



MASARYKOVA UNIVERZITA

**PV231 Class 6**  
**Integrated Marketing  
Communications Strategy Course**  
Faculty of Informatics  
SSME Program

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



# MASARYKOVA UNIVERZITA

## PROGRAM: Room B204

09:00 - 10:45 Lecture

10:55 - 11:00 Short Break

11:00 - 13:00 Team Pitches & Consultations (20 minutes each)

11:00 - 11:20 Team #1

11:20 - 11:40 Team #2

11:40 - 12:00 Team #3

12:00 - 12:20 Team #4

12:20 - 12:40 Team #5

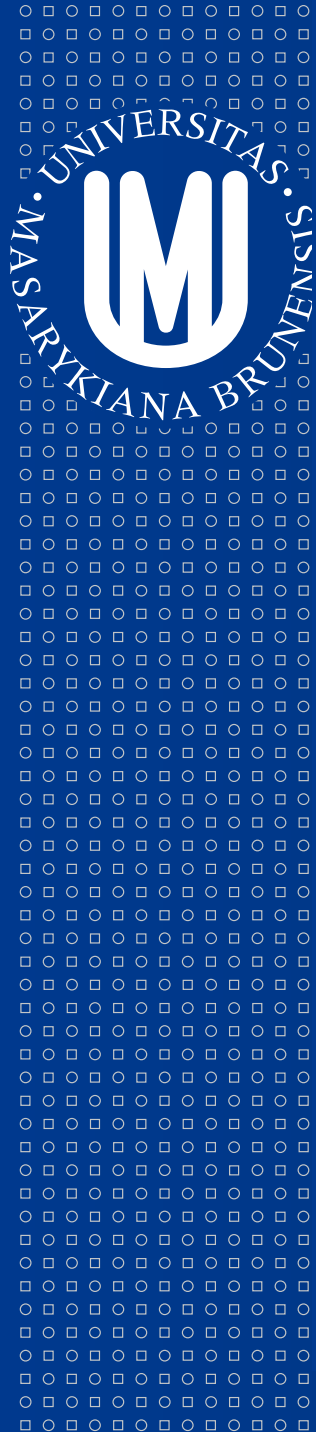
12:40 - 13:00 Team #6

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

PV231 Integrated Marketing Communications SPRING 2011



# FINAL IMC STRATEGY OVERVIEW



# Project Deliverables

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Research Report May 23th	Creative Brief May 25th	Final IMC Plan DRAFT May 30th	Creative Pitch May 30th	Final IMC Presentation June 2nd	Final IMC Plan June 2nd
MARKET ANALYSIS Industry & Category Overview	Project Goal & Overview	Executive Summary	Short 5-7 minute presentation of the plan ideas	20-minute presentation of all ideas in front of the client	Executive Summary
Consumer Behavior Analysis	Research Insight Summary	Research Report			Research Report
Competitive Analysis	Audience, Message, Media Overview	<b>IMC Plan</b>  <b>Communication Strategy:</b> Audience, Message			<b>IMC Plan</b>  <b>Communication Strategy:</b> Audience, Message
Brand/Product/ Service Analysis & SWOT	Schedule & Budget	<b>Execution Strategy:</b> Media, Schedule, Budget, Measurement			<b>Execution Strategy:</b> Media, Schedule, Budget, Measurement
		<b>Creative Strategy:</b> Branding Ideas, Creative/Design			<b>Creative Strategy:</b> Branding Ideas, Creative/Design
<b>Research Insights</b>	Visual/Creative Strategy Overview	Conclusion			Conclusion



## IMC Key Takeaways

1. ADOPT A CREATIVE MINDSET!!!
2. Do your research first!
3. Understand history, culture
4. Understand consumer, external & internal environment and stakeholders
5. Use creativity tools to get innovative ideas
6. Get the insight/big idea!
7. Start planning your strategy
8. Involve the whole organization (internal marketing)





## WHY? Marketing is a strategy

Marketing is (should be) all about an unique integration of all the pieces of an organization around a single factor: the wants and needs of customers.

It's a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs over time with consumers, customers, prospects, employees, associates and other targeted relevant external and internal audiences.





# HOW? How to do successful marketing

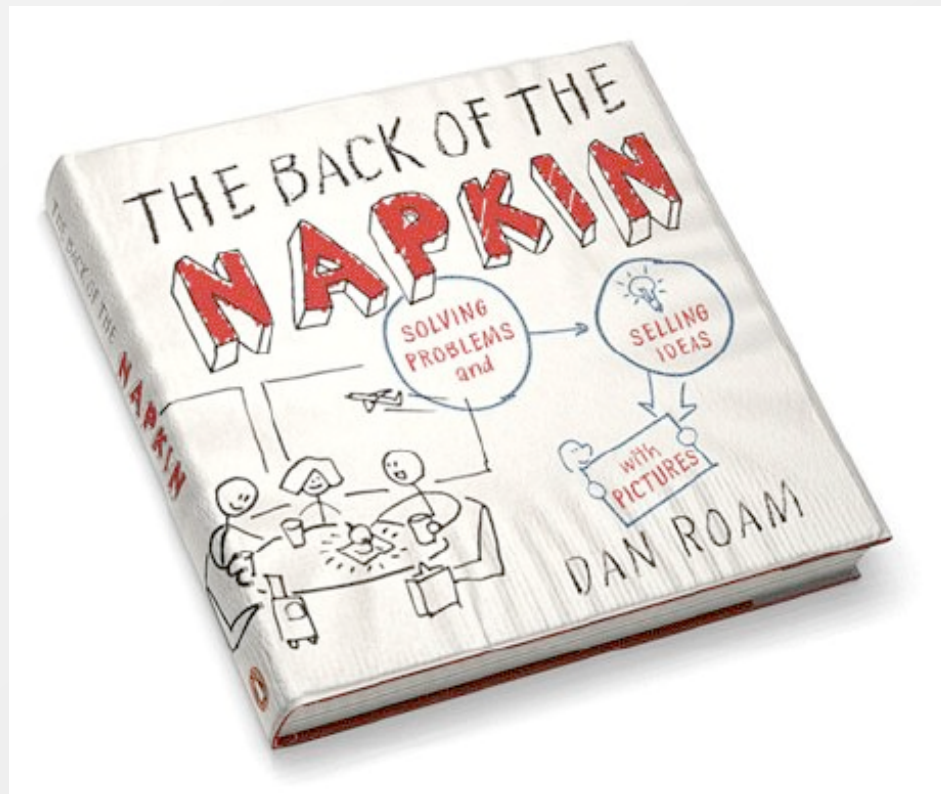
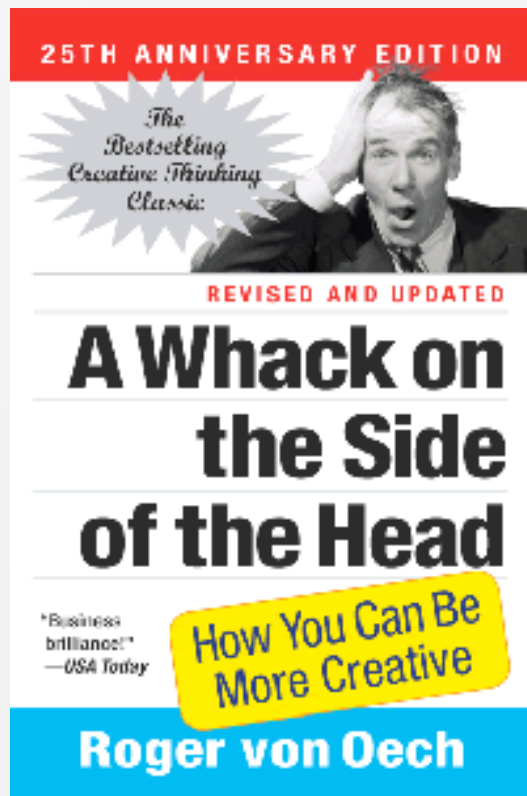
Understand the need  
Understand the consumer  
Understand the product/service/company environment  
Understand the market  
Plan & be spontaneous at the same time  
Be CREATIVE, UNIQUE & PERSISTENT





