marketing department did some research and discovered that younger consumers were looking for brands that not only hydrated, but tapped into their personal identity and urban lifestyle. Breeze Cola chose to create a point of difference with message appeals that stress fun, friendship, and being together. Their tagline, 'Open fun, open breeze' suggested the drink was for leisure times.

The promotional writing by the brand was talking funny and witty, and copywriters had to come up with puns short enough for digital but memorable as a global tagline.

The focus was on bright colour, rapid fire edit & youthful energy– all things that appeal to the target audiences.

In order to measure its effectiveness, the company looked at success metrics, including engagement rates on social media, brand recall surveys and an increase in sales in the markets in which it ran. In three months, there was a tangible increase in Breeze Cola's brand recognition— not through spending massive amounts of money, but by taking a creative edge vis-à-vis consumer knowledge.

This case shows us that "creativity" in advertising, whether it comes via appeals, writing or visuals is not just to be noticed but to make sense of and connect with on an emotional level.

Critical Thinking Question

Should Breeze Cola further extends its campaign to the semi-urban and rural market, how should it modify the creative appeal, copywriting style and visuals of its commercials in order to be effective amidst a different cultural milieu.

5.1 Creative Approaches and Message Appeals

At the heart of Integrated Marketing Communication (IMC) is creativity. Theoretically, directing is informed by research and planning; creatively however is how messages

will engage people's interest, compel emotion, and stimulate consumer activity. At the core of creation in IMC is message strategy/ appeals— how a brand elects to communicate with its target market. Message appeals translate abstract strategies into emotive communication that speaks to consumers, by being instruments for directing tone, content and style of a campaign.

5.1.1 Definition and Role of Message Strategy in IMC

Message strategy: The strategic plan behind what the brand wants to say and how it will convey this information. It is the workhorse of creativity in action, the thing that makes campaigns have meaning rather than merely be art for art's sake.

• Purpose: Why you want to achieve it- A message strategy outlines why a communication is undertaken. Information, persuasion and reminder are three of the objectives for what creativity can do, and strategy ensures they all link together when we're speaking from a message level. For example: The information of a new product, the emotion of a brand.

• Media Integration: IMC Focuses on media integration. A strong messaging strategy ensires that the brand voice is continued across TV, print, digital and outdoor media. The customer sees a single brand regardless of channel.

• Link of P9 from Brands & Consumers: It's toolkit is to be used with brand located in consumer minds. If discovery is how it will build its reputation as a hot new brand, a communications strategy will make sure that every campaign has an element of discovery to it in consumer-friendly terms.

• Differentiating in a Crowded Market: Especially if you are entering a crowded space, you need an edge. They are centered on the message: What is it that makes a brand distinctive — even if that's value, quality or an emotionally resonant message — not just within its category but across categories.

Basis for Creativity: Creativity is the output of imagination and these message strategies act as a form of concentrate. They also provide a starting place for creative teams so all ideas don't just appear out of nowhere, but can be rooted in what's built all the way up to end game!"

• Measurement: In most cases, you can Plan your Measurement and Evaluation (Outcomes vs Goal). Heck, you might even try to calibrate your way there if you miss the mark of where you want awareness or persuasion.

In fact, message strategy actually serves a dual purpose – it provides direction for the creative process and makes certain that creativity is integrated with the overall marketing objectives for brands.

5.1.2 Types of Message Appeals: Emotional, Rational, Moral, Humor

Message appeals are the tactics through which you reach your consumers. They make appeals to emotions, logic or values in order to shape behavior. Different appeals function well for various products, audiences, and contexts.

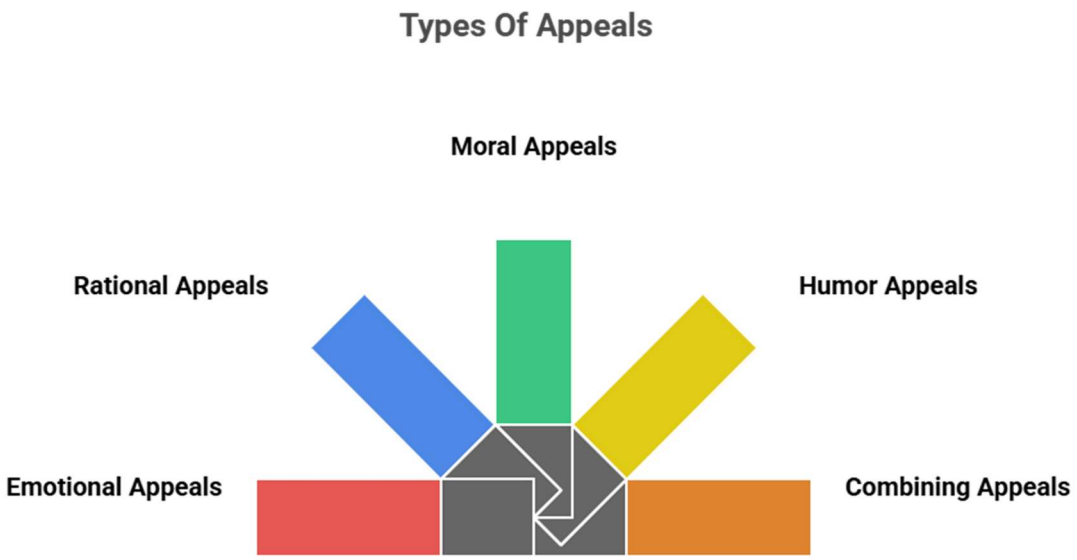

Figure.No.5.1.2

• Emotional Appeals: This Branding Strategy places emphasis on customers' emotions, and seeks to forge more emotional ties with the brand. Typical feelings are depicted, such as love, joy, fear, pride and homesickness.

For instance, insurance companies employs fear appeals to convey financial security and chocolate brand tend use love or joy. Emotive appeals leave you with memory and loyalty to someone else's brand.

• Logical Appeals: The so called rational appeals, also known as informational appeals offer logical reasons to buy a product. They try to sell with features, or benefits, or price, with quality. For instance, laptop ads would concentrate on battery life, speed and storage. Logical appeals work best with high-involvement products, where consumers are choosing among request a competitive bids.

• Ethical Appeals: Ethical appeals exploit our sense of what is right and wrong in order to persuade us that someone's conduct is ethical, responsible, or socially desirable, or to discourage us from doing something that someone else believes is unethical o immoral. When you see ads that:You are seeing moral appeals at work. Consumers

from Generation Z and Millennials feel the connection, they prefer to purchase with a statement of social responsibility.

• Jokes: Humor Pleas Poets and writers use humor for entertainment as well as a message. It cuts through advertising clutter and leaves you remembering the campaign. For instance, you will find a lot of food and beverage brands leverage quirky fun to be more appealing to younger audiences. But humor needs be handled with sensitivity – it cannot take away from the main message or insult cultural beliefs.

• Blended Appeals: A number of campaigns blend appeals. For instance, a green detergent ad can use rational appeals (deep cleansing) and moral appeals (environment protection) at the same time.

The effectiveness of appeals is contingent largely on their fit with consumer needs, product category, and socio-cultural context.

5.1.3 Message Framing: Positive vs Negative Appeals

Message framing is the manner in which information is conveyed with an intention to persuade consumers' attitude. It consists in drawing attention on either the positive sides of taking action (positive framing) or the negative ones of not doing it (negative When it comes to framing both ways can be effective. However you really need to think about the audience and the situation you are, in. Framing is important. Both methods of framing can work, but it is crucial to consider the audience and context of the framing.

• Credit: It is the Positive Frame – This saying is all about what you gain from choosing the brand. The brand is talking about the things, the things that are beneficial and the things that you want. For example an ad for a skincare product might say: "You will have glowing skin in two weeks." The Positive Frame is trying to get you to do something by showing you what you can achieve. The brand wants you to think about the outcome you can get from using their product like the skincare product that gives you glowing skin. This is what the Positive Frame is about it is, about the brand showing you the good things you can get from them.

When we talk about Frames of Negativity we are talking about a strategy. This strategy is used to tell people about the things that can happen if they do not choose a brand. It is also used to tell people about the dangers of not doing something. Frames of Negativity makes us think about what might go wrong if we do not do something.

For example an advertisement, for insurance might say "Without insurance your family could face uncertainty." This is an example of Frames of Negativity. It uses the fear of something happening to make us want to buy insurance. Frames of Negativity plays on our fears and worries making us want to prevent things from happening. Frames of

Negativity is a way to get people to do something by telling them about the things that can happen if they do not do it.

• When we think about how people buy things we see that positive messages work well for products that're fun, like luxury items. On the hand negative messages are more effective for things like health and safety services or financial services where people are trying to avoid risks. This is because people are more careful when they think something might hurt them like with health and safety or cost them a lot of money like, with services.

• Balance and Ethics: Using much negative framing can actually be bad it scares people without giving them anything to be hopeful about.. Is there a balance of like ethical advertising or does it just try to scare people? It is not about watching something on TV that makes you feel scared it is also about showing people a good solution. So people can. Do things that make them feel strong and in control instead of feeling like they are being manipulated by Balance and Ethics in advertising. Balance and Ethics should be, about giving people a way not just making them feel bad and that is what people need to think about when they are talking about Balance and Ethics.

• Cultural Sensitivity: Different cultures are more likely to respond to aspirational/optimistic versus cautionary messages. The framing of an issue has to appeal to a cultural value, or the natural response is resistance.

• Applicability to different media: Positive framing is commonly used in imagery (for example, before/after effects) and negative framing in explicit communication, like public service announcements.

5.1.4 Unique Selling Proposition (USP) and Brand Personality

• Unique Selling Proposition (USP): The USP is the defining feature of a product that differentiates it from its competitors. It's that promise that responds to the consumer question: "Why should I choose this over all other choices?"

brand?" For instance, the USP for M&M's is "melts in your mouth, not in your hand."

USP Clarity: Your USP must be clear for consumers to understand and believe in it. And exaggerated or too generalized claims weaken efficacy. In other words, a strong USP focuses on benefits that are important and meaningful to the audience.

• Development of USP: In contemporary IMC, USPs have expanded beyond comparative advantages to encompass perceptual and emotional aspects. Apple USP for instance isn't just about how it's different but on innovative, creativity and lifestyle.

• Brand Personality: It is a specific type of human characteristics that are attributed to a brand. A brand can be thought of as sophisticated, young, robust or friendly. Brand

personality makes consumer develop strong sentimental relationship, which are usually intertwined with their self-concept.

• Aligning USP and Personality: Successful communication is the one which aligns USP with brand personality. For instance, Harley-Davidson rides on its USP of strong motorcycles that goes hand in hand with the tough and rebellious brand personality.

• IMC Role: It is in the maintenance of USP, attitude and character that achieves consistency between campaigns. From social media to the tube, it's the same brand promise and person taking action; thus perpetuating consumer confidence.

• Differentiation – It's the bizarre, and not-so-secret-baggage of branding that a good USP in crowded sectors will help establish whose wallet a product sits in.

When USP meets brand personality (emotional appeal), brands are made that really stand out.

5.1.5 Integrating Message Appeals with Target Audience Insights

An appeal to an effective or ineffective message is only as strong as it gains the audience perspective. The decision on which appeals to run, the framing and the strategy behind them are informed by consumer data.

• Why They Do It: A new explanation — why we do what we do. For example, say you've learned that urban professionals in their 20's and 30s are into convenience, & status – this helps you to craft a message around saving time w/ aspirational messages.

• Segmented Appeals: Let's face it, segments react in different ways. An up-market perfume name might even try to approach the high income sector purely on an emotional, aspirational basis at least (an appeal from a rational position of value pain can be made successfully to the middle-income consumer bases).

Cultural stipulation: No petition should offend cultural norms and values. Comedy that lands in one culture can fail miserably elsewhere. Intelligence and the defence of cultural integrity in global campaigns.

• Psychographic Match – Appeals should be in sync with how consumers live and what they believe. Morally framed appeals are found to be more effective for consumers who have a strong sense of ethical consumerism than price-based appeals.

• Register Media Use: Examine the media businesses to time the messages right across forms of media. In the digital condition, they might be more inclined to use humor as a justification-based appeal as opposed to in print, where you just justify based on reason appeals.

• Brand Alignment: Guidance on what appeals are “on brand” based on audience insights; with a luxury brand tactful rationals against heavy discount driven appeals is consistent to its positioning.

• Test and Learn: Pre-test appeals with focus groups of consumers to ensure they resonate before launching the full platform. It is feedback that ensures your tone, message and delivery are 100 percent perfect.

The more your messages align with consumers state of mind (SOI) in Insight, the more relevance, connection and punch they will deliver to your messaging.

Writing: Sales Writing and Copywriting - Challenges of the Promotion5.2

Adverting one is the back bone of promotional writing. The visuals shock you in, though the words are gonna tell you all what they need to win ’em over. The art of copywriting Writing good copy is a craft, and the best copy does this in a creative way with very little words ...the skill of turning consumer insights into powerful messages. It’s not enough just to be a great writer – you have to have the voice that gets attention, rains down brand with consumer want and most importantly- drives to action. Let’s face it, it ain’t easy being a copywriter – high competition levels, low attention spans and the moral high ground. Knowing what not to do and why bad copy happens, varieties of copy, media specific tactics and getting out at strategic places is how the wars keep fighting.

5.2.1 What Makes for Good Ad Copy?

Shucks and jeez, something is getting lost in translation.Good ad copy isn't just WORDS... it's crafting strong persuasive communication with impact. good writing is artful..creative and easy, because that’s what good writing is... the delicate balance of impactful AND memorable while being actionable for a brand.

• Textual clarity: Words must be clear for straightforward sentence use and for production. Sdoc’s consumer is the "everyman." Consumers are overwhelmed and it's overload if content is just too much to consume we surmise. Nike’s “Just Do It,” for example, is brief, clear and immediately unforgettable.

• Brevity: If good copy is nothing more than a scaled-down message. And for advertising, the objective is to convey a grand concept as quickly and succinctly as one can. Sometimes there’s not space on space-crunched media — a banner, a tweet — to pen an elaborate explanation.

• Relevance: Your message should be as relevant to your customer’s need, want or pain. Sensibility itself has determined the emotional or logical answer; and, of course, the message is in order to self-conscious identification. For example, the banking/financial services ads typically emphasize safety, security and trust by appealing to consumer’s fears.

• Persuasion: Great copy persuades readers to take next steps. Strong dictates, benefit-driven copy, and persuasive language are what work.

• Brand voice/ brand sound: A tone for what a brand sounds like / how it feels to interact with its personality. To be sure, there is no one-size-fits-all copy: Copy for a luxury brand should sound sophisticated; that for a youth-oriented brand may have an impish voice.

• Memorable: Effective advertising copy is memorable to the reader. Bust a Rhyme: Satan vs rhyme All for how the human mind just seem to click when it is on, it really gives business and product name that good distinction in the over flowed market.

• Authoritative: Good copy falls between hype and dreariness, is direct, and has transparency. Credibilty creates a loyal consumer fans and eliminates doubts.

So, then, what is good copywriting…? A tightrope walk between clarity and creativity that aims at a reader in order to persuade them of an argument they can't (or don't particularly want to) resist, you come from a good place.

5.2.2 Copy Types: Headline, Body copy, Tag line, Call for action

• The headline: The first thing the customer will notice. To that end it's written to mystify and tantalize. The best headlines are short, snappy and promise value. Take L'Oréal's "Because You're Worth It," which is all about self-worth.

Body Copy: Add more detail as needed to describe your product or its features, benefits or stories. Here, your body copy adds depth and enables your reader to move from interested to take action. It's a mix of rational appeal (facts and benefits) and emotional appeal (feelings and aspirations).

• Tagline: This can be a short phrase that reflects brand character and promise throughout history. It is also bigger than any particular campaign and becomes in itself a brand product. For instance, Coca-Cola's "Taste the Feeling" is not about taste but rather universal sentiments associated with its product.

CTA: The CTA informs your customer what you want them to do next ("Buy Now", "Sign Up," or "Learn More"). JCTAs should be simple, urgent, and focused on campaign aim goals.

• Subheads and Subcaptions: Secondary elements that organize and explain, subheads and subcaptions serve to assist readers in navigating their way through the ad and reinforce key points.

All three copy blocks should be working together to move your reader from awareness, through interest and into action.

5.2.3 Writing for Different Media: Print, TV, Radio, Digital

The art and science of copywriting Tell me a story Copywriting: it's not what you say, but how you tell 'em 5. There is one question that can be answered only negatively, for there is no possible "one size fits all"... way of doing things without that somehow being disastrous.

• Publications magazines: Publications provide the possibility to present detailed information. Body copy has a bigger part than in other media. Readers want clarity and well-implemented arguments; they also want engaging headlines. Print copy must be visually incorporated with layout and design as well.

• Television: TV, includes both audio and visual. Copy needs to work against visuals and be brief enough to fit in seconds. Slogans, conversations, and a voiceover must all be compelling in order to stick in our minds. Storytelling often dominates TV copywriting.

• Radio: Using audio only means that there is more emphasis on sound, tone and rhythm in the copy. Repetition, jingles and a heavy voiceover ensure retention. With no visuals to rely on, copy must inspire a mental painting of its scene.

• Digital Copy: A digital copy is simple and easy to understand. It is short. It changes a lot. AP online: You are learning how to write in a way that's short and creative for the internet like for Facebook or a website. Digital copy like this needs to be good at getting people to do something. It has things like buttons that say "click here" and special words that help people find it. The digital copy also needs to feel like it is talking to you because it is talking to a lot of different people at the same time like people who are different ages or have different interests. Digital copy is very important for mediums, like websites and social media because it needs to speak to many different people and it needs to be short and easy to understand like a digital copy should be.

• Outdoor Advertising: When you see billboards or transit ads you only look at them for a seconds. So the words on Outdoor Advertising need to be very short and straight, to the point. Outdoor Advertising usually just has a headline and a tagline that is all.

Each channel has distinct writing styles, but all belong to the same brand voice and message strategy when ensuring dependability.

5.2.4 Challenges Addressed: Clutter, Attention, Tone Matching

Copywriters also deal with a lot of challenges that may be holding them back. These pressures are also refractive of what has gone down with markets, the media and the consumer.

• Advertising Saturation: On TV, digital and outdoor alone, thousands of messages are delivered daily to consumers. Cutting through all that noise requires some creativity and ingenuity. And there is also noise: smaller headlines can be punchier and catch the eye.

• Distracted: In the digital era people are more scatterbrained. In other words, copywriters have to write messages that hook from the start. Summary, appearance and hook are all super on-point to get people interested.

• Same Tone: It's difficult to nail the tone on all of them, in part because they're often deployed as part of a broader marketing campaign. Whether it's social media or TV and print, copy has to sound like it's coming from the brand. Contrasting tones frustrate the audience and weaken brand messaging.

• Tension Between Clarity and Creativity: It's clear and creative, it doesn't all have to happen at the same time in the words. It's the job of those copywriters to determine where between Imagination and Clarity falls "right."

• Playing to a Global Audience: Campaigns that are running in other countries must navigate cultural considerations, translation challenges and disparate senses of humor or morality. What is successful in one culture can be unsuccessful in another.

• A Belief in Winning: Never has there been more suspicion of advertising among modern consumers. Copy needs to stop being so hypey and turn toward authenticity, transparency.

It's the way that copywriters can ensure their message will be seen over and above all of that noisy, crowded 'real estate.'

5.2.5 Legal and moral consideration in AD content

Copywriters also have a responsibility to not spill any of the beans on anything that would be considered a criminal act (and they should take care of the consumer's health and happiness in good faith, too). That's because we have agreed-upon norms for the promotion of equality, truth and responsibility in communication.

• Truth and accuracy: There may be no way for copy to contain 145false, misleading. And overselling the powers of products can lead to a backlash, if not lawsuits.

• Comparative advertising: Comparing oneself with another company can work, so long as it is not misleading or defamatory. Comparison claims must be evidence-based.

• Protecting the Weak: We need to be careful when it comes to children and other people who are not strong. We should not make products that take advantage of them. When we write about these products we should be kind. Not use mean words that make fun of people or make them feel bad. Protecting the Weak is very important so we must

make sure our products and words are gentle and do not hurt the weak, like children or other weak people.

• Respect for Customs at the Site of Action: When you are making something for people to see it should show the community and culture of that place in a way. It should not say things about peoples different cultures. If you do something it can hurt you and the company you work for. Remember customs are a part of peoples lives so you have to be careful when you are working with different cultures and communities. Respect for customs is very important, at the site of action because it can make or break how people see your company.

• Legal Compliance: When it comes to advertising there are a lot of rules to follow. These rules are different in parts of the world. They cover things like what health claims you can make and what you have to tell people about money. They also say who can endorse a product. For example when you see ads for medicine they always have to include a warning about the things that could happen to you if you take the medicine. This is because advertising for things like drugs has to follow specific rules like including disclaimers, about risks.

• Advertising is like propaganda but only when it actually works. This means that not everything we see or hear will control our minds or trick us into doing something. When advertising is honest and fair it helps build trust, with people over time. This kind of advertising does not use stories or false information to get what it wants. Instead it uses persuasion to make people believe in what it is saying. This is how advertising can build trust that lasts.

• People think it is good when companies are green and care about society. Copywriters like to write about companies that behave in a way.. When companies make claims that they are green when they are not or they try to trick people into thinking they are green that is not right. This kind of behavior, known as greenwashing is not ethical. Companies can even get in trouble for it. Greenwashing is a problem because it is deceptive and people do not like being misled by green claims that are not true.

Advertising content nurtures the trust, confidence and good relationship of the consumer by giving legitimacy and moral roots.

“Activity: Crafting the Perfect Copy”

Now picture that you're the one responsible for advertising a new eco-friendly detergent. Create a brief headline, body copy, tagline and CTA for a print ad." Now tweak that message for a 15-second radio ad and a 20-word social media post. Write with clarity and focus, consistent tone, and consumer viewpoint. This activity is

designed to allow you to hone your ability to tailor copy and address advertising problems across media.

5.3 Visual Communication Basics

See some of the most iconic examples of what visual advertising can do for your business by checking out these 30 advertisement photos. Copy is about words, while visuals immediately communicate with images and design among other elements. They are arresting, emotional triggers that enable people to process information rapidly. Good visuals can speak to people regardless of language or culture, are often universally understood.

5.3.1 Relevance of Visual Elements in Advertisements

They are the advertisement's opening volley. Before they even read your copy, consumers will have seen images, colors and designs. This is the time when artists become useful to focus people and change their perception.

• Eye-Catching: The brain processes visual information 60,000 times faster than text. You need something with a shock value, or stunning design that can grab attention, even in crowded space.

• Emotion Activation: Pictures have a bigger influence on activating emotions than words.

They see the smiling family, the pristine vista, the logo of some aspirational sensation.

• Memory Holder: We use images to remember. People forget words, but recall logos, colors or striking images. The golden arches of McDonald's are everywhere, for instance.

• Shared Language: Photos transcend cultural and linguistic barriers so nothing has to be said for people to get it. Thoughts, symbols, images and ideas can translate across languages.

• Reinforced Message: If the images match the copy, this does not distract but continues and strengthens the message. For instance, a health campaign may feature lively exercisers with supportive copy.

• Differentiation: Custom visuals can differentiate brands in a sea of competitors, in every arena. Distinctive visual identity characteristics, such as Apple (simple) produce very strong brand associations.

• Association and Positioning: Imaging is positioned in relation to concepts such as luxury, cheapness or sustainability. It is the way in which these dimensions that interact with one another which determine the location of brand in consumers perceptions.

5.3.2 Design, Colour, Typography and Layout

Design elements work together to make an ad clear and consistent. They also make it interesting.

You know there is a time for everything. A time to be born and a time to die. Design elements in an ad are, like that too. They have to work at the right time to make the ad good.

• Design: A good design is when all the parts like pictures, text, space and symbols work together in a way. They have to fit just right. It is about balance, proportion and harmony, between these things that makes the message look nice and easy to understand. This is an idea that works for making things look good and for helping people understand the message. When the design is bad it gets in the way of what you're trying to say.. When the design is good it helps people understand the message. Good design and bad design are two things and good design is what helps us comprehend the message while bad design does not. The design of something is important because it can either help or hurt the message that the design of something is trying to convey.

• Color: The color we see can make us feel things. Red is a color that makes people think of energy. Blue makes people think of trust and feeling calm. Green is a color that makes people think of taking care of the earth. Black is a color. People who study color psychology want to know how color makes people feel. They want to make sure ads use the colors to get people to react in a certain way.. Color means different things to people from different places. So we have to think about what colors mean in cultures. Color is important because it can make people feel happy or sad. The color we choose can make a difference. Color, like red, blue, green and black are all colors that people use to make others feel something.

• Typography: Fonts have a lot of personality and mood. If you use a font like Times New Roman with serifs it can make your text seem serious and traditional. On the hand a font like Arial without serifs looks more modern. The kind of font you choose is also going to affect how people see your brand name and how easy it is to read. Sometimes it can even change what people think about your brand. For example fancy brands can use script fonts and it looks okay because they are luxury brands.. Technology brands usually prefer a simple font without serifs because it looks clean and easy to read. This is why typography is important for the brand name and the brand identity of a company, like a technology company or a luxury company.

Advertisement • Design: The design should show the gems that people who have won in the raffles in the advertisement have received.

A good design has some strengths.

The visual hierarchy is one of them it makes the important things like heads or logos stand out first.

There should be space in the design this allows for everything to be clear and it does not look too crowded.

The Advertisement design should be able to draw the viewers eyes from the images and visuals to the copy and the call to action of the Advertisement design.

The design of the Advertisement should make people want to look at the Advertisement design. Then read what it says about the gems, in the Advertisement design.

• Mashing It Up: You should put all these things together to make a brand strategy. When people who make advertisements do a job like using a funny font in an advertisement for serious health care options, from your doctor they can lose peoples attention. If everything looks the same throughout the campaign it really helps people recognize and trust the brand. Mashing It Up is important because it makes people think of the brand when they see the things over and over.

On the opposite side, when design, typography, color and layout integrate product visually attractive ads with benefits that appeal to audience will make them remember the brand.

5.3.3 Visual Storytelling Techniques

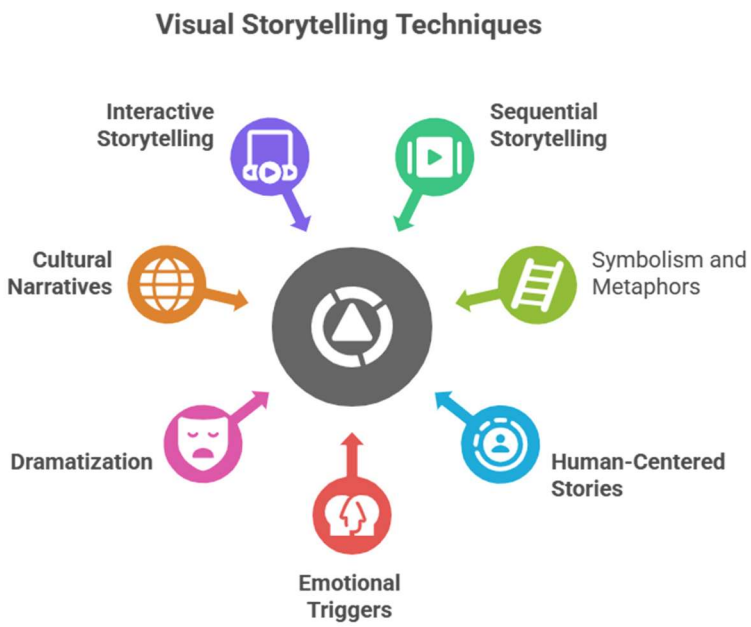

Figure.No.5.3.3

Visual storytelling is more than one picture. It is something that you become a part of when you see it. Visual storytelling makes you feel like you are there, in the story. It takes advertisements out of a space where people just look at them and does not do anything. Visual storytelling makes advertisements into something that you can interact with. This is what makes visual storytelling so special it goes with you. Stays in your mind.

• Sequential Storytelling: You can make an ad with a bunch of pictures that tell a story. For example you can show before and after pictures of someone using beauty products. The idea of Sequential Storytelling is to help people see the change in themselves when they use these products. Sequential Storytelling is, about showing how something can change over time like how a beauty product can make someone look different.

• Symbolism and Metaphor: Paintings often use symbols to convey ideas that are not easy to understand. The dawn can mean a beginning and shackles can mean the things that Symbolism and Metaphor feel are holding them back. Painters try to take something that's messy and turn it into Symbolism and Metaphor that is more balanced and easier to look at. They use Symbolism and Metaphor to make people think about what the painting means.

• Soul Center: People to people. When we see an ad with people in it and we can relate to them we start to trust it. We like it when we can see ourselves in the characters. It is

like we are living their story. For example insurance commercials usually show families. How they take care of each other. This makes us feel safe and protected. Insurance commercials do this to make us feel like they care about people like they care about us and our families, at the Soul Center.

• The emotions they emote: Visual storytelling elicits emotion — humor or nostalgia, fear or aspiration.

The same applies to Narrative ads vs. Feature listing ads as well.

• Drama: Exaggeration to emphasize something or simply going over the top. A stain that expands as it "grows" on the face of a shirt is all that need be said for the existence of some cleaning product.

• Cultural Narratives: Commercials often make use of cultural narratives or archetypes. Regional festivals, famous personalities or societal mores help brands latch on to cultural mores.

• Participatory storytelling: The mode of storytelling in digital platforms is no longer one-way. The users can interact with the visuals, swipe through stories and make decisions that affect the narrative.

That's why visual storytelling is key if you're trying to capture an ad and not simply be seen – stories are easier to remember and pass on.

5.3.4 How Visuals Work with Copy for Maximum Effect

Where pictures make a visual statement, copy does the talking: in other ways it explains and expands. They are at their most effective when they can seamlessly meld.

• Harmonious Roles: Copy and visuals should work together, not against each other. The eyes, they do have an immediate effect and then the words expand what you just saw that's all in one's head. A mismatch confuses the audience.

• Head and Art Rationale: The head must be rationally related to the visual so as to achieve emphasis of message. An image of a panting athlete with the headline "Refuel Faster," like those you see in commercials, is one way to bring these two parts together.

• The Tone We Use: The pictures and words we use should be like the tone of our writing. If they do not match it is not good, for the company. We should make sure that the images are serious or playful or fancy depending on what we're trying to say. If they are not it can make our company look confusing. The tone of our writing and the images should always match, like a company that is serious should use images and a company that is playful should use playful images. This is important for the company to look good and be consistent.

• Support the message: the advertisement should show us not just tell us. For example an ad, for detergent can show dirty clothes, which is something we can see and then it can explain how the stain-lifting technology works in the words they use. This way the laundry detergent is the focus and the advertisement is supporting the message of the laundry detergent. The laundry detergent is what they want us to remember.

• CTA Integration: The pictures on the page draw your eye to the CTA.

They use an arrow or a call to action button to show you what to do

This helps guide people to the step, with the CTA Integration.

• Brand Recall: they add pictures with the brand logos, taglines and colors so people remember the brands. The words they use are connected to those pictures by making a promise with the brand. This way the brand recall is stronger because people see the brand logos, taglines and colors and they think of the promise that the brand makes.

• Narrative unity is really important, for campaigns. This is when the pictures and the words work together like two parts of the same story.

Print advertising is an example of this. For instance print ads try to make you feel a way by using powerful images and descriptive words that tell you a story. They take a lot of time to get this right. The pictures and words stick together and make sense like the two halves of a story.

When people see things and read things together the pictures and the words make sense they make people feel something. They help the consumer do what the company wants them to do with the consumer action.

5.3.5 Media Cross-Visual Adaptation

This brings us to things like movies and pictures. If we can really trust them to show us what is true or if they are just showing us what they want us to see. Each of these things, like movies and pictures has its way of doing things and its own problems.

• Print: The text has to be really big and clear with a lot of difference between the text and the rest of the body copy. This way print items can have details but they still need to be easy to look at and not too messy. The text in print has to be resolution and have strong contrast, to the body copy.

• Television: TV images are all about movement and sound and telling a story. The pictures on TV have to be interesting and catch your eye. They need to be exciting and able to tell a story fast in just a few seconds. TV images have to be good, at telling stories.

• Media: We should use short and fun pictures. Mobile platforms work better with pictures that're up and down or square. People on media like things that are easy to

share like funny pictures, short videos or information pictures with a few words. We can make things like memes, reels or infographics to get people to share them. Media is, about sharing so we should make media that people will share with their friends.

• Outdoor Advertising : When we talk about billboards and transit ads being simple is not about looking good it is also about making sure that your headline tells people something in the short time they are looking at it. The point of these ads like the ones on billboards is to get your message across away. Outdoor Advertising, such, as billboards needs to be straightforward and easy to understand in a short time.

• Cross-Media consistency is important: we need to use the visuals, core identity and logos colours and styles, in all media. This way the Cross-Media consistency will make it easy for people to recognize the CrossMedia consistency. We want everything to look the same so people know what to expect from the CrossMedia consistency.

• Localization: in this case, an international brand will tailor visuals to local cultural elements while maintaining its branding. The symbols of a celebration like this can also be very different from country to country and still be one united whole.

• Responsive design: In the technology age, your visuals have to adapt automatically to different devices or sizes of screen. So it'll be seen and clear from all around.

By offering this ability to repurpose the visuals in various channels makes it possible for the optimizations of campaigns to remain valid up-to-date, and cohesive within a split world of communication.

5.4 Evaluating Creative Effectiveness

The creative is what does it in advertising – the difference between good and great work. And creative effectiveness is the extent to which an ad worked in causing that new, relevant desired response. You could have all the glossy graphics or sharp wordplay, but if it doesn't resonate with your intended audience, don't change hearts and minds, or persuade individuals to school around whatever tariffic, marvellous idea you're selling then it won't go anywhere. Criteria that judge the efficacy of creativity to ensure that work is beautiful (or great art), as well as effective for the strategic purpose. It involves setting the judgement standards, pretesting and post-launch testing, getting feedback from users, using experimental approaches (e.g. A/B tests), and finding a balance between creativity and commercial concerns on art creation.

5.4.1 Creative Evaluat ion Criteria : Relevance, Clarity and Impa ct

The evaluation of the effectiveness of creativity begins with clear criteria. These are the criteria by which we measure whether creative work fulfills its social function.

• Relatedness: The creative content should be meaningful to the intended audience in relation to their needs, values and cultural norms. "The message is personal and

meaningful to position consumers' expectations around relevance." For instance, any ad targeting environmentally conscious consumers would have to advertise its eco-credentials if it is to be effective. Not being relevant makes campaigns irrelevant and forgettable — or worse: alienating.

Clarity is really important when it comes to understanding a message. A new idea might be very creative. If people do not understand what it is saying then it does not work. Clarity means using language and pictures that're easy to understand having a tone that is consistent and making sure the design is simple to follow. When the design is too complicated. The message uses metaphors that are hard to understand or slogans that are too cryptic it just does not work. Clarity is what makes a message clear and easy to get.

• Impact: This is how much people notice the advertisement and how it makes them feel. A good advertisement should stand out. Be remembered by people. The advertisement should have an impact on people it can be something that makes them feel happy or sad or even worried.

• Memorability: When people see an ad it should stick in their mind. Ads need to be remembered for a time.

This is where things, like lines pretty pictures or a good story come in.

These things help people remember the ad.

If people forget an ad away it does not do a good job in the long run after all.

• Reflect Brand DNA:

The things a company creates say a lot about what the company's, like and what it stands for.

A commercial can be really colorful and well made. If it does not feel like the Brand DNA then people will not believe in the company.

For example if a healthcare company is trying to be funny when it's usually very serious it can be weird.

The Brand DNA is what makes people trust the company so it is very important to get it right.

If the Brand DNA is not shown in the things the company creates then the company will lose the trust of its customers.

• Persuasiveness: How well has creative persuaded consumers to change their attitudes or behaviour. Truth #1: A click-worthy ad brings people from awareness to action.

With relevance, clarity, impact and other measures for example, advertisers define a target list of criterion by which to gauge creative performance.

5.4.2 Pre-testing and Post-testing Techniques

Both pre-market and post-campaign launch testing of creative is necessary to ensure advertising strategy is proven, improved, and successful. Pre-testing of these methods takes place at the early stages of campaign development, and helps to ensure that any potential strengths, weaknesses and risks are identified before spending money on full production. One of the most common is concept testing, which involves sharing early-stage ideas with small numbers of consumers to gauge response. This is great feedback that can help shape concepts before they go live, which is where good marketers will provide that extra layer of QA. Likewise, storyboards and animatics are used primarily for television commercials; these instead of serving as a low-cost visual presentational feature are more oriented towards acting out how the advertisement will turn out by having a sequence of still images.Essentially what storyboarders do is help directors, writers and cinematographers visualise what's going to happen in the moving MCQ so that they can understand whether it will be too violent from the get-go. Copy testing is an essential barometer for measuring the effectiveness, conviction, and popularity of proposed headlines, taglines and slogans. Can we do it without focus groups The practical benefit of focus group discussions is providing data on how consumers actually react emotionally and comprehend the campaign message. Physiological responses - such as eye tracking, facial coding and biometric processes provide critical insights into the subconscious reactions to ad content, down to nuances that traditional feedback means may not catch.

