

Elements of an Integrated Marketing Communication Strategy:

Advertising (most visible IMC component) → entails the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firm, non-profit organisations, government agencies

i.e. who seek to persuade/inform members of their target audience of their product

Steps in Planning & Executing an Ad Campaign:

Step 1: Identify the Target Audience

- Success depends on how well the advertiser can identify its target audience
- Target audience may or may not be the same as current users e.g. NBA fans are familiar with adidas so they feature DRose on their ads, but pop music fans wouldn't pay attention to sport brands so the marketers feature Katy Perry

Step 2: Set Advertising Objectives (Advertising Plan)

- **Pull strategy** → when the goal is to get consumers to pull the product into the marketing channel by demanding it
- **Push strategy** → designed to increase demand by focusing on wholesalers, retailers or salespeople - attempt to motivate them to highlight their product and not competitors' products
- **Informative advertising** → a communication used to create and build brand awareness, with the goal to get a consumer to purchase the product
- **Persuasive advertising** → motivating consumers to take action
- **Remind advertising** → a communication used to remind or prompt purchases
 - E.g. reminding toilet paper buyers that Kleenex is the best choice through constant ads on tv
- **Product-focused advertisements** → inform, persuade or remind consumers about a specific product
- **Institutional advertisements** → inform, persuade or remind consumers about issues related to place, politics or an industry

Step 3: Determine the Advertising Budget

- Determine how much they'll need - where do they want to portray their message and how much is it all going to cost?

Step 4: Convey the Message

→ The Message

- The message provides target audience with reasons to positively respond
- Best starting point convey the key benefits of the product
- Unique selling proposition (**USP**) common theme or slogan Eg: Nike - 'Just Do It'
- **Informational Appeals** → help consumers make decisions by offering factual info that persuades consumers due to key benefits
 - E.g. listing energy drink facts in ads
- **Emotional Appeals** → satisfy consumers emotional desires
 - E.g. sex appeal – lynx small pulls bitches

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Maxwell Ranasinghe



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