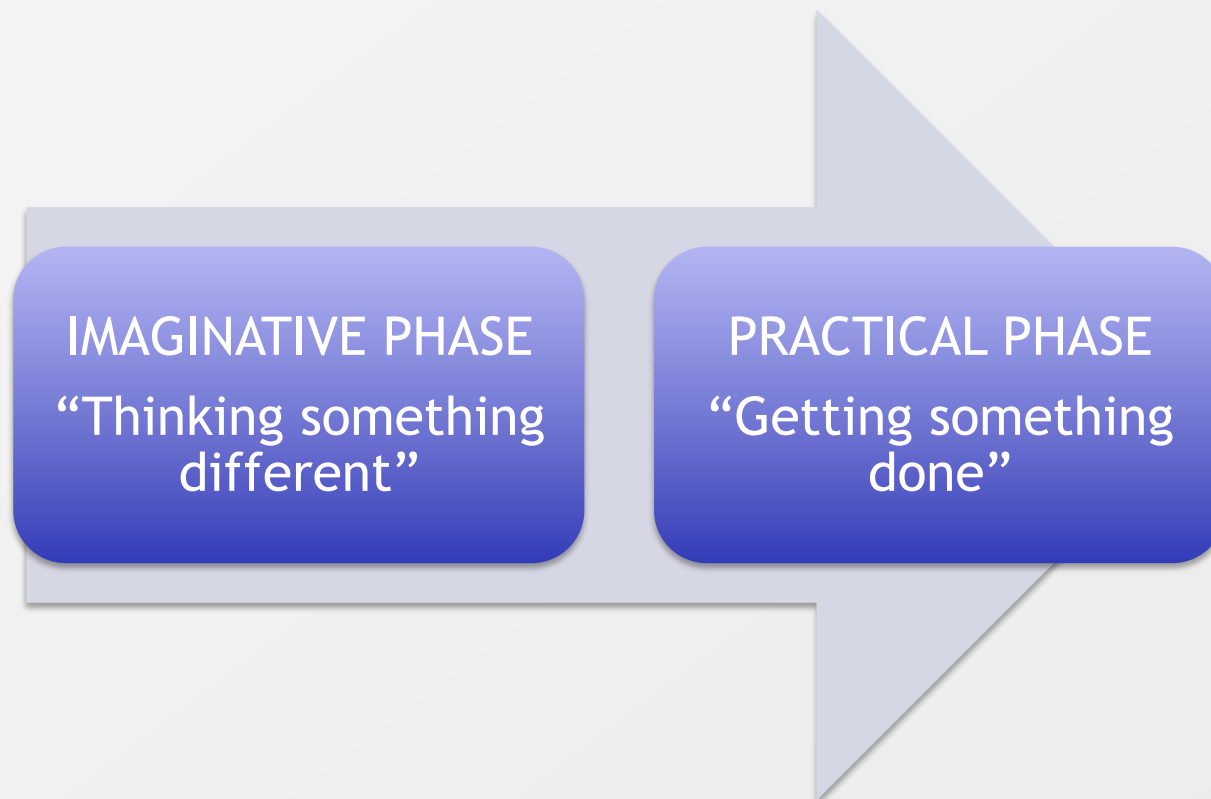


## ADOPT A CREATIVE MINDSET





## ADOPT A CREATIVE MINDSET: Creative Process





## TO BE CREATIVE, ...

- Believe in the worth of your ideas & Have persistence to continue building on them
- Take more risks
- Break the rules occasionally
- Look for more than one right answer
- Use metaphors
- Explore ideas outside your area
- Tolerate & embrace ambiguity
- Be foolish every now and then
- Play a bit
- Ask “What if” questions
- Go beyond the status quo
- Whack yourself into doing all of these things





## ... AND REMEMBER

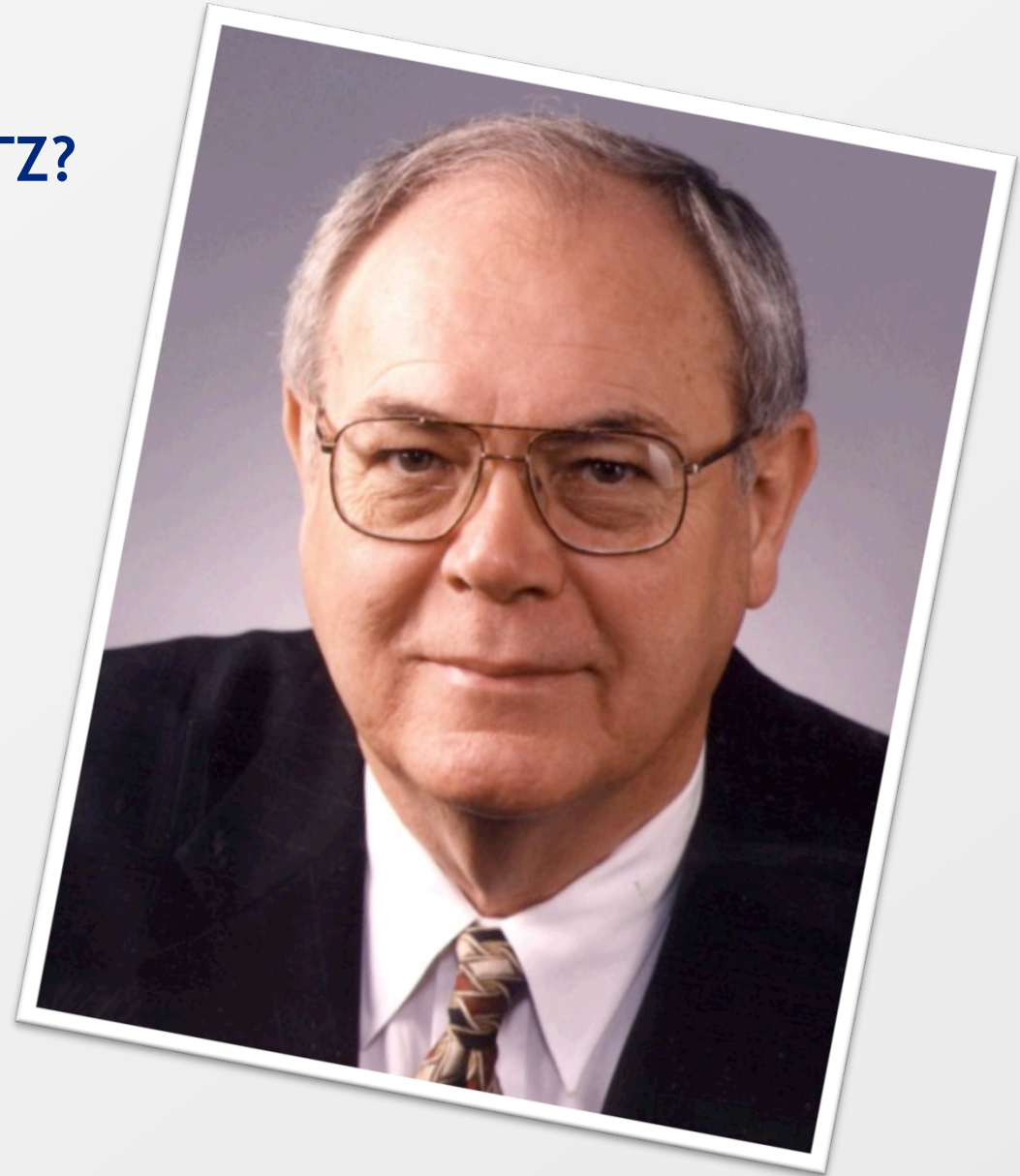
The hallmark of creative people is their mental flexibility.