Post-testing procedures, meanwhile, happen after a campaign launches in order to assess real-world effectiveness. Brand recall tests are frequently used to determine if consumers remember the ad, the message, or brand identification. In addition, recognition tasks require participants to pull the ad from an array of images and you can also get a measure of brand associations. Details With all these perception based metrics around the campaign, the usual best measures to understand advertising effectiveness on a company is using sales data and actually comparing those before / after periods. In addition, tracking studies extend this by measuring aspects of consumer awareness, attitude and perhaps purchase intention over time, creating a "history" of ad effectiveness. Online analytics can also be equally invaluable in post-testing our digital age; things like clicks, shares or conversions will provide you with real time knowledge to work with.

In combination, pre-testing and post-testing are part of an end-to-end stream of feedback that helps advertisers mitigate risk, sharpen their messaging and measure

success with greater confidence. For campaigns, this two-step process ensures that they don't launch until they effectively resonate with target audiences and continuously evaluates launch through in-market impact.

5.4.3 Consumer Feedback and Recall Measurement

Consumer reaction is at the core of assessing creative effectiveness because it directly measures how consumers interpret and react to messages.

• Feedback Loops: Advertisers have used surveys, interviews or online polls to record consumer responses. Open questions elicit emotional ties and scaled questions gauge level of attraction.

• Recall Measurement: Recall measures whether consumers recall having seen an ad and are able to link it with the brand.

o Aided Recall: Consumers are provided with aids, or cues, such as a description of a product category and asked whether they remember the add.

o Unprompted Recall: When people are asked to remember advertising without prompts that is shown as being harder to forget.

• Recognition Tests: Consumers are exposed to ads and asked if they recognize them. This will assist with assessing visual or tagline uniqueness.

• Engagement Metrics: In the online medium, user behaviour (such as likem sharem commenting and time spent), which represents or generates a proxy for effectiveness in the Digital Media.

• Behavioral Impact: Finally, feedback consists of whether a person actually did something — entered the store, made a purchase or recommended the brand.

"It's not even just if the message was making it to people, but were they going to remember that, like it and act on it?" Brands may be guided by consumer feedback studies and recall data reports.

5.4.4 A/B Testing for Digital Campaigns

It is when you compare at least two types of an ad to see which one does better in front of your audience. The principle is straightforward: two iterations of an ad—designated A and B—are identical except for one component (the headline, image, call-to-action). These are then put in front of similar sets of audiences and we measure them on what they did for us (conclusions can be drawn if a group with 9 won out over a group with 10

etc., but I digress). A/B testing creates definitive evidence as to what is resonating best with your audience by holding all other variables constant.

There are a variety of ways to implement A/B testing in digital campaigns. For example, a marketer could test headlines to see if something simple such as “20% Off All Items” performed better than a curiosity-headline like “Guess What’s 20% Off Today?”. Moreover, advertisers frequently run visual experiments on things like whether a lifestyle shot of a product being used drives more engagement than just a clean snap of the product with no context on a white background. Even video ads can be put to the test by changing their opening seconds, and tracking which one keeps people watching longer. Another popular test is for copy length; you can test a very short ad with just one benefit in the headline against a longer version that goes into more detail and see which gives you better results.

And since this is done one element at a time, it can be painstakingly slow – requiring several iterative rounds of testing to get a campaign fully optimized. It is also worth noting that A/B testing often captures only short-term reactions (like clicks, likes and purchases), not necessarily long-term emotional responses or loyalty to a brand. For one, a cute headline may have the feel-goods but doesn’t help foster long-term brand ties.

For more complicated campaigns, marketers will occasionally use multivariate testing, a more advanced form of A/B testing that tests multiple elements at once. For example, if you’re a clothing store owner you might be testing different headlines, images and button placements in the same experiment. Even though this approach may be more informative about the way in which elements function on each, it involves collecting independent samples of larger size and more advanced data analysis.

5.4.5 Balancing Creativity With Strategic Objectives

Perhaps the most difficult aspect of evaluating creativity’s impact is ensuring that department strategies and creative are aligned. You can take it and put your thing in there, but originality is what we’re about, we're not going to do this for doing it.”. ORIGINALITY IS FINE BUT NOT IF WE'RE ALL Johnny Depp.

• Creativity for the Sake of Creativity Is Not Always a Good Thing: Ads that win creative awards are not always the ads that do the best job selling and building brands. Assessment should include if creativity is driving for the brand's objectives.

• Linking to Objectives: Campaigns need to be looked at in terms of what they're trying to do. Did they make people aware of the product did they persuade people to buy it or did they make people loyal to the brand. A great advertisement will get peoples attention. It also needs to make people think the brand is important or make them want

to buy the product. Campaigns are, about creating brand relevance or selling the product so they need to be measured to see if they are doing that.

• Staying on brand: It is fun to be creative. We need to make sure we stay on brand. A campaign is supposed to help people learn about our brand and what we value and not confuse people about what our brand's really, about. Our brand is important. We need to stay true to our brand.

• The Short Term and the Long: Some Campaigns

For some creative campaigns people really only pay attention for a little while.. That is a fair point to make but you have to be careful: The way people think can be just as really slow.

• Cross-Functional Alignment: It's not enough to just know the problem and from pushing it celebrating, supporting and as part of his creative time to devote this.

•The Consumers Come First: At the end of the day creativity should be judged by consumers; not just marketers. If the campaign is equally interesting, convincing and to form a relation with the consumers, it has reached its equilibrium.

Combining creativity and strategy ensures that campaigns have both a message for consumers and measurable value for the brand.

5.5 Summary

❖ IMC methods that adopt creative approaches are those which integrate Message Strategies and Appeals to reach the audience-Semitreatyguy meaningfully.

❖ Appeals in messages can be emotional, rational, moral or light/ humorous according to the product category and needs of consumers.

❖ The framing (positive or negative) of the message has an effect to consumers' perception and should be used depending on the context.

❖ The USP and personality of a brand is how we differentiate them in communication.

❖ Clear, persuasive, memorable copy is the backbone of promotional writing and an expression of brand.

❖ Copywriting campaigns are typically made up of various types of ad copy, consisting of headlines and body copy — with accompanying taglines and calls to action them serving different purposes.

❖ Copywriting also needs to cater for the demands of print, TV, radio, digital and outdoor.

❖Copywriters have problems too including clutter, short attention spans, tone consistent and cultural sensitivity.

❖Truthful, responsible and culturally appropriate advertising content is supervised by legal and ethical standards.

❖ Visual communication is important because people a "drawn to" images and it serves to convey information, intensify emotions and enhance the image of products or organizations.

❖ Design, colour, typography and layout are contributors to the success of visual messages.

❖ Measuring creativity effectiveness ensures creative does not eclipse strategy through testing, feedback and testable results.

5.6 Key Terms

Message Strategy – developing what the brand says and how it says it.

PITY YOUR FEELINGS Target – Advertising meant to inspire specific emotions like love, fear, nostalgia.

Appeal to reason – Strategy of using logic to appeal to audiences.

Message Valence – Positive or negative message presentation (gains or losses).

Unique Selling Proposition (USP) – A feature or promise that brand makes to differentiate itself.

Copywriting – The creation of convincing and compelling sales text.

Phrase – A short statement that reflects a brand's promise or identity.

Typography – type of text that has different forms and helps to convey tone and readability.

Visual Storytelling – The art of story through images and design.

Pre-test – The test that a campaign is evaluated on for effectiveness conducted before ads are aired.

Recall Test – A process to determine advertising rememberance by the consumer.

A/B Test – Experimentation with two different versions of a campaign to learn which one works better.

5.7 Descriptive Questions

Explain message strategy And describe its significance in an IMC campaign.

Distinguish between emotional, logical, moral and comic appeals with appropriate illustrations.

What is message framing? Compare positive and negative message framing in analogous persuasive environments (e.g., advertisements).

Describe and discuss the qualities of good advertising copy and why they are important.

Explain how visual communication is made up of design, color, typography, and layout.

Assess the difficulties and challenges faced by copywriters in a media-saturated world.

Explain the pre-testing and post-testing methods of advertising campaign.

What role might A/B testing play in driving more effective digital campaigns?

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5.9 Case Study

Redefining Creativity for “GlowUp Skincare

Background

Fighting The MNC Suyash Sharma A domestic beauty brand, GlowUp Skincare, was struggling to compete with the global organizations operating in the personal care

category. With a reputation for low prices, GlowUp suffered from an image problem — it was perceived as a "budget option" rather than an aspirational one. Despite wide distribution, sales were flat. The company therefore decided to rebrand itself as affordable and aspirational and develop a new IMC campaign with an eye on creative strategies, copywriting, visual communication, evaluation.

Problem 1: How to select an effective message appeals?

The difficulty was in finding appeals that would resonate with the brand's desired audience: young, urban women craving value without sacrificing on quality. Previous campaigns had rational appeals, focusing on "low price," which did not resonate emotionally.

Solution

According to research conducted by GlowUp, consumers wanted self-confidence and self-expression in their skincare. Emotional appeal (and some moral) was the main tactic used in Glide's advertisements, positioning GlowUp as a brand that empowers women, and supporting non-cruelty products. The tagline "Glow with Confidence" touched on both the emotional and ethical aspects.

Problem 2: Copywriting Across Formats

GlowUp's original copy was feature-violent, unimagined and unresonant. Copywriters were assigned the oxymoronic job of creating fare that was uniform but for each specific medium — print, TV, radio and digital.

Solution

• Print: Authored compelling body copy that highlighted product benefits and aspirational imagery of empowered woman.

• TV- Contributed in pitching story scripts with empowerments on female career, family and personal care on GlowUp.

• Radio: Created relatable jingles and sound bites creating provocative, compelling ideas.

• Digital: Orchestrated for millennials and Gen Z, with bite-sized content, hashtags and influencer partnerships.

We had a lot of diversity in copy cross-platform and that needed to be equilibrium-ed with the same tenor, so we established a strong brand voice that could flex but land.

Issue 3:Assessment of Creative Performance

GlowUp was a project that used to see success only through numbers and not brand value in perspective of consumer product. The company needed a more rigorous means to measure creativity.

Solution

• Pre-testing: Focus groups and copy tests of prospective headlines and visuals in advance of publication. Feedback refined the final creatives.

• Post-testing: Used recall tests, digital analytics and sentiment analysis after the launch to measure effectiveness. Unprompted consumer recall of the new tagline was also greater.

• A/B Testing: Two distinct digital ads that tested affordability vs. empowerment. The empowerment-focused ad had significantly higher engagement and click through.

• Measured Effort: Along with innovation, GlowUp measured how closely its efforts mapped to business goals, like better perception as an aspirational-yet-affordable brand.

The review found that such creative approaches, which had foundation in research and testing, resulted in emotional impact, alongside the larger effects.

Reflective Questions

For what reason were such rational and price-based arguments that GlowUp used before unable to work brand equity?

Based on this attitude, what are the emotional or moral appeals that made GlowUp more aspirational?

To help, it is clear that campaign effectiveness relied on copy being tailored by platform.

Why is it so critical for you to infuse strategically cool ideas with a brand on purpose mentality when judging campaigns?

In what cases is A/B testing maximizing for a better campaign of any type, in realtime?

Conclusion

The story of GlowUp is an excellent one demonstrating how creativity (when mixed with strategy) have the power to transform a brand for both its image, reputation and consumer perception. By shifting from a rational to an emotional and moral orientation in message aspect, media adaptation of copy as well rigorous evaluation processes, the brand was effectively repositioned. One of the lessons here, in case we think creative effectiveness is all about doing likeable ads, is an alignment between appeals

and copy and visuals down to evaluation against the plan. Effective IMC campaigns It should induce an emotional appeal, communicate a clear and consistent message and be delivered through various media.

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Unit 6: Media Planning & Buying

Learning objectives:

1. Develop media plans and scheduling strategies that align with campaign objectives and target audience behavior.

2. Describe the media buying process including budgeting, rate negotiations, and vendor relationships in advertising practice.

3. Assess implementation and evaluation metrics to measure campaign effectiveness across different platforms.

4. Integrate strategic and tactical perspectives by balancing creativity with cost-efficiency in media planning and buying.

5. Apply theoretical frameworks and real-world insights to design and critically evaluate media strategies for diverse campaigns.

Content

6.0 Introductory caselet

6.1 Media Basics: Paid, Owned, Earned, Interactive

6.2 Media Mix Decisions

6.3 Media Plan Development & Scheduling

6.4 Media Buying Process, Budgeting & Negotiations

6.5 Implementation and Evaluation Metrics

6.6 Summary

6.7 Key Terms

6.8 Descriptive Questions

6.9 References

6.10 Case Study

6.0 Introductory Caselet

“Equalizing Media Selection: The Example of FreshSip Juices”

FreshSip, a healthy beverages start-up wanted to develop strong presence through brand promotion in the urban India. Challenging well established brands, FreshSip required a media strategy that would drive maximum visibility and also deliver cost efficiency. While its rivals were spending namelessly on television advertising, the company had wanted to pursue an integrated media strategy.

The team started by diving into the four major media categories. Paid media consisted of display ads, billboards and social advertisements. Owned media included FreshSip's website, brand app, and branded kiosks throughout their chain. 4) Earned media came from influencer reviews and viral organic social shares. Interactive media sprang from gamified challenges on Instagram and polls of customers through the app. Between them, these groups enabled FreshSip to reach consumers via multiple touchpoints.

FreshSip was thinking about what kinds of ads to use. They were looking at things like TV and digital video. They were also thinking about things like ads, inside apps and sponsoring events. FreshSip wanted to figure out what to use for their ads.

They planned everything carefully. They decided to show TV and outdoor ads in the summer. FreshSip kept using ads all year round to keep people talking about FreshSip.

When it comes to buying media for "FreshSip" Frito-Lay talked to TV networks to get deals. They also tried to do a job with their online bids. The goal was to have a budget that could change depending on what was popular

Frito-Lay made some decisions. They spent a money on some things and a lot of money on other things that would really help "FreshSip". This way "FreshSip" was there for people to see without costing too much.

The evaluation was really important. We looked at how many people saw our stuff, which is called reach and how times they saw it, which is called impressions. We also looked at something called GRPs. To see if people were actually paying attention we checked how many people were engaging with us how coupons they were using and how much they were buying from our kiosks. What we learned from this really helped us decide how to spend our money on media in the stages.

For the FreshSip promotion, it demonstrated that good planning isn't just about spend - it's truly leveraging platforms to reach across platform and build reach + frequency over time, coupled with continuous measurement and smart refinement based on learnings to take share in a competitive marketplace."

Critical Thinking Question

If FreshSip wishes to target semi-urban markets where digital penetration is not as high as urban, how should they re-orient their media mix and scheduling to ensure that while cost effective, the impact on consumer engagement is strong?

6.1 Media Basics: Paid, Owned, Earned, Interactive

Media is the channel of delivery of advertising and communication messages to audiences. In an Integrated Marketing Communication (IMC) strategy, the success of a campaign depends on two things; what is being said and how it is said. Fourth paid media, Owned Media,earned media Interaction The mass media can be generally divided into four types: fourth paid media, owned media, and earned media interaction. Combined, they form the foundation of a well-rounded communication plan Each have their own role in reaching out to consumers and combined, contribute to the sum of your marketing efforts.

6.1.1 Overview of Media Types: Paid, Owned, Earned

Media are differentiated in paid, owned and earned media representing whether the brand controls or has influence over dissemination.

•Paide Media: Medienleistung, in der eine Marke für die Sichtbarkeit bezahlt wird. This consists of TV ads, print ads, social media ads, display banners, search engine marketing and sponsored posts. Paid media gives you reach and control that means the brand message is shared to as many people as possible in a short period.

• Owned Media: These are communication channels the brand has full control of. This includes company websites, blogs, apps, email newsletters and store locations. Owned media has long-term value, because this type of connection with an audience can continue without new media costs.

• Earned Media Earned media is the exposure a brand receives organically, rather than paying for directly. It comprises: recommendations, altogether word-of-mouth, review sites coverage recommendations that are not paid for by the brand social media mentions non-paid blogger or influencer post payment is made from the brand. I know that any media we earn has credibility because it is essentially coming from a third party and is considered to be unbiased.

• Interactive Media (Addition to triad): Interactive media is a new category and is an output of digital age. It puts consumer engagement and two-way conversations on platforms such as social media, chatboxes and online communities front-and-center. It combines elements of paid, owned and earned but stresses interaction over passive consumption.

6.1.2 Characteristics and Advantages of Each Media Type

Every kind of media like paid media, owned media earned media and interactive media has its special qualities that do different things to help make advertising work. When we know who our customers are and what they want smart marketers can use our resources in the way to make plans that move these customers from just knowing about us to really loving our brand. We are talking about media types, like paid media, owned media earned media and interactive media and how they can help us achieve our goals.

Paid Media

Paid media is the kind of advertising that you have to pay for. This includes things like ads on TV, banner ads, social media ads and marketing on search engines. The good thing about paid media is that it can be grown easily. It also gives you a way to control where your ads are shown and it makes your ads visible right away. For example let us say a brand is introducing a smartphone. They can pay for ads on YouTube. Get millions of people to see them in just a few days. Paid media, like this can be really effective. Digital channels are even better because they let you target people. You can show your ads to people based on things like how old they're what they like or where they live. This is really accurate. Also you can measure how well your paid campaigns are doing. With TV you can find out how many people saw your ad on the day. With ads you can see lots of things like how many people saw your ad, how many people clicked on it and how many people did what you wanted them to do. Paid media like TV and online ads are really good at getting your message to people often which is why they are so useful for things, like launches or seasonal promotions. This is what makes paid a very effective vehicle when the immediate impact and accountability are not just important, but exigent.

Owned Media

Owned media refers to channels that are directly owned and controlled by the brand, like a website, mobile app, eNewsletters or branded social pages. Key attributes for it are full control over content, flexibility in messaging and life-long digital presence. There's no expiration to owned media assets like with a paid ad spot when dollars flow stops, that's it; the exposure is gone. The benefits are largely long-term: Owned platforms help create better relationships over the long term to consumers who have relationships on owned platforms are more likely to be retained. For example, a fashion retail site reflects much more than just collections to buy—it echoes the brand itself through design, tone, and editorial. Owned media is also budget-conscious over time — because once you build the infrastructure, adding to and maintaining it is cheaper than constantly paying for ads. Customers rely more and more on owned media to verify the

authenticity of your brand, checking a company's official site or app, as well as social feeds, for product specs or corporate details.

Earned Media

Earned media is also often regarded as the "organic" result of good branding. It's not owned or paid for by the brand, but is created/reflected each time the third party or consumer references/shares/talks about the brand. Common types are recommendations, reviews online, social media mentions and press. Trust is its defining feature – the endorsement of a peer or journalist commands more respect than branded content. The merits of earned media are many: it is highly trusted and as free, can be a viable cost saver. For example, a viral TikTok video from a happy customer can generate millions of impressions and cost the brand nothing to promote. Earned media also extends paid efforts – a great TV ad can encourage chatting and sharing online, reaching far beyond what was paid for.

Interactive Media

Interactive media is really important these days in campaigns. This is because it is about the conversations that people are having with each other right now.

Interactive media is different from the way of just sending out a message and that is it.

With media people who are watching can actually get involved and help shape what your brand is saying.

The main things about media are that it is about getting people engaged having a conversation and listening to what people have to say about it.

So interactive media like this is very good, at getting people to talk about your brand. That might be like doing polls on Instagram Stories or having question and answer sessions. We can also make quizzes or come up with branded challenges that we post on TikTok. There are two advantages to doing this with Instagram Stories and TikTok. First it lets marketers hear what people think away and see how they react, which is really helpful. Secondly it helps create a connection with people who use these platforms like Instagram Stories and TikTok where they get to be in charge and have a say in what happens so their opinions are important, to marketers and the people who make Instagram Stories and TikTok content. One scenario might be a coffee company that launches an interactive campaign inviting consumers to vote on the next seasonal flavor, so they feel like they have a stake in that product. In addition to building loyalty, hope and other interactive media (Lim et al., 2016) further personalise the customer experience by modifying the interaction according to how consumers have responded.

Cross-Value Creation

The force of these media is not this or that in itself but their connection. You will need some level of paid media to help build awareness and attract initial interest. Owned media provides that depth and consistency, something they can count on as consumers. “Earned media supports this messaging with third-party endorsement and interactive media extends the ongoing relationship and dialogue with consumers. For instance, a luxury fashion brand can use a paid magazine spread to signal status, steer readers to its owned site for information on the collection and engage fans with interactive Instagram polls about style tips. When they get into the right place, you’ve got all six of these gears that can help move this consumer along from awareness to interest to engagement and advocacy.

6.1.3 The Function of Interactive Media and Information Exchange

IMPACT OF INTERACTIVITY ON MASS MEDIA COMMUNICATION Mass communication is the latest form of communication among all. Traditional media is linear; it often receives consumer-side passive, not so as the interactive medium allows a two-way conversation can be brought and people will have their voice heard.

• Consumer empowerment: The interactivity of channels enables consumers to express their needs, if one ask questions and interact with brands. This builds brand loyalty and strengthens the brand-customer bond.

• Personalized – With interactive technology, a brand cannot only customise its messaging but offer ID-level specifics. Chatbots, recommendation engines or just better targeted ads make everything more relevant and effective.

• Something More Than ‘Exposure’ The currency for interactive media is engagement, not reach. Likes, shares, comments and the amount of time with content are all clues to how strong your brand is.

• Examples of Interactivity:

o U.G.C competing with social media competitions. o Live Q&A video stream with the brand ambassadors. o Interactive ads that allow people to “design” the products they’re about to purchase.

o AR/VR activations that immerse the user within a brand experience.

• Dialogue: The brand is no longer the storyteller – it shares its story with people. It shows you each other can trust one another and open up in the relationship. You have lots of opportunity for feedback and any complaints are addressed here, but you can also make an impact to help shape products and campaigns.

• Challenges: Interactive media is an opening, but one that requires agility and finesse. Receiving negative comments in response to a buyer question or receiving negative feedback about your product/brand, can be the death of your business.

Because it isn't only taken in by the audience; the audience is involved in performance being played out.

6.1.4 The Combined Effects of Media Synergy in IMC

Each reinforces the presence of the other, and acts as a force multiplier.

• Paid Media Pushing Owned and Earned: This is when paid promotions on a brand's channels (websites, apps) are pushed to consumers as they are courted. If it is a good experience, the original offering fans itself through shares, reviews and organic mention.

• Owned Centric Media: Own sites act as the centrepiece where all campaign pushes to this channel. If you click on a paid ad, the company will send you to a website; earned mentions often direct those clicks back to owned assets for verification.

• Paid media + Earned equity: At the end of successful ad campaign, you may find that your ads have led to large amounts of conversation and sharing around the idea — earned media which compounds reach with no monetary costs.

•Triple: Interactive media as a relay: this group follow the three mentioned forms on an interactive site, where community has the ability to shift along paid-earned-owned shared sources.

• Media consistency; The synergy effect demands that there is one consistent message over all media. The visual identity, the tone and positioning has to be consistent for that recognizability and credibility to develop.

• Efficiency and ROI: When participants band together, brands can command a greater return on investment. Visibility, engagement and credibility are not independent campaigns but rather work best when combined to supplement each other.

Hence, it is no coincidence that synergy concerns certain categories of media and that has to be coordinated.

6.1.5 Selecting Media in the Light of Campaign Objectives

It's not perfect in all ways in all use cases. The right balance varies depending on campaign goals, target audience, budget and product type.

• "I told you so" Goals: Paid media (TV, outdoor, digital ads) is effective for building quick awareness.

The broad range also provides wide coverage, which is useful when announcing products.

• Objectives of engagement: Interactive promotional materials are most effective when brands desire more participation by users, as in contests or discussions of social issues. And it builds community and consumer participation.

• Relationship building objectives: Owned media is excellent for 'building & nurturing' lasting relationships.

Support news -sites, blogs and newsletters – add depth & continuity to messaging.

• Credibility Objectives: If the need is for credibility, Earned media is preferred. recommendations, reviews and natural shares build consumer confidence in the brand.

• Budget: In smaller budgets, owned and earned channels may take precedence with paid, in large-scale campaigns paid and interactive could be deployed simultaneously.

Integration for Complex Objectives – For a multi-dimensional objective (e.g., launching a sustainable product) campaigns could begin with: assets paid for (i.e advertising to reach people), owned blogs as a detail storytelling channel, earned media to prove our point and digital challenges as interactive provocations.

• Flexibility: One of the media must be suitable for aligning / adjusting to audience behavior. Younger people might read digital paid ads, and then prefer traditional paid or earned forms that older ones are keen on, like newspapers and TV.

Did You Know?

"Have you heard that on average, across markets, global research demonstrates that campaigns using a multiplicity of media channels (paid, owned and earned media) can generate up to 60% higher brand impact than single channel advertising due to amplified – versus single -channel – visibility, credibility and engagement at the same time?"

6.2 Media Mix Decisions

To select the media is one of the most important task of IMC. And, we are working in a world with an increasing number of platforms– traditional ones such as print and TV to the digital universe of social media and streaming services – which has brands questioning where to spend their resources. This decision of which media vehicle(s) will be used, how much is to be invested in each and how they interrelate comprises media mix decision making. The objective is to optimize reach, frequency, impact and cost-effective message delivery in different channels and/or to specifically target customers.

6.2.1 Definition and Importance of Media Mix

A mix refers to the set of media a brand uses to reach its target group of customers. It spans traditional media (television, radio, print newspapers and magazines, outdoor) and digital (social media, search engines, online video, apps and influencer marketing).

• Integrated Communication: No one medium can do it all. Media mix There is full funnel coverage in terms of awareness, engagement and conversion across touchpoints.

• Risk Diversification: Concentrating on one medium only is not suitable if audience behaviour shifts or if campaigns fail. A diversified mix provides stability.

• Higher ROI: Brands get more return across the board when using channels combined than through campaigns in isolation.

• Consistency and Repetition: The more frequently you appear across various platforms, the stronger your presence in a viewer's mind. TV, social media and print messages get through for stronger brand connections.

The importance of the mix is to maximize effectiveness by taking best advantage of what each medium has to offer concurrently.

6.2.2 Factors Influencing Media Mix Selection

There are a variety of factors affecting the choice of media mix and these relationships must be considered carefully.

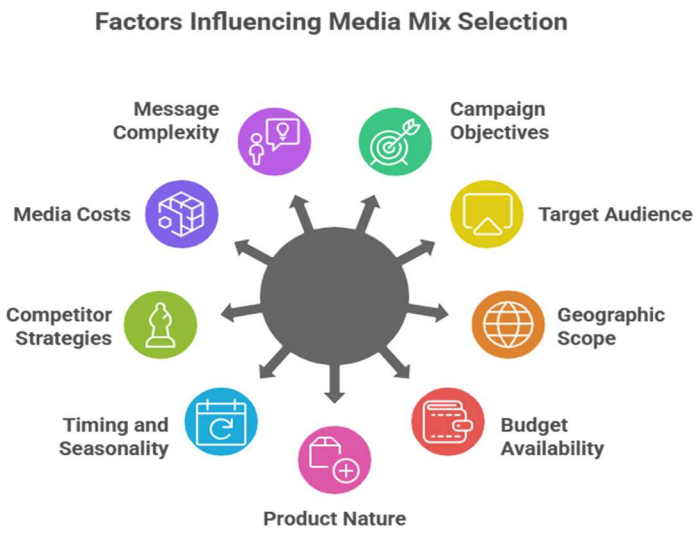

Figure.No.6.2.2

•Campaign goals: Awareness campaigns need 'broad reach media' such as TV & outdoor whereas engagement focused ones are more digital and interactive.

•Deomgraphics: Age, gender and geographic location will indicate which channels are the most effective. For instance, Gen Z loves TikTok and Instagram; older consumers still rely heavily on television and newspapers.

• Geo Targeting: National to only TV, national dailies & regional to local media/ events/ vernacular medium.

• Budget: A big budget can suggest a very broad mix of media, including costly ones like television and more nimble ones that will be all-digital and super-targeted.

• Type of Product: Mass advertising can be effective for consumer packaged goods, whereas niche products might do better with hyper-targeted digital ads or influencer relationships.

Competitive Strategies: Competitive media spending can be used as a benchmark, while gaps in coverage or oversaturation opportunities may also be revealed.

• Media Costs and optimization: CPM or CPC metrics for allocation planning. High cost, non engaging channels could be down sized or tiered out of your plan.

• Complexities of the Message: Messages that are complex may need more long-form media, such as print or video, while short messages can be effective with outdoor or digital banners.

All factors need to be considered together in defining a unique media mix suited for the campaign.

6.2.3 Allocating Budget Across Media Channels

Budget allocation is a strategic choice that determines the relative size of investment in each channel in the media mix.

• Top-Down or Bottom-Up:In top-down, budgets are allocated based on a company's pay ceilings and divided among channels. In the bottom-up, costs are computed for channel requirements and then added to get total budget.

• Percentage-of-Sales Method: Many budgets are tied to a fixed percentage of forecast or historical sales. However, it is simple and risk underinvestment in the event of a downturn.

• Objective-and-Task Approach: This scientific approach begins with a set of campaign objectives; identifies the specific tasks needed to accomplish them, estimates the costs of doing so and develops an overall budget. It is precise but resource-intensive.

• Channel Efficiency: Past performance numbers drive budget assignment. If history demonstrates that budget dollars go further on digital ads than on television ads, then future budgets will flow in that direction.

Trade off – reach vs frequency A trade-off exists for budgets between reaching lots of people but fewer times each, or less people more often.

• Media-Buying Integration: Persado factors the ability to haggle, bundled packages and seasonal pricing into budget allocation.

Efficient investment in budget: Each rupee spend should directly and indirectly help your campaign with minimum wastage.

6.2.4 Traditional vs Digital Media Mix Considerations

Today's media is so disconnected and dissolute that advertisers have to strike a balance in traditional media yet also be digitally focused with maximum reach and impact. Both approaches have their strengths and weaknesses, with the case for each being well stated, and the strongest strategies usually incorporate both rather than using only one. The choice between media mix is usually determined by campaign goals, budget, and the habits of INTRODUCTION we are exposed to a steady stream of advertising.

Traditional Media Strengths

There remains tremendous value in traditional media (TV, radio, print). And its biggest strength is that it offers broad demographic reach. A national TV commercial or front page newspaper placement can suddenly bring a product to the attention of literally millions of people all at once, and help to build immediate awareness. Old media is also very trusted; the 'old' entities – newspapers, magazines and broadcast networks – are frequently more trusted than newer digital channels. But it's these formats that can also be some of the most effective storytelling – breathtaking TV ad during the superbowl, or other such esteemed party political broadcast moment in TV history might make audiences feel and remember narrative stories more that shorter digital variants are typically unable to dynamically anchor.

Limitations of Traditional Media

With the good things about traditional media come some problems. One of the issues is the cost. Ads that are shown on television when lots of people are watching or that take up a page in a magazine can use up a big part of what a marketing team has to spend. Traditional media also does not have the ability to target people like digital media does. When you put an ad in a magazine many people will see it. They might not be the kind of people who would actually buy the product because they are not the right type of

customer for the product. Traditional media just does not have the ability to target the right people, like digital media does. And return on investment (ROI) is difficult to quantify. A TV ad, for example, is likely to raise awareness of a brand but the link back to sales data as in-digital-world click throughs is no where near straightforward.

Digital Media Strengths

They are effective because they can be used for finely-tuned targeting, delivering ad messages to users who match certain demographics or have particular browsing histories, interests - even real-time behavior. A fitness brand, for example, can reach gym-goers on Instagram or health-minded readers on blogs with personalized messages. Digital media also has tools to track and measure real-time results, and can measure time-delay (versus delayed time) by building dashboard applications on top of marketing data. This flexibility makes it possible for advertisers to tweak a message, image or call to action on the fly. Another major advantage is scalability: a advertiser can start small on Facebook Ads or Google Display Network and grow spend once the results come through, providing far more flexibility than the upfront lump sum of television or print campaigns.

Limitations of Digital Media

But that's the downside of digital media, too." 2_And This is Harder to Advertise. With the rise of ad blocking technology, online advertising is becoming less and less visible as consumers don't even see many ads online. And when it does air, there is a problem of oversaturation; consumers already "tune out" repetitive digital advertising messages ("banner blindness," anyone?). For an online ad that's not well-targeted, though, it can just as quickly transform a morph-flash from memorable TV spot to annoying spam. And all must be scrutinised and modified on an ongoing basis: algorithms, consumer behaviour and platform policies are dynamic. One day, you may be gold star and then nothing the next if you're not working it — a Facebook campaign.

Balancing Both

The smartest strategies do not turn traditional and digital media into combatants; they know that media doesn't one like vanish when another shows up, but both increase/enhance/cross-pollinate each other. Analogs do a fantastic job of getting to critical mass, or creating awareness and trust.Whereas Digitals is where you really excel at engaging an audience via interactivity/personalizationEasiest distinction between the two in my mind. Integrated campaigns make it easy for customers to get a message where they're used to getting them — in the real world, on actual spaces and through digital channels that target them personally — expanding a brand's presence across touchpoints.

• There might be a place in traditional media for the sort of high-profile campaigns: Think of the luxury car company with its expensive, glossy advertisements during national television events to suggest prestige and desirability.

• Digital: The connection with consumers can be reinforced "post-purchase" with insightful posts on social media that reveal behind-the-scenes content and web-based interactive car configurators – or partnerships with an influencer to address very specific target groups, for example.

Combined, they ensure the brand is seen all over and that people will engage with it in an integrated marketing chop.

6.2.5 Successful Cases of Media-Mix Strategy

The importance of making the correct choices in practice are illustrated through case-examples.

• Coca-Cola "Share a Coke" Campaign: Ramped up TV and outdoor to blanket the masses, but digital and social for personalization of bottle names. Others were using traditional and digital media to engage consumers more directly.

• Nike's Digital Push: Nike combines old-school sponsorships (think, sports events and athlete endorsements) with new school digital storytelling on Instagram and YouTube. Their owned and operated media app deposits interactive media in a seamless turn key self propelling flow.

• Amul's Topical Ads: The dairy brand uses the billboards in the outdoor space, and earns media on social through shares. It is jingle-jangly, with comic visuals that are transferrable between print and digital.Mr. Wolf cannot be overlooked.

• Cadbury's "Celebrations" TV is still strong during festivals, with digital contests and influencer tie-ups helping to keep it relevant among the young.

• LOCALLY OWNED, LOCALLY OPERATED • Small business use case: Local diners will use local print + targeted Facebook ads to deliver inexpensive advertising in a given geographic area.

These examples demonstrate that successful media mixes don't favor channels over others but rather use them concurrently and in-line with the specific goals you want to achieve, for the target,your trying to address, at price your willing to pay.

"ACTIVITY: Create Your Own Media Mix"

Let's say you are part of the marketing department launching a new energy drink designed for college-age students and young professionals. Develop a media plan on low budget that includes a minimum of two traditional and at least two digital

channels. Tie any of your allocations to campaign objectives, such as awareness, engagement and conversion. This exercise will also serve as an opportunity for you to practice identifying the right balance between reach, cost efficiency and media strategy when creating a media plan.

6.3 The media plan development and scheduling

Media Plan -How an advertiser's communications strategy will be enacted in the right place and time, target audience and with the appropriate media. It's a strategic implementation in the IMC stage. Its not a question simply of buying space or airtime/media planning is part of an underlying process and approach to overall advertising strategy, identified aim, the group you want to talk to (target market), what media you are going to use (media vehicles) and the method by which evaluation over time will take place how effective in fact has been your advertising. A good plan makes the money work five times as hard and protects your brand from itself.

