



MASARYKOVA UNIVERZITA

PV231 Class 5
**Integrated Marketing
Communications Strategy Course**
Faculty of Informatics
SSME Program

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



EVROPSKÁ UNIE



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



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PROGRAM Room C511

09:00 - 10:45 Lecture
10:45 - 11:00 Short Break
11:00 - 12:00 Lecture/Exercises

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PV231 Integrated Marketing Communications SPRING 2011

Housekeeping items

- ☞ Soiree at Ambra, Wed, May 23, 18:00. Please confirm on FB by today 1pm!
- ☞ Rewards for top 3 teams
- ☞ Creative Pitch & Final Draft DUE Monday

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



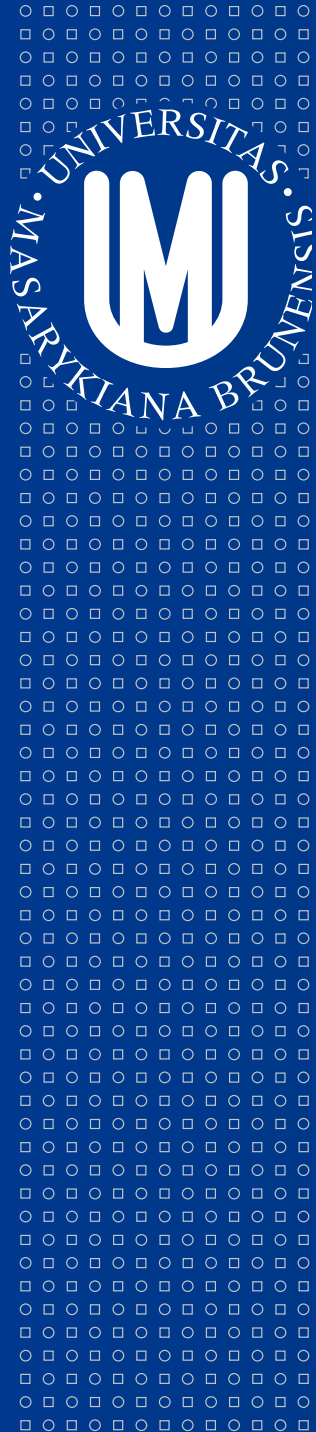
INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