They are able to shift in and out of different types of thinking depending on the needs of situation at hand.





## WHO IS DON SCHULTZ? FATHER OF IMC





# What is IMC?

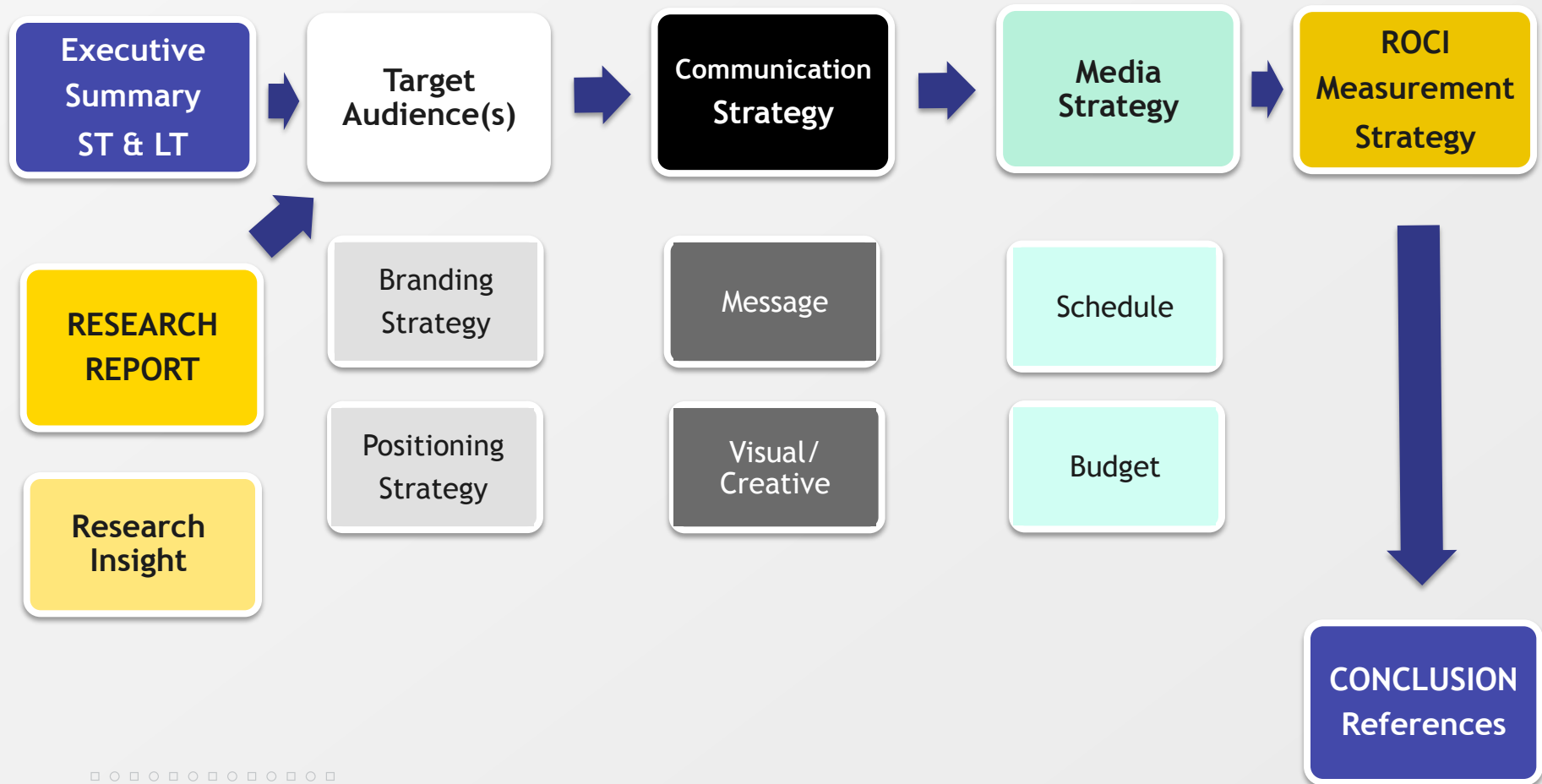
- Integrated Marketing Communications uniquely integrates all the pieces of an organization around a single factor: the wants and needs of customers

- **Integrated Marketing Communication is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs over time with consumers, customers, prospects, employees, associates and other targeted relevant external and internal audiences.**
- **The goal is to generate both short-term financial returns and build long-term brand and shareholder value.**

- Don Schultz, Northwestern University



# IMC Planning Process: Developing an IMC Plan






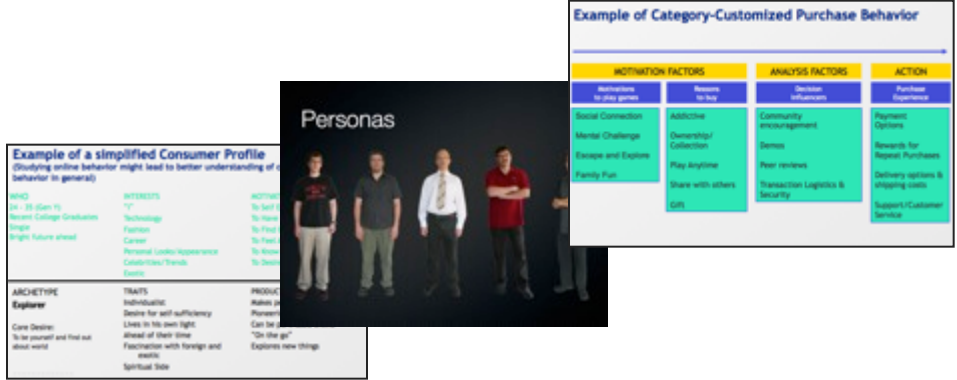
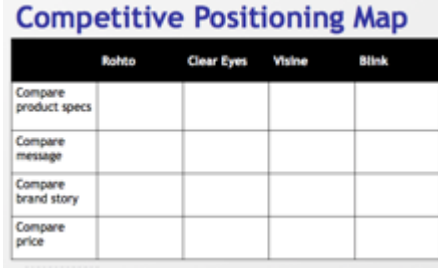