6.3.1 Steps in Developing a Media Plan

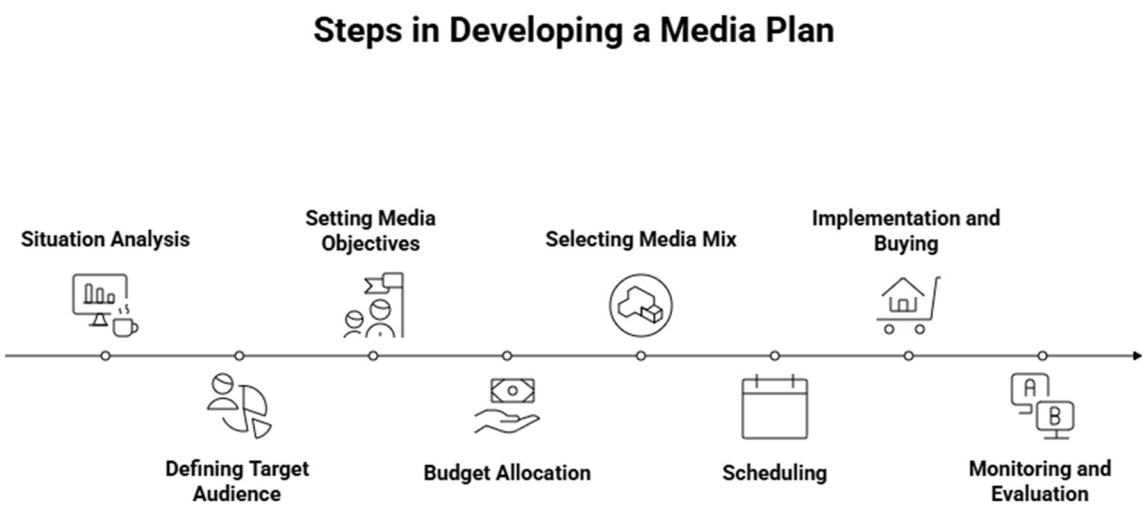

Figure.No.6.3.1

• Situation Analysis: You start by reviewing the market, competition, consumer pattern of purchase and brand identity. Knowing where the brand is now lets us find gaps and opportunities.

• Target Audience: It is important to figure out who you are targeting with the campaign. Audience profiling involves analyzing demographics, psychographics, geographical

distribution and viewing habits of the audience to know who your target consumers are.

Establishing Media Objectives: It can be anything, but there must be clear objectives - awareness building; trial driving; engagement increasing. Objectives establish what the media plan should achieve.

• Budget : The budget can be determined by setting objectives and scope first. The sharing on different media channels is to allocate value between reach and ratio.

• Media Mix Selection: Choosing the type of media (TV, print, digital, outdoor etc.) used. The mix has to match consumer media usage, as well as campaign goals.

• Timings in the Campaign are scheduled: Timing of campaigns is required which take seasonality,product life cycle and consumer buying behavior into considerations. Schedules can be continuous, flighting or pulsing.

• Placement and Purchase: Media purchase is includes bargaining for a larger volume of space, or for better positioning or placement. Close coupling of planners and buyers for maximum effect.

• Reporting and Analysis: Continuous tracking to KPIs to ensure campaign is on course. These adjustments are made on the fly, and that's true for digital campaigns as well.

Every step has to be performed properly; errors can be very costly with so much for poor planning squandering cash without overcoming a workmanlike result.

6.3.2 Defining Media Objectives and KPIs

Media targets are the GPS of a campaign plan and ensure not only relevant media, but also quantifiable advertising. "They break big marketing goals like the ones above down into smaller, measurable objectives that can be achieved," says Ashara, "and measured against their key performance indicators (KPIs). These aims typically align with different points of the consumer journey – awareness, to consideration, to loyalty and they provide a brand-side roadmap on which categories will be resourcing what types of content.

Awareness Objectives

The objectives of awareness are created to make as many potential consumers or users aware about a product or brand. This is particularly the case at times when products are first launched, or when brands are being relaunched and entering into new markets. For instance, a tech company that introduces a new smartwatch might want to maximize exposure during the first month. Awareness KPI's usually involve reach (how many people the ad reached), impressions (or simply how many times an ad

is seen even with multiple exposures) and GRPs in television advertising. An example of a measurable goal could be: “Obtain 80% penetration within the first quarter among 25- to 45-year-old adults in urban areas.” That level of precision means awareness goals are crystallized from nebulous hopes to benchmarks you can act against.

Engagement Objectives

After establishing awareness, most campaigns move on and shape consumer interactions with the brand. Engagement objectives are aimed at getting audiences not just to glance at the brand, but spend time with and interact with it. For digital, KPIs might be CTR on ads, site time or social engagement like likes, shares and comments as well as video views. A beverage company might, for example, host an Instagram campaign encouraging users to vote on a new flavor, then monitor engagement with the number of poll responses and the use of a campaign hashtag. Because active participation can be measured, brands can track whether their messages are making an impact and consumers are starting to develop the emotional or cognitive perception of a brand.

Conversion Objectives

Conversion goals are more event-based and aim for transforming engaged users into clients. Their goal: driving measurable actions like purchases, newsletter signatures-up, app downloads, or trial requests. These are more traditional KPIs, such as conversion rates, cost per acquisition (CPA), and sales lift vs. a baseline period. For instance, a business selling clothes online could set its goal as “earn 5% more transactions” during a campaign and below $20 CPA per customer. Here the focus is on efficiency — getting as much out of your purchase for as little money. Crucially, conversion targets also demand perfect synchronisation between your ads and your customer’s journey to a purchase (for example well-optimised landing pages, an easy bolt checkout or compelling CTAs).

Retention Objectives

Retention KPIs extend the focus beyond sales to retaining loyal customers and continued engagement with the brand. This is important because it’s generally less expensive to keep a customer you have than acquire a new one. In this stage, the KPIs will be repeat purchases, loyalty program registrations, and churn decreases. An app with a subscription model for music could target reducing their monthly churn by 10% over six months, enticed through personalised playlists and exclusive features for those who continue subscribing in the long term. For retention-focused media campaigns, the baked-in value of customer relationships continues to be front and center maintaining ongoing value, personal experience, and trust-based interactions so that customers feel like they are recognized and valued.

Measurability and Precision

Media objectives are really important. One of the main things about them is that they are measurable. The goals of media objectives should be stated in a way that we can measure them not in a way. For example a good objective is not just to get people to know about our brand but to achieve 40 percent brand recall among urban millennials in six months. This means we can track how well we are doing and make changes if we do not get the results we want. Media objectives like this one are clear and easy to understand, which is why they are so useful. Media objectives are all, about being measurable so we can see what is working and what is not.

Hierarchy of Objectives

In life media objectives are set up with a top goal. This goal is like the top of the marketing funnel. Usually the first thing media objectives do is make people aware of something. Then they make people think about it and consider it. After that they try to get people to buy it or convert. Finally they try to keep people to the brand. This is much the same as what people do when they are thinking about buying something from a brand. They start by becoming aware of the brand then they think about it. If they like it they become loyal to it for a long time. Media objectives and the purchase journey of a brand are really similar. They both start with awareness. End with lifetime loyalty, to the brand. A cosmetics brand for example could start by making people aware of their products, through influencers. They can use media to get people to try their products. The cosmetics brand can offer discounts to get people to buy their products online. Then they can keep their customers coming with a loyalty app. When a cosmetics brand connects their marketing goals to the steps a customer takes they are using their resources in a way that makes sense and focuses on the customer. The cosmetics brand is spending money in an order that is centered around the customer.

Balancing Short-Term and Long-Term Goals

Media objectives are about finding a balance between how something does in the short term and how well the brand does in the long term. Some people focus on getting results like making a lot of sales during holidays or getting a lot of people to come to an event. Media objectives are important for this. Others put money into building the brand, which is what media objectives are all about. This means doing things that might not work away but will help the brand get stronger, over time which is the goal of media objectives. An athletic wear company may track short-term conversions during a sale season, for example, but also measure long-term equity by monitoring changes in brand sentiment or industry share of voice. A smart and balanced media plan covers them both so that short-term gains aren't at the cost of long-run growth.

Media objectives and KPIs are a map to advertising strategy lastly. Brands know what success looks like for each stage: Awareness, engagement, conversion and retention -

and as a result they safeguard the kpi-ability, purpose and agility of their campaign. Without it, media itself is in danger of becoming a ship at sea—unable to tether its mission to any clear sense of purpose or values.

6.3.3 Media Scheduling: Continuity, Flighting and Pulsing These are all methods of scheduling media which may be employed during a measurement period to reach the target audience or population according to plan.

Scheduling is an essential part of media planning, since the time when a message can be seen matters significantly to its success.

In that model, basically the same amount of advertising gets sent out over long periods and doesn't change very much.

It is effective in case of products that have continuous demand (FMCGs).

o Advantages: Maintains steady awareness.

o Threats: The investment of a standing force.

• Flighting: Ads are scheduled at particular times (flights) with periods in between. It can be used for seasonal items, such as holiday gifts or summer drinks. o Benefits: Savings and maximum effect at the best time.

o Cons: Has a tendency to not be paying attention while off.

• Pulsing: Mixes continuity and flighting; an ad burst occurs with low-level advertising for the rest of the year. For example, a chocolate brand may maintain the flow but raise the stakes on holidays.

o Pros: Combine ongoing presence with peak penetration.

o Challenges: May become a financial burden as dog ages.

• Factors Affecting Scheduling Choice

It is the result of a combination of multiple variables that determines when, where and how frequently an ad should show. Relevant variables to factor in include the stage in the product life cycle, seasonal demand patterns, competitive actions and budget limitations.

• Product Lifecycle Stage

The stage a product is in its lifecycle—introduction, growth, maturity or decline—affects scheduling choices. On the other hand, during introduction stage and in low awareness condition, it is usually preferred to use Continuous or Heavy Pulsing schedule to build exposure rapidly. For example, it might aggressively advertise on television and across digital platforms for the first six months after a new streaming service debuts in order to build recognition. As the product starts gaining momentum

through growth phase advertisers will continue high-frequency exposure but start targeting more granular audience segments. In the maturity stage, pulsing or low frequency can be used in a saturated market to maintain awareness and lower costs. Lastly, in decadence stage (stag of decline), organizations are likely to confine the advertising within a niche segment or particular promotional activities but may not go for mass campaigns by any cost.

• Seasonality of Demand

For numerous products and services the demand will vary throughout the year, therefore seasonality is an important issue in scheduling. "When you have more consumer activity, that's when advertisers will spend," he said, citing retailers which tends to focus advertising in the month or two before the holiday shopping season. Likewise, sunscreen companies typically roll out ads in spring/summer to match consumers' outdoor time and cold medicine manufacturers ramp up media placements during the holidays. In these instances, a flighting schedule—a fairly intensive series of ads at peak times, then less or no activity in the off-season—is commonly the most cost-effective.

• Competitive Activity

The balance of competition within the marketplace also influences scheduling decisions. During periods of heavy competitive advertising, advertisers may have to move into the defense by equalizing or exceed a competitor's share-of-voice in order to remain top-of-mind. During big sports events like the FIFA World Cup and the Super Bowl, such as drink and fast-food companies monopolize television advertising time and brands need to order high-volume schedules just so they can be heard above the noise. When, on the other hand, a brand's competitors cut or reduce spending for whatever reason, it may well be worth seizing the opportunity to grab others' "share of voice" by staying visible only without having to spend as much money. So scheduling is often not just about what the consumer might want it's also how you're positioned relative to competitors within a media landscape."

• Budget Constraints

Last but not least, the size of funds often represents the physical limitation for estimation choice. If a brand wants to have a consistent year-round presence, fiscal mechanism such as flighting or pulsing may be required due to budget limitations. For example, a small regional start-up might not have the budget to run national TV all year; it could concentrate on blasting advertising during local festivals or sales days. Massive global brands who spend millions in advertisement money, like Coke or Apple, for example, will have the budgets to be able to influence a brand's visibility over a longer period of time with regular advertising. Budgets, in effect not only determine how much

exposure it's possible to achieve but also how agile — and seasonally or competitively — the brand can be.

The scheduling of time ensures that the appropriate message is getting to the audience at the right time and it makes an advertisement efficient that could possibly be.

6.3.4 Geographic and Demographic Media Targeting

• Geographic Targeting:

o Where the consumer are based. National campaigns could cover whole areas, whereas small businesses might favor close-by cities or towns.

o Geo-fencing and location-based mobile ads are examples of hyper-local targeting.

o Geography is a consequence of seasonal factors— woolen clothes, for example, furthers oneself in colder regions.

• Demographic Targeting:

o Depends on characteristics like occupation, age, gender, education and income.

o For instance, luxury cars ads are marketed to the wealthy, and snack items focused on teens and young adults.

o Media must be targeted for demographic profiles – e.g., younger consumers view digital content being consumed whereas older targets read print or watch TV.

• A Mix of Both: The most effective strategy is often a mix of geography and demographic. For instance, a high end smartphone campaign may try to reach out young urban professionals in metro cities with its ads.

• Psychographic and Behavioral Dimension: In addition to geography and demographics, it allows you to target based on lifestyle, values & purchase behavior - increasing the targeting accuracy.

The accuracy of targeting is also a factor, as budgets aren't thrown away on those that are unlikely to interact with the brand.

6.3.5 Integrating Media Plans with Creative and Timing Strategies

Media planning cannot be a separate activity but needs to work closely with creative and timing strategies.

Creative-Media Fit: Type of creative in consonance with the media to be planned. A campaign that is highly visual goes along with television or Instagram, and a message with nuance comes with print or blogs.

•Content often and in a well spaced manner; In today's fragmented media ecology, you need to repeat the same message across multiple platforms for easy recall and so that their nature does not become one of broken messages.

• Time the Campaign Right: Politeness should be timed with when consumers are active. The launch of our campaign must coincide with something in consumer and cultural life. Just like running chocolates ad on valentine or ac offers before summer shows high impact.

• Content: In the end, you're at least going to want to optimize the same content across platforms. A TV script is whittled down to a 6-second YouTube bumper ad, or still visuals exchanged for Instagram stories.

• Cross-media Consistency: Integration serves to provide a consistent brand and story for the audience through different media. Advertisement A teaser ad on social media can lead to a TV spot, for example, and outdoor billboards carry that message to offline audiences.

• Interdepartmental coordination: Planners and creatives, as well as brand executives, all need to be aligned about the company's aspirations, how a plan is being executed and when.

And it's how you ensure that your media plans are not a game of placements, but the opportunity to place the most resonant creative work right at the moment and place through that consumer journey where it can make the biggest difference.

6.4 Media Buying Process, Budget and Negotiation lunFa.sem Agricultural Advertising: Planning and Producing print and Internet advertising 436 The lids The North Face JOECOTECH NHITing Bkg DOWN SUtJNliL Optioas YOUTH SfZiNG TERRY VEST TA WINDWAFFER MOUTHWATERING SAOPieos) oOonar bsiY MO Glimmer UCASQtface NorthFace Accossfwu PrwmM J8G-507 Ey AAA-43C-A57A Mo L M CA Assembled In Costa Rl Mutual Of $n eld Eye Www.northface.com (800)848.8605 Infmation About Down And the Responsibilities of an Acceptable Owner FREEI ftaai AMa on vu J ~ Visit our website at WWW-B0bifleld.NBt and down load your copy cTke Boppy "Getoine AH?" catalog, Cet bteking Mswo rtm H ocmts you have Iri hasatio pleaa call tor a E possibilitiel —We;ook so long yoo wtHWWWWWcex« The final catalogue page for Apparel Newslesetter ads Direct mails Sale flyer* Corporate identity brochures FOUR colors ADVERTISING Agsncy Si Lost Angels Feb.Ctl Apr9.M80 JiKJeU.2OO Aag&Wfi OctVWVIS Doc * ■vuSSk MH nmkoa Oraollsrs sent RooxlowUp Brochiuls looldotos Print Ads Webs|to Preso ReiaososJORiArory Trodo Stwow preodfloj ROCK shoppinq mohis

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Media buying Media planning is not just about ratios and business matters. While media planning identifies when we should communicate messages, where and how they need doing, media buying is about purchasing those placements at the best price allowing extra value to be captured. It's a well disciplined one in the sense that there are good negotiators out there, you need to have some level of financial rigour around the way you actually budget and work with media agencies / publishers. Effective campaigns rely 100% on smart media buying, which in turn is driven by the right combination of cost & reach.

6.4.1 Media Buying Workflow and Roles

It is a process and steps which provides an orderly workflow as well as efficiency and accountability.

• Media briefing The first is that document, and it outlines a proposal for media buy. This will include specifics such as: channels audience budget schedule

• Research and analysis: Buyers consider options such as media vehicles, supply inventory, Rate cards, and past performance. The choices are informed by past campaigns and market factors.

• Selecting the vendors: With research in hand, media buyers narrow a list of suitable publishers or broadcasters or platform that will accomplish those campaign objectives. Filtered shortlisting results in better focus on specific partnerships with valuing additions.

• Bargaining: Sellers haggle over price, premium placement, extras and deliverables with buyers. So here now you are balancing in the middle between an economically favorable and good order.

• Booking and Execution: Contracts are signed, ad slots/inventory is purchased after rates have been negotiated. The grazing required comes from both the creatives and media, who need to "work together" and share assets "within time," he adds.

• Measurement: Deals as a performance measure of campaign delivery. On digital, you get real-time view count and click count as evidence – and engagement factor; on outdoor and radio will work with basic ROI reports or broadcast proofs to verify placement.

• Reporting (Post campaign): Evaluating and reporting how well the activity performed against planned KPIs. what is learned at this stage directly influences future purchasing decisions.

• Roles in the Workflow:

o Media Buys: Bargain and maintain media buys. o Media Planners: Give strategic direction. o Creative Teams: Provide ads that are appropriate for the sites on which they run. o Finance teams: Responsibility for Budget Compliance & Payment.

o Vendor/Publisher : Supply inventory and ship.

By having a process it means everyone's held accountable and taking out all inefficiency but also to get the most "bang for your buck" on media spends.

6.4.2 Value Added opportunities in Negotiating and Media Costs."

In media buying, every deal is dependent on the haggle. We are toward the best rates, indeed every other conceivable incentive to stretch out budgets.

• Rate Bargaining: Buyers pay well below rate card rates. Suppliers tend to offer discounts for volume purchases, long-term business, or during down sales months.

• Premium Placements: When you're negotiating, it's not just the price that you're haggling over — but also premium placements, like front-of-book print ads or prime-time television slots or above-the-fold digital banners. Premium placements amplify visibility.

Value-Added Opportunities (VAOs): These freebies. This might be bonus advertising harder space, editorial consideration, sponsored tags or influencer mentions, or sage social advertising pick me ups.

• Packages: Media buyers are often sold packages that bundle different types of media — an offer by a TV network, for example, to place spots across all its channels at a discount.

• Longer-Term Relationships: For longer-term relationships, online sellers are being asked to enter into one-year deals, which in some cases might give them preferential pricing or priority access to inventory. Shopkeepers love customers who come back for more, and serve them up some specials.

• Bargaining Power: Purchasers use insight of competing offers or market pricing to obtain more favorable terms.

• Performance Smokes and Mirrors: These deals - especially in digital - almost invariably involve performance numbers (minimum impressions, engagement or cost-per-action))), that are measured falsely.

In addition to cost effi ciency, good negotiations including strong cost control increases visibility and strategic alignment of the decision making process.

6.4.3 Rate Cards, CPM, CPT, and CPA Explained

Media buying uses pricing models that allow advertisers to assess and compare campaign cost-effectiveness across media channels. By understanding these models, rational and fair decisions can be taken.

Rate Cards

Published lists of standard advertising prices issued by media suppliers are referred to as rate cards. They serve as reference points or guideposts, but are rarely the actual amount paid by advertisers because of discounts, negotiations and package deals. So, a newspaper might have ₹500,000 for a full page color ad rate but may not get that much depending on client relationship and the volume of ad.

CPM (Cost Per Mille/Thousand Impressions)

CPM reflects the cost to reach 1,000 viewers. It's been one of the most popular pricing models both in digital and television advertising because it allows advertisers to easily measure relative efficiency across platforms. If, for instance, a digital banner ad campaign has a CPM of ₹150, then the advertiser would be paying ₹150 to show its ad to 1,000 people. On the face of it, a TV spot with CPM (cost per thousand) of ₹200 may not sound as cost-effective but if TV delivers much higher credibility and recall then the investment could certainly make sense.

CPT (Cost Per Thousand print or outdoor)

CPT operates in the same way as CPM, but it is for print and outdoor advertising. It measures efficiency based on circulation, or estimated viewership. So a ₹300,000 billboard that is seen by 500,000 commuting people would be judged as efficient or not using CPT and be compared to other options (say magazine spreads or metro advertisements).

CPA (Cost Per Acquisition/Action)

CPA is a results-based pricing model that charges according to the particular actions consumers take (purchasing, signing up, app downloading). If, let's say, a campaign has spent ₹10,000 and received 200 purchases then the CPA is ₹50 per purchase. What businesses does this model suit? This model is widely used today in e-commerce and app-based industries as the demand for transparency has increased from advertisers, to make sure their spend goes directly towards actions that can be measured.

CTR (Click-Through Rate)

Actually, CTR is not a cost figure, but it's an indicator of performance and reflects the click-through rate as a ratio to the number of recipients. For instance, if an ad is seen 1,000 times and clicked by 30 people, then the CTR is 3 per cent. Higher CTRs tend to lower CPA as click rate increases the odds of conversion.

It is a critical measure of how engaging or relevant to its target audience an ad is.

GRPs (Gross Rating Points)

GRPs are a common measure for exposure in television and radio advertising. They involve multiplying reach (the percentage of the target audience exposed to the ad) by frequency (how often you show it to them). GRPs are not a measure of people but point to how much weight there is – in sum – in an ad buy. For instance, if a television campaign achieves a reach of 40% and an average person sees the ad three times, then it delivers 120 GRPs. Media costs are frequently linked to the delivery of GRPs, so that advertisers would be billed in proportion to how much exposure they got. A brand manager, for example, might want to launch a national TV campaign to promote the company's shampoo: the media agency would advise them on how to have enough exposure – let's say 300 GRPs across four weeks – so that its target group will be exposed multiple times and remember it when buying a new bottle. High GRP Numbers High GRP numbers mean good campaign visibility, but they also carry a steep price tag.

6.4.4 Media Budgeting Techniques and Allocation Models

Budgeting is the fiscal foundation of media buying. Allocating resources fairly allows for efficient use and maximum benefit.

Percentage-of-Sales: A fixed percent of previous or anticipated sales is the budget. It's crude but reactive, since it latches budgets to fluctuations in revenue.

• Objective-and-Task Approach: Starts with a set of objectives; lists all tasks necessary to accomplish them; estimates costs and sets budget based on the sum of these. It is rational and goal directed, but costly.

• Affordability Method: Many small businesses budget "whatever we can afford." While practical, it does not provide room to grow.

• Media Efficiency Analysis: Utilizes performance analytics to assign budget across the best-performing channels. For instance, if audiences were more efficient in digital as opposed to print for previous campaign then future budget will allocate larger chunk to digital than print.

• Dynamic Budgeting: It's digital, so budgets are increased and decreased on the fly.

Low performing ads are paused and budget to high performance ad is added.

• Allocation Models:

· Reach-Oriented: Concentrates on the size of the audience. o Engagement-Oriented: Prioritizes interactive channels.

6.4.5 Collaboration with Media Agencies and Publishers

Role of Media Agencies

There are many media options out there. This is why media agencies are really important. They help connect advertisers with all the media options that are available. To do this job media agencies need to have a lot of knowledge and skill. They have to be good, at planning and buying media. This is not easy. Media agencies need to understand how people consume media and how to divide people into groups. They also need to know how valuable each media platform is. Media agencies need to know about media consumption habits. They need to know about audience segmentation. They need to know about the worth of each media platform. For example when a big company that makes drinks over the world starts a summer sale they might ask the people who help them with ads to figure out the best way to use television commercials, big signs outside and videos on the internet to get the attention of young adults when they are not working. The people who help with ads can also give the drink company information, about what's popular and what works well that they might not know about otherwise. The drink company needs to know what adults like so they can make ads that young adults will like. The people who help with ads can help the drink company make ads. Agencies work with lots of brands. They know what people usually pay for ads and how often you should show them. They also know what kind of response you can expect. This is because they work with many brands. They have a lot of power when they talk to people who sell ad space. Agencies buy a lot of ad space for all their clients at the time. This means they can get prices that individual brands cannot get. The fact that agencies work with many brands gives them an advantage when they negotiate prices for ad space. Agencies can demand prices because they buy so much ad space for brands, across many different areas. Agencies do a lot of things. They come up with a plan. Negotiate the details. They also make sure the ads are running correctly. This means they check that the ads are in the place and that they are shown on time. If the ads are not doing well the agencies will make some changes.

The agencies are like the people in the middle. They are between the people who want to show ads and the people who own the media. The agencies work out all the details. They make contracts with TV networks. They figure out what to do when there are problems with ads on digital platforms. Agencies manage the execution and monitoring of campaigns. They also do the reporting. This is a part of what agencies do, for advertisers and media owners. Without this level of coordination, advertisers would be

left to deal with dozens (at least) different vendors and things would quickly become disorganized and error-ridden.

Advantages of Agencies

Second, the benefits of working with media buying agencies is that they so efficiently combine cost effectiveness and strategic expertise. Cost savings is one of the more obvious advantages as agencies can negotiate discounted prices by buying in bulk. For instance, an agency that buys a big bundle of ad spots that run across several TV channels may save money per unit and extend the savings to each client. Agencies also offer advertisers access to state-of-the-art research tools and performance databases that include audience measurement systems, monitoring of consumer preferences, and reports on competitive spending. These tools allow brands to optimize their efforts by tracking trends, e.g. what time of the day is best for a television ad or which social media platforms target young professionals most effectively? Agencies also provide creative and strategic support to make media selections consistent with the overall campaign message and brand. If, for example, a retail brand's creative concept is about sustainability, the agency might advise buying space in environmentally-themed magazines or sponsoring digital content that has green credentials to amplify that message.

• Hybrids: Many brands use a combination. They work with agencies for the purchases and they also work with publishers directly for smaller niche campaigns that the brands want to control themselves.

When we talk about Transparency and Accountability we need to make sure that everything is out in the open. This means that the Contract should have clear details about what needs to be done how much it will cost and when it needs to be finished.

This is really important because it helps prevent arguments between the agency and the client. Transparency is the important thing in the relationship between the agency and the client. Transparency and Accountability are crucial because they help build trust and make sure that everyone is, on the page.

• Trends to Watch: As digital gets very large, advertisers would like to understand what is happening with the money they spend on buying. They also crave visibility into how well their ads are performing. Advertisers can benefit from digital if they have the information about what a platform costs and what fees agencies tack on for using their technology and services. Especially for the performance of their ads, and you know...for anything programmatic buying.

Agencies and publishers relationships must be founded in trust, communication, long-term goals. It shouldn't be about trying to get something right now. You're doing agency and publisher work really for a while. This requires trust and communication and long-

term goals. Not just to cut a deal. Agency and publisher relationships are important to both agency and publisher success.

6.5 Implementation and Evaluation Metrics

Executing and reporting is part of media planning and buying. This is where the action takes place. We see what works. This is the most important one because without it even the best media plan can fall flat if we don't do it, and we don't check how well it has done.

The implementation of media plans is key. We have, you know, to ensure that these ads run as we had planned on the media platforms.

We also need to see if our media plan spent is getting us results. We do this by looking at numbers and data that provide information on how well our ads are doing.

It is these metrics that planning and buying teams use to ensure everybody is doing their job and so we can analyse mistakes, to know how better the future will be.

The media plans need to be transparent and easy to read so that we can learn from it and make the decisions for the next media plans.

6.5.1 Executing Media Plans: Timelines and Coordination

When the media plans are all set that is when the real work starts. The media plans have to be finished then everything else can begin. The media plans have to be ready so that the rest of the work can be done on time. This means that people, from departments have to work together closely and meet some very tight deadlines. The media plans are important because they have to be done before anything else can happen.

• Timelines: Each media plan needs a timeline that shows when the campaigns will start how long the campaigns will run and when the key creative assets are due. The campaigns are often planned around things, like product launches, seasons or festivals so the media plan timeline has to fit with these things like the product launches, the seasons or the festivals.

• Coordination Across Teams:

Media Buyers need to make sure that the time slots or space they booked are saved with the vendors.

They have to do this so that everything goes as planned.

Media Buyers are very important when it comes to this.

Media Buyers have to work with the vendors to make sure this happens.

Creative Teams have a job to do too.

Their job is to make the ads in the shape and size.

The ads have to be made in the formats and dimensions that were decided.

This is what Creative Teams do.

Account Managers are like the people, in the middle.

They talk to the clients and the media vendors.

Account Managers help the clients and the vendors work together.

They make sure that the clients and the vendors are happy.

Vendors have some work to do well.

They have to put the ads where they are supposed to go.

This is called trafficking the placements.

Vendors also have to give proof that the ads ran.

This proof is called a POP.

Media Buyers and Vendors work together to make sure this happens.

Vendors and Media Buyers have to work to get the job done.

• Asset Management: Making lots of versions of a commercial is time consuming for different platforms. For example a TV commercial might have a version, a medium version and a short version. Asset Management is about dealing with all these versions. Asset Management is also about making versions, for campaigns like banner ads, video ads and social media ads. Asset Management has to handle all these types of ads.

• Logistics Coordination & Management: Taking care of logistics is really important for media. This is because print ads need to be delivered on time to the publications. Also outdoor hoardings must be installed on time. When it comes to Digital Ads they have to be uploaded and scheduled in ad servers. Logistics coordination is key, to making sure everything runs smoothly with Digital Ads and traditional media with logistics.

• Contingency Planning: Things will not always go as planned with Contingency Planning. There will be delays with Contingency Planning, mistakes with Contingency Planning and last-minute shifts with Contingency Planning. The cost of running Contingency Planning would include having creatives for Contingency Planning finding alternative placements for Contingency Planning or having flexible communication rates, for Contingency Planning.

To really make things happen you need to pay attention to the things work together with people and keep an eye on everything. This is how your idea becomes a plan and that plan becomes something you actually do. Execution that sticks requires the details,

collaboration and oversight to make sure that your vision becomes strategy becomes action.

6.5.2 Tracking and Monitoring Campaign Performance

Campaign control makes sure that the ads are actually delivered. It also checks that the ads are doing what the Campaign control is supposed to do. The Campaign control is, in charge of this.

• Real Time Tracking: We have these things called dashboards on the internet that show us how many people are looking at our ads clicking on them and actually doing what we want them to do. They also show us how people are interacting with our ads. This is really helpful because we can see away which ads are good and which ones are not so good. We can find the ads and the bad ads quickly, with Real Time Tracking.

• Traditional Media Monitoring:

Television ads are monitored by using broadcast logs and by doing spot checks on the systems that are in place, for television ads. Television ads are basically watched over to make sure they are okay.

People should expect that print ads are checked to make sure they are real, by using sheets and circulation audits. This is how we verify print ads. Print ads need to be verified by sheets and circulation audits.

Oh I think there is a problem, with campaigns. They often spend money than they should. This happens because people look at the pictures of the campaigns not what actually happened. We need to have proof, like photographs or have someone else check the campaigns to make sure they are honest.

• Benchmarking is when you compare something to a standard or a goal that you want to reach. You can also compare yourself to what other people or companiesre doing like your competitors to see how well you are doing. This helps you figure out if you are successful or not. You are measuring yourself against these goals or what other people are doing to see how you stack up. Benchmarking is really, about seeing how you are doing compared to what you want to achieve or compared to what othersre achieving.

• Compliance assurance: We need to make sure our campaigns follow all the rules and are creative in the way. This is important, for the brand reputation of our company so we have to protect the brand reputation of our company.

• Feedback Loops: We pay attention to what consumers have to say we look at surveys. What people are talking about on social media to see how well our products are doing in terms of quality. We use Feedback Loops to understand what consumers like and dislike about our products. This helps us to make Feedback Loops a part of our decision making process to improve the quality of our products through Feedback Loops.

The monitoring and tracking brings accountability by way of recording delivery and enabling readiness for remedial intervention.

6.5.3 Key Media Metrics: Reach, Frequency, GRP, TRP, Impressions

The efficacy of media is quantified using defined metrics. These measures measured exposure, engagement and impact, are comparable across outlets.

• Reach The percentage of the intended audience who have seen an ad at some point in a campaign. For instance, a 60%-reaching campaign is considered to have had strong visibility.

• Repetition: How many times the target audience will be exposed to the message. Good campaigns are a balancing act between reach and frequency with no hard and fast number of impressions being right or wrong. Not enough exposure will lead to recall not being strong enough, while on the other hand, you don't want your audience to get sick of seeing your ad pop up every time they go online.

• GRP (Gross Rating Points): Reach (%) x Frequency. GRPs measure overall campaign weight. If, for example 50% of the campaign has an average frequency of 4, then it produces 200 TRPs.

• TRP (Target Rating Points): Like GRPs, but for a targeted segment. For targeted work TRPs give more accuracy for niche targeting campaign.

• Impressions: How many times an ad is shown. Unlike reach, impressions encompass all those that overlap with exposure to the same person. Visibility is quantified in terms of impressions on digital platforms.

• Other Supporting Metrics:

o Share of Voice: The brand's share (expressed as %) of the total advertising exposure in its category.

o Viewability: In digital, refers to whether an ad was actually visible (eg: if 50% of pixels were in view for 1 second).

These measures offer measurable indications of performance that enable planners to assess whether or not the intended campaign objectives have been achieved.

6.5.4 Evaluation of ROI on Media Investments

Measuring the impact of media on ROI is an essential step towards theater continuity: that advertising spend drives business resuls. At its most basic level, ROI is the comparison of the financial or strategic returns with the amount of cash spent in media

to achieve those returns. But the return on investment in advertising is not always direct, as media campaigns can impact both short-term sales and long-term brand equity. As a result, assessment needs to be holistic and consider short term successes alongside long term business development.

Defining ROI in Media

There tends to be two types of ROI in media – sales-driven, and engagement-driven. ROI based on sales focuses on income driven directly by the campaign as a share of media investment. If, for instance, a business invests ₹10 million on advertising and receives up to ₹30 million in sales during the period of campaign, then their ROI is positive and easily measurable in monetary terms. On the other side of the spectrum, engagement-based ROI accounts for things like clicks, shares and video views that might not lead to a purchase at the time but can pave a road toward future conversions. For example, a viral video advertisement may or may not immediately spur sales but can lead to fantastic brand exposure / recognition which has the potential to serve as a source of profit into the future.

Sales Impact and Econometric Modeling

Measuring the sales impact is one of the most straightforward methods to measure ROI. For example, marketers frequently compare sales performance levels before, during and after a media campaign to derive the incremental lift due to exposure to that media. In the case of a detergent brand that has a 15% rise in sales during weeks when its TV ads are running, for instance, such an increase can potentially be attributed to the campaign. But determining the specific impact of media is tough to do: sales might also be driven by changes in a product's price, its distribution or activity from competitors. This move is challenged, however, by the fact that sales grow and media spends are not always growing together at the same pace year on year; this is addressed through econometric modeling (or marketing mix modeling): statistical analysis of all variables over time to determine specifically how much of this growth in sales can legally be attributed to media spend.

Attribution Models in Digital Campaigns

Attribution models, which attribute credit for bringing rennets to view ads (or a touchpoint) to highlight parts of the audience's journey, are typically used for ROI evaluation in digital advertising. In the first-click attribution model, credit is given to the ad that first brought a consumer into a brand's ecosystem; in the last-click model, it's given to the final ad that drove a purchase. Both methods are simple but effectively point out when to enter and leave the market.

More sophisticated campaigns utilize multi-touch attribution, which spreads credit across multiple interactions (i.e., a visitor who first sees a Facebook ad, later clicks on a

Google search ad and finally converts after receiving an email offer). It gives a more comprehensive picture of how certain media channels complement each other in driving conversions.

Cost Efficiency Metrics

Cost efficiency measures offer detailed intelligence about the extent to which media spend is defensible in relation to outcomes. Key measures include:

• CPA (Cost per Acquisition): The Cost of acquiring a single new customer. For instance, if an e-commerce company invests ₹500,000 and acquires 10,000 customers then the CPA is ₹50. In general, the lower are the CPAs, the better is efficiency.

• CPL (Cost per Lead): Especially relevant in the B2B or service fields, CPL measures how much one particular lead costs you to obtain. For example, a financial services company running LinkedIn ads might measure the cost of each prospecting lead before a sales team turns them into paying clients.

• ROAS (Return on Ad Spend): ROAS is a metrics that represents how much revenue is brought in for every unit of ad spend. If your online campaign is returning ₹5 for each ₹1 spent, the ROAS is 5:1, showing that you're super efficient.

These types of shopper insights allow advertisers to uncover more than just results, but also enable them to evolve which channels are invested in and where budget is allocated most efficiently.

Brand Equity Measures

It is the return on investment. Media investments also build brand equity, which includes intangibles such as awareness, recall, reputation and loyalty. These effects are gauged with brand tracking studies, consumer surveys and unaided brand recall or sentiment analysis. Such measurements prevent advertisers from thinking only about cash flow in the here and now, Eck said.

Comparing Media Channels

ROI can help marketers figure out the best channels for reaching campaign goals. For example, a TV ad effort could build great awareness but not many users convert directly, while digital ads can lead to measurable online purchases more effectively. Point of sale Billboards If there is a giant 48 sheet next to the till in a store, it may not be able to deliver ROI on its own - but it will support recall for digital retargeting. Advertisers can optimize their media mix to adjust the right balance of reach, engagement and conversion based on relative performance between platforms.