Creative Brief Format

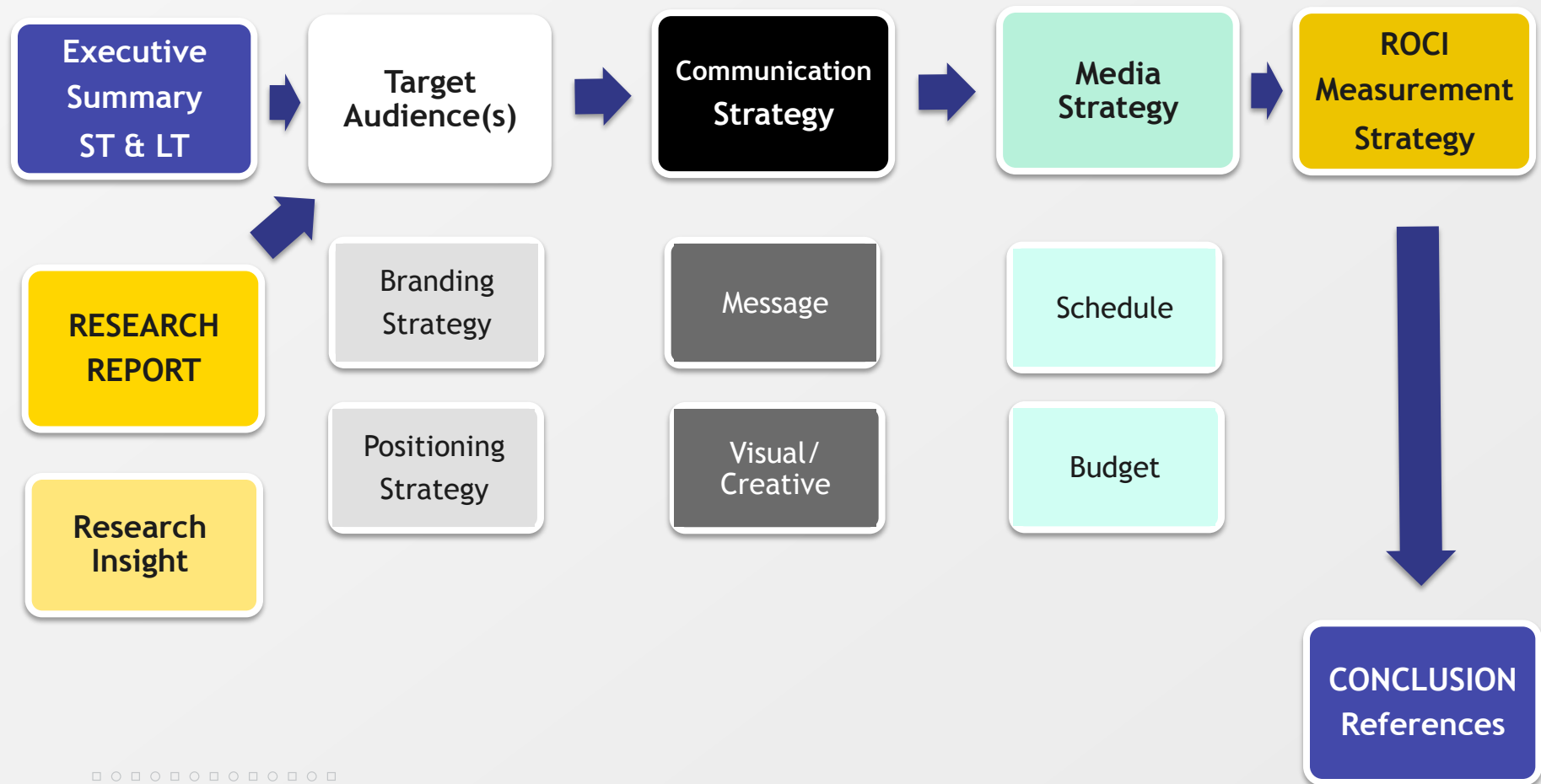
- Creative Brief is a proposal for a creative/marketing strategy or tactic. It's a widely used format in the ad/marketing world. It consists of:
 - Overview of your idea,
 - Branding & Positioning (Mood Board, Branding Map, Position)
 - Audience (Who is your target audience(s)?)
 - Message (What is the message you will try to communicate?)
 - Media (How will you communicate your message?)
 - Budget (Estimated costs of your proposed tactic/strategy)
 - Timeline (Estimated timeline of your proposed tactic/strategy)
 - Creative Image (Show your proposed creative images)





FINAL IMC STRATEGY

IMC Planning Process: Developing an IMC Plan





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Executive Summary

OVERVIEW





Summary (Art of the Executive Summary by Guy Kawasaki)

Most guides to writing an executive summary miss the key point:

The job of the executive summary is to sell, not to describe!!!

The executive summary is often your initial face to a potential investor, so it is critically important that you create the right first impression. Contrary to the advice in articles on the topic, you do not need to explain the entire business plan in 250 words. You need to convey its essence, and its energy. You have about 30 seconds to grab an investor's interest. You want to be clear and compelling.





MAINLY

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





ON

ONE PAGE



Executive Summary

Introduction of PINKG

This Integrated Marketing Communications Campaign presents a marketing plan that outlines strategies and tactics that will enable PINKG to penetrate the US market. Research insights on the US market provide the rationale for the overall marketing strategy presented in this campaign.

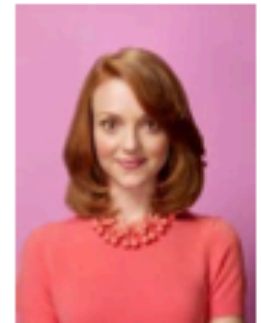
What Insights did our Research reveal?