## Key things to remember ABOUT STRATEGIC PLANS

**WHAT \* WHY \* HOW**

**and wow, shock & surprise**





<p><b>Market (Industry/ Category)</b></p>	<p>Understand history &amp; culture.</p> <p>Describe the conditions &amp; climate, show trends.</p>	<p>Use Google insights Wordle</p> 
<p><b>Consumer Behavior</b></p>	<p>Create consumer profile/ personas &amp; describe decision-making process.</p> <p>Include the results from you INTERVIEWS.</p>	
<p><b>Competitive analysis</b></p>	<p>Describe competitive environment &amp; create Competitive Positioning Map.</p>	
<p><b>Brand analysis &amp; SWOT</b></p>	<p>Describe the current brand environment, create a Branding Map and SWOT table</p>	

**RESEARCH INSIGHTS**



# DON'S FORGET ABOUT YOUR RESEARCH INSIGHT!

## Research: Developing an insight

- What are the insights from:
  - Market (Industry/Category)
  - Consumer Behavior
  - Competitive Analysis
  - Brand Analysis & SWOT
  - Your interviews
  
- What is THE BIG IDEA based on your research and project work?
  
- MY BIG IDEA IS .....
  
- Based on my BIG IDEA , the goal of my strategy will be to.....





# ONE-PAGE EXECUTIVE SUMMARY & ST/LT OVERVIEW

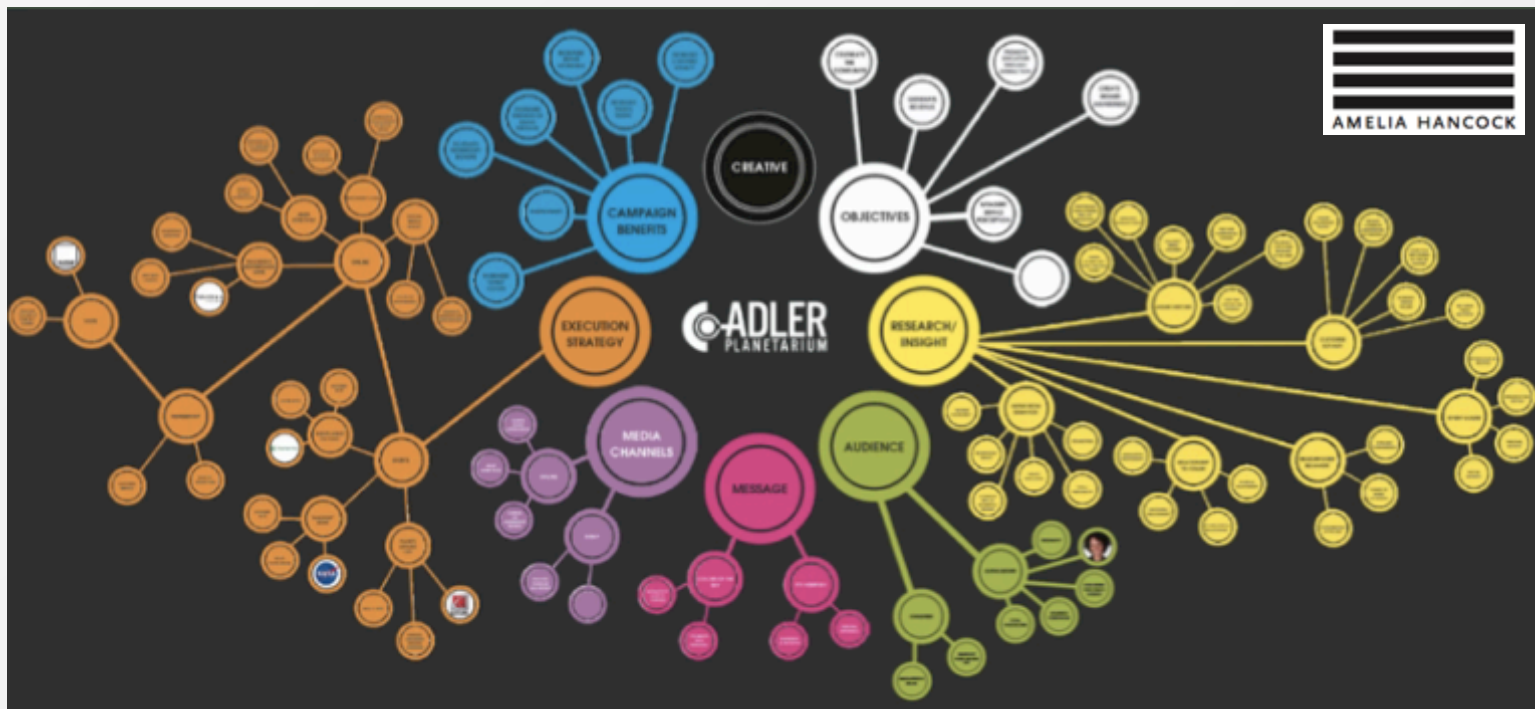
**THE JOB OF THE EXECUTIVE SUMMARY IS TO SELL, NOT TO DESCRIBE!!!**

Short-Term	Long-Term
Usually 1 year Should be detailed & specific Degree of certainty	Usually 2-5 years Vision described Degree of flexibility
Goal: Immediate effect	Goal: Sustainability
Outcome: Financial returns	Outcome: Brand equity/value
Monitoring & Control: Focused	Monitoring & Control: Watch





# SHOW YOUR WHOLE PLAN ON ONE PAGE



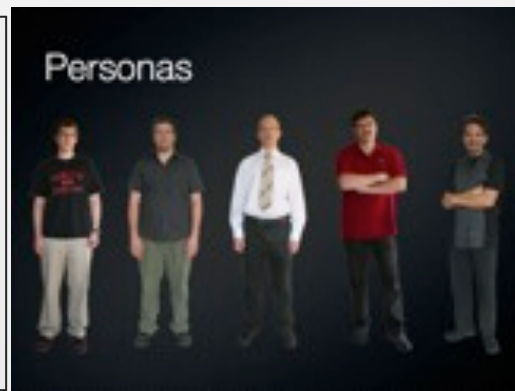


Target Audience(s)

# TARGET AUDIENCE: UNDERSTAND CONSUMER BEHAVIOR

**Example of a simplified Consumer Profile**  
(Studying online behavior might lead to better understanding of consumer behavior in general)

<b>WHO</b> 24 - 35 (Gen Y) Recent College Graduate Single Bright future ahead	<b>INTERESTS</b> "I" Technology Fashion Career Personal Looks/Appearance Celeb/News/Trends Events	<b>MOTIVATIONS</b> To Self Express & Share To Have Independence To Find Ones Identity To Feel Attractive/Desired To Know More/Curiosity To Desire Parental Input (DINK)
<b>ARCHETYPE</b> <b>Explorer</b> Care Desire: To be yourself and find out about world	<b>TRAITS</b> Individualist Desire for self-sufficiency Lives in his own light Ahead of their time Fascination with foreign and exotic Spiritual Side	<b>PRODUCT FITCH</b> Makes people feel free Pioneering/Non-conformist Can be purchased online "On the go" Explores new things