Short-Term vs. Long-Term ROI

Lastly, advertisers need to differentiate between short-term and long-term ROI. 72 Short-term ROI is concerned with immediate effects, for example sales of goods during a holiday campaign or downloads of an app after launching. Long-term Superior Value can be interpreted simply as the creation of sustainable brand equity, loyalty, and lifetime value. A campaign of inspirational storytelling investment like Nike (that) may not pay a return for quarterly sales right now, but has an effect on brand adhesion and loyalty that pays off over decades. A quality check on both dimensions is necessary: we don't want campaigns that only manage to perform quarterly, but those who help building the brand in a sustainable way.

In summary, an ROI on media investment is not always an isolated calculation: "It's just about the figures" but recognising that advertising and communications deliver value across a range of areas.

6.5.5 Continuous Optimization and Post-Campaign Analysis

In a media ecosystem of today's news cycle velocity, lit campaigns can't be just ignited and left to burn. Instead, marketers cascade real-time learnings: campaign layer (on-the-fly insights for real-time performance optimization) and post-campaign layer (learn to inform future investment). All of this keeps the media plans from being static, but dynamic.

Continuous Optimization

It's this refining of the campaign on an ongoing basis, and always having the performance in mind, that we refer to as continuous optimization.

• Digital flexibility: Traditional media runs on a schedule, but not digital advertising — it can be changed right away. Budgets are movable between platforms, audiences can be finely targeted and creatives nimble.

For instance, if a retail brand see that Facebook ads are driving better performance than Google Display ads, it can shift money to Facebook on the fly. Likewise, if one. age group responds better than the other it is possible to change a targeting criteria in the middle of your campaign.

• A/B Testing: Frequent A/B testing drives much of the optimising, where two or more variations of an ad are run sumultaneously to see which performs best. For example, a direct-to-consumer e-commerce brand could compare two headlines — "Free Shipping Today" versus "20% Off Today" — to see which results in more conversions. The better option can then be scaled up and the worse phased out.

• Dynamic Creative Optimization (DCO): For advanced campaigns that use AI-based tools to automatically adjust ad creatives based on the audience's interaction and

context. So, for instance, a travel site could display one batch of ads to users browsing tropical vacations and another batch to those mapping out cultural itineraries. This automated personalisation means that content is always relevant, appropriate and unnecessary negative targeting impressions are kept to a minimum.

Post-Campaign Analysis

Evaluating results After a campaign ends, there is the subsequent step to be taken, which is evaluating the results. Post-campaign analytics Ensures that every dollar is a learning dollar, even if what was learned is that the hypotheses were wrong and arms didn't work as you expected.

• Performance Reports: These focus on comparing upcoming KPIs to the actual ones for the core metrics including reach, frequency, ROI, cost acquisition and engagement. E.g., if a campaign aimed for 5% conversion rate, yet only achieved 3.5%, by investigating the difference, you can determine whether it was targeting, creative or budget allocation that thwarted your efforts.

• Lessons Learned: The post-campaign debrief is more than just numbers. For a food delivery app, Instagram Stories may have generated the most conversions and banner ads the least. But a little careful analysis could reveal whether ads with happy customers (versus simply promoting the product) for instance, resonated more. That's some important insight for planning campaigns down the road.

• Benchmarks: Context is sometimes given by sharing results compared with industry averages or the organization's previous attempts. Now, say your CTR is 1.5% — that sucks man! If you contrast this with the "regular" rate of 0.8%, all of a sudden it doesn't seem so low after all! This comparative perspective is important to have so that as an advertiser you know if your performance is "performing" well or not.

Consumer Insights

The raw numbers do not tell the full story. Some of the post-campaign analysis that was put to some consumer feedbacks just for an idea: how does perception and emotional feeling is being developed? Information from surveys, focus groups and sentiment analysis of comments on social media can help to ascertain veracity in whether consumers found that the campaign was on brand. A luxury brand, for instance, might learn that while their campaign brought more people to their site, some potential consumers said the messaging wasn't aspirational enough and too casual. This qualitative input references to the value added in terms of effectiveness, other than quantitative aspects and measurements.

Feedback Loop

Lessons learned from post-campaign analysis is not an end but a feedback loop into the next planning. What works is emulated, both repeated and scaled up; what doesn't

work is revised or abandoned. For example, if an electronics manufacturer finds that influencer partnerships performed better than paid search ads, it might allocate more to influencers in the next cycle. As a result of this recursive process, media optimization is an ongoing process. Holistic View

Lastly, assesment must not be limited to the short term effiency criteria but it should include also long-term brand enhancement. One that doesn't quite deliver on short-term sales, for instance, might still be successful if it builds brand equity or consumer goodwill. Dove's "Real Beauty" campaign, for instance, was about changing perceptions more than making instantaneous sales, but it had a huge effect on the brand identity over time. If you look at the whole picture, then optimization makes sense because it balances short-term ROI to long-term equity building.

6.6 Summary

❖ Media planning and buying help to ensure that advertising messages are delivered to the right potential customers, at the right time, through the most effective media choices.

❖ Types of Media are divided into Paid, Owned, and Earned media in addition to Interactive media that all play a different part in the campaigns.

❖ A planned media mix should be most effectively allocated and grounded in the conformation of traditional+digital-vis-a vis audience, objectives, budget.

❖ Media planning is a process, and goes through certain steps - situation analysis, objectives setting, media selection (which includes scheduling), budgeting, and evaluation.

❖ Media goals need to have KPIs – quantifiable reach, engagement and conversions.

❖ Scheduling tactics (continuity, flighting, pulsing) ensure that ad placement matches consumer behavior and our media mix seasonal demand.

❖ We apply geographic and demographic targeting for a narrow range of messages, reaching relevant communities.

❖ Media buying involves negotiation, pricing knowledge (CPM, CPT, CPA), and exploitation of added value.

❖ Methods for budgeting: objective-and-task, percentage-of-sales, and competitive parity inform where resources flow.

❖ It requires timeline, coordination and asset management for smooth execution.

❖ Measurable effectiveness: reach frequency GRP, TRP and impressions are the evaluation indicators of significance.

❖ On-going optimization and post-campaign analysis feedback to learn for next campaign.

6.7 Key Terms

Media Mix – All channels employed in a campaign.

Continuity- A media scheduling pattern where advertisements are scheduled on a regular or constant basis over the campaign min period.

Flighting – A time pattern featuring periods of advertising followed by no advertising.

Pulsing – A little of continuous and a bit more on intervals.

GRP (Gross Rating Points) – A weight unit for GRPs across different vehicles (reach × frequency).

TRP (Target Rating Points) – It represents the campaign's exposure to the target audience.

CPM (Cost Per Mille) – The price of a 1,000 impression.

CPA (Cost per Acquisition) – The price it costs to acquire a customer through ads.

Media Buying – The act of paying for advertising space, or time.

Value-Added Opportunities (VAOs) – Additional advantages obtained in lieu of purchases, such as bonus slots or editorial placement.

Weights – Ways of assigning credit to the ads that resulted in a conversion.

Optimisation – making campaign adjustments on-the-fly to enhance performance.

6.8 Descriptive Questions

What is media mix and what role does it play in IMC?

Discuss the considerations that are taken into account when deciding on media mix with specific examples.

Explain the process for creating a media plan.

Distinguish between three measurement and scheduling forms with examples- continuity, flighting and pulsing schedules.

Explain about Negotiation in media buying and the significance of value added opportunities.

What are CPM, CPT, and CPA? How do they help you to measure media efficiency?

Comment on the discussion of tracking and monitoring in campaign performance measurement.

How does uninterrupted optimization improve the efficiency of media campaigns?

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6.10 Case Study

Media Strategy for “FitFuel Nutrition

Background

FitFuel, a startup providing plant based protein shakes was looking to position itself among the crowded landscape of health and wellness. Traditional channels like TV and print were already dominated by established brands. FitFuel had their work cut out for them like any challenger, they were working within restrictions in budgets and needed to raise awareness, build trust and convert.

Cross-Media Mix Problem 1) Media Selection.

The issue that FitFuel faced was the right media mix within its budget. And it would be costly and foolish to rely only on mainstream media.

Solution

For the hybrid gates, the researchers:

• Paid Media: Sponsored IG and YouTube ads targeting fitness fanatics and wellness circles.

Owned Media:Own a Brand Blog and Branded Workout App with workout tips and nutrition content positioning FitFuel as a trusted authority.

• Earned Media: Utilized fitness influencer partnerships for honest reviews and social call-outs.

• Interactive Media: An Instagram led fitness challenge encouraging users to post videos of workouts using the hashtag #FuelWithFitFuel.

By taking this well-balanced approach to the media mix, FitFuel was able to arrive at reach as well as a credible level of engagement without overspending.

Problem 2: Selecting Midias and Scheduling It (Insertion Scheduling) Here we define the following problem for ad placement and scheduling.

The second problem was timing and emphasis. There are bursts of interest in fitness at New Year, summer and pre-festive season when we ´re prompted to think health.

Solution

FitFuel adopted a pulsing schedule:

• A minimal frequency of base ads year round to maintain visibility.

• Monthly spurts in January (New Year fitness resolutions), May (pre-summer health drive) and September–October (festive wellness campaigns).

• Targeting the 20-35 wow factor urban professionals demographic Note: Use of bulleted format has its problems. Geographical targeting centred at metro cities having a fit culture (Delhi, Mumbai, Bengaluru).

This had the merit of being intermediate between constancy and undue effect at peak interest.

Issue 3 - Measurement /ROI Calculation

FitFuel needed to know that its media spend was working for them – both as sales and brand activity.

Solution

• The Get Evrybdy Out Here Quiz: Please be aware (reach, impressions), engage (social shares, challenge participation), Conversions app downloads and sales) and ROI (cost per acquisition).

• Digital Measurement: The campaign was measured digitally in real-time using measurement tools.

Underperforming creatives were replaced quickly.

• Post-Campaign Critique: The brand recall and perception were measured using a survey. FitFuel saw a 35% uplift in unaided recall among its target audience after six months.

• ROI Performance: CPA optimization led to a reduction from ₹500 to ₹220, promoting efficiency.

This rigorous assessment contributed to evidence-informed use of media investments, and lessons learned for scaling.

Reflective Questions

I think the thing which put us apart here was that FitFeel did not go about in a traditional Reebock manner. Thing is FitFeel discovered that a Reebock worked better for them. So when FitFeel tried to get out of a Reebock it was better for FitFeel. The reason is that the Reebock provided what no other traditional methods had, It is for this exact reason FitFeel achieved results, with a Reebock.

Pulse frequency was actually very important for FitFuel. It allowed FitFuel to keep pace with the customer in terms of promotional timing.

FitFuel was able to do this because the pulsing frequency provided FitFuel with information about the consumer.

That way FitFuel could ensure the consumer would see its promotions in real-time.

It was all about the pulse rate to do this for FitFuel.

So whenever a brand is new and trying to prove them selves own and earned media can be really helpful. Owned media is OWNED media – think of it much like the brand's website or social pages, where they can share their story and what you're all about. Earned media is when other people, such as bloggers or journalists mention the brand in a manner.

This can be valuable to a newer brand as they look to establish authenticity, the indication being that an overture isn't simply just trying to sell something. It is a brand that people like and trust. For instance, if a blogger posts a review of a new brand, that is earned media and it can make the brand appear more genuine.

Owned media is also important because it allows the brand to tell its own story and convey its own message. This can be a way for people to know what that brand is and what it represents. At the end of the day, owned and earned media are very important, especially for a new brand that is trying to prove itself as being authentic because it helps make a brand seem more real and trustworthy.

You want to know how ongoing optimization can improve your digital campaigns, and lead to greater return on investment. Continued improvement can really help campaigns transition to the next level. It does so by constantly testing and optimizing the campaigns to ensure that they are performing as well as possible. This is to say, digital campaigns can be effective and profitable. For campaigns, ongoing optimization is crucial because it allows you to reap all you can from the money that goes into the middle of the sales funnel. By ensuring that digital campaigns are constantly performing well ongoing optimization can dramatically boost the return on investment, for campaigns.

If the target markets are expanded to include urban areas what modifications need to be made to the media plan for the target markets? The media schedule for the focus markets would need to be adjusted.

For the target market in cities, media plan has to use various forms of media. And in non-urban markets the target groups might not even have any media. Thus, the media plan for the target markets would include such items as these newspapers and radio stations that were available to their customers.

Also a media plan to cover the target markets by including outdoor advertising of billboards which can be visible with in the target markets. This will enable the target markets to learn about the items or services being promoted.

The media plan for the target market in urban zones won't be identical to the media plan for the target market of cities. The adjustments to the media plan, for realising the target markets can ensure that they are reached in efficiently.

FitFuel is one of those situations you need the media mix, timing and KPIs to all just hit right. "There were a few things that they used in concert to make sure the timing was right for the audiences they wanted to reach and then tweak as they went along." This is what helped FitFuel make a dent, in people thinking about their product and actually purchasing it all without spending too much. Why were FitFuel able to do this – Because they productised their medi mix, timing and KPIs. It is another example of why

media planning and evaluation is not something you can outsource to the purchasing department, but rather - inert ka s Project Manager- a strategic instrument for securing efficiency, credibly stretching consumer loyalty in ring these woolly mega-trends.

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Unit 7: Public Relations & Media Management

Learning objectives:

1. Explain what PR is by using integrative model of IMC as a strategic enabler in shaping market communication.
2. Consider the functions of mid-level relations and PR writing: writing press releases, crafting pitches, composing tendentious statements that build credibility.
3. Determine use of social media and digital for planning, execution and amplification of PR to enhance engagement and reach.
4. Know what is PR and digital-first PR and why it's still relevant for today's way of communicaiton.
5. Analyze public relation techniques and tactics to maintain positive brand image, reputation, handle crisis etc.
6. Leverage PR/ writing and new media skills to develop integrated programs that support business goals and stakeholder requirements.
7. Check out case studies of real PR campaigns to see what worked and where things fell flat, including lessons learned for more successful IMC coordination.

Content

7.0 Introductory caselet

7.1 Introduction to PR and Its Role in IMC

7.2 Media Relations and PR Writing

7.3 Leveraging Social and Digital Media for PR Campaigns

7.4 Summary

7.5 Key Terms

7.6 Descriptive Questions

7.7 References

7.8 Case Study

7.0 Introductory Caselet

“Reestablish Trust: GreenLeaf Organics”

Exhibition Stall Company In MunichBeing the prettiest Natural products company name, Lead Organics – Green Carry Organic truly bloomed year on year with good organic food as well as items needing showroom space in India. But the company soon went into crisis mode after a widely retweeted news article said trace amounts of pesticides had been detected in one of its flagship products. The reports of the tear gas spread on social media, touching off a firestorm and rattling consumer confidence even after they had been debunked.

In response to the narrative and countering the storyline, GreenLeaf leaders had not only decided to go beyond paid advertising and also introduce a PR strategy in its company’s such IMC program. The company issued an artful press release to set the record straight, counterpointing with independent testing lab reports. And there was that press conference where the senior execs took open questions and restored a little battered credibility to their brand.

The press team then engaged in some media relations, during which they schmoozed reporters and certain members of the edit staff who were writing about them. PR writers had also developed thought-leadership articles addressing the issue of food safety and sustainability, which would help to position GreenLeaf as a responsible industry member rather than just a defensive brand.

GreenLeaf engaged a digital PR campaign to begin putting confidence back into the consumer. They teamed up with health influencers and bloggers who received the product for free and expressed their own honest views of GreenLeaf. The chains directed to consumers to virtually visit GreenLeaf farms, on live-streamed tours of where their products originated and how they were being made.

A few months later, consumers trusted the brand again, and engagement had even surpassed levels before the crisis. It was a reminder of the huge and increasingly profound role for PR, in partnership with advertising, social, digital etc in moulding perception and reputation management into future trust.

Critical Thinking Question

If you were head of PR at GreenLeaf, what other digital-first PR efforts would you implement to build trust and transparency in the fastest way possible?

7.1 Introduction to PR and Its Role in IMC

PR has emerged as one of the most potent weapons in the armoury of communication today. Although advertising largely takes the spotlight when discussing brand promotion, PR also plays an important part in defining brand perception, connecting with people and protecting your reputation. Here are some things you need to know about the role and influence of PR within IMC: 1 Publicity is not PR In truth, when it comes to Integrated Marketing Communication (IMC) PR does a whole lot more than generate publici-ty— it works with advertising, sales promotion, digital media and direct mar-keting in order to ensure that consistent information pieces reach the public and people are able to trust thos.

7.1.1 Definition and Objectives of Public Relations

Public Relations is a strategic communication process that creates and maintains mutually beneficial relationships between an organization and the public. Very different from advertising, which is paid-for and controlled, PR depends on credibility, authenticity and conversation. Apart from just spreading awareness, it has the responsibility of building goodwill and maintaining long-term faith.

• Branding: It builds a positive image of brand towards better perception as messages are always delivered according to the values of organization. Such as where a brand is seen as being socially responsible through CSR activities.

• Reputation Management: In a role as the custodian of reputation. By working with the media and handling controversies, it makes sure that associated brands are perceived positively in public opinion.

• Creating Goodwill Also: Unto a consumer, PR speaks out to the employees, investors, regulators and community—a package of goodwill for all.

• Crisis Management: During a crisis—Product recalls, scandals or accidents occur—PR can help negative impact by quickly and openly communicating the facts.

• Educating Audience: PR serves to educate audience on company policies, societal issues or the industry updates.

• Aligned with Business: PR supplies higher level business policies such as attracting investors, engaging staff and driving brand loyalty.

In this light, public relations is not only an information instrument but the crucial link between strategic management and communication systems.

7.1.2 The evolution of PR in the communication mix

PR has evolved significantly from a support function, it is now one of the key anchors in the communications mix.

• Early – Publicity: Harking back to early times as well, at the time of press agentry when public relations was really all about getting a front-page story or having a celebrity mention your product whilst being interviewed. And it was largely oneway, a plea for attention.

• Mid-20th Century – CRACK-WI: As businesses grew, so did PR become more professionalised. It began to provide the press with facts, to establish its credibility and to set itself apart from advertising.

• Late 20th Century – Double Symmetry: PR and stakeholder theory grew in importance as they focused on dialoguing. The feedback started... And they listened to their audiences The groups took the feedback and integrated it into policy and messaging.

• The Transformation: PR will forever be changed by digital and social media, which brought to it the attributes of interactivity, real-time and globalization. Today's PR pros eavesdrop on online conversations, respond instantly, and talk directly to consumers.

• IMC assimilation: PR is not alone in today. The best of it is that it's beneficial for advertising, increased digital campaigns, to support CSR as well as better influencer outreach. It aides in ensuring that a cohesive story is being told across paid, owned, earned and interactive media.

Via this process the PR loses its tactical character and becomes as strategic discipline integrated in the IMC.

7.1.3 Differences Between PR and Advertising

Aspect	**Public Relations (PR)**	**Advertising**
Nature of Communication	Earned or owned media; focuses on building relationships, credibility, and reputation.	Paid media; explicitly persuasive, designed to sell products or services.
Aspect	**Public Relations (PR)**	**Advertising**

Control Over Message	Limited control; mediated by journalists, influencers, or the public, messages can be reframed.	Full control; brands decide wording, visuals, placement, and frequency.
Credibility and Trust	Higher credibility since coverage is validated by third parties, often seen as authentic.	Lower credibility as audiences know it is paid promotion with persuasive intent.
Cost Structure	Lower direct costs; requires time, expertise, and relationship-building efforts.	High costs tied to media buying (TV, print, digital, outdoor placements).
Objectives and Focus	Long-term goals: reputation management, goodwill, stakeholder trust, and crisis response.	Short-term goals: sales promotion, awareness creation, and immediate persuasion.
Message Style	Factual, transparent, informative; emphasizes storytelling and dialogue.	Creative, catchy, and persuasive; uses slogans, visuals, and emotional appeals.
Duration of Impact	Long-lasting; reputation and trust are built gradually and sustained over time.	Short-term; campaigns end once media spend stops unless repeated.
Audience Scope	Broader: includes customers, employees, investors, regulators, communities, and media.	Narrower: primarily targeted at potential and current consumers.
Evaluation	Measured by intangibles like trust, goodwill, sentiment, and earned media value.	Measured by tangible metrics like sales lift, reach, frequency, and impressions.

7.1.4 Strategic Role of PR in IMC

PR is a dominant integrator in IMC since it synchronizes and unifies all of the organization's communication efforts thereby obtaining consistency as well as credibility with its stakeholders.

Image Management: PR is also about maintaining the prestige of a brand and not letting it be defamed by any media report or public opinion. It's valuable for earning the trust of users.

• Credibility: Since you are achieving third-party credibility with media or influencers – 3rd party endorsement of your message that advertising simply can't beat.

• Media Nexcus: PR ensures integration is actually paid,owned earned and interactive. For instance, a CSR programme can be amplified across press releases, social media and influencer collaborations simultaneously.

• Crisis Communication: In moments of volatility, PR is the first responder – providing transparency, empathy and direct updates as it seeks to curtail damage to a client's reputation.

• Thought Leadership: PR establishes executives and organizations as thought leaders through articles, interviews and public speaking.

• Support to Advertising: Through PR, advertising is made richer. Ads build awareness, PR supports interest with storytelling, media hits and events.

• Stakeholder Engagement: PR caters not just to its customers, but also to employees, investors, government and local bodies, ensuring that the organizations is seen in good light by everyone.

Did You Know?

Answer: Did you realize that world-wide studies all show that PR-generated media coverage is trusted 2-3 times more than paid advertising, and, as such there is no other tool more trusted to build brand credibility within IMC.

7.1.5 Types of PR: Corporate, Product, Financial, Crisis

PR includes a variety of subfields, each used for different purposes in IMC.

• Corporate PR: Emphasizes shaping and controlling the general image of the corporation. Activities range from CSR communication, sustainability reporting, to employee relations.

Product PR: Is for promoting a specific product or service to create awareness of it and interest in buying. Ways include product launches, partnering with influencers and

earning reviews. Credibility is a word often used to describe the value added by product PR to advertising.

• Financial PR: This is aimed at investors, analysts and financial media. Its role is to supervise financial health, mergers and acquisition, and shareholder communication. Financial PR strengthens investor trust.

• Crisis P.R.: Knew how to handle bad news. Crisis PR is communication management in the event of a product recall, accident, scandal or other controversy. Quick feedback, transparency and empathy are important to keep reputation damage as low as possible.

• Community Relations: This is often seen as a subcategory and can involve local community outreach through social initiatives, partnerships and events. It builds up good will and goodwill, but facilitates the license to operate.

• PR: Interno, para aumentar el ánimo del personal y la lealtad y la suscripción a los objetivos corporativos. Protocols include everything from newsletters and town halls, to recognition programs.

7.2 Media Relations and PR Writing - Of the correspondents of or to the press type: 1) Major National Media, etc.

The working of excellent public relations is an ability to craft and write a workable PR. Press relations, of course, is really about trust and credibility with a wide variety of constituencies, but when it comes down to it — at least for many companies –how an organization deals with the media and how well it writes. Reporters, editors, bloggers and influencers are the gatekeepers who shape how the public lens on institutions. Positive media relations and concise, genuine writing can also ensure that your brand message is not only conveyed - it's received.

7.2 Management of the Media 7.2.1 Cultivating and managing media relationships

Developing a positive relationship with reporters is by far the most important thing that a PR person can do. There are so many stories that the media sick and tired of, to win over their trust and respect you've got to behave professionally, respectfully and be reliable.

Respect: Journalists want openness and truth, corporations are looking for fair. That's a good model of like, finishing and not over sensationalizing things.' — That's the payoff, if you're in it for the long haul.

• Understanding What The Media Wants: Every media withghanu is different. Business dailies may be intrigued by dazzling financial analysis but for lifestyle magazines, it's the consumer experience that counts. Adaptation is all good when creating content for a medium.

• Communication with an open heart: You don't develop relationships by meeting once. PR pros are constantly updated, and many are willing to be quoted.

• Two Way Lateral Communication: Good media etiquette is not just about promoting an organisation's PR agenda, it is also about listening to the media. That scores points, if you can work out what the journalists would like to do and help them make stories.

•Tools—Establishment and maintenance Media directories, PR networking events, press conferences/ meets and get-togethers established to maintain relationship. Feeding them exclusives or breaking news for them to break before anyone else can also develop relationships.

• Crisis Preparedness: In a crisis, relationships matter. Reporters are also better inclined to tell a brand's story if they have been treated with transparency and cooperation in the past.

Media relations isn't so much about an occasional hit of coverage, but the building up of trust and reputation over time.

7.2.2 Press Releases: Structure and Writing Style

Fact is, press releases are still among the most timeless and useful tactics in PR. "Even though companies are communicating through social media and blogs, press releases remain the official position of an organization when speaking to the media." Their value comes from the fact that they include data in a format journalists can easily work up into stories for quicker and more accurate distribution of company messages.

Purpose of Press Releases

As aliens among us, an official press release's main objective is to present newsworthy and arresting information that appeals to the media, as well as sound credible while at it. Now, these announcements could be like product launches (say, Apple unveiling a new iPhone), corporate tie-ups (a car maker inking a deal with a tech company for electric vehicle synergies), CSR activities (like when a bank announces the launch of a massive education fund) or financial updates (think quarterly earnings reports). A quality press release not only helps the organization is representing, but is a huge asset to reporters by offering them officially verified, organized and accessible content.

Structure of a Press Release

The power of a press release is in its clear, standard form. Each of these sections has a purpose:

Figure.No.7.2.2

Headline o The headline should be punchy, crisp and newsy, encapsulating the whole story. For instance: "XYZ Motors Unveils India's First Solar-Powered SUV.

News is a new report, and the headline should shy away from jargon and promotional fluff to concentrate on what makes that story really newsy.

Dateline

o This bears the information with regard to the time and place of release, which is generally placed at the beginning of first para. Example: "Mumbai, September 15, 2025 – XYZ Motors today stated ..." The dateline suggests timeliness and local importance.

Lead Paragraph o This is the most important part because it must address the traditional 5Ws and 1H-Who, What, Where, When, Why and How. For example: "XYZ Motors's solar-driven SUV becomes the basis of green mobility in 2030 The first sport utility vehicle powered by the sun, unveiled in Mumbai." Journalists will not read on if the story isn't embedded in the lead paragraph.

Body

o Body: The body fleshes out the story by including pertinent details, background and quotes from prominent company or stakeholder representatives. A quote adds a

human touch and legitimacy, for example: “Our mission is to democratize green technology,” Ramesh Gupta, CEO. The body could also contain stats, timelines or comparisons to highlight significance.

Boilerplate o This is a generic paragraph about the company. It tells you what the company does, or its mission, history or credentials. For example: “XYZ Motors, established in 1985, is India’s premier pioneer in automobiles globally available across more than 20 countries.” The boilerplate content remains uniform on most press releases providing a consistent brand identity.

Contact Information

o Key for identity, this section includes the name, telephone number and email of the person who will serve as media contact. Reporters need to know whom to contact for fact-checking or follow-up interviews. Without it, a compelling story could easily go unnoticed.

Writing Style

The success of a press release largely relies on its tone and format. It has to be come at in a straightforward and short-handed journalistic way - as if it was an instant piece of news. Credibility is diminished by overtly promotional or “advertising-like” content that journalists may believe to be slanted. Rather than “Our breakthrough SUV is the greatest thing ever,” it’s more like, “It does have solar panels that can generate 25 km of daily driving range and perhaps sets a new standard for sustainable mobility in India.” Short sentences and active voice, clarity make reading easy.

Distribution in the Digital Era

Though press releases are still typically distributed through newswire services (PR Newswire, Business Wire), or via direct emails to journalists, they can now be found all over a company’s website and blog as well as social channels. Tesla frequently publishes press releases directly on its website, even offering them to journalists, investors and customers without making them jump through any digital hoops. On a broader perspective of reach that is extended even more through social media integration:It does so in an instant after sharing your press release link on LinkedIn to Twitter so all public and professional audiences come to see it.

[Headline]

XYZ Motors Announces India’s First Solar Car SUV

[Dateline]

Mumbai: September 15, 2025 – India's first fully solar-powered SUV was launched in the country by XYZ Motors today, marking a historic turning point for clean mobility in one of the world`s most populous countries.

[Lead Paragraph]

Fitted with integrated roof-mounted solar panels, the SUV claims to be able to make up to 25 km (15 mi) of range per day without relying on charge points. Also, the Mumbai-based company says that launch coincides with its 2030 green mobility roadmap.

[Body Paragraphs]

"Our vision is to bring clean energy vehicles underneath every Indian household," XYZ Motors CEO Ramesh Gupta reveals. The company similarly said it would establish a nationwide charging network and offer low-interest financing for eco-minded buyers.

[Boilerplate]

About XYZ Motors: Established in 1985,, a pioneer of automotive technology and leading international automobile manufacturer operating in around 20 countries. The company is deeply committed to sustainable technology and has already invested more than ₹ 2,000 crore in introducing new generation eco-friendly vehicle platforms and power trains.

[Contact Information]

Media contact: Priya Sharma, Head of Corporate Communications

Phone: +91-9876543210 | Email: priya.sharma@xyzmotors.com

Why It Matters

A well-crafted press release doesn't just report a piece of news – it relieves journalists by surfacing the complete, credible and publishable story. In a competitive media environment where hundreds of press releases land in inboxes every day, clarity and professionalism can go a long way toward the difference between a headline in print or online and a subject line banishable to the recycling bin.

7.2.3 Media Kits and Press Conferences

PR pros depend on media kits and press conferences to enhance their relationship with journalists. If media kits are a packaged dose of structured information, press conferences are what happens when that structure temporarily gets thrown out the window. Both are synergistic in terms of adding credibility, transparency and user access.

Media Kits

A media kit (or press kit, as it is sometimes called) is simply an all-encompassing resource to provide journalists with everything they need to accurately and effectively cover a story.

Inclusions: A polished media kit contains a press release announcing the news, fact sheets that provide background views or statistics on a product or services timeline, a company profile explaining the history of the organization and executive bios detailing the credentials of spokespersons. In order to make your stories more visually appealing, most kits will have images, infographics, product photos and short videos. If a technology company is introducing a new phone, then media kit might include high resolution images of the product, a chart comparing it to competitor models and even perhaps a video demo of its coolest features.

• Function: The purpose of a media kit is above all to respect journalists' time and keep everyone honest. With deadlines approaching, reporters and his advisers do not want to go out to gather all the facts. By limiting what is offered they also decrease the likelihood of misreporting. For instance, a drugmaker coming out with a new vaccine would have it as part of its press kit: "Here's all the technical specifications and here are the trial results and here's information about safety so there can be no misunderstanding.

• Formats: Media kits have undergone a digital transformation since the time they consisted of printed documents and photos placed inside folders at press events. Today, they are digital packages, often hosted on a company's website and increasingly simply emailed directly to journalists or shared via link in cloud storage. The digital kits are quite flexible — they could include interactive features, like clickable infographics or video interviews with executives, that would make them much more interesting than static print versions of the same.

Press Conferences

The press conference is held when an event has been confirmed to be of high interest as this means live media will attend (and ask questions) for example global companies results announcement, and for crisis management.

• Preparation: How well a press conference goes depends on how time you spend getting ready for it. You need to think about what you want to say and what you want people to take away from it. This means getting the people who will be talking to the media ready to answer the questions. You also need to make a plan for the event. Things like making sure there is room for the media to set up and sit and having the equipment you need like microphones and projectors are really important. You should also think about if you want to stream the event live. All these little things can make a difference. The charity needs to be clear about what it wants to say and make sure everything runs smoothly. Preparation is key to a press conference, for the charity. When Apple has a

product to show off they get everything ready ahead of time. This means that the media and influencers well as people watching online all have a really smooth experience. Apple makes sure that everything goes well for the media and influencers and for people who are watching the launch, on their computers or phones.

At the event the company message is presented in comments that have been prepared ahead of time or through presentations made by the people who speak for the company the senior management or the people who are experts on the products.

Then there is a question and answer part, where the reporters ask the company questions because they need information or they want to know more about what the company thinks.

The company message is very important at this point.

The key thing to do is to be transparent.

If the company does not respond to the questions or seems unprepared the company will lose the trust of the people, in the room the company will lose credibility the company message will not be believed. When something big goes wrong at an airline the CEO or the head of operations at the airline will probably have to answer some tough questions from the media. The CEO of the airline or the head of operations at the airline will be, in a spot.

• Follow-Up: After the event the association usually sends out press releases and a media kit to the journalists who were there. This is so they can follow up with the journalists who want information about the event. The association does this to make sure people understand what they are trying to say. They want to make sure the message is clear and easy to understand so people do not get confused. For example when the government announces a policy at a press conference they often give out extra information and answer questions. This helps the media report on the policy correctly especially if it is complicated. The association wants to make sure the media has all the details, about the event so they can write about it accurately.

Benefits of Media Kits and Press Conference

Media kits and press conferences are really useful when you use them together. The media kit gives you a lot of information that journalists can look at again later. Press conferences are good because you can talk to the people involved directly. This is what Aspalter and Vanhuysse said in 2019.

Media kits and press conferences work together. The media kit has all the background information in one place so journalists can find what they need. Press conferences let you ask questions and get answers away. It is a system. The media kit helps journalists get the facts right and the press conference makes sure they can understand what is going on. Media kits and press conferences are important, for getting the story. In a car

recall the company needs to do something to fix the problem. They have to write a version of a press release or a starter media kit. This kit should have all the information that people need to know about what went wrong. Then they have to set up news meetings and meetings with important people. These meetings are designed to answer questions from consumers who're worried, about safety. The company wants to give people a reason to trust them again. They want to show that they care about what people think and that they are doing something to make things right. The car company needs to talk to people and explain what happened with the car recall. They need to make sure people understand what they are doing to fix the problem.

7.2.4 Story Pitches and News Angles

There is a way to tell journalists about stories. The thing that makes a story worth telling can get missed along the way. When a company does something that is not usually interesting to people. So public relations people have to come up with stories, about the company that journalists and readers will actually want to read about. They have to make the company stories interesting so people will notice them.

• What Is Newsworthy: Timeliness, significance, impact (the effect of the event on people), newness, conflict and human interest are among the main factors.

• Tailored pitches: We are living in a time when people like things that are made for them. Journalists are the way. They like it when you send them pitches that're about the things they usually write about. For example a health reporter is probably more interested in what a company's doing to help people be healthy than, in what the company is making in terms of money. A companys wellness initiative is something that a health reporter would care about, not the companys balance sheet.

• Clear Communications: When you are making a pitch the story idea should be really easy to understand. You need to say why the story is important and how it will interest the people who read what the journalist writes. If your pitch is too long or sounds like junk mail the journalist will probably not even look at it. The pitch should be about the story idea. Why it is relevant, to the journalists audience.

When you are trying to get a journalist to notice your pitch it is an idea to send them little reminders or follow up notes. This will help keep your pitch on the journalists minds.. When things get really busy and the pressure is on the relationships you have with the journalists can start to fall apart. Follow-up notes can be really helpful. You have to be careful not to push the journalists too hard or your pitch will not be, on the journalists radars anymore.

• Sometimes you have a story about your business that's not really exciting or important enough to get people interested on its own.. You can make it more interesting, by connecting it to something bigger that is happening in your industry or something that

people are talking about right now. This can be a way to get people to pay attention to your business story even if the connection is not that strong. You can use a news story that is already getting a lot of attention and find a way to relate your business story to it so people will want to hear about your business.

• Fantasy press releases have crazy headlines that you would never think of. Like of saying "Company X has a new app" it says something like "How Company Xs new app is helping students deal with stress and feel better about themselves". This is about Company Xs app and how it is helping students with their mental health. Company Xs new app is making a difference, in the lives of students and that is what the headline is talking about.

Pitching a story is like trying to figure out what people want to hear. It is part art and part science. You have to know what the media thinks is interesting. Then you have to tell your story in a way that makes people want to listen. Pitching a story is, about telling your stories in a way that's persuasive. The media likes things so you have to understand what those things are. When you pitch a story you are selling your story to the media.

7.2.5 Ethics in PR Communication

Doing the thing is very important for Public Relations. Public Relations is about being honest and trustworthy. When Public Relations is not honest it can hurt peoples reputations. Public Relations is about trust so if you are not truthful you can lose that trust and it can be very bad, for your reputation.

• Deed and Truth: When the press gets information it has to be real. If people make up numbers or exaggerate it can hurt their reputation. The information released to the press must be true because Deed and Truth are very important. If the case is overstated or statistics are not accurate then the credibility of Deed and Truth is, at stake.

• Transparency: Companies should be open about what they plan to do. They should tell us everything. Agendas are things they do not say out loud. Sponsorships are things they do say. This means that companies should be honest about their agendas just like they are, about their sponsorships so we know what is really going on with the companies.