- The huge base of gum customers in the US provides a *significant opportunity* for PINKG.
- Consumers chew gum in many settings and face the *problem of discrete gum disposal*.
- An *increasing of awareness of etiquette* in today's society is focused on younger target audiences, especially women.

These insights provide PINKG with an opportunity to provide a solution, and to make the PINKG product a part of the growing etiquette trend.

The Strategy for Success

- The *theme of etiquette* will become the *strategic hook for PINKG* in the US.
- PINKG will promote a *new movement in "gum etiquette"*.
- *Julia* - Young professional women with an urban lifestyle and awareness of appearance and social etiquette will become the *core consumer target* of our campaign.
- An *integrated B2B and B2C strategy* will work to reach the target audience and distribute PINKG.



The Communication and Execution Strategy for PINKG

"Dispose Discretely" - Communication with B2C audience will center around education on gum disposal etiquette and around awareness building for PINKG.

"Connect with Your Customer" - PINKG will be marketed as a new effective and economical communication vehicle for businesses while becoming a part of the "new etiquette."



IMC Communication Strategy

Brand Messages

Brand Incentives

Short-term
returns
(fiscal year)

**Awareness
Image
Recognition**

**Trial
Increased usage
Stockpiling**

Business
Building

Long-term
returns
(future years)

**Trust
Reliability
Perceived quality
Advocacy**

**Retention
Migration
Cross purchase**

Brand
Building

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





Example Budget/Timeline

www.muni.cz

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		





Estimating ROCI

Identify Consumer Group

Students



Determine \$ investment

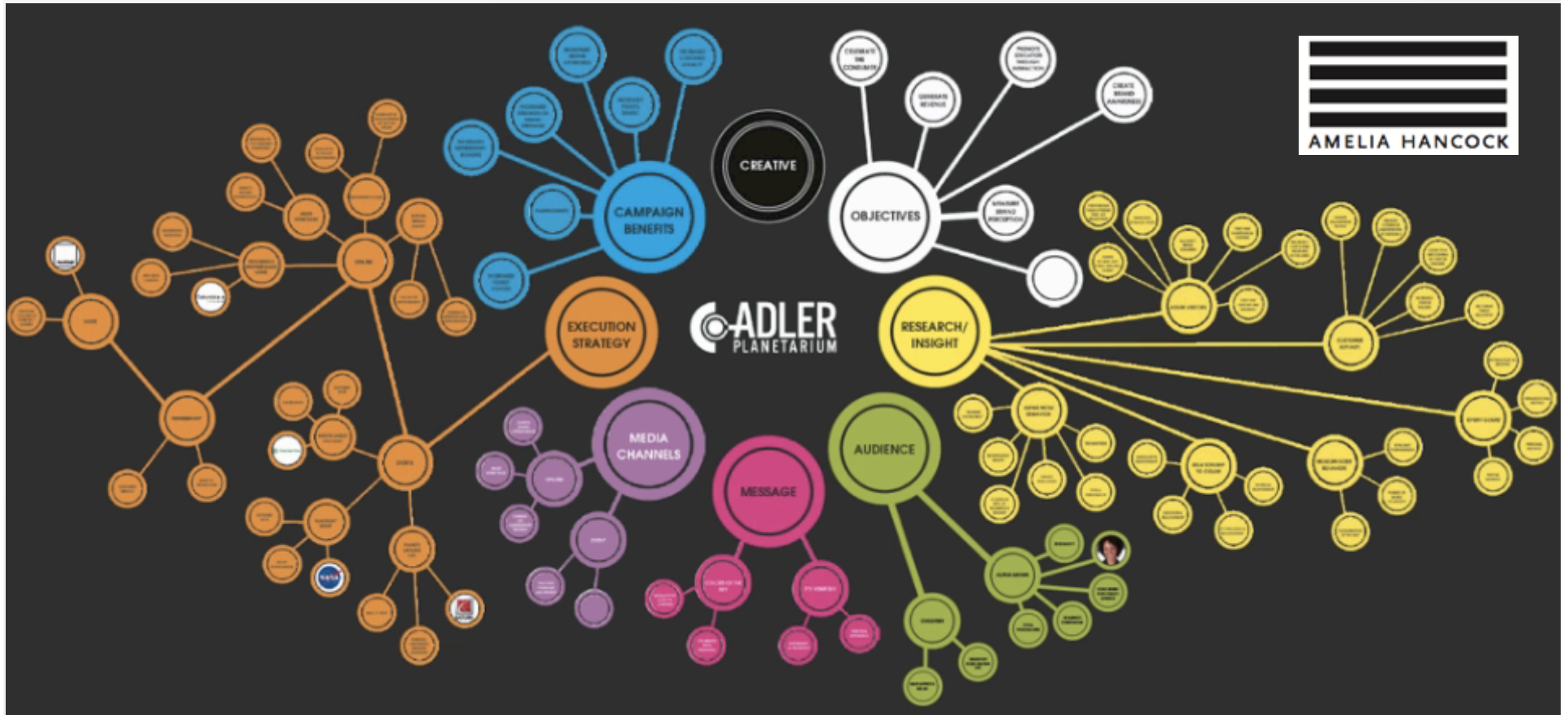
200 000 CZK



Determine goal,
timeline & ROCI

100 new students in MICA
50 students chosen
10 business started
By December 2011?
ROCI? New grant





Application of design (Strategy Overview)