**Example of Category-Customized Purchase Behavior**

MOTIVATION FACTORS		ANALYSIS FACTORS	ACTION
Motivations to play games	Reasons to buy	Decision Influencers	Purchase Experience
Social Connection Mental Challenge Escape and Explore Family Fun	Addictive Ownership/Collection Play Anytime Share with others Gift	Community encouragement Semos Peer reviews Transaction Logistics & Security	Payment Options Rewards for Repeat Purchases Delivery options & shipping costs Support/Customer Service



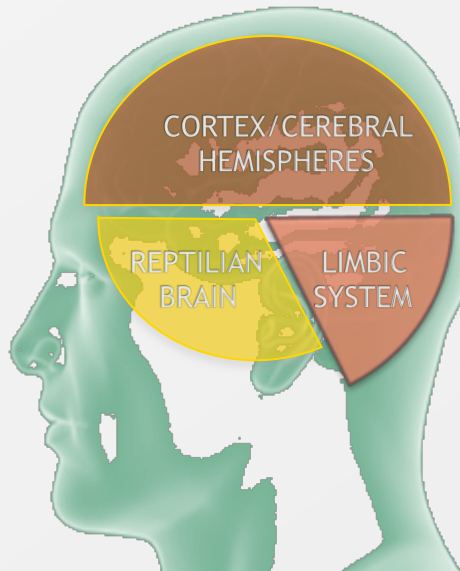
# Our Brain = Three Brains

Target Audience(s)

“emotion drives reason more than reason drives emotion”

“MAKING SENSE” (Intelligence)  
CORTEX/CEREBRAL HEMISPHERES

- Where logic resides
- Control, rational choices, order
- Where we do higher-level reasoning
- Handles learning, abstract thought, imagination
- Not developed until age 7



“FEELING GOOD” (Emotions)  
LIMBIC SYSTEM

- Deals with emotions
- Is involved in motivation & emotional association with memory
- Influences the formation of memory by integrating emotional states with stored memories of physical sensations

“INSTINCT”  
REPTILIAN BRAIN (BRAIN STEM & CEREBELLUM)

- Programs us for 2 major things: SURVIVAL & REPRODUCTION
- More influential than other two brains, born with it, inherited
- Physical attraction
- Cultures have very strong reptilian dimension; thus we find the codes for certain elements of a culture, when we understand how our reptilian brands address that element



# BRANDING: SPEAK TO ALL SENSES

	BRANDING MAP		
MESSAGE			SIGHT
SHAPES			SOUND
RITUALS			TASTE
TRADITIONS			SMELL
SYMBOLS			TOUCH/ TEXTURE





# Holistic Branding

**Consistent**

*Message*

*Shapes*

*Rituals*

*Traditions*

*Symbols*

Any and all religions have  
created a Holistic branding  
The five senses have been fully  
engaged.



# BRAND LESSONS LEARNED

**Changed the culture**

**Created new culture of sophisticated sex**

**Changed sex perception**

**Created huge brand empire**

**Excellent example of a sustainable brand**

**Understanding basic human needs, motivations**

**It's all about VISUAL STIMULATION**

**HUGH HEFNER IS & LIVES THE BRAND**





# POSITIONING: FIND THE COMPETITIVE ADVANTAGE(S)

## Competitive Positioning Map

	Rohto	Clear Eyes	Visine	Blink
Compare product specs				
Compare message				
Compare brand story				
Compare price				





**Communication Strategy**

Message

# COMMUNICATION STRATEGY: MESSAGES

	Brand Messages	Brand Incentives	
Short-term returns (fiscal year)	<b>Awareness Image Recognition</b>	<b>Trial Increased usage Stockpiling</b>	Business Building
Long-term returns (future years)	<b>Trust Reliability Perceived quality Advocacy</b>	<b>Retention Migration Cross purchase</b>	Brand Building

Increase, accelerate, stabilize cash flow  
Build or enhance shareholder value

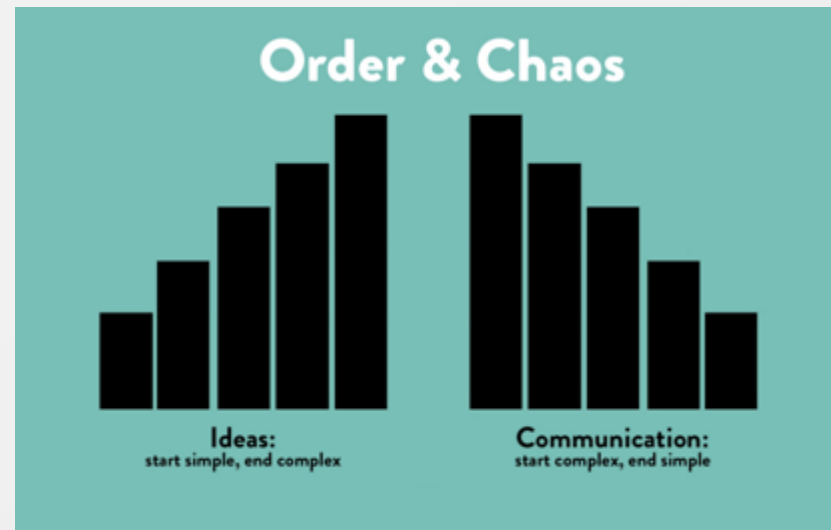




## COMMUNICATION STRATEGY: VISUAL



How do you become different?





## COMMUNICATION STRATEGY: PRESENTATIONS

Can you describe in one sentence what  
your idea is about?





## COMMUNICATION STRATEGY: PRESENTATIONS

- Choose your speakers strategically
- Dress appropriately
- Teamwork
- Energy
- Speak in clear language
- Watch your time
- Every element in your presentation/document must have a purpose
- Own the stage (improvisation)
- Surprise & wow OR shock 😊
- Show that you know & care
- TELL A STORY