• Confidentiality: Public Relations people get to see information.

4.) – Respect confidentiality: This shows that Public Relations people are professionals and that they can be trusted with information.

• Not manipulating: Ethical Public Relations should not try to control what journalists write so they need to have an idea of what is right and wrong. The meaning of Ethical Public Relations as seen in Azzouz_20112010.doc is about being honest with the News Media. This is supposed to inform people not trick them. Ethical Public Relations is about telling the truth not hiding it. The goal of Ethical Public Relations is to give people

the facts and let them decide for themselves. This is what Ethical Public Relations is about being truthful and transparent, with the News Media.

• Crisis Responsibility: In a crisis, silence and lies are equally fatal because information is like money in the bank, the more money in your account, the less you need when an emergency arises — and likewise with information. It is a moral duty to be truthful and compassionate.

• Differences and Diversity: Communication must be free from bias, stereotype or language that groups people as 'other'.

• Legal: In communications, pr practitioners have to ensure adherence to advertising standards and laws concerning copyright perhaps others.

Ethical conduct is not a hurdle, it’s building trust and credibility with stakeholders over time.

“Activity: Crafting the Media Narrative”

Pretend that you are the PR manager for a new tech start-up promoting a brand-new educational app. Your challenge is to write a tight press release headline, followed by the first paragraph in the body of the release and finish up with a short story pitch email to one of those journalists who writes about education and technology. Write to the journalist's audience Make sure your writing is factual, your points are tight and you're talking directly to the journalist's audience. This exercise will also help you get practice aligning PR writing with media relations.

7.3 Leveraging Social and Digital Media for PR Campaigns

Now social media and digital media are really popular they have changed how people do public relations planning and implementation. Public relations today is not about sending out press releases or using traditional media. It is all about having good conversations with your users and clients, on different websites.

With media businesses can talk to customers, influencers, journalists and communities directly and this helps shape what people think of a company. Social media is a part of this because it lets businesses interact with people in a way that is always changing. This means that a companys reputation is always being formed and changed by what happens on media.. Then there is the transparency and measurement that digital tools have given to Public Relations people. This helps us to see how well our campaigns are doing. We can measure this a lot better than we used to be able to. Digital tools have really helped Public Relations people with this.

7.3.1 Digital Media in PR Today

Public Relations 2.0 is really changing the way Public Relations works today. Free media is a part of Public Relations 2.0. It has made communication a lot easier. Now companies can talk to the public directly. They do not need people, like journalists to get in the way of Public Relations. Public Relations 2.0 and free media are helping companies interact with the public in a simpler way.

• communication: Brands can now talk to people directly and do not need to wait for newspapers or magazines to write about them. They can just send a message on Twitter. Post something on Instagram or LinkedIn or even make a video on YouTube. This way brands can say what they want to say about their products to people who're interested, in them like the brands themselves without having to go through other people. Brands can use Twitter or Instagram or LinkedIn or YouTube to get their message across to people who like the brands.

• time: In the past it took a while for Public Relations teams to respond.. With Direct Messaging brands can respond right away to a question from a customer or a problem that people are talking about. This fast response is what makes it relevant and something that people trust because brands can react instantly to anything a customer says, which's really important, for the customer and the brand and that is what keeps Direct Messaging relevant and trusted.

• Global Access: Brands can get to any target audience easily in a world where everything is connected using media and digital platforms. This is really fast. A single viral campaign on media can reach millions of people all over the world. Global Access is very important, for brands because it helps them reach people everywhere. Brands can use Global Access to get to their target audience and make them know about their products.

Personalization is really important. It uses algorithms and special tools to help people who work in relations make messages that are just right for specific people, like reporters.. It does not stop there. These tools also help them make messages for groups of people who're similar to each other. When people get messages that are personalized they are more likely to pay attention and remember them. Personalization helps make the content more interesting. It keeps people engaged. Personalization is a way to keep people interested and make them want to come back for more. Personalization makes a difference, in how well the message works.

• Diversity of content: Digital PR has a lot of types of content like blogs and articles and videos and webcasts and podcasts and infographics and interactive posts. This helps Digital PR appeal, to the people. Digital PR uses all these things to reach the audience.

• up traditional public relations really takes off on the internet. When you write about things like press releases and media coverage and the stories of companies and you do this on the internet it means that a lot more people can see them when it is really important that they do. This is because the internet is a way to get the word out to a big audience. Traditional public relations, on the internet is a way to make sure people see the things you want them to see.

Digital media in public relations is not just something that helps get your message out. It is what starts conversations about media. Digital media is also what helps build communities around media.. Digital media is what shows people that you are trustworthy when it comes to digital media in a big group of people who are all connected to each other, through digital media.

7.3.2 Online Reputation Management (ORM)

Online Reputation Management is one of the important things to do for Public Relations these days. It is about taking care of the Online Reputation Management being, in charge of it and keeping it good on the internet. This means people do Online Reputation Management to look after their brand control what people see about their brand and maintain an image of their brand online.

• Tracking References: People who work in Public Relations keep an eye on what people're saying about them on social media and review sites and forums. They use things like Google Alerts and special software to listen to what people're saying so they can stay up, to date on Public Relations references. This way Public Relations people can see what people are talking about on media and review sites and forums.

• Feedback Loop: When people say something or have a problem the company should respond quickly and be kind. This shows that the company really cares about the people it serves. If the company does not respond to criticism, on the internet the Feedback Loop situation can get even worse. The company needs to be part of the Feedback Loop to make things right.

• Fake Reviews: You ask happy customers to write good reviews about your business. This helps to hide the reviews and makes your business look better. You do this to keep a reputation for your business like a restaurant or a store by getting people to write positive reviews, about your business.

• SEO and Content Strategy: Making stories about a company, which people in the industry call positive content is important. This can be things like blog posts, videos and press releases. The goal of SEO and Content Strategy is to get these stories to show up near the top of search engine results pages like Google and to get the bad stories to show up much farther down. This way when people search for the company they are more likely to see the stories, about the companys SEO and Content Strategy.

So you want to deal with The Bad Buzz. A good way to do this is to have a plan, in place. This plan includes saying that the bad things people are saying are not true. You also need to explain what really happened.. It is a good idea to talk directly to the people who are affected by The Bad Buzz. This way you can stop The Bad Buzz from spreading.

• Building A Positive Reputation: Online Reputation Management is not about fixing problems when they happen but it is also about creating a connection between people by being honest and open and talking to them all the time. This is what Online Reputation Management is, about it helps with Building A Positive Reputation.

If you have an Online Reputation Management plan your brand will be safe from bad publicity and it will be stronger in the age of social media. A good Online Reputation Management plan is very important, for your brand. Online Reputation Management helps your brand in ways.

Using influencers and brand advocates in PR 7.3.3

In the age influencers and brand advocates are really important for connecting fans with companies. They are different from advertising, which can feel like it is coming from a big company and not a real person. Influencers and brand advocates make things feel more personal and human which is something we can all understand and relate to. They help companies send messages that're more real and interesting to fans. Influencers and brand advocates are key to making this happen. That is why they are so important, to companies and fans alike. For PR campaigns social media is now really important. It helps people get their message out to people and build trust with the people they want to reach. This happens when they have conversations, with their target audiences. Digital PR campaigns need this to work well.

Influencers

Influencers are people who have a lot of followers on Instagram, YouTube, TikTok and Twitter. They are like the leaders of their groups. Influencers can really convince the people who follow them to buy things. When brands work with influencers they can also reach groups of people who might be hard to connect with through regular advertising. Influencers are very good, at getting people to listen to them and buy things from the brands they work with.

• Micro-influencers: People with a lower number (5,000 to 50,000) of followers — but intense engagement and loyalty. And micro-influencers tend to have narrowly focused interests — say, vegan cooking, fitness training or technology reviews — so their endorsements don’t read as mass-produced and soulless. A brand that makes skincare products, for example, might partner with a microinfluencer who emphasizes natural beauty regimens — and reach consumers who are already bound to prioritize that.

• Macro-influencers: These are creators with big followings, including celebrities, athletes and seasoned creators with follower counts in the hundreds of thousands or millions. Macro-influencers work in campaigns looking for wide range exposure. When Nike collaborates with athletes like Serena Williams, for example, it's not simply selling sportswear — it's linking the brand to excellence, inspiration and worldwide popularity. Macro-influencers offer scale but engagement rates can be lower than micro-influencers, so youd employ them more for wider reach campaigns rather than precise targeting.

Brand Advocates

Unlike influencers, those who are not employed to support a brand, brand advocates are usually just regular people - customers, employees or fans - who freely advocate the brand because they believe in it. Unlike

influencers, they are not paid and offer authentic credibility by sharing their experiences through reviews, testimonials or social media posts.

So a very loyal Starbucks customer who constantly shares their customized orders on Instagram becomes a de facto brand advocate, creating viral publicity for free. Likewise, when staff members share the reality behind their work or showcase office culture through LinkedIn, they act as brand ambassadors to boost a company's employer brand. Their reach may not be as large as influencers, but advocates hold considerable heft with their recommendations perceived to be genuine and impartial.

Role in PR Campaigns

This is not to say that influencers and advocates don't both have a valuable role to play in PR strategies; they do:

• They help make the brand human, adding a recognizable face or voice to corporate messages. For instance, a health care company might use advocates for patients to share personnel recovery stories and also help humanize those cold statistics.

• They produce user-generated content (UGC), including photos and videos, or testimonials that are shared organically across channels. Without the polished feel of ads, UGC feels more authentic and is prone to peer-to-peer sharing. Take Coca-Cola's "Share a Coke" campaign, for example: That effort succeeded because consumers themselves went around posting pictures of personalized Coke bottles on social media.

Trust Factor

Trust is one of the most powerful motivators for brands to work with influencers and advocates. Because their recommendations are frequently viewed as more authentic than typical ads. According to various industry surveys, consumers say they are more likely to buy a product if it is recommended by someone they follow online than through

advertising from a corporation. For instance, when a favourite youtuber reviews the latest gaming laptop, the followers tend to believe in the review simply because they think that this creator represents their same interests and values. The feeling of authenticity is the starting point for influencer PR.

Challenges and Risks

Influencers and advocates in PR: challenges While the advantages of using influencers and advocates are clear, such a strategy does have its challenges. It's crucial to pick the right influencers for the job: a fit between an influencer's persona and a brand's values is key. For example, a partnership between a quick-serve restaurant and an influencer who regularly contributes to fitness or clean eating may feel awkward or inauthentic.

7.3.4 Measuring and Monitoring PR Impact Through Digital Tools

From the use of digital analytics tools, PR evaluation looks different – knowing what works and is delivered in real time mean we can get measure on true performance rather than imagine it. And while PR of yore would have struggled to measure much beyond a column inch or an inch-deep stack of clippings (see: Katie Paine, Measurement Maven), today's digital-first tactics can produce hail storms of reach and engagement — not to mention sentiment, and even conversions. This shift is why PR has become more quantifiable and data-driven — now, companies have the tools to map their communications activities directly to business impact.

Key Metrics for PR Evaluation

• Reach

Reach stands for all people who have exposed to your PR content, press release, news coverage of social media posting. For instance, if a company's press release gets reprinted by a national newspaper and read by 500,000 people, that can count toward reach. Digital platforms make it easier to measure it — Twitter, for example, shows you how many impressions your tweet got. Visibility is indicated by high reach but it doesn't mean your audiences are paying attention, which is why you should combine it with engagement metrics A magazine with a big reach does not necessarily cause to such conditions, provided the number of contacts cannot be determined.

• Engagement

Engagement is based upon the level of interaction from the audience with PR content. This is true for likes, comments, shares, retweets and clicks as well as how much time people spend watching videos or reading articles. For instance, if a brand's sustainability campaign is seen by 100,000 people and shared just 200 times, engagement levels are relatively low versus reach. High engagement means a piece of

content is resonating on an emotional or intellectual level, which in turn increases the likelihood it will be spread organically.

• Sentiment Analysis

Beyond the hard numbers, the PR teams also need to know how people feel about the brand. Sentiment analyses tools categorize online mentions, reviews or comments as positive, negative or neutral. For example, a company releases a new product and thousands of tweets follow. You'd receive a summary report of the sentiment, say 70% positive, 20% neutral and 10% negative. This more detailed granularity provides the ability to track both attention and reputation health within organizations. In times of emergency, the ability to monitor public sentiment in real-time can be a very helpful tool to adjust messaging up or down depending on the mood of the people.

• Conversions

Conversions quantify how many people, after crossing paths with PR content, sign up for something, download an app, register for an event or buy a product. (For example, a college could attempt to trace how many people signed up for an open day after reading a press release or clicking on the link in a news article.) Conversion tracking can be useful to bridge that gap between PR and marketing, and show the tangible benefits it has from a business perspective.

• Share of Voice (SOV)

Share of Voice measures the ease of or difficulty in finding the brand compared to competitors. For example, if there is a big sports match Nike and Adidas will trend. As long as Nike lands 60% of the mentions and Adidas gets mention to the tune of 40%, your brand share of voice is bigger for Nike. It is a critical measurement for visibility in competitive spaces and an illustration to see if a PR campaign has been successful in owning-the-conversation.

Analytics Tools

People who do relations need certain tools to see how they are doing. They use Google Analytics to find out where people come from to visit their website. This tool shows them if people came from a news article or a link from a press release that the public relations team made. There are companies, like Hootsuite that help public relations people keep track of how people are interacting with them on social media. These companies also help them schedule things and measure how well they are doing on all their media sites. People who make decisions need information to work with. That is where tools like Meltwater and Brandwatch come in. Meltwater and Brandwatch are advanced tools for public relations analytics. They get their information from real-time media monitoring. Meltwater and Brandwatch also help with sentiment analysis and competitor benchmarking. These tools collect information. Also provide people with the

knowledge they need to make good decisions about public relations. Meltwater and Brandwatch are very useful for people who have to make decisions, about relations.

Content Performance

Digital tools also help Public Relations teams see what kind of content people like. There are uses for this kind of testing. For example a non government organization could find out if people like videos about their community projects more than reading about them on a blog. If the numbers show that videos get shared and commented on 70 percent more, than blog posts then Public Relations teams should definitely make videos for their future campaigns. This data-first approach ensures tactical strategies are based on concrete user behaviours, rather than guess work.

Influence Measurement

In PR, the measurement of influencer campaigns is evaluated through influencers, and their google analytics measure how much they have reached and to what disrupted level. If a fashion brand works with a YouTuber, for instance, tools can track how many views, likes and visits to the brand's website were driven by that particular partnership. Certain platforms even generate an "influencer ROI score" by comparing the cost of collaboration to measurable actions like clicks or conversions. That way, brands can't make decisions based purely on the numbers of followers, which can also deceive.

Reporting Dashboards

Among the many benefits of digital tools is the capacity to generate visual dashboards that neatly consolidate campaign results. A PR team can present how they've measured KPIs, such as reach (reporting that a press release got 1 million impressions) versus planned reach or actual coverage (the press release actually received 1.3 million). Dashboards also enable comparison of campaigns or regions on a side-by-side basis, making future budget allocation easier for leadership.

ROI Measurement in PR

Last but not least, the digital services allow for quantitative measurement of ROI that would be tough to achieve with traditional PR. How do we measure that? If your campaign is ₹500,000, and you have 5 million impressions -- CPI of ₹0.10 impression.

7.3.5 Crisis Management in the Age of Social Media

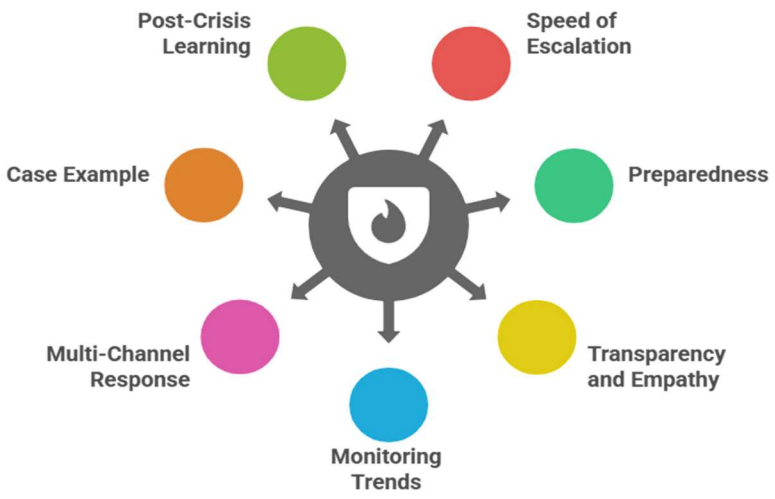

Figure.No.7.3.5

• The Acceleration of Escalation: Bad news that is posted with hashtags and goes spreads very fast. The Acceleration of Escalation is a problem, for organizations. Organizations have to stop taking long to respond to The Acceleration of Escalation. If organizations do not act quickly false information will take over the story of The Acceleration of Escalation.

• Readiness: Crisis communication plans need to think about how things happen on social media. This means considering who talks, what they say when they say it and how quickly problems get to leadership at a company like Crisis communication plans. The speed of media is a big deal, for Crisis communication plans.

• Transparency and Empathy: When a brand practices Transparency and Empathy the brand is going to seem human to people who buy from the brand. People like it when the brand says sorry for its mistakes and tells the truth. The brand should say what it means without using words. The brand should also show Empathy to its customers. If the brand says nothing or gets defensive it will only hurt the brands reputation. Transparency and Empathy are important, for a brand to show it cares about its customers.

• Trend Watch: We need to keep an eye on what's happening with TTL trends and what people are talking about on social media. This way we can see problems coming before they get really big and start to spread. By doing this we can find out about crises before they become too big to handle.

• Cross-Channel Response: When a crisis happens you need to respond to it on all the Cross-Channel platforms, like Twitter, Facebook, Instagram and LinkedIn so that your

message is the same. This way people will see that you are handling the Cross-Channel situation in a manner, on Twitter, Facebook, Instagram and LinkedIn.

• Case Solution: In a case involving an airline, say, that is on the receiving end of riders' wrath over complaints about fellow passengers, the airlines can make sure to apologize at new heights, compensate and disseminate what they are doing about it across social media.

• POST-CRISIS LEARNING: After a crisis has been contained, brands need to do post-mortem reviews along with their agency partners that show where the gaps are and make improvements in protocol.

In the age of digital, crisis management is a survival tactic for brands competing in hyperconnected environments—no longer a nice to have.

7.4 Summary

❖ PR (Public Relations) is a strategic communication process to build and maintain the relationships between company & end-users.

❖ PR has evolved from what used to be called press agentry to IMC that emphasizes two-way communication and credibility.

❖ At a fraction of the investment, with advertising PR is MUCH easier to help control for 'credibility' and/or 'objectivity.' This means it's much more profitable a tool as quite simply it's about trust-building not just sales-pimping.

❖ Establishing new connections – More is better especially when it comes to relational databases (i.e media relationships and familiars) of any PR, you need more connection with journalists/media people/influencers as well as digital content creators.

❖ Press releases are of course, still required with simple format and factual writing that can be used by the press.

❖ Media kits and briefings provide the media a complete, live channel for access.

❖ Use creativity to develop stories, news hooks and the like that journalists would be interested in.

❖ PR Ethics weigh to approach with nature of truthfulness, transparency; inclusivity and responsibility most especially in crisis.

❖ With digital media, PR is not the same anymore and we can find easy communication with public and stake holders worldwide at this moment.

❖ ORM Online Reputation Management 9 } Remove: ◦ORM or inherit ORM, it is above tops Relationship & Projects ◦ After this always monitoring the line and bad press of your brand on digital media across globe.

digital spaces.

❖ The crisis playbook of the digital age emphasizes the need for immediacy, empathy, transparency and proactive communication across channels.

7.5 Key Terms

PR- a strategic communication process that establishes mutually beneficial relationships between an organisation and its stakeholders.

Media Relations – Negotiating relationships and trust with journalists and media, to secure positive media coverage.

The constant of the data is not available other than by a press release.Press Release — An official announcement written for releasing to the media.

Media Kit – A collection of materials (fact sheets, bios, visuals) prepared for journalists.

Story Pitch – A request from an individual, company or organization asking a journalist to consider why a story should be covered.

Online Reputation Management (ORM) – The practice of controlling a business's reputation on the Internet.

Influencer Marketing – Partnering with people with a high number of followers to establish authority on the brand.

Brand Advocate - A satisfied customer or staff member that promotes a brand in a positive manner without being asked.

Sentiment Analysis – This means understanding when references in digital conversation are good, bad, or indifferent.

Crisis PR – Tactical communications for controlling and averting brand damage in a crisis.

Openness -- Clear, honest and not overstated communication.

Digital PR – Utilizing web-based channels, social media and digital tools to run PR campaigns.

7.6 Descriptive Questions

Explain the meaning of Public Relations and describe its objectives in relation to IMC.

Explore how PR has evolved from press agentry to digital-first communications.

How to differentiate between banter and PR & advertising?

Explain the role that media relations play in PR and how organizations gain trust with reporters.

What is a press release's structure? Why is writing style important?

Describe the relation between ORM and contemporary PR.

PR and influencers in the digital age How do influencers – and brand advocates enhance PR campaigns?

Assess how PR practitioners should deal with crises during the social media era.

7.7 References

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7.8 Case Study

PR Plan for "EcoPure Water Solutions.

Background

EcoPure Water Solutions, a new Mumbai-based company that offers environmentally friendly home water purifying systems, wanted to become a trusted name in the cluttered Indian market. Big brands ruled with expensive marketing that left little room

for smaller rivals. This is why EcoPure turned to PR—both traditional and digital as well as social media in order to position them as a credible force, rid themselves of any potential bad press and establish an identity of their own.

Problem 1: Earning Trust Without Having the Budget to Advertise Aggressively

EcoPure was unable to afford costly advertising campaigns. The idea was to build trust and credibility, not by investing too heavily in paid media.

Solution

•Media Relations: Develop the following relationships amongst Media journalists covering health/lifestyle by distributing comprehensive press kits, research reports and arrangements for expert interviews.

•Thought Leadership: Officers wrote in health publications, spoke at environmental conferences – establishing EcoPure as an expert.

• Earned Media: The announcement on product launch and CSR (sponsorship of clean water projects to the villages) was covered organically.

• Digital PR: The agency developed educational content (blogs, infographics, explainer videos) to turn up knowing sustainability.

Me and you I'm EcoPure Cases: eco brands minute from an image low cost dumbing down the credibility of a specialist brand.

RQ2: Organization's management of online reputations and consumer's trust

As EcoPure, the negative reviews began flowing in online anyway — concerning late delivery times and slow response times for service. These feared they would confuse or erode customer confidence.

Solution

• ORM (Online reputation Management) – Identified mentions on social networks / reviews sites and setup a social listening dashboard.

• Corrective Reactions: Public corrections followed complaints, and service teams secured clarification behind the scenes. Apologies were issued where necessary.

• Good Vibes: Users could leave testimonials and notes in U.G.C. campaigns.

• Transparency: To encourage trust, EcoPure shared behind-the-scenes videos of quality checks and sustainable processes.

With proactive ORM, EcoPure was converting objectors into online champions and establishing a reputable brand.

Issue #3: Crisis management in the social media age

EcoPure ran into a crisis when a viral post on Twitter said one of its water filters had exploded in a customer's home and made the occupant sick.

Solution

• Fast Follow: Hours later, EcoPure went into damage control mode with a response that showed their concern and understanding for the customer, but also explained why they had to follow up.

• FACT CHECK: I bought and tried it, the fact is that it was NOT an EcoPure but a counterfit!

• Public communication: Press release and social media updates to disprove the facts, including information on how you will be able to identify bona fide EcoPure products.

• Post-Crisis Actions: Eco-pure campaigned against counterfeits and positioned itself as a consumer advocate.

This rapid, open and compassionate reply in a potential disaster situation provided an opportunity to enhance the brand's reputation.

Reflective Questions

How did PR serve rather than advertising EcoPure to enhance the company's credibility.

How did ORM help in responding to consumer complains?

How much of a role did thought leadership play in EcoPure's PR tactics?

In the fake crisis, what measures led to transparency and rebuilding trust?

How should EcoPure keep a balance between PR activities and crisis preparedness?

Conclusion

The EcoPure case illustrates how PR can be used most effectively as a strategic weapon in IMC. Read how the company built its reputation with minimal resources through media engagement, thought leadership, and digital. ORM helped protect its reputation, and fast crisis management in the era of social media likely meant that the brand won't have long-lasting damage. For emerging brands, it also proves why PR (firmly rooted in transparency, credibility and engagement with stakeholders) often achieves more than costly advertising.

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Unit 8: Crisis Communication & Reputation Strategy

Learning objectives:

1. Define crisis communication and describe its role in safeguarding an organization's reputation when faced with trying circumstances.
2. Find and compare strategies of crisis response, to determine which are better to reduce negative reputation results.
3. Use online reputation management strategies to track, control and repair a company's internet reputation after a crisis.
4. Establish an impactful Crisis Communication Plan by combining proactive communication, stakeholder engagement and media management strategies.
5. Examine real crisis cases to step back and think systematically about managing change under crisis.
6. Apply the key words and concepts of crisis communication and ORM correctly in an academic or professional context.

Content

8.0 Introductory caselet

8.1 Crisis Communication

8.2 Crisis Response Strategies

8.3 Online Reputation Management

8.4 Summary

8.5 Key Terms

8.6 Descriptive Questions

8.7 References

8.8 Case Study

8.0 Introductory Caselet

"The Storm at BrewBean Café"

One of BrewBean Café's acclaimed coffee chains had consistently been known for its sustainable practices and community work. Known for obtaining its beans from ethically grown plants and waging activist campaigns on behalf of local growers, BrewBean was beloved by its customers.

But one morning the brand was engulfed by a social media firestorm. One of its workers was recorded on a viral video berating a customer who complained about an inaccurate order. The clip, which was shared thousands of times on social media within hours, sparked fury online; hashtags reading #BoycottBrewBean trended on Twitter.

The company's first reply — a curt, boilerplate statement that it would "look into the matter" — was pilloried as cold and dismissive. Customers blamed BrewBean for not taking ownership. Within days, sales started to wilt at several retailers; a number of influencers who had previously worked with the brand denounced it on social media.

Understanding the severity of the situation, BrewBean's top brass convened an emergency meeting. The team's response was to release a compassionate statement on their own account and then fire the employee (given an appropriate internal investigation), saying there would be staff retraining on customer service and sensitivity. A live Q&A with BrewBean's CEO on Instagram answered customer questions and calmed concerns.

Two weeks later, the feeling of the public began to shift. Fans of the brand appreciated its transparency and willingness to make things right. The episode served as an opportunity to show the critical need for effective, human crisis communication response and strong online reputation management.

Critical Thinking Question:

If you were a member of BrewBean's rapid response team, what precise PR plan would you have followed within the first 24 hours after the video gained wide circulation online in order to mitigate damage to its reputation?

8.1 Crisis Communication

"Crisis communication is the emotionally and politically strategic use of communication to manage the perceived seriousness of a crisis for an organization." It concerns effective communication that transmits correct information timely, management of perception by the stakeholders involved and accountability that lead to reduced reputational harm and trust recovery. Crisis communication is not an afterthought response, rather, it is a fundamental aspect of organizational preparedness. It is directed by clear protocols, delineated roles and pre-established plans that arm an organization to act quickly and efficiently when adversity inevitably arrives.

The importance of crisis communication is growing in the digital era. And this magnifying effect can transform even small problems into huge crises in a matter of hours. Consequently, institutions must have effective communication strategies in place to provide consistency and credibility of the information.

In the end, crisis communications is a process of three elements that must be treated carefully: people, reputation and operations. The aim is to give stakeholders the best straightforward and caring response so their questions can be addressed openly, honestly. Not doing so can result in public relations nightmares, loss of customer confidence, government crackdowns and permanent damage to brand value.

8.1.1 Definition and Importance of Crisis Communication

Crisis communication can be described as the range of practices, procedures and tools used by an organisation to explain details regarding events that jeopardize normal activity, threaten reputation or entail considerable risk as well as manage the perceptions of its stakeholders. A related specialty is litigation-PR, which only refers to high pressure and time critical situations(click on the link for full explanation).

The importance of crisis communication is more important than ever. Crises come in many forms — product recalls, data breaches, ethical scandals and operational failures. Organisations can't please everyone in the aftermath of an incident and how they communicate in the hours and days that follow will influence stakeholders' perceptions of its character and behaviour.

• Brand Defense: Open communication can calm customers' — and the public's — fears and show them a company is not ignoring a crisis.

• Pressure Companies Into Righting the Ship: Open updates are necessary for anyone to assume that companies under scrutiny will take the right corrective actions.

• Reduced Financial Losses: A rapid reaction can curtail any additional loss of revenue as a result of negative press or customer loss.

• Compliance and Regulations: The ability to communicate effectively also can help you, in a more general sense, be in compliance with various legal mandates that might keep you from getting sued or fined.

• Lead: After the coverage of Dallas coronavirus victims, we're cleaning house.

Internal communication within the company is also key to keep your employees informed, motivated and feeling part of a team. Instead of being a hot-bed for rumours, staff members are able to act as amabsssadors for the orgnisation's message.

In addition, crisis communication supports organizational learning over time. By examining how previous crises were communicated, companies can refine their approaches and create more robust systems going forward.

8.1.2 Types of Crises in Brand and Corporate Contexts

Crises can be defined according to their source, type, and potential effect on the organization. In a brand and corporates sense, crises often fall into one of these categories:

• Product Crises: These are those crises - the defects and recalls, or the health-threatening contamination of a product that poses customer safety/satisfaction at risk. An example would be a car being recalled for defective parts or food products being removed from store shelves due to contamination.

• Operational Crises: These are the result of when key operations fail or break down, this could be lack in supply chain, factory accidents or service failure. They can take a heavy toll on customer experience and put business operations out of order.

• Financial Crises: Such a crisis would be one related to bankruptcy, accounting fraud, stock price collapse or other forms of financial mismanagement leading to an eroded investor confidence.

• Ethical and Legal Crises: These are caused by violations of composed or unwritten laws, rules, codes of conduct and/or ethical codes – think corruption cases, discrimination lawsuits or abuse of customer data.

• Technological Crises: We rely much on digital technology these days. So it is no surprise that things like hacking and ransomware're big problems. Sometimes the entire IT system just crashes. This kind of thing happened a lot in 2020. It is a crisis that affects how people think of a company and whether customers trust them. When a

Technological Crisis happens it can be very bad, for a companys reputation and the faith that customers have in the company and its Technological systems.

• Nature and Environmental: Things like floods, earthquakes and pandemics can really mess things up. So can environmental disasters like oil spills. If we do not handle these things correctly they can damage the reputation of Nature and Environmental. Disrupt the way things normally work. Nature and Environmental need to be prepared for these kinds of events to prevent damage, to Nature and Environmental.

• Reputation Crises: Sometimes even just rumors or bad reviews or things that go viral on media can become a big problem for a companys reputation, which is what we call a reputation crisis. This means that something small like a rumor or a negative review can turn into a reputation crisis, for the company.

Every type of crisis requires a distinct communication strategy. For instance, if it's regarding a product recall, you should include technical details pertaining to how the problem may be fixed and assurance of safety as well as an ethical scandal would require message in a better empathetic and apologetic manner. We also find that organizations create crisis matrices to structure possible events and paired communications planning.

8.1.3 Principles of Effective Crisis Communication

Crises may put an organization's reputation, finances and relationships with stakeholders at risk. At such times, communication is as vital as holding the helm of operations. The following are the principles of effective crisis communication- responses should be timely, have credibility, convey empathy and provide reassurance.

Timeliness

Speed is essential in a crisis, because information vacuums are filled rapidly with rumors, speculation or even misinformation in social media. Even a short delay can lead to out-of-control narratives. Companies, groups and other organizations should issue an initial statement as quickly as possible, even if it's short and simply says that details are still coming in. After Malaysia Airlines encountered the mysterious disappearance of MH370 in 2014, delays and lack of information only magnified public anxiety and engendered criticism. Others, including Johnson & Johnson when Tylenol was poisoned in 1982, acted swiftly by warning consumers and pulling products from shelves — and helped to contain public panic.

Transparency

Secrets make people suspicious knowledge helps people trust. This means telling people what we know what we do not know and what the institution is doing to look into

the problem or fix it. For example Toyota did not want to tell the truth at first when it had a lot of problems, with its cars being recalled because of accelerators. This hurt Toyotas reputation. The institution should tell people what is going on in language so that people can understand what is happening with the issue. By contrast when Samsung was dealing with the battery explosions that plagued the Galaxy Note 7, the company took a more transparent stance in it response — recalling millions of devices around the world and holding public conversations about what had gone wrong — ultimately managing to regain customer trust despite the financial pain.

Consistency

Only one message can be given in any crisis communication. Contradictory communication from platforms — whether in a press release that says one thing and an executive who says another on television — only fuels confusion, and erodes trust. Consistency here refers not just to the way a company communicates with the market but also in communications produced for employees. For example, during the COVID-19 pandemic, entities such as WHO and national governments tripped in issuing contradictory advice that directly contributed to misinformation. The most successful in sounding credible, though, were brands that harmonized what they were saying on social media, in customer emails and at press briefings.

Empathy

It's not enough to deliver facts in a time of crisis; stakeholders need that emotional assurance the institution sees they are frightened, concerned. Empathy is a humanising face to the corporation, and goes some way to show that it values people over profits. A more recent example of a company doing it right is Airbnb's handling of cancellations in the early days of COVID-19: not only did they refund the customer but also put up $250 million to help hosts who were out income, with empathetic communication from CEO Brian Chesky. It wasn't only a message of policy but one of common humanity, and it engendered trust on the part of both guests and hosts.

Accuracy

Organisations want to act fast, but speed has to balanced by accuracy. Mess up a single thing, or pass along unconfirmed reports, and credibility is gone forever (especially when follow-up retractions sound like whitewashing). For example, low initial estimates of the amount of oil spilled — early numbers suggested that the well spewed 5,000 barrels a day rather than the eventual estimate of up to 60,000 — helped to jettison confidence in BP's reaction to its Deepwater Horizon blowout (2010) as a whole. The great benefit of rightness isn't waiting for the story to be reported down to every last factoid; it's putting on paper what we know, and what's solid; in some cases drawing a distinction between evidence and educated guesswork.

Proactivity

"If you are waiting for the smears to start or the accusations to be flying, that is a dangerous place." Through their own actions in telling and shaping this story, they are engaging what we could call "proactive" crisis communication. When the Tylenol scare came along, for instance, Johnson & Johnson didn't just sit on its duff and wait to be asked for answers by regulators or reporters — it took products off the market without being pushed, got word out about risk to consumers all by itself and was pretty much the sole source of news as well. This was a proactive approach that meant disinformation never became the headline and eBay looked accountable, and in control.

Two-Way Communication

Last but not least is the listening part of good crisis communication. Companies need a way for stakeholders, whether customers or employees or anyone from the public at large, to ask those questions and raise their concerns and receive answers quickly. Nowhere is this principle more true than in the era of ubiquitous social media, with its capacity to track public sentiment second by second. Airlines will, for instance, tap Twitter or chatbots during service disruptions to announce updates and field passenger complaints. It's not just a marker to prevent friction from escalating: it's a chance for that company to catch new problems early on.

Crisis Communication Teams

These teams frequently include PR representatives (to deal with messaging), legal counsel (to ensure compliance and minimize liability) as well senior execs (of course!) to add both authority and accountability. For example, during the Tylenol crisis Johnson & Johnson chairman James Burke made public appearances and said that the company took the situation seriously as a demonstration of their commitment to putting consumers first. A visible, unified team sends the message to stakeholders that from the top-down this crisis is being taken seriously.

8.1.4 Role of Leadership and Spokespersons in a Crisis

Leadership is an important part of a crisis. Seeing a leader or leaders of the organization is reassuring and sends the signal that all is under control. The fact is the CEO or a high-ranking officer will commonly take point in responding, but there are also tailored wastes of time for the multiple subsets of information that need addressed in crisis mode.

The leaders or spokespersons duties during a crisis should be:

• Owning the Situation: A leader is someone who takes responsibility and does not try to shift blame to someone. This shows that the leader has integrity and is ready to take action. The leader is willing to own the situation and do something about it.

• Leaders Set The Tone: When it comes to communicating, leadersre really important. They help their organization figure out how to respond to things. The leader should look calm and be determined this helps to stop people from panicking. Leaders need to be calm and clear when they talk their organization can stay calm too.

• Show You Care: When something goes wrong people get hurt. This includes customers, employees and the community. Showing that you understand how customers are affected and how employees are affected and how the community is affected makes your response more real.

• When people are, in charge they should make things clear. They need to tell everyone what they did to fix the problem. How long it will take to make things right. This way people will start to trust them with the leaders and what the leaders are doing. The leaders have to do this so that people can trust the leaders.