Short-Term

Usually 1 year
Should be detailed & specific
Degree of certainty

Goal: Immediate effect

Outcome: Financial returns

Monitoring & Control: Focused

Long-Term

Usually 2-5 years
Vision described
Degree of flexibility

Goal: Sustainability

Outcome: Brand equity/value

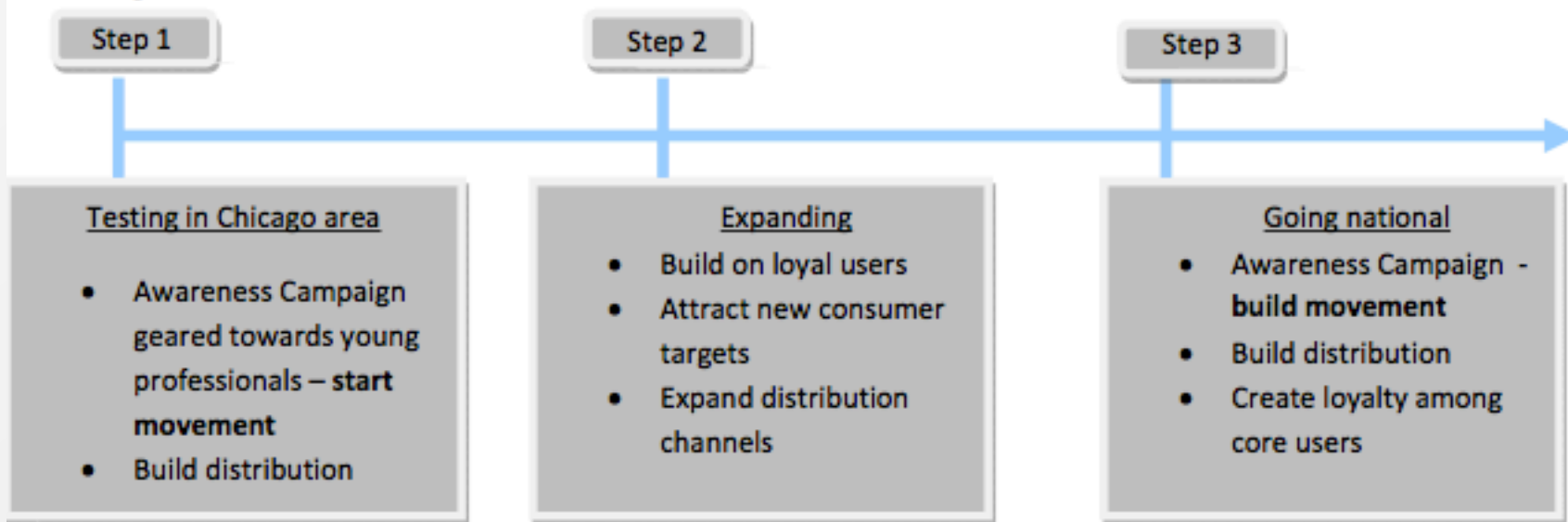
Monitoring & Control: Watch





Long Term Marketing Plan

The long-term marketing plan builds on the strengths of short-term marketing plan and should be implemented when the short-term plan has been fully executed. The strategy behind the long term focuses on first fully penetrating the Chicago marketplace by growing with more demographical groups that will be the most receptive to PINKG's message. The plan expands PINKG's customer base horizontally by focusing on additional secondary audiences and the corresponding business who want to connect with these groups. The plan also expands on a geographical basis with the ultimate goal of "seeing this product everywhere." See Below for a general Strategy Map



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
14. Make sure the document is legible - visual communications
15. Name your files properly (Sandra Kumorowski MarketingPlan 052312.pdf)



ART OF COMMUNICATION PRESENTATION SKILLS

Book "Resonate" by Nancy Duarte
Book "Perfect Pitch" by John Steel

**SHOW
POSITIVE
ENERGY**





Art of Communication

1. Communicate all the time (remember, never disappear!)
2. Verbal Communication (presentations, meetings, etc.)
3. Written Communication (papers, emails, FB posts, etc.)
4. Body Language (presentations, meetings, enthusiasm-Annie, etc.)
5. Actions (Actions speak louder than words)
6. Be Yourself
7. First Impression always counts
8. Show respect at all times
9. Ask power questions
10. Be On Time (AA)
11. Communication in crisis - COMMUNICATE
12. Dealing with unfair criticism
13. Dealing with unethical behavior



Record yourself

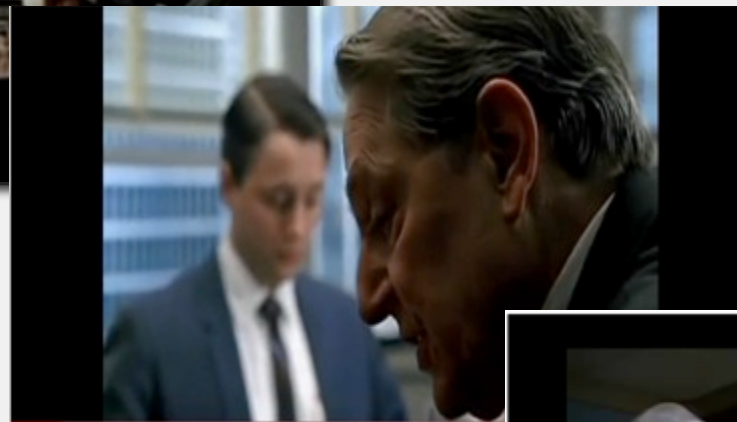
What is a Creative Pitch?