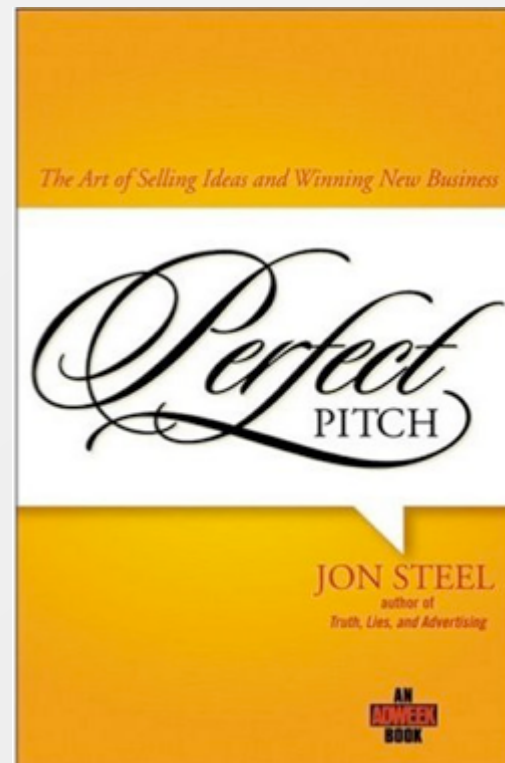
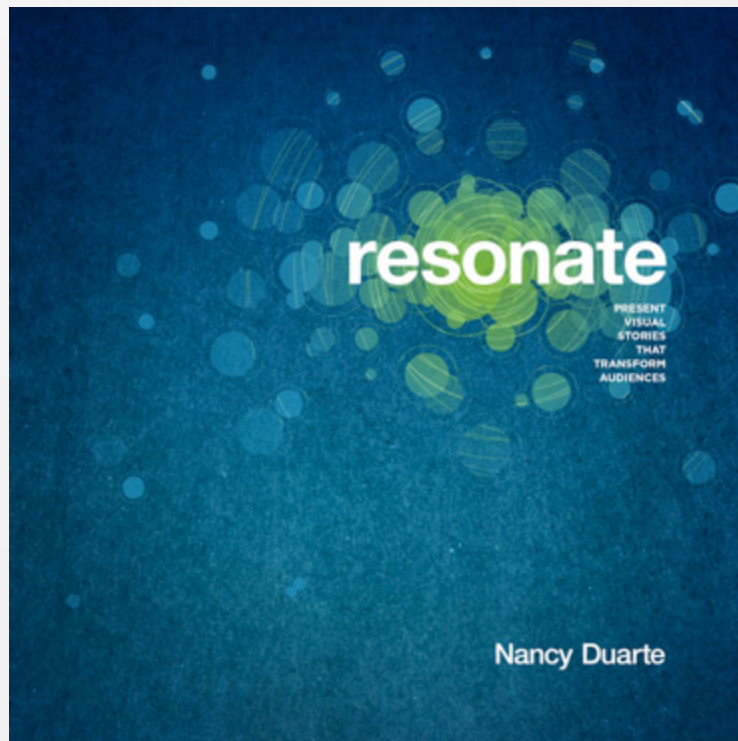




Communication  
Strategy

Presentation

# BOOKS ABOUT PRESENTATION SKILLS & WATCH MAD MEN





## **MEDIA STRATEGY: be very specific**

**Be creative and describe each medium strategy in detail!**

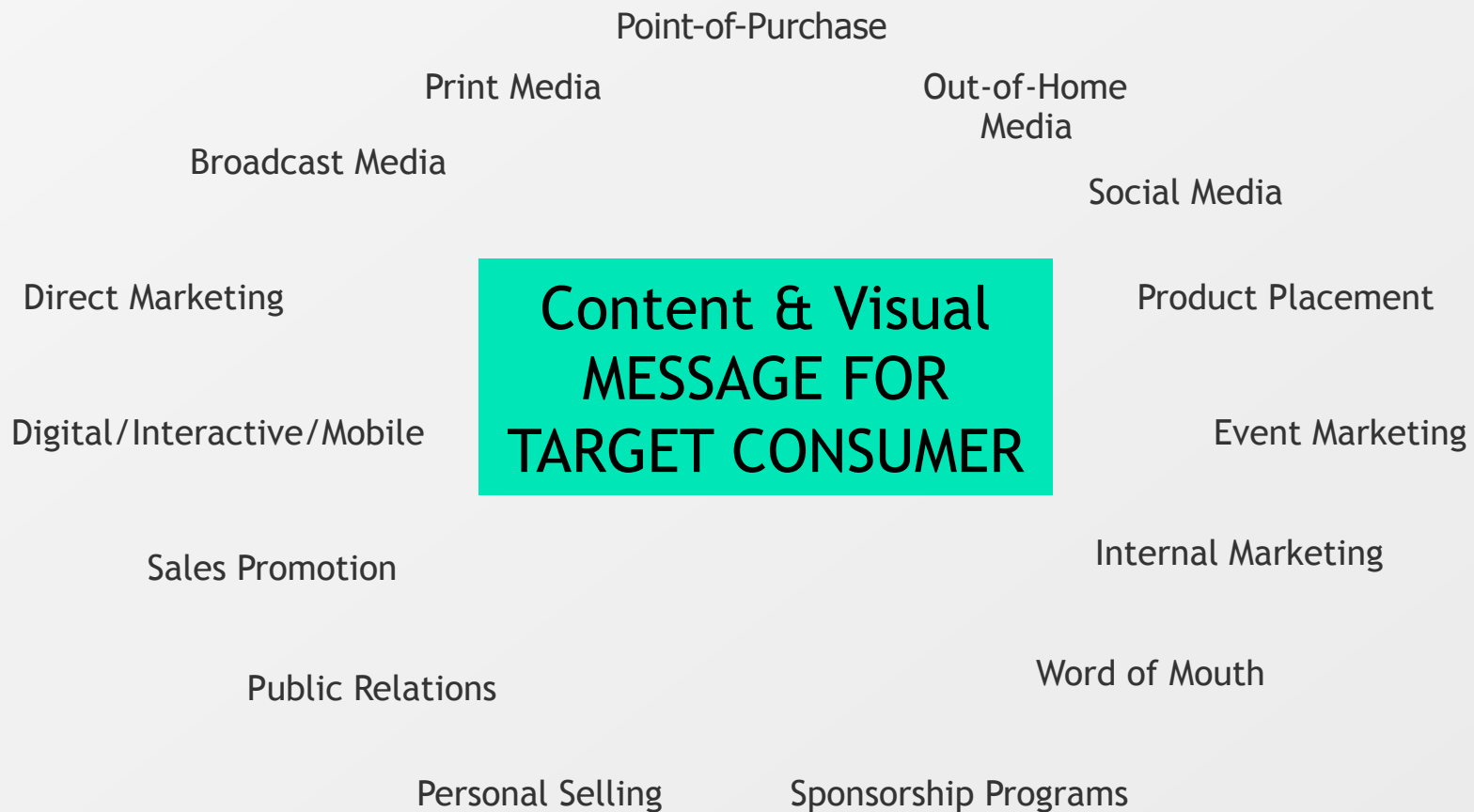
**Remember this is your HOW**







# MEDIA STRATEGY: TOOLS & TACTICS





## MEDIA STRATEGY: CATEGORIES

BROADCAST MEDIA

- Television
- Radio

PRINT MEDIA

- Magazine
- Newspapers

SUPPORT & NON-TRADITIONAL MEDIA

- Outdoor
- Aerial Advertising
- Mobile Billboards
- In-Store Media
- Transit Ads
- In-Flight
- Movie Theaters
- Promotional Products
- Branded Entertainment
- Social Media
- Direct Mail
- Internet