• Visibility: Staying out of the limelight may seem apathetic. Leaders that are being in the media and involving their stakeholders communicate they are at work dealing with the crisis.

Organizations will often train media spokespeople in methods of handling questions to present a clear and consistent message so that, under pressure, the messages are easier to convey. These spokespeople need to be knowledgeable and articulate, ready for tough questions.

Did You Know?

“It’s well documented that when CEOs take a personal stake in communicating with the public about a crisis, levels of trust from customers can increase by almost 30%, versus when no senior leader is visible — proving leadership presence has the ability to make or break the recovery.”

8.1.5 Case Examples of Successful and Failed Crisis Responses

Real-life examples offer a glimpse into the way crisis communication operates. Effective crisis responses are typically distinguished by their speed, transparency and empathy; bad ones usually involve denial, delay or defensiveness.

• Success Story - Johnson & Johnson Tylenol Crisis: At the time when cyanide worked Tylenol caplets left many dead within just three months of 1980, Johnson & Johnson

took fast action. The company quickly withdrew 31 million bottles, shut down production and embarked on an extensive public safety campaign. Straight-talking and clear prioritisation of consumer safety gave consumers confidence and set the gold standard for how a crisis can be managed.

• Positive Case In Point – Starbucks Racial Bias Incident: When two black men were detained in a Philadelphia Starbuck's on uncertain terms, the CEO of the chain offered a public apology, met with the men and closed 8,000 stores for racial-bias training. The proactive and empathic approach has helped to put Brand Malaysia back on the credibility map.

• Bad Example – BP Deepwater Horizon Oil Spill: The 2010 oil spill was further exacerbated by BP's slow, parry-and-thrust communications. Whether the chief executive's offhand comment that he wanted his "life back" was tone-deaf or not — it drew swift condemnation — it became shorthand for an example of bad crisis leadership.

8.2 Crisis Response Strategies

Crisis countermeasures are organized responses how an organization should respond in the face of a crisis. The tap is intended to limit the damage done, protect those involved and save face for the institution. These are informed by theory, evidence and best practice to improve more effective, empathetic and culturally respectful spread of innovations. With regard to response, whether an organization selects one or the other of the abovementioned decision options will depend on such factors as the type of crisis, degree of its own perceived responsibility for the crisis, and location of victims (who are affected by decisions made in a particular situation). Effective crisis response is not just about words; it's also about coordinated action and the sharing of information that can help restore trust. How effective their response is may well determine whether they come out stronger on the other end or have both a reputational and financial hole to dig themselves out of.

8.2.1 Situational Crisis Communication Theory (SCCT)

Situational crisis communication theory (SCCT), created by W. Timothy Coombs, is an overall framework for organizations in choosing the most suitable crisis response strategies. Central to this thinking is that crises vary in threat to the reputation and should be treated as such. One-size appeals do not work before or during a crisis because stakeholders perceive crises differently, largely based on the organization's level of responsibility they attribute for the crisis and also their prior favorability toward it.

Crisis Clusters in SCCT

SCCT categorizes crises into three types of clusters, with each varying in terms of how much reputational risk is involved:

Victim Cluster

In those situations, the company is perceived as a victim of the crisis not a cause. As the company is not directly at fault, reputational risk is minimal. This might be in the case of natural disasters, false rumors and some kind of product tampering by externals.

o Example: When Johnson & Johnson confronted a crisis in 1982 when Tylenol was tampered with, it's obvious that it wasn't the company's fault — someone else had doused the capsules with cyanide. The company acted swiftly to pull products from the shelves, redesign the packaging and be honest with consumers about the problem. Their quick and transparent responses actually built consumer confidence over time.

Accidental Cluster

For example, when a technical error and equipment failure have caused un-intentional it would lead into the crisis of accidents. In this case, the organization is to blame in part — so there's a moderate reputational risk.

o Example: Toyota's 2010 accelerator pedal recall fits within this. The technical glitch was an accident, but a deadly one that forced the automaker to recall millions of vehicles. Toyota admitted the problem, apologized and took measures including increasing quality inspections. Despite suffering some reputational harm, the company restored trust by demonstrating accountability.

Preventable Cluster

The severest form of crises are those where the organization is perceived as at fault due either to a mistake, poor management, or unethical conduct. Reputational risk is also high in such cases, and there are high expectations that the authorities will take tough measures.

o Example: The VW Emission Crisis (2015) is a classic preventable crisis. VW purposefully programmed software to steal emissions examinations, an example of organizational misbehaviour."

Matching Response Strategies

• Victim Crises: In this situation the company does not have a problem with its reputation. So the company should try to be kind and make people feel better. For example if a big storm hurts a lot of people and makes it hard for the company to get things to its customers the company should say something about how sorry they're, for

the people who were hurt. The company should also tell its customers what is going on and let them know that they are still working to help them. This way the company can show that it cares about the Victim Crises and the people who are affected by it.

• Accidental Crises: When something goes wrong companies should take responsibility. Explain what happened. For example when an airline has problems that they did not plan for they cannot just say sorry. The airline must also tell people what they are going to do to fix the problem and make sure it does not happen again. This will help the airline to calm down the passengers who're upset about the Accidental Crises. The companies should do this to show that they are serious, about fixing the Accidental Crises.

• Preventable Crises: These call for full accountability, including formal apologies, reparations, and systemic long-term corrective action. Occasionally, a change in leadership is needed to regain credibility. Trust can dwindle without such strong reaction, and erosion may be irreversible.

The Role of Prior Reputation

The SCCT does not deny either that the history of an institution impacts on how stakeholders perceive crises. A company with a well-established image of honesty may be given the “benefit of doubt” in a crisis, while an organization that has had scandals will receive stronger condemnation even for trivial errors.

Example: Apple received considerable publicity over iPhone antenna problems (“Antennagate”) in 2010, but many customers forgave the company because it had a strong record as an innovative and quality product maker. On the other hand, when Uber went through a parade of scandals over leader misbehavior, consumers and regulators were not so forgiving because brand shaminess had already set it up for a negative image driven by toxic culture.

Importance of Consistency

In conclusion, SCCT emphasizes the need for acting and speaking in unison. An empty apology without any concrete corrective action is more likely to play in reverse, because those that matter see it as noncommittal. For example, BP’s reaction to the Deepwater Horizon oil spill (2010) led with apologies... However, conflicting claims about how big the spill was and when it would be stopped damaged their credibility. The Tylenol case brought by Johnson & Johnson, in contrast, indicated the power of unified messaging and tangible action — tamper-proof packaging — to re-establish trust.

8.2.2 Response Models: Denial, Diminishment, Rebuilding, Bolstering

During crises, organisations hold different communication strategies according to the type of threat they face and the level of responsibility attributed to them. Denial, diminution, rebuilding, and bolstering are the four main responses that emerge again and again in contemporary crisis communication. Each has its own applications and risks and situations where it is most effective.

Denial Strategies

Deny, which is the denial of crisis existence or refusal to acknowledge the responsibility by an organization. It can come in a few different flavors: denial, scapegoating (blaming others), or counteracting misinformation. Denial makes sense if it is the truth (e.g. false rumors). But when misapplied in settings of clear accountability, denial can seem evasive and undermine credibility.

• Examples of successful denial: In 2017, PepsiCo was subject to a viral social media claim that its products contained dangerous chemicals. The company immediately denied, backing the denial with science that proved claims were made up. And denial was the right and effective response because the charge was so preposterous.

Failed denial: When United Airlines forcibly removed a passenger from a flight in 2017, the company originally denied it was at fault and spun the incident as required "reaccommodation. This denial blew up in the N.F.L.'s face, since video evidence so starkly revealed misconduct. There was public outcry until the airline changed course and apologized, demonstrating that denial can exacerbate a crisis when responsibility is clear.

Diminishment Strategies

Diminishment accepts the crisis but tries to minimize its extent or the company's degree of fault. It's anything from giving context to the offense, pointing out mitigating factors or making the case that it wasn't too much in someone's power to prevent rather than causing the issue. It is best for unintended or less severe crises. Too much, however, can make an organization appear defensive.

• Good example of a reasonable diminishment: When KFC in the U.K. ran out of chicken, something that happened several years ago, the company was upfront — yes, told us the crisis — and it spun it as a logistics hiccup rather than corporate malfeasance. The company adopted a humorous tone in its communications (it reversed the initials to "FCK" in a newspaper ad) to mitigate reputational harm. Most customers accepted the explanation, and the crisis was considered a blip.

• Problematic diminishment of an example: When the BP Deepwater Horizon oil spill occurred in 2010, executives initially called the disaster "relatively tiny" compared with the ocean. This effort to play down the crisis came across as dismissive and obtuse, escalating concerns rather than reassuring them.

Rebuilding Strategies

Reconstruction tactics are employed when the organization acknowledges blame and has to make face-saving measures to regain trust. Frequently this involves apologies, a financial settlement, changes in leadership or renewed oversight or governance. Reconstructing is critical in man-made disasters when there are expectations of accountability by the stakeholder.

• Example of successful rebuilding: In the Johnson & Johnson Tylenol tampering crisis (1982), the company acknowledged responsibility for consumer safety, recalled millions of products nationwide, came out with tamper-proof packaging and was transparent in its communications with the public. These restructuring helped to rectify the crisis and enhanced the company's chronicle future of being a responsible brand.

Example of rebuilding gone wrong: Following the Volkswagen emissions scandal (2015), VW acknowledged installing software that cheated on emissions testing. The company apologized, paid tens of billions of dollars in fines and compensation to governments and vehicle owners, and tried to make amends by investing heavily in electric vehicle technology. These were necessary to rebuild, but the proportion of wrongdoing meant that rebuilding reputations has taken years and is not yet complete.

Bolstering Strategies

Strong helps reinforce the organization's strengths and legacy. It's communicating what your are doing and have done, from previous success to CSR (Corporate Social Responsibility), and thanking all stakeholders for their continued support. Bolstering is seldom successful in isolation but works as a complementary tactic with denial, minimization or rebuilding.

• Example of successful buttressing: A lot of airlines got a bad rap during the COVID-19 crisis for canceling and refunding flights. Companies like Delta Airlines combined rebuilding actions (issuing refunds and overhauling their booking policies) with shoring up by reminding customers of a decadeslong track record of safety and reliability. It was the combination of these things that kept me going, and eventually I'd tolerate them because they were only temporary.

• A useful example of weak bolstering: When BP tried to promote its environmental programs in the years after the oil spill, opponents dismissed it as "greenwashing" because the rehabilitation effort was not yet done. Without any real action taking place, boosterism seems hypocritical.

8.2.3 Transparency, Timeliness, and Message Consistency

When you're looking to be taken seriously, follow these rules. Transparency is really important. So is timeliness.. You have to be consistent in communicating. These three elements # transparency, timeliness and regularity of communication are vital to ensure that What You Say means anything at all to the people who count stake holders. Thats how you develop trust with stakeholders by being honest, timely and consistent in your message.

• Transparency: Businesses must be transparent and share the facts even if it doesn't reflect positively on them. If guys hide the truth, and whenever they are ready to share it, it doesn't go too well. Transparency doesn't mean sharing everything that goes on in the background. It's about letting the pople have information so they can feel like Organizations are being honest here and taking responsibility up front. Transparency is vital because when Organizations are transparent, it creates trust in transparency.

• Timeliness: In today's world, information is disseminated quickly. So speed is very important. Those who care about what's happening will form strong opinions, and do so quickly. The organisation will then release a statement about the crisis within hours. This statement should read that the organization is aware of the emergency and will provide information at a later time. The group can provide updates once it has more information about the crisis. When the organization talks to people is a deal. It helps you see if the organisation is in control of what is occurring, or reacting to it. The organisation is being proactive or just reacting, which can infer a lot about the way in which the "organisation [] deals with crisis on time and appropriately", to the organisations reputation.

Message and messenger consistency is really important. When something big happens it is an idea for everyone to say the same thing. This means that whether it is a press release, a post on media or a memo to employees the message should be the same.

This is why some companies have a team that handles messages during tough times. This team is called a crisis communication team. They make sure that everyone is saying the thing by using messages that have already been approved. Message consistency helps to avoid confusion. It also helps to keep people confident in what the company is saying. The Message and messenger consistency is crucial, in these situations.

So we have these three principles that're really important. They need to be backed up by being real and caring about how people feel. When we send messages we should be honest. Think about the people who are affected by what we are saying.

40 Simple things can help. It is not really solving the problem even though some university press offices think it is.

The key point is that we should use language in a way. I sat in on a meetings where people talked in a circle. I noticed that the conversations were much easier to understand when people did not use words. Not using language can really help make things clearer. Institutions that do well in these areas during difficult times are more likely to get back on track and recover quickly. This is because they can control what people are talking about and stop information from taking over the conversation about them. Institutions like these can manage what people think and say about them so they can avoid a lot of problems. When institutions can control the narrative they can stop misinformation about the institutions from spreading and taking over the conversation, about the institutions.

8.2.4 Stakeholder Engagement During Crisis

When we talk about crisis level stakeholder engagement we are talking about crisis level stakeholder engagement where you are regularly talking to and listening to every person or group that is affected by or cares about what is going on. This includes people like shareholders, employees, customers and suppliers or Governers.

Every one of these stakeholders has kinds of information and feelings and expectations so it is really important to communicate with them in a specific way that is just right for them. Crisis level stakeholder engagement is, about finding the right way to communicate with each of these stakeholders.

Stakeholder Engagement that is really good has an important parts:

• Stakeholder Mapping: We need to figure out who the stakeholders are and how they will be affected. We also have to think about how influence and interest each stakeholder has. This information helps us decide who to talk to first and how to communicate with the stakeholders.

• Two way thing: It is not a one man show. It's not simply that companies should be able to talk to people people should also be able to talk to companies as well. Organizations must provide everyone with a way to post what they think and ask questions. And this is particularly important in terms of things like media responses, special phone lines and town hall meetings. These are the kinds of things companies should use to listen to people and respond to their questions. Interaction is key. Companies should ensure that they are communicating effectively with people.

• People in a project need to know that someone is hearing them. They need to feel as if their voice matters. When you give them guidance that will make them feel better when they are upset and things they can take back to the shareholders in minutes, like money or access to resources or ways to stay safe it helps keep people happy with the project and the people running it. This is what Project end users desire. They want to feel that the people who are responsible for driving the project are listening to them and

care about their opinions. Project stakeholders need not only clear instructions, but also emotional reassurance. They want support, and that may come in the form of resources or refunds or measures to stay safe from the project.

• Media Relations: The media have a big impact on what people think. If reporters can get you the info/quotes they need to tell the story as quickly as possible it is so,so helpful. That is because it prevents people from lying and telling lies. Media have the news items, from Media Relations and they are the ones who can inform all so that everyone can know what is happening with the news. This allows Media Relations and media to bring what people need at the time they need it. It stops rumors from starting.

• Conversing with employees: An important group of people is the employees who are generally the ones that everyone talks to, customers and community. This benefits staff so that they don't inadvertently disseminate information and can in fact become informed actors for the firm. If we talk to employees properly, then employees can share about the organization very well. Then employees can begin to explain the organization to customers and the community in a way they believe.

Failure to engage with stakeholders can cause backlash, boycotts and long-term reputational damage. Conversely, taking the lead can transform crises into opportunities to build trust and demonstrate a company's values.

8.2.5 Planning and Simulating Crisis Scenarios

This is the reason why planning and training play a crucial role in contemporary crisis management. A savvy organization keeps what is known as a crisis management plan, which is the point of contact who does what and to whom. This plan means that when the crisis hits, the response is rapid, coordinated and credible — not ad-hoc and confused.

Risk Assessment

Risk assessment is the key first step of planning – determining what kinds of crises are possible within an industry, geographical area, or specific company's operations. Different organizations face different risks:

For an airline, crises could involve accidents, data breaches concerning passenger details or labor strikes.

• Risks for a food and beverage company might include product contamination, health scares or supply chain disruptions.

• For a tech company, cybersecurity breaches, misinformation campaigns and server outages are standard hazards.

Nestlé, for instance, performs risk assessment of food safety matters on a regular basis as it knows a small scale contamination problem can turn into a global conundrum. Predicting risks in advance allows businesses to develop specialized response plans for the most probable events.

Crisis Team Formation

When the risks are identified, companies must set up a crisis response team — a cross-disciplinary team that's prepared to address emergencies. A typical team includes:

• Executives to make high-level decisions.

• PR and communications experts to design messaging, and deliver it.

• Juridical guiders to guarantee that the campaign is respectful of local regulations and not a subject of legal liabilities.

• Human Resources administrators to handle employee communication.

• Operators to manage the nuts-and-bolts work of responding to a crisis.

So when Johnson & Johnson had to deal with the Tylenol tampering crisis (1982), its crisis team included not just executives, but also scientists, lawyers and PR professionals. They could.re call products, communicate with the public and design tamper-proof packaging in symphony while managing to protect brand integrity.

Communication Templates

Time is critical in a crisis. The use of pre-prepared communications templates, including holding statements, draft news releases, FAQs and scripted social media posts, enables organizations to respond in minutes not hours or days. The templates can be readily modified to match a given crisis.

An example: Airlines may have a holding statement prepared for potential flight disruptions: "We're monitoring the situation, and our first priority is the well-being of our passengers. Further updates will follow shortly."

• Amid the COVID-19 outbreak, organisations used canned FAQ layouts to update stakeholders on health measures, closures or policy changes.

Decision-Making Frameworks

Crises are made to order, because they don't have time for both approvals and responses from department to department. A strong plan sets forth clear lines of authority, so that urgent communication doesn't get delayed. For instance, a policy could read that during crises the official statement is to be approved only by the CEO, head of PR and legal adviser to avoid bottlenecks.

Monitoring Systems

These days, contemporary crises often pop first on social media, so monitoring in real time is critical. [1] Software providers such as Brandwatch, Meltwater or Hootsuite can enable crisis teams to monitor mentions and rumors and measure sentiment. Early detection often prevents escalation.

• Example: When a video of a passenger being violently removed from a United Airlines flight went viral in 2017, it spread faster than the airline's first response. A more robust monitoring system could have alerted us to the problem within minutes, allowing for a faster and more empathetic response.

Simulation Exercises ("War Games")

Design is nothing without testing. "Simulation exercises," or "war games" or "tabletop exercises," are run by organizations to practice responding to real crises. These simulations mimic high-pressure scenarios and teams need to train for decision-making, coordination and communication.

Example 1: Cybersecurity Drill

A bank could recreate a full-blown data breach, in which millions of customer accounts were compromised. Technical teams work to restore systems while members of the crisis team decide how to inform customers, reassure regulators and protect the company's reputation.

• Product Recall Drill Example #2: Product Recall Drill A regional grocery chain conducted a product recall drill as a test of its preparedness in the event of an actual food recall.

A food provider could practice finding contamination on a product line. The practice would test how rapidly the company can issue recalls, notify retailers, update consumers and interact with media.

- Example 3: Drill for Natural Disaster

A site in a flood-prone area could simulate an event in which floods interfere with production and supply chains. That crisis team would have to stay in touch with employees, customers and suppliers while practicing safe protocol.

Simulations expose holes in planning — asking who gets approved, identifying lists of contacts, or having a weak monitor network. And they help build the confidence of a team, so that when you're faced with a real emergency, employees aren't running around for the first time under actual pressure.

8.3 Online Reputation Management (ORM)

Online Reputation Management is something that helps you manage what people see when they search for your business name on the internet. This is really important because people can say what they think about your business on media, review sites and forums as soon as something happens.

Online Reputation Management is a set of strategies that lets you have some control over what people see when they search for your business name.

In todays world people can share their thoughts and feelings quickly so Online Reputation Management has to be a big part of what your company does. It is a must, for companies nowadays because everyone is connected and they can see what people are saying about your business. One bad post or review can spread fast across all the media platforms and change what people think about a company, which can affect how much money they make. Online Reputation Management is something that companies do in two parts. The first part is when they are trying to be proactive. This means they keep putting out news talk to the people who are interested in their company and make sure that when people search for them on the internet they see things that show what the company is really about. The second part is just as important. That is when they react to bad comments fix any wrong information and stay on top of things when something bad happens to the company. Online Reputation Management is like this because companies need to be ready, for anything that people might say about them on the internet.

Having a good online presence starts with keeping an eye on what people're saying about you. You need to be proactive and look for mentions of your company in places.

Just responding to reviews and complaints on social media is not enough.

You should do more than just defend yourself.

You should have a plan to make your company look good on media.

This is called building your proof.

Online reputation management is not about fixing problems.

Companies can use it to get ideas from customers about what they want.

They can find out how to make their products and services better.

They can also learn how to build relationships, with the people who matter.

Online reputation management is a part of this.

It helps companies get feedback and use it to make things better.

8.3.1 Role of ORM in Digital Age

The digital revolution has changed the way people think about reputations. It used to be that newspapers and television stations controlled what people saw and heard. Now people can say what they think about a company on Twitter and on their blogs. Online Reputation Management is important because it helps companies get ahead of what people're saying about them and change the way people think about these companies. Online Reputation Management is really good, at this because it can assist companies in managing what people think about them.

So you are wondering why you should consider using an Object Relational Mapping system these days anyway. The thing is, an Object Relational Mapping system or an Object Relational Mapping system is really useful.

You see an Object Relational Mapping system helps you work with databases in a simpler way. That is why many people like to use an Object Relational Mapping system.

Using an Object Relational Mapping system makes your life easier when you are dealing with databases. So if you have not tried an Object Relational Mapping system yet you should give it a shot. See how it works for you with your Object Relational Mapping system.

• Real-Time Information Cost: When a single bad tweet or video gets shared it can reach millions of people in a few hours. This can really hurt the reputation of a company or person. It is very hard to fix the damage that has been done to the reputation of the company or person. The reputation of the company or person can be damaged quickly and it is almost impossible to reverse the damage, to the reputation of the company or person.

• Shop Decisions, by the Numbers: I read an article on Tuesday that said people usually look at reviews before they buy something. The article made a mistake with the name of the person in charge of Home Brands. When people say things about a company Home Brands gets more sales.. If people say bad things, about Home Brands it can stop others from buying from Home Brands.

• Trust and Credibility: In a commodities market, it’s the trust which separates one from the other. We believe that an attractive online presence says a lot about reliability, transparency and commitment to quality.

• Attraction Of Talent: Job seekers are increasingly turning to the web before deciding to work for a company. Negative employer reviews on review sites can affect talent attraction and retention.

• SEO-Related: People don’t usually go beyond the first page of search results. Through ORM the positive and truth content is pushed upwards that negative story does not appear on top of search.

In addition, ORM is essential during times of emergency. When a company is criticized by the public, a brand tarnished by accusations has the benefit of goodwill built over many years that shields it in part from criticism. ORM also facilitates marketing efforts by ensuring that the story being told is consistent with brand values and customer expectations.

8.3.2 Tools for Monitoring Online Reputation (e.g., Google Alerts, Brandwatch)

What is Monitoring in ORM The monitoring activity is one of the basic pillar of ORM. When you don't know about the conversation concerning a brand, you can't respond. There are many free and paid tools that allow businesses to monitor mentions, sentiment and trends on digital channels.

• Google Alerts: Allows you to receive email alerts when the terms that matter to your organization, e.g., company name or product names are used online. It is good for basic monitoring, but may not catch social media in-depth.

• Brandwatch: Robust social listening and analytics tool that tracks mentions across channels, sentiment, as well as audience demographics and conversation trends.

• Hootsuite and Sprout Social: Platforms for organizations wanting to manage social media accounts, listen in on the conversation and engage fast.

• Reputation. com and Birdeye: ORM tools that enable companies to collect, manage, and respond to reviews on various sites from a single console.

• Mention and Talkwalker: These apps offer advanced brand mention analytics with the ability to monitor competitors for benchmarking.

8.3.3 Responding to Negative Reviews and Social Media Backlash

In the world we live in today even really good companies can get bad reviews or negative comments on social media. The difference, between companies and not so good companies is not whether people say bad things about them. It is what these companies do when people say things about them. If a company responds to criticism in an organized way it can actually turn the people who were criticizing them into fans.. If they handle it badly even small complaints can become big problems that hurt their reputation.

Acknowledge Promptly

Speed is really important because people who use the internet want things to happen away. When a brand responds to a complaint immediately it shows that they are actually listening to what the customer has to say and that the customers feedback matters.

• Example: When Dominos Pizza got complaints on Twitter about delivery it said sorry right away and asked for more information about the order. Dominos Pizza wanted to make things right. By doing this Dominos Pizza stopped the situation from getting worse and turning into a public problem, with Dominos Pizza.

• Counter-example: On the hand United Airlines had a really slow response to that big problem in 2017 when a passenger was forced off a plane. This made things worse for United Airlines because they did not say anything about the situation. When United Airlines stayed quiet it let other people control how angry everyone was about what happened to the passenger, on United Airlines.

Stay Professional and Calm

When someone gets upset or angry they can say things they do not mean. This is why it is still important to be nice and respectful to customers even when they are being very rude. Customers can get emotional and defensive or even sarcastic. We should still be polite, to them. We have to remember that customers are people too and they need our help so we should keep being supportive and respectful even when they are being difficult.

• Example: JetBlue Airways often says sorry to upset customers in an professional way. They might say something like: "We are really sorry that our flight is late. Please send us a message, with your flight information so we can look into this problem with JetBlue Airways away." This usually. People start to feel better as they talk about what JetBlue Airways can do to fix the problem.

• Counterexample: In 2013, Amy's Baking Company in Arizona reacted to negative Yelp reviews with foul language and personal attacks. Screenshots of their angry responses went viral, embarrassing them and recasting the backlash as a meme.

Take Conversations Offline

Although, public recognition is essential – detailed issue resolution should ideally remain private in order to prevent a protracted war of words.

• Example: Starbucks often responds to negative feedback by requesting a customer contact them personally via direct message or email in an effort to offer compensation or refunds that don't go public. This prevents long comment threads which tend to attract more criticism.

• Counter-example: Brands that engage in he-said, she-said battles with customers in the comments are nearly always amplifying the negativity. For example, a number of small businesses have suffered reputational harm having attempted to "win" arguments on Facebook with customers — whose screen grabs are then widely distributed.

Offer Solutions

And an apology by itself could ring hollow with nothing behind it. What is important for brands, though, is that they should explicitly state what action they are taking about the problem — whether it's issuing a refund and replacement, or making some other policy change.

Learn from Feedback

Criticism usually shows us what is going wrong. We can change these things. When we are criticized we should think of it as a chance to learn and get better. This is how we can create a reputation that will last.

• Example: Hyatt Hotels saw that a lot of people were complaining online about being charged for Wi-Fi many times. So Hyatt Hotels made Wi-Fi free at all of its hotels. Hyatt Hotels changed its policy because of what people were saying and it wanted people to be happier with their stays, at Hyatt Hotels.

• Some people think that when companies say that criticism is just people being mean they do not really look into the problems that are happening and that is why they keep getting in trouble. Companies like these do not want to listen to criticism. They just say that people are trolling or hating but the truth is that sometimes the criticism is, about real operational problems that the companies have and companies need to investigate these operational problems to avoid more trouble.

When a company gets a lot of comments on social media it can get really out of hand. If the company does not say anything or do anything people will keep talking about how bad they're. So the company can say something like thank you for pointing out the problem. We are working on it. This gives the company some time to figure out what to do. It shows that they are taking responsibility for the problem with social media backlash. Social media backlash can be very bad, for a company so they need to respond to social media backlash.

• Example: Facebook, which is now known as Meta had a problem in 2018. This was because of the Cambridge Analytica scandal. At first Mark Zuckerberg did not say anything about it. This made people more upset. When Mark Zuckerberg finally talked about the problem he said sorry. Told people what Facebook was doing to stop something, like this from happening again. This helped people trust Facebook a bit again but it was not the same. Facebook had to pay a price for what happened with the Cambridge Analytica scandal.

• Example: Something funny happened with KFC in the UK. They had a problem because they did not have any chicken. So they put an ad in the newspaper to say sorry. The ad was funny because it said "FCK" on the picture of chicken buckets. This was a joke, about the name of the company, KFC and the fact that they had no chicken. KFC is a chicken restaurant. They did not have any chicken, which is pretty silly. This is not

ideal the message said. It was a recognition of the reaction that happened very quickly. The reaction was also very imaginative, in a way that can change the situation. Of scolding the consumers it can become a way of praising them or even congratulating the consumers.

8.3.4 Engagement of Influencers and Media for Reputation Restoration

Media and influencers have an impact on what people think. When something bad happens or a company gets attention being able to reach these important groups of people in a smart way is really important to fix and maybe even improve the companys reputation. Media and influencers play a role in this process because they can help shape public opinion, about the company.

• Building relationships with the media and influencers is really important. You should try to build these relationships on. This way when something big happens you will already know the media and influencers. The media and influencers will be more helpful if you have a good relationship with them. If the media and influencers think your brand is good they will be fair to your brand. Building relationships, with the media and influencers ahead of time will make things a lot easier when you need to talk to them during a time. The media and influencers will be more likely to listen to you and help you out if they already know your brand.

• Accurate Information: When we give facts that're true and checked by people who really know what they are talking about the Food Bank for New York City and other places like it can help people understand things better. This is important for donations. Accurate Information is very important because it helps to make things fair when people are giving money. Accurate Information can correct mistakes. Make sure people have the right idea, about what is going on.

• Use people we trust: We can ask influencers to share stories and fix wrong ideas, about the company and also tell people what the company is doing to make things right.

• Give the brand a personality: we can do this by having important people from the company talk to the media show what happens behind the scenes and tell stories about the brand. This way people will start to see what is really good, about the brand, of just the bad things.

Engagement is not something you buy it is a conversation between people. When you try to control what people say about you in the media it can be bad. Paying people to say things about you like influencers is also not a good idea. If you want people to believe what you say and trust you then you need to be honest and communicate with them in a way. Engagement is, about talking to people and listening to what they have to say, not trying to get them to like you.

8.3.5 Long-term Reputation-Building and Recovery Strategies

Solving a crisis does not mean that the work to fix your reputation is done. When a crisis happens you have to act to make the people who matter happy. But to really get back on track you have to put in a lot of effort to build trust with them again. You have to make your relationships with them stronger than they were before. You have to show them that you learned from your mistakes.

Coming back, from a crisis is not something you can just finish and be done with. It is something you have to keep working on all the time. You have to keep building a reputation fix the things that are broken and keep growing your brand. Solving a crisis and reputation repair is a thing that involves building good will and making things right. Reputation repair is work and it takes time to build trust back up and make your brand strong again.

Consistent Positive Messaging

Following a crisis orgs need to be telling good news stories lots, for the theme of those becomes Crisis >Recovery/Progress/Achievement eventually. Continuously promoting in the community success stories, innovations and stigma-busting work with partners keeps you rooted, but also seen as being future-oriented.

• Example: After the problem with Volkswagen cheating on emissions in 2015 the company is trying to show it is a leader in electric cars. The car company wants to change the story about it so it is talking a lot about the money it is spending on technology that is good for the planet. Volkswagen is making investments in this area to make people think it is doing the right thing. Volkswagen wants people to see that it is serious, about mobility.

• Lesson: A single press release is not enough. It takes telling a story on different platforms over months and even years to really make people understand the importance of emergencies and add more meaning to them. The story of emergencies needs to be told again on various platforms so people can really get it and remember it. This is what storytelling across platforms like emergencies is all, about.

Improving Internal Processes

You cannot heal a reputation if you do not cure the source of the problem. Making changes to a system, such as changing policies or improving procedures or training staff takes a lot of time to really work.

Every player has to trust that the same thing is not going to happen with the reputation. Systemic changes, like these take time to become a part of the way things are done and you cannot quickly change them.

• Example: Boeing made changes after two Boeing 737 MAX planes crashed. They changed how the engineering team is managed. They tried to make the Boeing company a safer place to work. This is important because Boeing had a lot of safety issues before.

These changes that Boeing made are helping to regain the trust of the people who check on Boeing, the airlines that use Boeing planes and the people who fly on Boeing planes.

• Lesson: There has to be something behind what you are saying. Otherwise the people who really matter will think that your message is just a bunch of empty words. They will see right through it. Think you are not being truthful. This is what people mean by "spin". When you are talking to your audience you need to make sure that your communication is real because if it is not the people who really care will notice and they will not take your message seriously. The message has to be real like the communication and this is the key to getting your point across, to your audience, the people who really matter.

CSR and ESG investment

Corporate Social Responsibility and Environmental, Social and Governance commitments are helping with things to make people trust companies again. When companies help the communities that they may have hurt in the past and also work on global problems that is a good start to making people think better of them. This shows that being responsible is not about making more money it is about Corporate Social Responsibility and taking care of Environmental, Social and Governance issues. Companies are starting to understand that being responsible is important for everyone not, for making a profit.

• Example: Johnson & Johnson did not just come up with ideas, for its packaging after the Tylenol problem in 1982. Johnson & Johnson made sure its packaging was safe so people could not tamper with it. Johnson & Johnson also spent money on being a good company that cares about health. Over time these actions helped Johnson & Johnson become known as a company that does the thing and really cares about its customers.

• Example: Nike, which got a lot of criticism about how it treated workers in the 1990s put a lot of money into making its supply chains better and being more sustainable. Now Nike says that taking care of the environment and being a company, which is called ESG growth is a big part of what Nike is about. This is an example of how a company, like Nike can use Corporate Social Responsibility or CSR to regain peoples trust and improve its reputation. Nike is really focused on Nikes ESG growth and Nikes CSR efforts to make things right.

Measuring Reputation Over Time

Recovery needs to be measured. This is done by checking what people think of a company and how it is seen in the media. Companies use these tools to see if people trust them over time. If not they need to change what they are doing and focus on something. Recovery is important. Companies need to keep track of it through things, like reputation audits and brand sentiment research and media monitoring to see if recovery is really happening.

• Example: After the BP oil spill in 2010 the company began to check how people felt about the BP brand every month. They wanted to see what consumers and investors thought about the BP brand. The study showed that people started to like the BP brand a little over time at least in some places. This made the BP company think it was an idea to keep working on being safe and using renewable energy, which is good, for the BP brand.

• Lesson: Measurement is really important because it does not let people become too comfortable. Without the information that measurement provides organizations may get stuck in a situation where they are trying to recover from something but important stakeholders are still unsure about what is going on with Measurement. This is a problem because Measurement helps organizations know what is working and what is not so they can make decisions. Measurement is key, to making progress and without it organizations may struggle with Measurement and get stuck.

Proactive Engagement

You see people do not get a reputation by keeping quiet. I mean some people might call them liberals or something like that. That is not the point. The point is that you need to speak up to get a reputation.

Institutions, like companies or organizations need to talk to the people they work with so that everyone knows what is going on and everyone gets along. They can do this in ways, such as asking customers what they think, having meetings where employees can give their opinions talking to the people who have invested money and showing that they are leaders, in their field.

Reputations are not built when people are silent they are built when people communicate with each other. Institutions need to make sure they are talking to everyone so that relationships are good and strong. This is what people expect from institutions and it is what institutions need to do to be successful.

• Example: People were worried about the working conditions at Starbucks. The company talked about these problems openly with its employees and people who support workers. They even made reports that showed what they were doing. Starbucks says it is a company that really listens to people. The company wants to know what people think. It tries to do something about it. Starbucks is a place where people can say what is, on their mind and the company will listen to what Starbucks employees and other people have to say about Starbucks.

• Lesson: When you make an investment people start to trust you and this trust lasts for a long time. It is like having a safety net that helps organizations bounce back from problems that happen on. This is because a good investment creates a reputation and a good reputation is, like a buffer that protects you from bad things that might happen in

the future. Investment really helps to build trust that lasts and creates a reputation that can help organizations recover from difficult situations.

Reputation as Capital

The long-term work of reputation management is very similar to the process of building up reputational capital — what some ethicists call a reservoir of trust and goodwill that organizations draw from during times of crisis in the future. Reputational capital is frequently what companies have to fall back on in acute crises.

• Example: Apple had "Antennagate" in 2010 (when iPhones would lose signal when held a certain way). This shift may have stifled sales further, but Apple's powerful brand and dedicated following shielded part of the blow. The company managed the issue by doing free cases, and it continued to expand rapidly.

Fraternal organizations of the latter type but with a less-developed social base are even more vulnerable to exposure through petty incidents. Because it's only more of the same and therefore explosive to read a scrap of company news which leads to that inevitable conclusion.

8.4 Summary

❖ The systematic process by which an organization responds to crises in a manner that is timely, transparent and consistent threatening the reputation of the organization happens equal diffusion 1 -33 (LESSONS FROM THE OUTBREAKS) Crisis communication: An organization's response to a crisis should be coordinated with public health authorities and key stakeholders.

❖ Situational Crisis Communication Theory (SCCT) also aids organization to decide the most appropriate response according to the type of crisis and degree of perceived responsibility.

❖ Crisis reactions: denial, minimizing and rebuilding/bolstering; these may be used in various ways to layer facts with empathy.