**PRESENTATION &
YOUR ONE-TIME OPPORTUNITY
TO SELL YOUR IDEA**



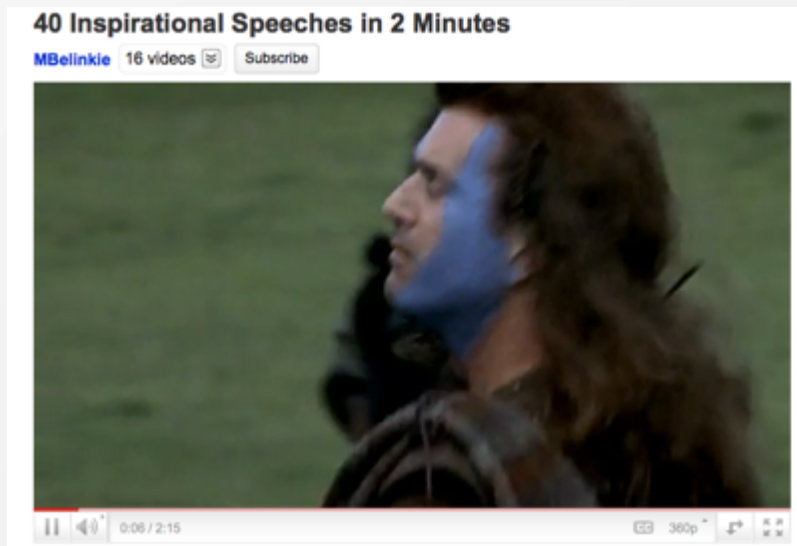


Example of an effective pitch from MAD MEN