**Media Strategy**

Schedule

Budget

## MEDIA STRATEGY: show relationships

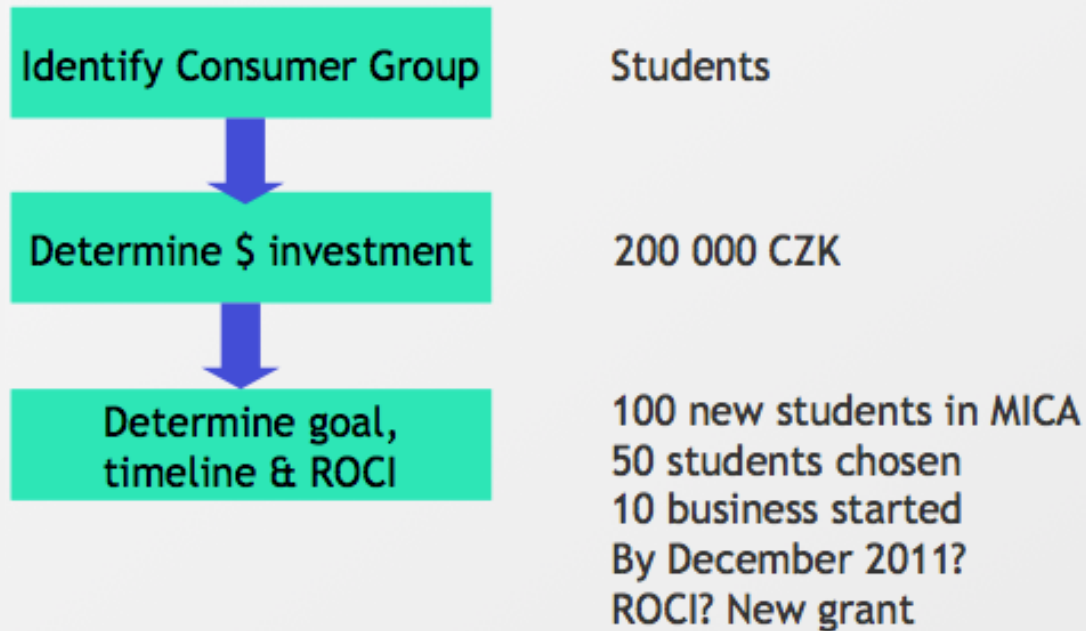
Audience #1	Medium #1	Timeline	Cost	TOTAL	Measurement strategy for each medium
	Medium #2	Timeline	Cost		
	Medium #3	Timeline	Cost		
Audience #2	Medium #1	Timeline	Cost	TOTAL	Measurement strategy for each medium
	Medium #2	Timeline	Cost		
	Medium #3	Timeline	Cost		





## MEASUREMENT STRATEGY: show ROI

### Estimating ROI





## CONCLUSION, OTHER IDEAS & REFERENCE

- Make a closing statement
- Suggest other ideas
- Include all used sources





## Key things to remember ABOUT STRATEGIC PLANS

**WHAT \* WHY \* HOW**

**and wow, shock & surprise**



# Final Marketing Plan:

## Focus on details; every element must have a purpose

1. PRINT BEFORE YOU SUBMIT
2. Don't write for me! Write for the client!
3. Avoid student paper writing and format
4. Give them WHAT, WHY and HOW
5. SPELLCHECK!!!
6. Nothing is not meant to be easy (challenge yourself)
7. The key is to change/expand your thinking
8. Professional look
9. Don't forget summary/conclusions
10. Don't forget page numbers
11. Break the text with sections, charts/images, table, bullet points, altered fonts, relevant images, etc.
12. Make sure all images have description
13. If you decide to use images in your briefs, make sure they are a good resolution. There is no excuse for having blurry images in your documents. It looks very unprofessional. Make sure all of your images are royalty-free or purchase or given credit in references. [www.sxc.hu](http://www.sxc.hu)
14. Make sure the document is legible - visual communications
15. Name your files properly (Sandra Kumorowski MarketingPlan 050211.pdf)



**FINAL PRESENTATIONS**  
**Thursday, June 2<sup>nd</sup>**  
**9:00 – 12:00**  
**B204**





1. Presentations start on **Thursday at 09:00 - 12:00, Room B204**. Aim for 15-20 minute presentations. Please be on time!
2. **19:00, Soiree/Party at JIC**. Participation at **MIC Accelerator, 15:00 - 19:00 at JIC** (will have more info today or tomorrow)
3. Everybody should be present and watch other students presentations.
4. Select the strategic speakers from your team to speak. Ideally, all team members should present but you decide.
5. Presentations must be in **English**.
6. **Bring 1 hard copy printed in color for client**
7. **Email 1 pdf copy to me including the whole plan and your ppt slides.**

## Presentations

- 09:00 - 09:20 Team #1**
- 09:20 - 09:40 Team #2**
- 09:40 - 10:00 Team #3**
- 10:00 - 10:20 Team #4**
- 10:20 - 10:40 Team #5**
- 10:40 - 11:00 Team #6**





## IMC PLAN

1. Cover Page (names, email addresses, name of the project, team #, bios etc.)
2. Table of Contents
3. Executive Summary (one page)
4. Research Report (references)
5. IMC Plan
6. Creatives/Visuals
7. Other Recommendations/Ideas
8. References Page

## PRESENTATION

1. Introduction (introduce your team)
2. Project Overview
3. Research Overview & Insight
4. IMC Plan Overview
5. Conclusion

**TELL A STORY &  
HAVE FUN!**



# Final Project & Presentation Checklist

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#	ELEMENT	STATUS
1	Cover Page	
2	Research Report	
3	Table of Contents (page numbers)	
4	Executive Summary Summary of Short-Term & Long-Term Strategy Goals	
5	Audience	
6	Brand Positioning Strategy (how will your strategy/plan change the brand) including Branding Map, Competitive Positioning Map	
7	Communication Strategy/Message (what is it you're trying to tell your audience(s))	
8	Creative Strategy (poster design)	
9	Media Strategy (what media will you use and HOW)	
10	Schedule/Budget (when will you use the media/tactics and for how much)	
11	Measurement Strategy & ROCI	
13	CONCLUSION & References Page/ <b>Other Ideas Page</b>	
14	PRINT Final Marketing Plan	
15	PREPARE PRESENTATION/SLIDES	



MASARYKOVA UNIVERZITA

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# Audi UK

## CASE STUDY





# AUDI BRAND STUDY: Prominent Visual Element in Audi Conversations and Forums

All people that talk about Audi and that visit Audi Forums are evidently into visual experience over Audi's driving and performance.