❖ Visibility of leadership and training of spokespeople are important to reassure stakeholders during crises and preserve credibility.

❖ It's important for businesses to have ORM (Online Reputation Management) in place because of the customer and social media driven world we are living in now.

❖ Google Alerts, Brandwatch and Hootsuite are tools that enable institutions to listen to the online conversation in real time and get ahead of it.

8.5 Key Terms

Risk on Reputation — It's the risk of public image damage to an organisation in a crisis.

Denial Strategy: Refusal to admit involvement or responsibility for a crisis in cases where allegations are inaccurate.

Diminishment Strategy: Materially disempowering or distancing from the responsibility for a crisis.

Recovery Plan: Assume responsibility and fix problems to regain trust.

Strengths Approach: Emphasizing previously good behavior to establish goodwill in a time of crisis.

ORM (Online Reputation Management): Controlling and influencing discussions online about a brand or person.

Stakeholder Involvement: Interactive communication with relevant parties regarding company issues.

Media Relations: Handle informal contacts with the media to obtain editorial support.

8.6 Descriptive Questions

Define crisis communication and the importance of brand reputation.

Explain Situational Crisis Communication Theory (SCCT), and show its use in organizations.

Discuss four primary crisis response models with appropriate examples.

Explain the importance of transparency, speed and consistency of message in a crisis?

Please expand on the importance of involving stakeholders during a crisis, and provide real life examples.

Explain the relevance of online reputation management in a digital world.

Recommend ways to deal with bad reviews and negative responses online.

Explain long term reputation creation and post-recovery process for organizations.

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8.8 Case Study

“Data Breach at TechNova Solutions”

TechNova Solutions, a midsize technology services company, had made its name as solid purveyor of cloud-based software for small and medium-size enterprises. Its rapid expansion in the last five years came largely from its secure platforms and robust client service, according to the company. This week, though, TechNova faced an unexpected new battle -- the company learned someone had hacked into its database of customers which included personal client information such as email adresses and some financial data.

The system was breached late on a Friday night. Screenshots of the stolen data were being shared via social media, causing concern among affected customers, within hours. Some top clients started threatening to cancel their contracts if something wasn’t done fast. The company’s leaders faced a difficult choice: release a statement right away or wait for its technical team to conduct a fuller investigation.

The CEO of TechNova decided the issue merits an initial holding to go out within 6 hours acknowledging a breach has occurred and investigations are taking place. In the following 48 hours, the company issued a series of updates with information like an estimate of how big the breach is and actions it took to secure its systems and timeline for resolution. The firm also said that it would provide free credit-monitoring services to affected customers, who will not be charged for them as a goodwill gesture.

Meanwhile, TechNova held a town hall for employees in which they could tune in for an accurate masked information session to answer client questions. The firm has been collaborating with cyber-security professionals, regulators and legal counsel to make sure that it remains compliant and is not penalized. In subsequent weeks, TechNova rolled out an advertising campaign highlighting its new security precautions, investments in encrypted technologies and dedication to data privacy.

And while the company initially lost some customers, many stayed because of TechNova’s transparency and prompt reaction. Within 6 months, sentiment analysis

revealed a dramatic increase in the number of positive online mentions related to the brand. The crisis also quickly became the standard for how to manage a PR emergency in the industry.

Problem Statements and Solutions

Problem 1: What is the best way for TechNova to balance speed and accuracy in its initial response? Solution: Company staff should release a holding statement quickly that takes responsibility and does not speculate. Updates shall come, as is the proper fashion when facts are confirmed, to maintain cred.

Issue 2: How to regain the confidence of their existing customers.

Solution: Providing compensation such as credit monitoring, explaining tech upgrades and direct communication with top customers via e-webinars or individually helps restore confidence.

Issue 3: How does the ORM help TechNova to effectively control what is being said about it online?

Solution: The company should track mentions with tools such as Brandwatch, respond by being polite to upset users, and showcase positive media attention as well as expert blogs detailing their new security policies.

Reflective Questions

If you were the communication manager of TechNova, what will be your first course of action within 12 hours since knowing about the breach?

What are some other long-term approaches TechNova could take to avoid crises like this?

How will you deal with the negative publicity when newspapers blame TechNova for negligence How would you handle bad press if journalists blame TechNova of negligence?

Does TechNova include influencers or trade analysts in its recovery plan? Why or why not?

During a crisis, what is the best way for internal communication to be managed in order to keep employees on the same page?

Conclusion

This case demonstrates that crisis management is not merely a technical matter; but also involves reputation challenges that call for well-coordinated communication, leadership presence and stakeholder engagement. By doing this, TechNova was able to take a potentially disastrous data breach and use it as an opportunity to double down on its dedication to security and customer confidence. The approach of the company illustrates how crisis communication and organized corporate response (ORM) can be used to reduce the negative effect on reputation value and may even help enhance brand equity in subsequent periods.

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Unit 9: IMC integration

Learning objectives:

1. Discuss how ads, media, PR and other IMC tools are combined to create synergy; show how intergrated marketing communications (IMC) works together to deliver a consistent brand message.
2. Develop a detailed IMC campaign plan (objectives, target audience profile, message strategy and media strategy).
3. Assessing and controlling 360° communication campaigns, from checking consumer touchpoints, to guaranteeing each stage of contact is communicating the same core message.
4. Employ approaches to evaluating IMC campaign effectiveness; qualitative and quantitative metrics of impact and ROI.
5. Examine the future of IMC and media strategy with digital-first campaign planning, data-driven customisation and influencer-based promotion.
6. Make strategic recommendations for future campaigns by using technology, creativity, and cross-channel collaboration to increase audience engagement.
7. Discuss actual IMC examples in practice in context to lessons learned and best practices for planning and executing campaigns.

Content

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9.0 Introductory Caselet

"Bringing Sparkle Back to Beverages with an Integrated Campaign"

Sparkle Beverages, a midsize soft drink company, had been losing market share to bigger rivals and newer health-oriented entrants. With a loyal customer base in semi-urban areas, however, the brand was losing relevance with younger urban consumers who wanted something innovative and low-sugar. The marketing team discovered sporadic ad campaigns and isolated social media promos were not cutting through to create recognisable pull for the brand.

In order to combat this, Sparkle introduced a get-up-and-go integrated marketing communication (IMC) campaign called "Sparkle Your Day". The campaign sought to re-introduce the brand as a fun, reinvigorating and health conscientious option for an on-the-go generation. The approach included testing multiple tools at once — television ads promoting the product's natural ingredients, influencer partnerships featuring creative recipes on Instagram, interactive contests on Twitter and experiential pop-up events at college campuses.

PR targeted health blogs and media hits for Sparkle's new reduced-sugar formula, with point-of-sale updates in stores to help maintain the momentum within supermarkets. Everything was about ensuring no matter where consumers saw a commercial or rand across social, the message was consistent and connected to the brand's new identity.

Three months later, brand awareness increased 25 percent, social engagement doubled and sales in urban markets spiked. But the campaign also exposed deficiencies — including some inconsistent messaging at retail and slower response times to customer questions online — causing the team to tighten up its 360° communications strategy for phase two.

Critical Thinking Question:

If you were in charge of the upcoming campaign for Sparkle, what could you do to drive consistent communications across all customer touch points — especially retail locations where the brand experience may be very different?

9.1 Integrating Advertising, Media, PR & Other IMC Tools

Find out 14 Mar What is IMC (Integrated Marketing Communication)? Integrated Marketing Communication (IMC) simply refers to a strategic approach to unify and coordinate the various channels of advertising, public relation, direct marketing, and similar promotional tools so that it can work as a unified force. Today's consumers engage with brands across a diverse range of touchpoints - from television, radio and websites to social media platforms, events, or even sales staff. In the absence of integration, communication can easily splinter and lead to a confusing and watered down message. Integration makes advertising, PR, digital campaigns, media planning, direct marketing and sales promotions work in concert together. This increases the effectiveness of messages, promotes recall and maximizes advertising efficiency.

Integration becomes critical in this competitive and cluttered environment where consumers are exposed up to 1000 brand messages everyday. A piecemeal strategy is a waste of money and it will cause dissonance in the customers head. Rather, IMC tries to provide a single voice, whether the customer sees a banner advertisement on the web or receives an offer via email or shows up at an offline event. Integration also helps to deepen the emotional connection with the brand by consistency in positioning throughout all touch points.

9.1.1 Importance of Integration in Modern Marketing

The value of integration versus a single tool to be used is that it generates synergy – in other words, the network effect takes place, and one plus one no longer equals two. Modern marketing requires integration because:

• Non-Linear Consumer Journey – A customer could first research a product online, then read reviews, view ads via social media and finally make an in-store purchase. Integration also provides a uniform look and feel for all of these steps.

• Media Overload: The audience is seeing a lot of things on screens and digital platforms. A simple message is a way for the Media Overload to cut through all the noise and get some attention from the audience. The Media Overload is a problem because the audience is busy and they do not have time to look at everything. That is why a simple message can help the Media Overload stand out and be noticed by the audience.

• Spend Wisely: When you have a campaign that is integrated the Budget of the company can be spent in a better way. This is because the company does not have to do the things over and over again in different departments. The Budget is used in a way, with an integrated campaign.

• Consistency: When you say the thing many times it helps you remember the message better and faster. The more you repeat something the stronger the connection is in your brain so it is easier to recall the message on. This is why consistency is important, for the message because the message is what you want to remember and repeating the message is what helps you do that.

• You get a return on your money with closed loop strategies. This is because they use different ways to get people to buy something. They start by making people aware of a product and then help them decide to make a purchase. This means you get a robust return on investment, with closed loop strategies.

For example when a company introduces a product and they use TV commercials, digital ads, influencer campaigns and public relations coverage all together the new product is more likely to get a lot of attention and people will probably buy it. This is better, than using one of these things by itself. Using all of these things together can also help people trust the company. People tend to trust brands that're real and honest and that tell a story that makes sense. The new product will do well if the company uses all of these methods in a way not just doing things randomly.

9.1.2 Coordination Across Advertising, Media, PR, Digital and Sales Promotion

To really make things work together Advertising and Media and PR and Digital and Sales Promotion all need to work

This means that Advertising and Media and PR and Digital and Sales Promotion have to coordinate with each other.

True integration of Advertising and Media and PR and Digital and Sales Promotion requires this kind of coordination between the communication disciplines, like Advertising and Media and PR and Digital and Sales Promotion.

• Advertising is really important. It can be traditional or digital. Both kinds of ads help people notice and care about something. These ads have to sound and feel like the ways we try to get people excited about an idea or concept. We need to make sure all of our advertising for an idea or concept is consistent so people can understand what the idea or concept is about. This is true for advertising an idea or concept, in general.

• Media Planning is about finding the channels and how often to use them so that we get the most out of Media Planning. We also need to make sure Media Planning works with our Public Relations activities and the schedules we have, for promotions.

• Public Relations: The people who do Public Relations are, in charge of the things that people say about you in the news and other places without you paying them. They also write press releases and plan events. This helps people think you are trustworthy. It supports the main points that you are trying to make in the ads that you pay for with your Public Relations.

•Digital Marketing: Social media and things like that are good, for talking to people. You can also use SEO and content marketing to reach your audience. These things can make your ads work better. They can tell you how they are doing right away. Digital Marketing is a way to get people to notice you.

• Sales promotion is a way to get people to buy things. We can reduce the price of something. Have a contest to make people want to try it. We can also have loyalty programs to make people want to keep buying from us. When we do these things with advertising and telling people about our company it helps people remember our brand and want to buy from us. Sales promotion is important because it tells people to take action and it reminds them what our brand is, about.

Coordination entails a shared calendar, regular updates between teams and a common brief. For example, if PR is hosting a press conference for the launch of a new product, advertising should plan to have media ads live during that time period and digital teams can run spoiler campaigns online. This has a multiplier effect in that the message is seen by consumers at multiple times, enhancing recollection and promoting action.

9.1.3 Message and Visual Consistency Across Channels

Consistency is indeed at the heart of IMC. The central message and visual representation of a brand is integrated into ALL platforms so your audience is not confused. This includes:

• Taglines and Slogans: Consistent use of tagline in advertising, social media posts, press releases, point-of-sale materials.

• Brand colors, logos and typefaces: All visual identity components need to be consistent with brand guidelines for on print (direct mail), online, package design and outdoor.

• Voice: Regardless of whether tone is formal, casual, humorous or scholarly in style, it should be consistent to create a voice the reader can recognize.

• Key Takeaway: However you try to shape it, the messaging has to be on point. So, if you’ re running a sustainability campaign, then that should filter through everything from your TV spots right down to an Instagram content series with influencers.

Contradictory messages erode brand equity, and consumers often end up not really knowing what a company stands for. So if advertising is positioning the brand as elite or aspirational, say, but its posts on social media read all laid back and discountspeak-y, it's creating dissonance. Also supporting information several times to create a trust and to anchor the brand elements with desired positioning.

9.1.4 Inter-Organisational Communication and Cross Functional Collaboration

It's not just external, it extends deep into solid internal communication and collaboration between departments. There must be alignment between advertising, PR, digital marketing and sales and operations – this includes:

• Cooperative Briefs: Then you know for sure that each team knows the main objectives, key messages and targeted audience of a campaign.

• Cross Team Syncs: Set aside a regular time across teams to sync schedules, share progress and address blockers.

Employee Training – For those not customer facing this is the same as above, for those that are we need to train them in a similar way. Oftentimes sales people or customer service people are the very first who will have to maintain whatever is being said in marketing.

• Feedback Loops: You can pull in patterns from your CS and sales feedback, feed them back to MC to compose a message that is speaking directly to your audience's real pain point>

Just looking in to make sure you line everything up, that you are handling all of this very well the thing itself and your brand promise at every touchpoint. It also enables staff to take more ownership, as they become advocates of a brand message if it's properly communicated and congruent with campaign objectives.

The role of technology in enabling integration 9.1.5

What's great about the tech is that it could facilitate all this, not be an administrative headache. And equip you with tools for planning, accessing and tracking. Key technological enablers include:

• Marketing Automation Platforms (MAPs) A device for brands to create, customize and track campaign effectiveness across platforms.

• Customer Relationship Management (CRM) Systems: A type of system and method where all customer data and interactions are stored, allowing marketers to leverage that knowledge in order to send better-targeted content.

• One platform for all your corporate digital assets including logos, assets and templates – everyone can be confident that they have access to the most up-to-date

version of anything they need - increasing brand consistency with this DAM (Digital Asset Management) app!

One convenient cross-channel campaign view - Instantly see dashboard visibility and make real time adds to optimize campaigns instantly.

• Tools for Collaboration: Software to help manage projects, and apps that enable employees to communicate with one another and collaborate across functional silos (Slack, or Microsoft Teams).

Technology also supports real-time engagement. “For instance, social listening tools will help teams to listen to and find conversation about their brand so they can react quickly and respond in a fashion that’s consistent with their messaging. That capability is being expanded with the integration of AI and predictive machine learning to predict customer behavior change campaign delivery on-the-fly.

9.2 IMC Campaign Planning

IMC planning is a process of designing a coherent and effective advertising communication program that is likely to fit an organization’s promotional goals. The idea is to combine elements of advertisement, PR(mynet), sales promotion(mynet.ru), direct marketing(details.tcd50.ru) and personal selling into an overall communication mix which complements each other at consumer touch points throughout the total buying process. Campaign planning includes research, creative work, budgeting and performance measurement. IMC campaign development through rigorous planning will raise brand awareness, influence attitudes, stimulate customer action and secure loyalty.

9.2.1 Definition of a Campaign

A campaign is a planned sequence of activities that are intended to accomplish specific goals in a specified time frame. Unilateral promotions are not the aim of a campaign, which aims to form consistent and unambiguous communications that support overarching positioning of the brand. A campaign generally consists of a key concept, creative materials, media placements and results that are expected to be achieved.

General attributes that describe the campaign are as follows:

• Specific Objectives – Campaigns should have clearly defined measurable objectives, such as selling more product or generating leads, improving brand esteem and engagement.

• Content Focus of Messages: The main thing that the messages are about is giving people what they want and need. This means thinking about what some people like and how they act and using that to make the messages good for them. The messages are supposed to be, about fulfilling the preferences and needs of these people and also about the behavior of these people.

• Message Strategy. The campaign needs an idea that is special and really gets peoples attention. This big idea should make people feel something so they notice it and want to do something about it. The campaigns big idea or promise is what makes people care about the campaign.

• Timeline: Campaigns usually have a start date and a finish date. This can be a weeks if the focus is on something small, like a promotion.. It can be several months if the goal is to build a brand. Campaigns need to be flexible the timeline is not always set in stone. The length of a campaign depends on what the campaign's trying to do like a promo or building a brand.

• Multi-Channel Integration: These days people put together campaigns that use different channels like TV, radio, print, digital, outdoor and social to get their message out to more people and make it stick in their minds. They want to use Multi-Channel Integration to reach people times. This way people will see the message on TV hear it on the radio read it in print see it on digital notice it outdoors and talk about it on social. Multi-Channel Integration is very important, for this.

• Measurement Criteria: We look at how our campaigns do by checking numbers like sales reports and also by seeing how people think and feel about our brand like if they know who we are if they are talking about us and if we are getting our moneys worth from the campaigns like the return on investment, from the campaigns.

A great campaign is really good. It is not just creative. The campaign is also aligned with the business goals of the brand. This means the brand as a whole is working together. Every point where the customer sees the brand is saying the thing. This includes advertising and customer service. They are all saying the message about what the brand stands for. The brand is consistent in what it says. The brand is saying the thing everywhere. This is what makes a campaign. A great campaign is when the brand is working together and saying the thing, about what the brand stands for.

9.2.2 Situation Analysis

The assessment is where you start getting ready for a campaign. It is a tool that helps a campaign figure out what good things and bad things can happen what it is good at and what it's not good at. When you look at a situation you usually think about these things:

* Graph 1 shows what is called SEALS IN SITUATION ANALYSIS. This comes from Save the Children.

* You have to think about who's in charge and who can make decisions.

* There are people who can help like a Supervisor or a Leader or a Manager or a Director.

* Then you have people who're interested like a Share holder or someone who is affected by what you do.

* Some people have the power to influence what you do. Some people have the power to decide what you do.

* You also need to think about who can help you like a partner and who can give you information or resources.

* You need to think about the environment and how it can help you or make things hard for you.

* You need to think about how people behave and how you can help them change.

* You need to think about how you can make the environment better.

You have to define all these things for each situation when you are working on a campaign.

You have to think about the SEALS IN SITUATION ANALYSIS, for each situation.

• Size of the market: How big is the market where the brand sells its products?

Growth rate and market trends: What makes the brands category grow?

This includes things, like how many babiesre being born what laws are being made and what kinds of customers are buying things.

We also need to think about what people want and need and how they decide what to buy.

The brand needs to look at what people think and feel about things and what they consider when making a decision to buy something from the brand.

Competitor Analysis is about looking at the Strength and Weakness of a company and its Competitive strategy and position.

To understand how companies compete with each other we can use a framework.

This framework includes things, like SWOT analysis and PESTEL analysis and Porters Five Force model.

These tools help us understand the dynamics of Competitor Analysis.

We use Competitor Analysis to see how strong or weak a company is compared to others.

Internal Analysis. We need to see how the brand is doing. What resources does the brand have to use? The brands distribution is also important. How well has the brand done in marketing?

Next we have to look at factors of the brand. This includes the pricing strategy of the brand the quality of the brands products and the value of the brand.

• Consumer Insights: The gathering of data on goal customers - these are demographics, psychographics and behavior. More important is for what customer segments this campaign attractive.

• PEST -Is an analysis of macro-environmental factors (technological change which could offer an opportunity or a threat, government regulations that benefit or not and economic developments or social and cultural trends) that may affect the performance of the campaign.

It's with a situation analysis where you can see your map and know exactly where they are — which position in the market place — then you need to have that. It reveals positioning gaps, opportunities and where you can be doing better than your competition. The data collected in this phase will inform the right goals to pick and how to phrase them.

9.2.3 Campaign Strategy

Campaign strategy: The plan outling the campaign process that tracks how the campaign will acheive its goals. The latter highlights the message, position, strategy and timing. These are the basic elements of a strategy campaign:

• Setting Goals: Goals should be SMART — Specific, Measurable, Attainable Relevant and Time based. Such as: "Increase brand awareness by 20 percent with urban millennials in six months."

• Description of our target audience: Means what type of audience, we want to reach by providing details like demographics (age, sex household income), psychographics (attitude and lifestyle) as well as media usage habits.

PositioningStatement: DescriptionoftheUSPandpoint of differentiation from competitors. "It's the role of a campaign to make a case for why people should pick this brand over that," Lanz said.

• Message Strategy: What to say and how to say it. This is made up of Razor-Sharp Appeals (the appeal to reason, the appeal to emotion or moral), narrative components and BIG benefits in proof.

• Creative Brief: A document provided to the creative team, describing the campaign objectives, audience insight and message strategy along with mandatory elements (e.g., logos, taglines or disclaimers) required.

• Media Strategy: Choosing best combination of channels to achieve the optimal reach, frequency and engagement. Here decisions are made on the scheduling of media — continuous, pulsing or flightig.

• Allocation of budget: Deciding what share of the resources will be available to each media and tool. Methods of budgeting may be based on percentage of sales, competitive parity, or objective-and-task.

Good strategy allows everything you do to be related with other things that have been done before and will be developed next. It acts as a plan to be implemented and benchmarks against which to measure the degree of success.

9.2.4 IMC Mix

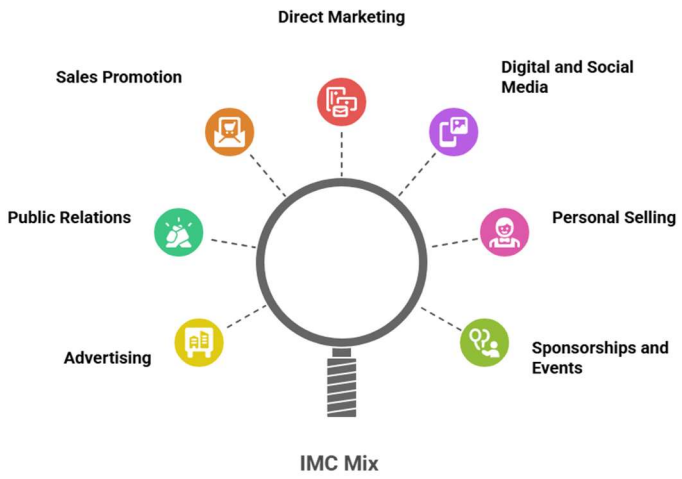

Figure.No.9.2.4

By IMC mix is meant the sense of different communication elements used to transfer the campaign message. The goal is to utilize the perfect combination of channels in order to make the most significant impact.

• Advertising: Media we pay for like TV, radio print, outdoor and digital display ads that create awareness among a wide audience to help us drive brand perceptions.

• Public Relations: Reputation and trust through earned media, press releases, events and influencer relations.

• Sales Promotion: Short-term incentives aimed at encouraging purchase, including discounts and coupons, contests, and frequent buyer programs.

• Direct marketing: Customized message (email, sms or direct mail) to individual customer with custom offers.

• Digital and Social Media: Content-marketing, SEO work, influencers partnerships, and social-media programs that builds up two-way content between the brand and its community.

• Personal Selling: A marketing approach whereby members of a sales force sell to customers through personal persuasion by making sales or closing the sale.

• Sponsorships & Events: Experiential marketing programs that are created to provide brand experiences and emotional connections.

The secret to an effective IMC mix is synergy. Everything should play into each other and not live alone. For instance, a campaign might kick off with teaser ads (advertising), along with influencer partnerships (PR), digital contests (sales promotion) and targeted email offers (direct marketing). The IMC plan should be dynamic enough to make use of the feedback from target groups and react to changes in market conditions during the campaign.

9.3 Managing 360° Communication Programs and Contact Points

360° communication: Programmes, which are 360 degree in nature, guarantee that a brand communicates consistently to its audience at all points of contact (direct and indirect) - on- as well as off-line. The name "360°" represents all the channels and touch points that integrate with a client's brand. The aim is to reach the customer at any point of contact, provide a smooth experience and increase brand recall with consistent messaging. You need to orchestrate 360° communication — to make sure that all parts of the communications spectrum, from advertising and social media through customer service and POS (point-of-sale) displays are on-message with the brand's positioning and campaign objectives.

9.3.1 Understanding 360° Branding and Touchpoint Mapping

360° branding simply means one should offer a complete and consistent brand experience at each and every touch point of customer interaction. Rather than viewing marketing through the lens of individual ads or campaigns, 360° branding emphasizes that a brand's [...] identity, values and story is reaffirmed at every touchpoint someone might get with it, online, in person--on pack--even from passing exchanges with representatives.

A touchpoint is any time a customer comes in contact with the brand, whether they are aware of it or not. This might be something as large as a television commercial, sure, or it could be something much smaller — the tone of an email confirmation. Touchpoint mapping is the research that identifies and analyses these points to check they are working well and to optimise them for a connected, positive customer journey.

The Customer Journey and Touchpoints

The process of mapping will start by identifying the customer journey itself, which can (broadly) be split into 5 key sections:

Awareness – The brand is introduced to the customer.

o Example touch points: TV ads, digital banners, influencer partnerships, outdoor billboards.

o Example: Coca-Cola use global TV ads and seasonal campaigns like its Share a Coke campaign for wide reach and instant recognition.

Consideration – The customer comparing the brand to a friends'.

o Example touchpoints: Brand websites, YouTube product demos, customer reviews, influencer endorsements.

o Case; Apple customers go to the Apple website, show Key Note presentations and compare reviews before buying the latest IPhone.

Buy – The moment when the consumer becomes ready to shop from you.

o Examples of touchpoints: Online store, physical store environment, contact with sales staff, mobile payment facilities.

o Case: While Nike has created intuitive and easily navigable online checkout that helps maintains a uniform experience for their brand, they also have premier in store experiences done primarily through flagship locations.

Utilisation – What the customer goes through of your product or service once s/he has it.

o Example touchpoints: Product packaging, onboarding emails, customer service calls, product manuals.

o Case: Spotify improve usage stage by making the platform personalized with playlist such a "Discover Weekly" and thus, make it more entertaining than just the incident of subscribing.

Advocacy – The customer is now an advocate for the brand.

o Example touchpoints: Loyalty programs, referral bonuses, branded hashtags, community events.

o Case o The marketing strategy of Starbucks is to incentivize customers to share great experiences online resulting in satisfied customers driving further awareness.

Benefits of Touchpoint Mapping

• Identifying Gaps

Touchpoint mapping will show you where communication properties fail or are lacking. An example, you might have a hotel chain that knows its advertising talks about luxury, but whose booking confirmation emails feel generic and uninspired; leading to a disconnect. By identifying these gaps, brands can address the weak spots before they undermine credibility.

• Prioritizing High-Impact Interactions

And not every touchpoint is equally effective or powerful at influencing a decision. For a traveler, an Instagram advertisement may not be as important as what people are saying on TripAdvisor. Knowing which are the most important touchpoints means that companies are then able to allocate resources accordingly. Example: Amazon heavily optimizes its checkout and delivery to be as painless as possible; less friction equals more conversions.

• Aligning Messaging

The company's tone, message and values should be consistent through all channels. Any discrepancy here can alienate or confuse consumers. Example: A bank may promise "friendly service" on social media, but when customers get to the call center they are greeted by an automated voice — trust is broken. Holistic consolidation of all channels: touchpoint mapping guarantees continuity. • Improving Experience

Each of those touchpoints is an opportunity to make that customer experience, and that fit, a bit better. Example: Airlines such as Emirates invest in digital booking tools and bitchin' in-flight amenities, so consumers can experience the brand's luxury promise at every touch point.

Why 360° Branding Matters

Good 360° branding will make the history of your brand seamless and memorable, over time, name your brand understanding and trust. It also allows for the chance to keep companies top of mind with just the right message at varying levees on a journey.

• Example: aDisney essentially offers members a 360° experience – movies, products and theme parks to apps and streaming services – the brand touches us at every level we live this brand through inspiration and family entertainment.

• By example: Tesla: where we have a brilliant coherence with consistency on our ads (Being minimalist & futurist), with purchase of process (car is sold directly to consumer) and post purchase engagement of the users through business model aspects such as regular over the air updates for our software that enhances the car functionality.

9.3.2 Embedding Offline and Online Interactions

Our modern consumer, like his ancient analogue, exists in a hybrid world; her dealings with retailers online and offline are very much interwoven. They may see a billboard during their morning commute, browse on the web and read reviews online before purchasing something in person or through an app. It's the reason brands can no longer afford to think of online and offline as two separate silos. Instead, they need to make it a part of the brand experience that makes sense and connects with all of the others.

These offline engagements range from TV spots, print ads, outdoor billboards and so on and also point-of-sale displays, live events, face-to-face with sales and service people etc. It encompasses online involvement, which refers to web sites, e-commerce platforms, social media campaigns, influencer collaborations, email marketing and mobile applications. This creates a seamless integration where customers have they same experience of brand story and values across every touchpoint.

Unified Creative Theme

When we put things on the platforms we need to make sure the visual identity, tagline and tone of voice of the platforms are the same. The visual identity of the platforms has to be consistent. The tagline of the platforms has to be consistent. The tone of voice of the platforms has to be consistent well. Customers need to feel that all the channels are part of the campaign. The campaign has to look coherent. The campaign has to feel like it is all connected. This is what makes the campaign work. The visual identity of the campaign and the tone of voice of the campaign and the tagline of the campaign all have to be the same, on all the platforms.

• For example the Coca-Cola company had a campaign called "Open Happiness". They showed this campaign on television on signs outside on vending machines and on the internet. So whether people saw the Coca-Cola campaign on YouTube or while they were driving down a highway they always saw the colors, slogans and themes which helped people remember the Coca-Cola brand. The Coca-Cola company did a job of making sure everything looked the same which helped people know what the Coca-Cola brand is all, about. The Coca-Cola campaign was very consistent. That is what made it work so well.

• Example: Nikes " Do It" slogan is still all over the place. You see it on posters, in stores on social media ads on mobile apps and when athletes endorse Nike. This makes the Nike brand promise feel like something that everyone believes in.

Cross-Promotion Between Channels

Integration is when you use things that're not on the internet to get people to go online. You also use the internet to make things that happen in person better. This helps people move easily between ways of interacting with a company. The company uses offline things together to make a good experience for the customer. Integration means using offline things together to make things better, for the customer.

• Sample use: Some fashion stores put QR codes in their ads and in the store. When you scan these QR codes you can watch videos of the products look at the size of the clothes and get deals that are only on the website. This combines the way of looking at things in the real world with the interactive part of the internet and digital things. You can use your phone to scan the QR codes on the ads and in the store to get information, about the products and the fashion stores.

• Example: Starbucks often has media campaigns like the ones they do around holidays that get customers to go into their actual stores for special drinks or rewards for being loyal. This way Starbucks combines the excitement they create online with sales in their stores like the ones for Starbucks drinks. The social media campaigns, for Starbucks really help bring people into the Starbucks stores.

Consistent Data Capture

Integration is not about messaging it is also about customer data. Companies will need to get and match customer data from the internet well as from stores and other places to have a complete view of the customer. They need to get all the customer data, from offline channels to really know their customer.

• For example: The cosmetics store Sephora has a loyalty program called Beauty Insider. This program helps Sephora keep track of what people buy in their stores and on their website. If you buy lipstick at the mall or using the Sephora app Sephora puts that purchase in your account. This means Sephora can give you offers and suggestions that are just, for you because they know what you like to buy at Sephora.

• Example: McDonalds gets information from its mobile ordering app. Connects it to what people buy in the store using a QR code system. This way McDonalds has a stream of customer loyalty rewards. McDonalds can make offers just for each customer and people are more likely to think about the McDonalds brand because of this.

Synchronized Timing

People who shop often switch from one way of shopping to another on the same day. When the timing of a campaign is the same for stores and the internet the online campaign and the offline campaign tend to work which is like a back-and-forth conversation that helps messages get across and keeps people interested, in the campaign. The online campaign and the offline campaign really complement each other. Echo what the other is saying, which helps the campaign move forward and keeps the momentum going for the campaign.

• Example: When Apple introduces a product they do a lot of things at the same time. They show commercials on television post videos on YouTube put information on their website and set up displays in their stores. Apple does all of this on the day for new products. This means that customers see the message, from Apple in many different places, which helps them remember the message and understand it better. This helps to avoid confusing people and makes it easier for them to learn about Apple products.

• Example: For the Super Bowl many companies make TV commercials that are linked to hashtags on Twitter and Instagram. When people watch the Super Bowl commercials on TV they are asked to join the conversation at the same time. The Super Bowl commercials get millions of fans talking about them on Twitter and Instagram. The fans are really, into the Super Bowl. They like to talk about the Super Bowl commercials.

Why Integration Matters

When we plan a campaign from start to finish it helps our online and offline strategies work together smoothly. This means the customer journey is always connected, which helps people remember things and gets rid of any user experience or design. This leads to a return on investment.

If we do not integrate these things customers might see conflicting messages that make them doubt what we are saying.. When we integrate brands can build trust and make their identity stronger. Integration makes something that feels natural is easy to remember and is focused on the customer. It makes campaign planning more effective. Helps brands establish a clear message.

• For example the Coca-Cola company did something cool with their "Share a Coke" thing. They used Twitter and Instagram to get people who were drinking Coca-Cola bottles in person to be a part of the Coca-Cola brand. This way people who were drinking Coca-Cola could share their experience with others, on Twitter and Instagram. It helped make the Coca-Cola brand more popular.

You might be curious, about something so let us tell you there are lots of things that you do not know and that is totally fine because we are here to help you learn things and the thing we want to tell you about is really interesting so you should keep reading to find

out what it is. Did you know is a common thing that people say when they want to share something new with you.

People who buy things from companies in person and on the internet are really valuable to Harvard Business Review. The research from Harvard Business Review found that customers of companies who interact with these companies both online and offline are worth 30 percent more to the companies over time. This is a lot more, than customers who only interact with companies using the internet or in person. It just goes to show how important it is for companies to communicate with customers in different ways like online and offline which is what Harvard Business Review calls integrated communication.

The experience is connected in a way that whenever a customer interacts with it they are learning more about the brand message. This also helps people who do marketing to keep an eye on what customersre doing on different channels. This information helps marketers make choices about how they spend their money on media and how they design the customer experience. The customer experience is really important. The brand message is what the customer remembers about the brand.

9.3.3 Consistent Brand Experience Across Customer Journey

People deal with companies in a lot of ways. They watch ads on television. Look at websites. They also call the company to ask for help and go to the store in person. When all these things do not feel connected the company does not seem strong to the people who buy from them. Sometimes the people who buy from the company might even feel like they are being tricked.

When a company has a way of doing things the people who buy from them know what to expect. They know what they are getting from the company no matter where they see it or when they see it. The company looks the same. Sounds the same. They have the values and the same quality every time the people who buy from them interact with the company. This is what people mean by a brand experience with a company, like this brand. This kind of consistency is really important. It helps people feel confident about the brand. When the brand is consistent people get used to it. They keep coming back to the brand. This is what makes the brand a place that people want to go to. The brand becomes the choice, for people because of this consistency.

Define Brand Guidelines

One of the best building blocks for this level of consistency is a strong brand guideline document. This encompasses guidelines for how our logo is used, colour schemes we use, typography (how the words on printed material look), tone of voice and even imagery style or photography types. This rule be practiced across campaigns and platforms, from social media graphics to-package design.

• Example: Coca-Cola earns a spot as one of the world's most iconic brand identities because it consistently uses its red-and-white color scheme, classic script logo and upbeat and optimistic tone in all forms of media. Whether on a New York City billboard, a vending machine in Tokyo or an ad on Instagram, the brand looks and feels no different.

• Example: The "Bélo" logo Airbnb uses across its app, site, emails and offline like city guides along with a minimal, friendly design language to match positions travelers to associate belonging and community with a consistent identity.

Align Messaging with Customer Expectations

Every advertisement claim is shown on social media. It is important for the brand promises made through advertising to result in world product performance and experience and customer service.

DefaultProps = { lazyLoadingInlineAd: ;

Everyone has an opinion, on advertisements.

service, and after-sales support. Trust withers in the disparity between promise and execution.

• Example: Apple says that Apple products are easy to use and understand. This is not just because Apple products look really nice and the packaging is great but because the way Apple products work and the people who work at Apple Stores are really cool. Apple is getting closer to being perfect over time, with Apple products.

• Counter-Example: Fyre Festival (2017): they used media to make people think it would be a really great and fancy event but it was actually a big mess. The food and drinks were not good all. Fyre Festival had a problem because what they promised was not what people got. This made Fyre Festival look really bad, to the public. Fyre Festival is an example of what happens when the message and the actual event do not match.

Train Frontline Employees

No matter what you do you need to be a fan of the brand. This goes for everyone from the people who sell things to the people who answer phones and deliver stuff. It even goes for the people who manage what the brand says online. The brand voice and values need to be a part of every thing the brand does.

• Example: Ritz-Carlton Hotels lets the staff at Ritz-Carlton Hotels do something nice for the guests at Ritz-Carlton Hotels. This is because Ritz-Carlton Hotels promises to give guests an experience. The staff, at Ritz-Carlton Hotels are taught to call guests by their name and to fix problems before guests even ask for help. This way the service that guests get from Ritz-Carlton Hotels is what Ritz-Carlton Hotels promises it will be.

• Example: You know the way Zappos is famous for its customer service? That's because its frontline employees are taught to do more than simply answer questions; they're tasked with delivering "WOW experiences" that uphold the company's fun and caring culture.

Personalize Without Losing Coherence

While the messages may change for each segment of consumer, the absolute core promise of the brand cannot. Personalization must provide relevance but not diverge.

• Examples: Nike personalizes campaigns for various sports (running, basketball and soccer), even as the central brand idea — "Just Do It" — holds true across all segments. So that when you see a tick (check) on any kind of Nike product, you know it says: "Just do it."

• Example: Spotify personalizes playlists like "Discover Weekly" according to what users do online but always holds the experience within its central vow of "Music for everyone, anytime."

Why Consistency Matters

Familiarity Builds Confidence: Customers draw confidence from a brand that appears, sounds and acts in the same way each time they experience it.

Efficiency of marketing: Once it's done, a well-branded campaign requires less energy to build awareness. A brand logo, slogan or design anyone recognizes cuts through the advertising clutter.

Competitive EdgeAs many markets are saturated in products or services, it is the ability for a brand to stand out by offering consistent experiences with its brand. People flock to brands they are familiar with, and trust.

• Case study: Trust McDonald's for predictability, whether it's good or bad. No matter where you are — New Delhi or Paris, Chicago or Johannesburg — the golden arches and red and yellow color scheme of McDonald's and the siren song of inexpensive fast food are easy to recognize. And whether you were-that market and its regional specials would be great.

• Case in Point: The irony here is that Amazon builds reliability by ensuring convenience. Website: ease of use, prompt delivery, customer service." And trust, they say, is a measure of ease.

9.3.4 Control over Owned, Paid and Earned Points of Contact

Owned, paid and earned would all be a classification of contact points: owned, because they're mine – I'm in control; paid, because they're rented when you pay for publicity; and earned, as that's what can't be bought.

• Owned Media: These are channels that brands control, such as a company's website, blog and social media as well email lists and physical locations. Managed owned media content should be new, true and on brand.

• Paid Media: This is anything you pay for — TV commercials, print ads, sponsored posts, display banners. Over here management is all about spend maximization, hitting the right customer, and ensuring creative matches a campaign's objective.

• Earned Media: That's press, word-of-mouth, customer generated content and social sharing. Earned media management is crafting positive relationships with reporters, watching what people are're saying on social and engaging your audience to drive advocacy.

A good 360° communication does not make any distinction between these three categories of the contact points. Short-term spikes are possible in paid media, but the solution is not feasible because it's expensive; earned media creates longterm credibility. Owned media is controllable but you must be willing to invest in quality content long term.

Together, these touch points create a united front, creating a stronger brand presence.

9.3.5 Cross-Platform Engagement Analytics

A 360° communication program is a patient experience of a brand on multiple touch points – TV, outdoor, web and social media website as well in retail. "What organizations should be following isn't individual metrics (the number of likes an organization gets on Instagram, or people watching its videos on YouTube), but they want to know how well a campaign is doing overall and what that looks like across all the platforms.

Key Metrics in Cross-Platform Analytics

Reach and Impressions

Reach, which is the number of people that someone can reach with their campaign is not the same as impressions. When you are advertising it is nice to feel that things are not too pushy. The rates of Reach are, like a sign of how people you can contact on different networks. Reach is important because it shows how unique people you can reach with your campaign.

• For example Coca-Cola ran ads during the World Cup on television. Youtube and they also put up billboards at the stadium. The company used tools to track how many different people saw their ads on television and YouTube. This way they could see how many people actually saw the Coca-Cola campaign whether it was on TV or on YouTube, without counting someone if they saw it in both places. This gave Coca-Cola an idea of how many people really saw their ads.

Engagement Rates

Engagement with content is not about how many people see it. It is also, about how people're interacting with the content. People are liking the content sharing the content commenting on the content and retweeting the content. They are also clicking on the content. Spending time engaging with the content.

• Example: Nike's "You Can't Stop Us" ad ran on television and was posted online. While millions of viewers would see the ad on TV, the YouTube video drove engagement in comments and shares. By tracking both views and interactions, Nike was able to learn that online audiences were amplifying the emotional power of the campaign.

Conversion Metrics

Conversions indicate if awareness and engagement convert to desired behaviors, e.g., purchases, downloads, registrations and donations.

• Example: An e-commerce brand with a holiday campaign can measure TV exposure (awareness), social media participation (interest) and online sales (conversion). Cross-platform analytics could actually show that Instagram ads resulted in more sales conversions than TV spots, which would then inform future budget decisions.

Sentiment Analysis

Quantities won't capture the tone of conversations. Sentiment analysis finds mentions, mentions in comments and reviews sentiment people share about your post you make on social media?

• Example: When Starbucks introduced its #RedCup holiday promotion, analytics monitored not only how many people engaged with it, but whether the discourse was positive or negative. Even among high engagers, sentiment analysis revealed pockets of negativity, helping Starbucks to modify messaging.

Attribution Models

Attribution reveals the channels that most affected customer decisions. Various models attribute credit in different ways: first-touch (first exposure), last-touch (last action before converting), or multitouch (dividing credit between touchpoints).

• Example: A consumer may look at a print ad for IKEA, then watch a YouTube product demo and ultimately make a purchase via the mobile app. With multi-touch attribution, the brand can see that all three touchpoints helped — not just the last one. With this model, TV or print may be underpaid.

Integrating Data from Multiple Sources

Cross-platform analytics requires data integration. Advanced platforms combine inputs from:

• CRM the systems (includes customer profile and purchasing history).

• Social listening tools (applying to track mentions and sentiment about brand on Twitter, Instagram, TikTok).

• Web analytics (Using clicks, and bounce rates from Google analytics for example, time on site).

• Software that monitors news, tv, print and radio coverage for media monitoring.

Marketers receive a "single source of truth" from this centralized information on one dashboard.

• For example: Unilever follows campaign data from digital (Facebook ads) to offline advertising (TV spots) and even retail sales. The dashboard would allow managers to view, for example, how much of an increase in detergent sales could be attributed to TV advertising compared with Instagram influencer campaigns.

Predictive Analytics and Machine Learning

Beyond historical performance reporting, predictive analytics uses AI and ML to predict what users are likely to do next and project optimizations.

Example: Netflix uses predictive analytics to suggest shows you might like based on what you watch. The same is of course true for marketing and all predictive technologies can try to predict in which customer segment a new campaign will land best.

• Example: A retail company might conclude that when people engage with Instagram Stories, they are 40 percent more likely to make a purchase during a flash sale, and the brand may amplify the amount of money it spends on ads on Instagram for such sales.

Why Cross-Platform Analytics Matters

Avoids blind spots: A sole focus on one channel (like Facebook) can give marketers a false impression of overall performance.

Makes budgeting easy: Branded companies can spend better if they know which channels are converting.

Drives consistency: Analytics will tell marketers what works where and for whom, making the 360° brand story makes sense.

9.4 Evaluation of IMC Campaigns

Evaluation It is very crucial process of the IMC planning because this stage shows if the goal of the campaign has been achieved, what are strength and weakness and in which

direction we can move for further improvement. A comprehensive IMC campaign is judged not only by the financial impact, but in terms of its effect on attitudes, behavioral intentions and brand image. Good Evaluation is NOT an END in itself A good evaluation will close the loop on learning so that each campaign of activity is a lesson learned about how to communicate better next time, and make more impact.

9.4.1 Setting Evaluation Criteria and KPIs

Your first task in evaluating your campaign success is to identify what success will look like. These standards should be closely related to the objectives of your campaign and they need to be clear, measurable and relevant. KPIs are measurable metrics that provide marketers with the ability to monitor progress toward these objectives.

Key process in determine evaluation criteria are:

• Married To Objective: The if "there is higher importance that Brand Awareness" then KPIs are Aided and Unaided Recall. If sales were the objective, then number of toilets sold and total revenue generated are the KPIs values.

• Baseline measurements: Show the base data before you launch your campaign and then compare post-campaign ended to see what was a lift or an improvement.

• Selecting Metrics in Different Customer Funnel Stages: KPIs change depending on the stage – awareness (reach, impressions), consideration (engagement, website visits), conversion (sales, sign-ups), loyalty (repeat purchase rates, Net Promoter Score).

• Time-frame definition: What should the focus be on - during campaign, post-campaign and longer term follow-up – short- or long-term impact.

• Quantitative and qualitative should complement each other: Relying on just a number can be misguided – if the brand sentiment is plunging, even that will only result in confusion, you need quantitative measures to go hand-in-hand along with qualitative as business requires both ROI (quantitative) as well as sentiment analysis (qualitative).

The right KPIs drive accountability and make it simple to communicate performance back to stakeholders. They also act as a device to rationalise marketing spend and ensure the value of an integrated campaign is evident.

9.4.2 Objective Metrics: Reach, ROI, Sales Uplift

Numeric benchmarks are numbers that show how the campaign is progressing. These are often highly regarded by senior management as they allow for easy quantifiable returns.

• Reach and Frequency: Reach is a measure of the number of different individuals exposed to the campaign, while frequency is how many times they see it. High reach

resulted in some brand-awareness being established however without frequency, the message may not have been absorbed.

• Impressions: The combined total of appearances in all media. It's even better in digital advertising where you can measure impressions very precisely.

Click-Through Rates and Conversion Rates The number of clicks and actions (either to purchase, register or sign up) from a digital campaign can determine how successful your message was in getting people to do what you wanted them to do.

• ROI (Return on Investment) : (Campaign Revenue – Campaign Cost) ÷ Campaign Cost. This would indicate whether or not the campaign had been advertising profitably relative to advertising spend.

• Sales Lift: To measure the difference between sales during the campaign period and before or without the campaign to determine how much incremental revenue was generated by the campaign activity.

• CPA (Cost Per Acquisition): What it costs you to "purchase" a customer. Lower CPA indicates higher efficiency.

9.4.3 Qualitative Metrics: Awareness, Recall and Sentiment

Numbers like how many people saw an ad or how many things were sold tell us what happened.. We also need to know why it happened and how people feel about the brand. This is where we look at things like what people think and feel about the brand over time. We want to know what people think about the brand, what they like and do not like. This is very important if we want the brand to be well liked. If we only think about making money and people start to think badly about the brand it will cause more problems than it solves. The brand will be hurt if people get upset or offended by what we do. We need to think about how people will feel about the brand. Brand perceptions, customer opinions and feelings, about the brand are very important to get right. This is the kind of situation where qualitative analysiss really helpful because it gives us the full picture. Qualitative analysis provides this context that we need to understand things better. With analysis we get to see the details that are important for qualitative analysis to work properly.

Brand Awareness

The first thing we need to think about is brand awareness. This is when customers know that a product exists and what it is. Brand awareness is important because it helps people remember the product when they are shopping in that category. Brand awareness is really, about making sure people know about the product.

Awareness can be:

• awareness: The people who do this will show the name of the brand and then ask people if they know the brand. They want to see if people are familiar, with the brand.

• Unaided awareness: Customers are prompted to name brands within a category — the most potent signal of brand salience.

For example, if a poll is taken of sales workers in the smartphone market and the question is "Which phone brands do you associate with?" and people say Apple or Samsung without any prompting, that's unaided awareness. A newer brand likeOnePlus might takesome help for prompts to find them in results. High awareness is proof that a campaign cut through the clutter.

Message Recall and Recognition

Campaigns are more than just being able to recall the brand, also that message, slogan or imagery that it is attached to. This can be assessed using recall tests, focus groups or recognition questionnaires/flyers.

• Analogy: After you ran the "Just Do It" campaign, Nike became consistently top ranked for recall because people remembered both that slogan and its association with athletic empowerment.

• Counterexample: Some Super Bowl commercials are outlandish or get laughs and attention but do not pass the recall test when viewers can't remember what brand the ad was promoting. This demonstrates that entertainment with no brand attachments is a weak link.

Brand Associations

"Simply being aware isn't enough," he said, adding that the question is what people associate with a brand. Campaigns are designed to reinforce certain qualities — be it innovative, affordable, eco-friendly, luxurious or trustworthy.

*Example: Tesla is "able to keep the narrative of innovation and sustainability alive" without big ad buys, by repeating the message again and again at press events and product launches.

Monitoring brand associations will be important to see if the campaign had an impact on attitude in ways consistent with high-level objectives.

Customer Sentiment

Sentiment analysis follows the tone of online chatter about the brand — positive, neutral or negative. They analyze reviews, social media posts and news mentions to capture public mood.

• Example: Upon releasing its much-debated Kendall Jenner ad in 2017, Pepsi saw strong quantitative early results of reach and frequency, but qualitative sentiment

analysis revealed a widescale backlash decrying that the brand was taking social justice movements lightly. With the profile, reputational capital was lost as sentiment stunk.

In contrast, Airbnb's COVID-19 messaging, which stressed compassion for hosts

and visitors received some satisfaction . As bookings dropped, the brand's image as a conscientious and responsible company grew.

Customer Engagement Quality

Not all interactions are equal. Far more than counting likes or shares, qualitative analysis includes the tone and depth and level of sincerity of engagement.

• Example: A sustainability campaign finds more value in a post that generates 200 comments about environmental impact compared to a post with 2,000 likes where the conversation isn't meaningful.

• Example:At LEGO, engagement quality is tracked by how parents and kids discuss creativity at the same time as family bonding in online communities. Those discussions do more to improve brand positioning than mere, superficial clicks.

Why Qualitative Metrics Matter

Quantitative results are half the story; qualitative insights detail how successful a campaign will be in the long run. A short-term boost in sales because of cheaper prices may appear good, but if people complaining about the brand debasing its image are identified through sentiment analysis, long-term loyalty might suffer.

9.4.4 Post-Campaign Analysis and Learning

Post-campaign analysis is not just an analytical exercise, it's a learning process – the "knowledge" aspect of your business in which every campaign should be an opportunity to learn. You don't want to make a mistake again." if you don't go through this stage, brands might continue making mistakes or not leverage your successes. Through systematically comparing results, analyzing performance and gathering insights from each activity, organisations build a feedback loop to enhance the effectiveness and success of their future communications.

Comparing Results with Objectives

The first thing that occurs in a post-campaign analysis is to test and see if the campaign met its KPIs (Key Performance Indicators) or not. This consists of comparing what was planned with facts. Results are classified as fully achieved, partially achieved or not achieved, and the causes for it are analysed.

• Example: If an FMCG brand has a KPI to increase brand awareness by 20% via a TV and digital campaign, but a post-campaign survey only shows an increase of 12%, somewhere along the line that gap needs to be explained. Did the media mix tilt to one channel too much?

This stage ensures accountability.

Analyzing Media Performance

Rather than that one channel performing at its zenith, it is not uncommon for a number of channels to perform moderately – some very well in terms of ROI and others just ok or worse. Analysis of the performances achieved by a channel allows planning to be adjusted for the future.

Example: In Coca-Cola's "Share a Coke" campaign, the numbers showed that social media outperformed TV at driving users to participate. Greater investment was put into digital channels to facilitate UGC in following rollouts.

• Counter example: A high end watch brand realises the exposure generated by influencer campaigns has not converted into high value sales, while print ads in a quality magazine resonated more with their target customers. This understanding informs the mix of media for the next campaign.

Reviewing Creative Effectiveness

Post-campaign analysis also needs to consider how effective the creative was at engaging people (messaging, visuals, tone, callsto-action etc.).

• Example: In the 2018 KFC UK "chicken shortage" crisis, the irreverent "FCK" ad apology was a hit as audiences took to social media to applaud its honesty and creativity. Looking back, humor was proven to be more effective than a corporate apology in this case.

Some Super Bowl commercials rank high for viewership yet flunk recall tests because of the very nature of whom the ad reached.

focus on the joke, not the brand. Post-campaign education sees to it that the young creatives of the future are associating with brand recall and not a lot of fun.

Gathering Stakeholder Feedback

There are a number of players that determine if a campaign will be successful or not — marketing teams, the sales force, creative agencies, media buyers and occasionally retail partners. However, post-campaign debriefs are a mechanism to engage these stakeholders in compilation of lessons learned.

• Example: After a retail promotion, sales people can tell you something like customers loved the creative, but were angry that stock was limited. This awareness reveals a

misalignment between marketing and operations that needs to be bridged before the next effort.

Documenting Best Practices

We should write down all the results together in a company report or a study about what happened. This is so we can see what we did right and what we did wrong. That way the teams at our company will not make the mistakes, with our company campaign report or case study. We can use our company case study to remember what worked well and what did not work well with our company campaign.

• Example: Unilever is notorious for regularly producing internal case studies drawn from global campaigns. If an influencer-led storytelling tactic works for a Dove campaign in Asia, it might be adapted to a different market. If a campaign was underdelivered due to poor timing, that's then a lesson learned in black and white.

Why Post-Campaign Learning Matters

Product Description Increases Efficiency – Save Time: It saves time because there's no lengthy measure for cutting.

Preserves institutional memory: Knowledge stays even when teams go.

Repeating the Strategy: Next time - instead of guesses.

Enables innovation: Discovers new ways to build on key successes.

For Instance: After the clamor for the ALS Ice Bucket Challenge (2014), organisations wanted to know why it had such an impact (easy, viral challenge format, social proof). These lessons have influenced innumerable cause-marketing campaigns throughout the world ever since.

9.4.5 Ongoing Improvements from Insights of the Evaluations

Measuring a campaign is not just about seeing how well that campaign did. It is also, about using what we learned to make the next campaigns better. When we move fast and make changes quickly we do not just look at what happened in the past. We use what we learned to plan for what we will do. This means we take what worked from the campaign and we use it again. We figure out what did not work and we make changes. We look at everything including how we planned the media and how we created the ads and we make sure it is all working well. Measuring a campaign is a part of making the next campaigns better. In the rapid cadence of fast-moving markets that experience dramatic shifts in consumer behavior and media environments, this cycle of learning and adaptation is what keeps brands competitive.

Adjusting Media Mix

Always be ready to move more of your budget into the channels that are working for you while decreasing spend on the ones that are not, or towards testing new channels entirely.

•Example: If a beverage company's post-campaign analytics show that content run through Instagram Stories generated twice the engagement of a TV ad, then it might be possible that more money in an upcoming campaign gets allocated toward the digital storytelling with TV solely for broad reach.

• Example: Unilever, after running cross-channel campaigns, discovered that YouTube ads engendered stronger purchase intent than banner ads. They then shifted budgets to video-heavy digital formats for later launches.

Enhancing Creative

Learnings from recall studies, focus groups or sentiment analysis can be used to fine-tune creative messages. Some elements of a slogan, visual or tone often resonate more strongly while others don't. Progress means learning from these lessons and iterating during the next campaign.

KFC in the UK's 2018 chicken shortage campaign was humorous (the "FCK" ad) and garnered

positive public reaction. The takeaway was that playful, human-centered messaging would fare better than formal apologies. It was an insight that affected KFC's customer communication globally.

• Counter-example: If a fashion brand discovers in the process that its glossy, slickly-staged photos underperformed relative to influencer-generated content, then perhaps future campaigns will have a more spontaneous visual style.

Optimizing Targeting

What modern campaigns live off is targeted bombast. There are often insights from the evaluation that identify whom responded best —by age, region, interests or behaviors. Brands can then fine-tune segmentation or develop tailored messaging for greater efficiency.

• Example: Spotify Wrapped campaigns use personalization so users can see their listening behavior. Input from user behaviour is constantly informing how Spotify markets itself, with every successive year showing greater participation.

• Example: A car maker might discover that urban millennials responded better to short TikTok clips, while older professionals gravitated toward long-form YouTube reviews. And then any future campaigns would carve content in that way.

Strengthening Processes

There can be campaigns that bomb and it's not the media or creative, it's internal inefficiencies such as approval times takes so long, low collaboration etc but no integration between different departments. The evaluation often reveals these workflow holes.

• Example: If a campaign was pushed back because the creative material required sign-off from several senior managers, streamline by approving templates in advance, we code 0-If You Own, We Code it Yourself (Or Any Number of Colos) or an UnityEditor.

tiered decision-making systems.

• Example: Multinational brands such as Procter & Gamble frequently record operational bottlenecks following campaigns around the world and modify workflows to ensure that future ones are run more swiftly and cost-effectively in multiple markets.

A/B Testing and Iteration

Continuous improvement feeds on experimentation and learning. Organizations no longer have to invest budget ahead of time; they can simply iterate A/B test creative, messaging or channel strategies then scale up the version that works out.

• Example: Amazon A/B tests email subject lines, homepage layouts and call-to-action buttons nonstop. Yet even small adjustments in phrasing can lead to big lifts in conversions when applied across millions of customers.

• Example: Political campaigns do lots of A/B testing, trying out different subject lines for fund-raising emails ("Help Us Today" vs. "We Need Your Support") to see which ones generate more responses before scaling up widely.

Why Continuous Improvement Matters

Gains in Efficiency: Every campaign is more efficient for every dollar spent when budgets are concentrated on highperforming tactics.

Pertinence: Factors in consumer behaviour trends by messaging and targeting.

Organizational Learning: Don't catch your team making the same mistake twice thanks to transforming insights into institutional memory.

9.5 Future Trends in IMC & Media Strategy

The IMC landscape is constantly changing with technology, consumer behavior and brand owner needs. This is no less than IMC's future to the web by means of infiltration, once again not but with ethical obligations and data privacy on their side. The media strategy has to change & evolve with the dynamism of both these new platforms, emergent tech & purposed-led branding era. And this recent turn points to the fact that

these shifts are increasingly requiring marketers to be nimbler, more data driven and imaginative when it comes to how they engage and get people mobilizing around issues.

9.5.1 Hyper-Personalization and AI-Driven Messaging

One of the big things coming for where IMC is headed in the years ahead is hyper-personalization. It is that conceit that allows marketers to send customized consumer messages constantly revised on the fly to fit each person's needs, tastes and behavior. It not like traditional segmentation, where you're doing so on who your users are and then using that to send the same message to all - instead it uses sophisticated forms of analysis (machine learning or AI) based technologies (data science) in an effort to provide everyone with exactly the same experience.

AI-driven messaging enables:

• Dynamic Content Delivery: The ads, along with emails and Web content that change in real time, depending on what the user is doing — say, suddenly displaying suggested products based on previous browsing.

• Predictive Engagement: ML intents as to who would likely be purchased by the consumer next and auto serve offers / messages.

• Automated chatbots: Implement AI-powered automated chatbot to offer your customers immediate help and assistance to make decisions on the go - maximizes conversion.

• Specific targeting: Programmatic ad platforms use data to deliver the right ad at the right time, on the appropriate channel and to an ideal audience segment.

If we're focusing on relationships in this post, that one step further is more relevant communication leading to a better experience for the customer and even higher conversions. But it also needs to be cared for, so that it's not in the way.

And while they hunt for more personalized intimacy, brands will need to ensure that personalization doesn't slip into a creepy vibe, and send consumers diving for the privacy settings (or with hearts racing, running away in fright) — or just to stop them from worrying about privacy altogether.

9.5.2 Privacy and Ethical Marketing

That growing exploitation of data by marketers for personalization also dovetails with heightened worries about privacy and the security of data. Governments and regulators are implementing stringent new laws across the globe — from GDPR in Europe to CCPA in California — which require companies to take responsibility for managing consumer data.

Future IMC strategies must prioritize:

• Permission Based Adverts (Opt-in Marketing): Send adverts only to customers that opted in and choose what they want to receive.

• Transparency on Data Practices: In terms of how transparent it is about which data it's collecting, what that data will do for the consumer?

• Data security and privacy: Spending that can be allotted to help protect against hacks, breaches or other exposure of sensitive customer data.

• Ethical End: By not gaming, or going after the vulnerable and being aware of the message that it's sending.

Ethical marketing extends beyond compliance with the law to addressing your customers' needs and earning their trust. Consumers more overest as well engage with brands that demonstrate their respect for their privacy, and truthfulness in communications. And as ethical questions pile up and big data settles in (a presence with which clueless companies fight over ways they can extract revenue) human law may end up looking like an anticompetitive nuisance rather than an entity that simply fills in the white space.

9.5.3 Voice, AR/VR and Immersive Media

The next frontier of media strategy is funneling engagement through immersive experiences powered-by next gen tech; voice, AR and VR.

• Voice Search and Voice Assistants: Similar to the growth of smart speakers, brands must also understand how to optimize for voice search and audio-first audience landscapes. That could be branded voice skills or interactive voice experiences.

Augmented Reality: AR superimposes digital content over the real world to enable consumers to visualize products in the physical environment before buying — think trying on virtual clothes, or looking at furniture in their living room.

• Virtual Reality: VR allows you to tell your story, offer a product demonstration or virtual experiential event in extremely immersive environments. VR can be used by brands to interact with customers in virtual showrooms, games or interactive tours.

Mixed Reality Campaigns: Merging physical events with AR/VR content increases engagement and brings campaigns to life.

Emotive connection is enhanced with immersive media, as audience are able to feel and experience the brand experientially rather than just observe it. Since the cost of these technologies is going down, and are also becoming more popular, they are expected to form part of future IMC strategies.

9.5.4 Rise of Purpose-Driven Brand Communication

Consumers today want more from brands than products or services — they want companies that believe in something. According to Adland lore, purpose-driven communication is placed-based messaging where a brand's voice, campaigns and business are aligned with a societal, cultural or environmental movement that transcends profit-making. It's about infusing values into the brand's DNA, so when a customer interacts with it, they get more than what the brand sells — they also receive a strong message of what it stands for.

This change is a result of younger generations (Millennials and Gen Z) being more inclined to consider brands that are doing something good in society. Research consistently finds that consumers are willing to pay a premium or remain loyal to companies aligned with their personal beliefs.

Authentic Storytelling

We're purpose-driven brands who speak in real, sincere words and visuals that both are on message about how we say things as they would be spoken through the lens of real people or a community or the staff who've experienced such thing(s). Authenticity is airing hardships and victories.

• Counter-example: On the other hand when Pepsi dragged out its Kendall Jenner ad (2017) and tried to shift gears into some freewheeling social justice, the storytelling was hollow and false. The reaction was swift, and critics condemned Pepsi for trivializing serious social matters in the pursuit of profit.

Cause Alignment

Brands for whom the cause they're getting behind makes perfect sense with their brand, is of course integral. And when people feel that an agenda is imposed or false, they will ask, why?

• Example: Patagonia weaves its brand identity into environmental activism. Its ad campaigns — including "Don't Buy This Jacket" — are said to be designed to curb consumption, as part of Patagonia's long history of sustainability.

• Example: Ben & Jerry's, the ice cream company, has a history of taking positions on social justice issues that extend back to climate change and racial equity. Their activism is a good guess, as it echoes their brand's counter-cultural, progressive origins.

• Anti-example: When a fast-fashion brand randomly decides to up and renounce, I dunno, being a fast-fashion brand while still churning out cheap-ass clothes like jackrabbits the private jets they use tottering on 3-inch heels as the company did so that's statement is pretty disingenuous.

Sustainable Practices

What we require is a sustainable reality — as opposed to neat phrases accompanied by material that amounts to propaganda of purpose). What customers want is proof, whether that's in the form of green branding, ethical sourcing or a transparent supply chain.

• Example: When you purchase a product, IKEA has also invested in renewable energy, and has committed to being climatepositive. If anything it's this that points them out but the physical proof of work is in very tangible actions such as.. Stoping with the non crecylables!

Example: Unilever's Sustainable Living Brands (such as Lifebuoy, Dove) are proving to be performing significantly better than the rest of their businesses, because they connect communication to real, tangible sustainable actions – increasing hygiene awareness for emerging market countries, say.

Community Engagement

For purpose-driven brands, it's not just a case of eating-your-values preaching — they're getting their customers and local communities involved in their mission. This may be through grass-roots projects, or collaborating with NGOs and action led marketing campaigns.

• EG: Starbucks also has a positive impact on the community with initiatives such as how coffee is ethically drunk and local volunteering programs. Those who buy from the brand sense that they are part of something bigger.

• For example: LEGO says it promotes creativity and play that helps them inspire tomorrow's builders with programs in schools and organizations.

Why Purpose-Driven Branding Matters

Connection: If they feel a brand understands them or their values, the customer will become incredibly loyal.

Resilience in Crises: Brands with clear purpose tend to fare better during crises because their stakeholders believe the best of them.

o Case: During COVID-19, Nike's "Play Inside, Play for the World" campaign promoted responsible behavior without taking away from its company mission of inspiring athletes around the globe. The brand earned respect and engagement without pushing products.

Competitive Edge: Brands with a purpose can charge price premiums as consumers view them as more ethical and reliable.

The Risk of Purpose-Washing

The purpose of something can be really powerful but it has to be real she said. Companies should not make promises they do not keep. People will notice if what a company says is different, from what it does.

People are really upset with H&M because they are making a deal about their sustainability collections. At the time H&M is still producing a lot of fast fashion. This does not seem right to critics of H&M. They think H&M is just talking about sustainability to look good. They are not actually making big changes. Critics of H&M consider this to be a problem with H&M they think H&M is only telling part of the story, not the truth, about what they are doing. H&M sustainability collections are what people are talking about. H&m fast fashion is still a big issue.

• For example Patagonia is a company that people trust because it does not just say it cares about the environment. It actually does something about it. Patagonia makes promises to be sustainable and it keeps them like giving one percent of what it sells to groups that help the environment and taking the United States government to court over the way it handles public land. This shows that Patagonia is serious about sustainability. Patagonias commitments, to sustainability are what make people believe in Patagonia.

9.5.5 Evolving Roles of Media Agencies and In-House Teams

The media landscape is really confusing now so brands, agencies and technology partners need to work more. In the past agencies were in charge of planning campaigns but these days many companies have their own teams to handle this. This way companies have control over what they do they can move faster and they can save money. Brands are doing this because they want to be, in charge of their media and agencies and technology partners are helping them do that. Brands need to work with agencies and technology partners to make this happen.

What is going to happen in the future? Some things that are going to be popular are:

• Hybrid Models: These are solutions that use both people who work inside the company to come up with ideas and people from, outside the company who're creative and help with buying media. This way Hybrid Models can be flexible. Come up with new ideas. Hybrid Models are good because they use the best of both worlds.

• about the data: People at agencies and the teams that work inside companies are spending a lot of money on data science capabilities so everybody can target the right people more precisely and get smart insights, from the data. The goal is to use the data to make decisions and that is why the data is so important.

• Agile Collaboration: When people work together on a project they need to be able to plan things and make changes as they go. This means that Agile Collaboration teams need to be able to work in the same place and at the same time. Agile Collaboration is,

about working together and Agile Collaboration teams need to be able to do this in order to be successful.

• Niche Partnerships: We should work with companies that specialize in influencer marketing, social listening and new technology integration like firms that do influencer marketing because they know a lot about listening and emergent technology integration so partnering, with these firms that do influencer marketing can be really helpful.

9.6 Summary

❖Situational analysis and objectives setting, strategy development, and making IMC mix decisions are a part of the planning process for an IMC campaign.

❖ Integrated 360° communication programs and touchpoint mapping guarantee that each customer contact point embodying the brand.

❖ Post-campaign assessment covers quantitative measurements such as ROI and sales uplift and qualitative ones like brand awareness and sentiment.

❖ Ongoing improvement based on evaluation findings in future campaigns as well improved their efficacy.

❖ New trends this year are hyper-personalization, immersive media, values-based communication and hybrid in-house-agency partnerships.

❖ Ethical marketing and data privacy legislation will increasingly influence IMC strategies and consumer loyalty.

❖ Media in the future will be flexible, data-driven, and responsive to unique personal experiences.

9.7 Key Terms

IMC(Integrated Marketing Communication) : For promotion anything you give the commuincation tools in integration with eachother & send a uniform message.

Touchpoint Mapping: Making real and cultivating any/all customer touchpoints.

Hyper-Personalization: Building messages in real-time, based on a customer's real-time information.

Programmatic Advertising: This is buying ad space and it is usually done in real time, with potential to capitalize on data of the audience.

Consistent Branding: Copy, images and messaging that is consistent in all communications.

Owned Media: Channels of communication that are under the brand's control, i.e. websites, blogs and social media pages.

Earned Media: Free publicity by PR, word of mouth, customers evangelizing.

KPI (Key Performance Indicator) – A measurable value that demonstrates how effectively a company is achieving key business objectives.

Sales Lift: Sales increase that resulted from a given campaign or promotion.

Sentiment Analysis: The public outlook toward a brand, averaged as positive, negative or neutral.

Cause Related Branding: Linking up the brand communication to a social or environmental issue.

Cross-Platform Analytics - Monitor the performance of a campaign across media types for holistic reporting.

9.8 Descriptive Questions

What is IMC and why does it matter in a disintermediated media environment?

Explain the important steps in planning an IMC campaign, such as situation analysis and strategy development.

Define 360° branding and discuss how touchpoint mapping helps in enhancing the brand experience of customers.

Explain how quantitative and qualitative measures will be used in the evaluation of your IMC program.

Discuss how technology can help combine advertising, PR and digital communications.

Consider the challenges and opportunities tied to purpose-driven branding in the current marketing environment.

Explain how data privacy and ethical marketing will change the future of media strategy.

Recommend how in-house teams can and media agencies coudld work together for a more successful campaign.

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9.10 Case Study

"UrbanEdge Apparel: The Rebranding Adventure"

UrbanEdge Apparel, a mid-market fashion apparel brand selling to young professionals, had been flat for the past two years. UrbanEdge's rivals were using e-commerce, influencer marketing and sustainability campaigns to draw in environmentally-savvy consumers; UrbanEdge was still depending on traditional advertising and discount sales. Based on customer research, UrbanEdge products looked good but the brand didn't "stand for anything" or resonate emotionally with our audience.

The management team of the company opted to initiate extensive IMC campaign of reposition

UrbanEdge as an image that is both stylish and sustainable, relevant to urban life. The campaign, "Wear the Change," was intended to show how the brand uses environmentally friendly materials, supports ethical sourcing and contributes to community development programs.

The IMC mix included digital-first tactics like influencer partnerships and interactive Instagram stories on the recycled fabrics story, as well as targeted programmatic ads featuring real customer testimonials. The PR push was to secure coverage in fashion blogs and sustainability magazines, while the retail material featured in-store displays and point of sale with imagery that complements the campaign photography. UrbanEdge also participated in pop-up events during which customers were urged to

bring old clothes for recycling — and then swap them for store credits — reinforcing that sense of target is participatory.

The six-month campaign delivered a 20 per cent increase in online traffic, a 15 per cent uplift in same store sales and increased social media followers by 30 per cent. Sentiment analysis showed a large increase in positive mentions, with customers applauding UrbanEdge for being responsible and more transparent.

Problem Statements and Solutions

Issue 1: How can UrbanEdge unite branding on and offline?

Solution: Creating an all-inclusive creative brief with a brand style guide that includes tone, colors, fonts and messaging. Routine cross-team reviews can coordinate in-store promotions, website banners, and influencer work.

Problem 2: What is UrbanEdge's measure of marketing campaign success?

Solution: Numbers such as sales uplift, online conversion rates, reach and other quantitative measures) plus softer discretionary potential influences that are described by Accenture ("aided recall" for instance, sentiment analysis, engagement quality etc), so a mix of short-term quick sock from the 'KPI' through to longer-term goals.

Challenge No.3: How to capitalize on the campaign momentum for future growth?
Solution: Create a loyalty program built around sustainability, curate consistent content about environmentally friendly efforts, and broaden partnerships with influencers who resonate with the brand's mission. This guarantees that the campaign becomes a lasting movement and not just an outburst.

Reflective Questions

What other IMC tools could UrbanEdge have employed in approaching a broader audience?

How might we use data analytics to customize voter engagement during the campaign?

How else could UrbanEdge engage its customers in co-creating sustainability initiatives?

How can UrbanEdge assess the effectiveness of purpose-driven branding over a long period, and customer loyalty?

Conclusion

The UrbanEdge example shows that a good Integrated Marketing Communication campaign can really help a brand change and become popular again. The "Wear the Change" campaign was successful because it had a message and everything was well connected. UrbanEdge used numbers and real life experiences to make this campaign work. They did not just make a lot of sales for a time but they also built a good reputation that will last for years to come with UrbanEdge. It is an example that evidences the power of evidence-based decision making, engaging stakeholders and continuous improvement in maintaining relevance in a more competitive, conscious market place.