Most discussed topics in Audi conversations

Exterior/Interior elements are the most discussed topics around Audi

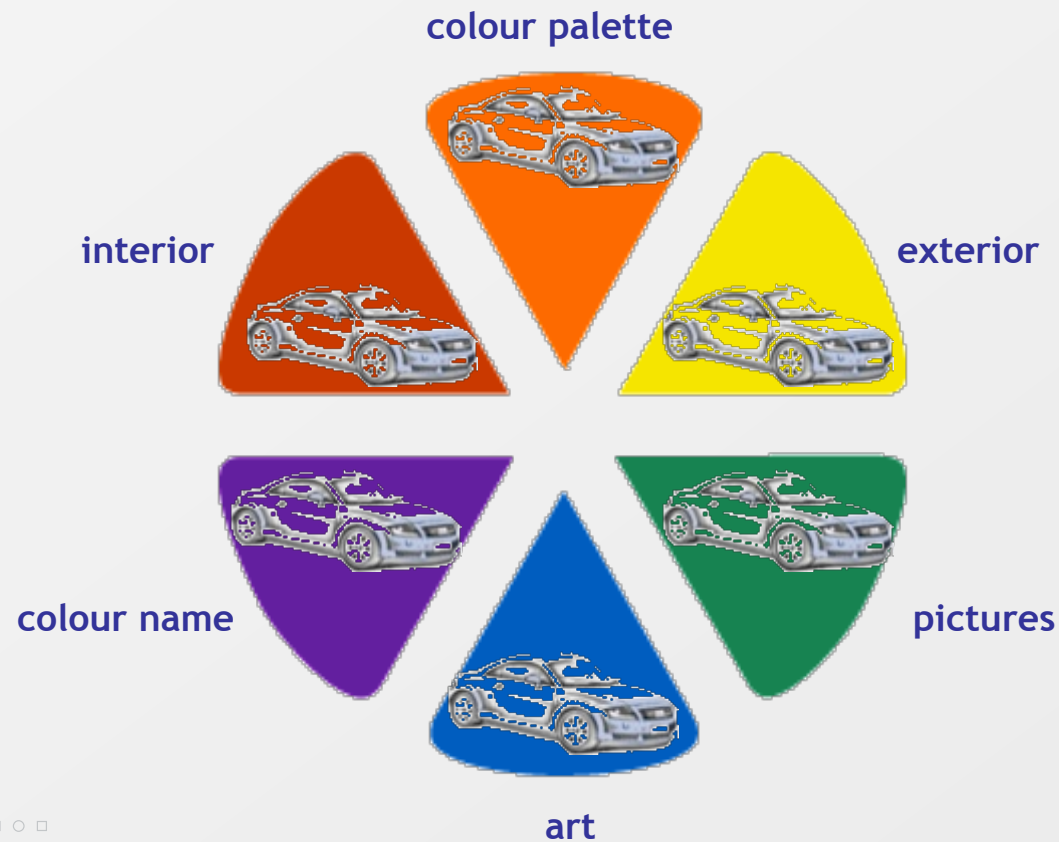


Colour is the second most frequent word in Audi conversations. Black, Red and Blue most talked about colors





**SUMMARY VISUAL ELEMENT:**  
Enhance the colour palette, make connection through colour and its name, communicate colour and design, bring out the artistic element.





# AUDI SENSORY & DEALERSHIP EXPERIENCE PROCESS:

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## Initial stimulation

## Insert Visual Element & Engage

## Consumer Engagement/Reaction



SENSORY ENTICEMENT

### NATIONAL LEVEL:

First Rumors  
Official Launch News  
Official Test Drive News  
Car Launch News/Event  
Magazine Car Review  
Auto Shows

New unique color, feature mention  
Hire famous photographer/make a show (US Karl Lagerfeld, Seal ambassador)  
Hire famous (British/German) artist/painter: create artistic experience  
Lots of artistic photographs

SENSORY/PHYSICAL/EMOTIONAL ENTICEMENT

### DEALERSHIP LEVEL:

Initial Launch Communications  
~ Artistic brochures  
~ Posters

Create visual/artistic experiences: pair events with wine tasting, etc.  
Local press attention, lots of artistic photographs

Event: "FIRST MODEL IN"  
Event: Test Drive Event  
Event: Celebrate My first Audi purchase

Test Drive Event: supply demo cars or prepare timely schedule, so everyone gets to drive it

Dealership Experience

Staff: Well-groomed, well-spoken, knowledgeable, Audi enthusiasts  
Environment: Museum Experience  
Courtesy Cars: Offer new models – entice!

### DEALERSHIP & NATIONAL LEVEL:

Special Events

Partner with THE NATIONAL MOTOR MUSEUM to sponsor events  
Special models auctions  
Express Yourself Contest:  
Where people need to submit  
Work of art (photography/painting)  
Inspired by Audi

Sensory excitement  
Visual/Feel engagement  
Self-expression





## R8 LAUNCH QUOTES: Very much visual experience for every viewer w.muni.cz



*... it seems to reflect surrounding or nearby colours back to the observer ...*



Date: 10/27/2006

Subject: Threat to Porsche Audi R8

I went to the launch of the Audi R8 last night at Canary Wharf Winter Gardens. It had the usual Razzmatazz with celebs, music, food etc but when they unveiled the car it looked stunning with the Carbon rear engine cooling at the rear - I had a good look round it and it looks well put together - photos do the car no justice! Apart from the meccano rear wing mechanism I think Audi has a potential winner on their hands and if you stripped all interior out a serious track car + 4 wheel drive in the wet!

Source:

<http://www.porkers.co.uk/forum.asp?f=48&h=11&p=167&faq=False>

Date: 10/29/2006

Subject: Audi R8 First Impression

What color is that R8? imho ... Phantom Black is the short answer. It's difficult to be 100% sure ... but having seen the R8 at the London Unveil ... which was in Phantom Black ... I can say that it's not (strange as this may sound) the blackest black I've ever seen ... i.e. Piano Black is such a deep black due to it not being metallic. By contrast Phantom Black very is very metallic ... so being as metallic as it is ... it seems to reflect surrounding or nearby colours back to the observer ... hence the blue and green tinges that are evident in the scans and make it a little difficult to decide what colour it actually is. But ... I'll stand by my initial answer and suggest that this is a Phantom Black R8 ... and looks great ...

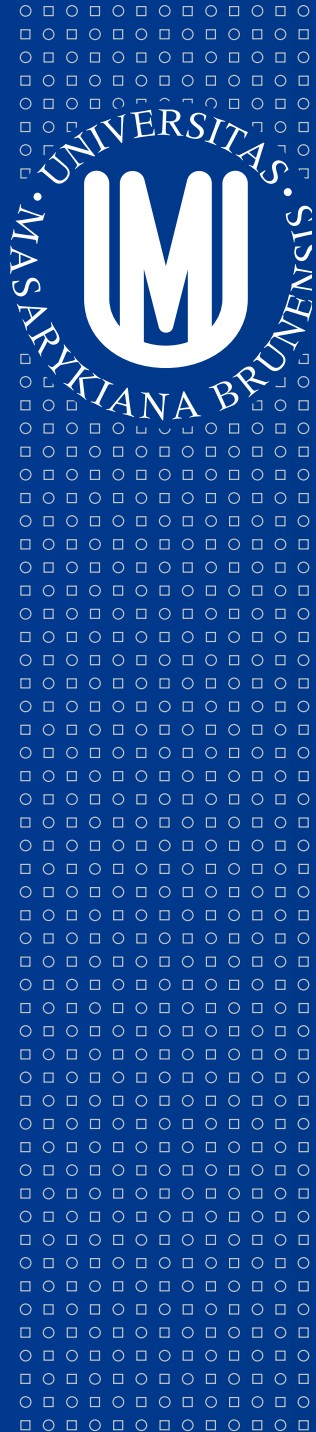
Source: <http://forums.vwvortex.com/zeroforum?days=14&id=772>



## FINAL ADVICE

1. Set a goal and act on it!
2. Put a lion heart in it. Have courage, faith, passion, perseverance and you'll accomplish everything.
3. Get support. Share and ask for help.
4. Get rid of excuses.
5. Flex your risk muscle. Make it a point to take at least one risk every week.
6. Have something at stake. You'll try harder. Survival, reputation, self-esteem, money...
7. Be dissatisfied. Dissatisfaction is beneficial to the creative process.
8. Use your shield. New ideas can be threatening and can provoke a negative reaction. Be ready for it!
9. Sell, sell, sell!
10. Set a deadline. It could be your ultimate inspiration.
11. Be persistent.

**THANK YOU FOR TRYING TO CHANGE THE WORLD FOR  
THE BETTER. GOOD LUCK!**



# BEN FRANKLIN