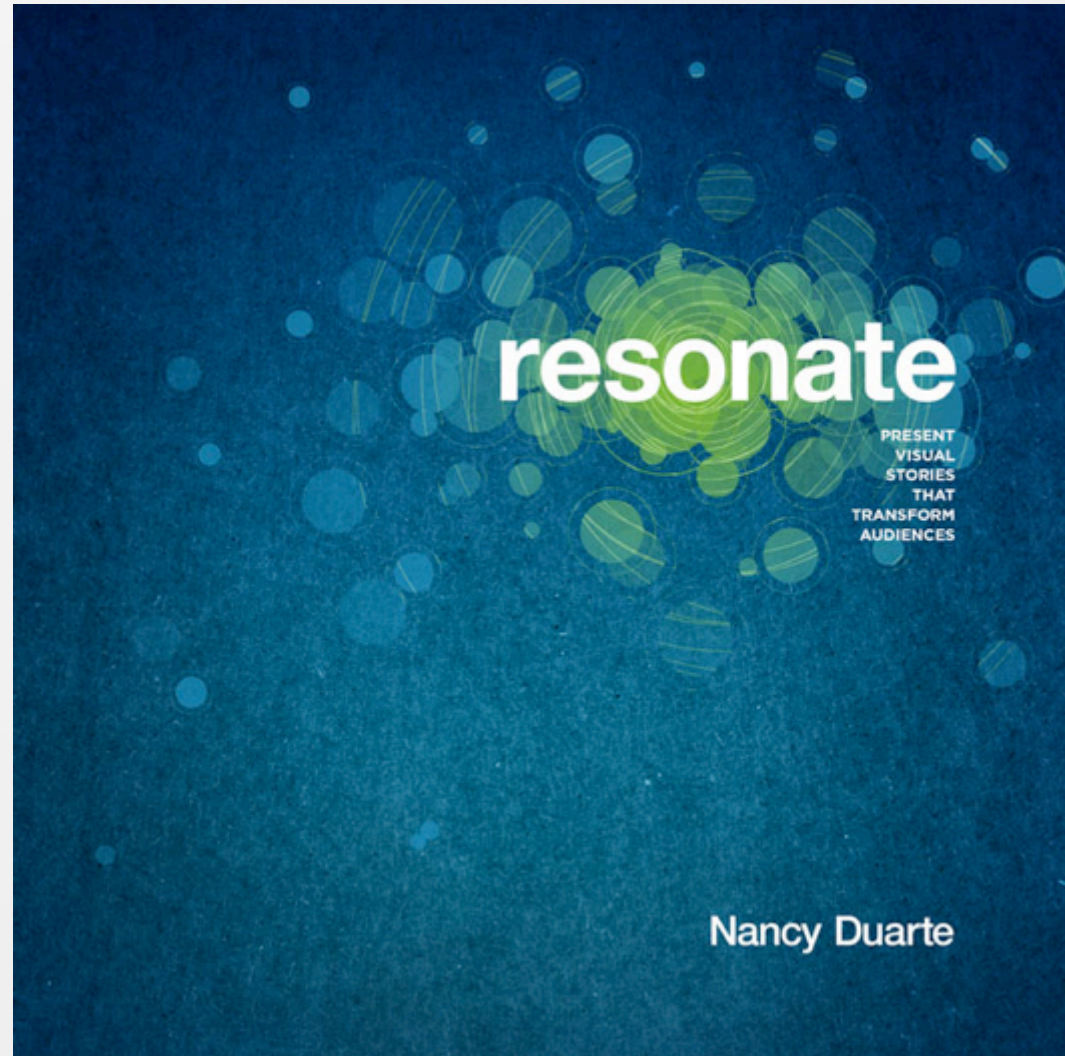


Inspirational Speeches





RESONATE BY NANCY DUARTE

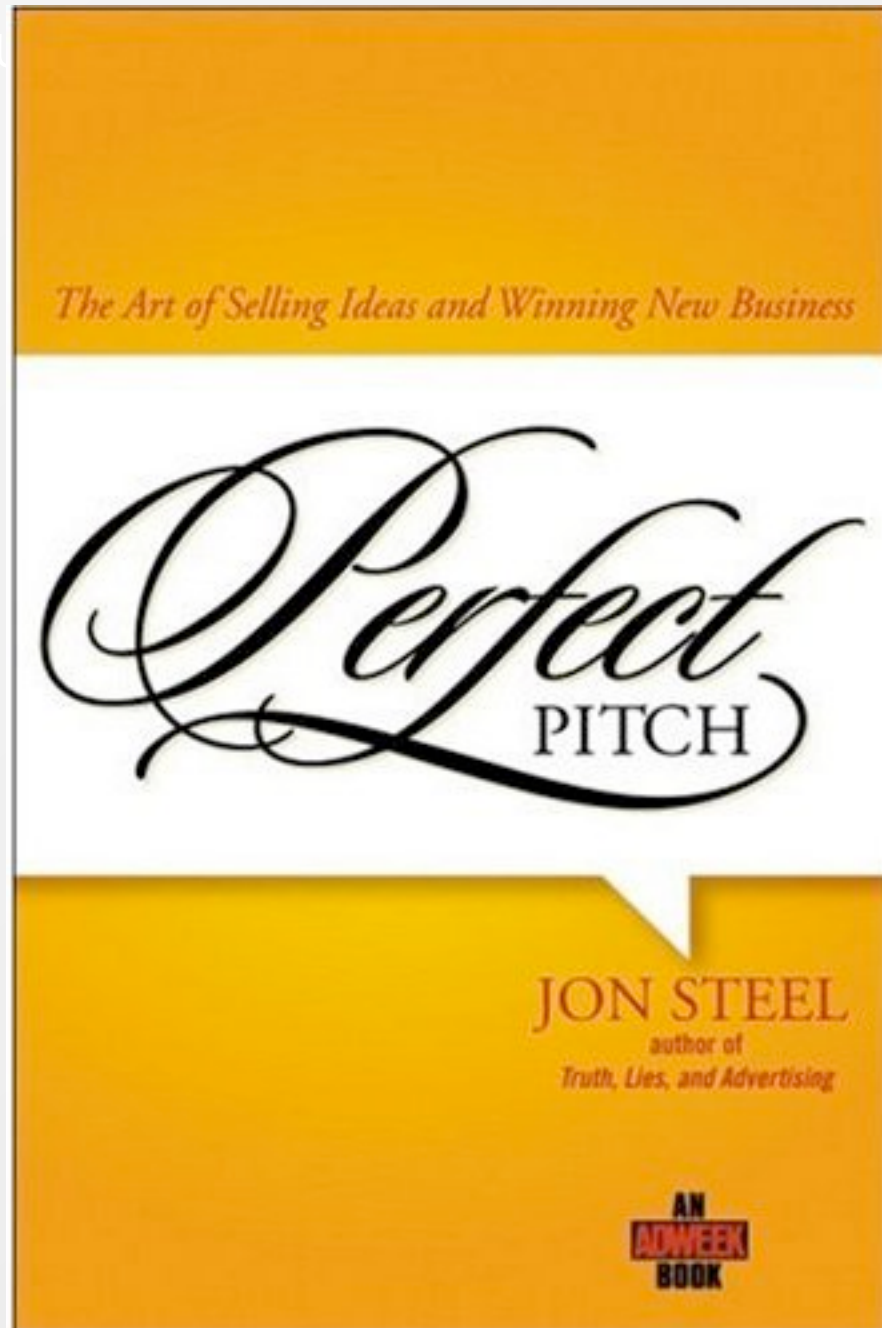




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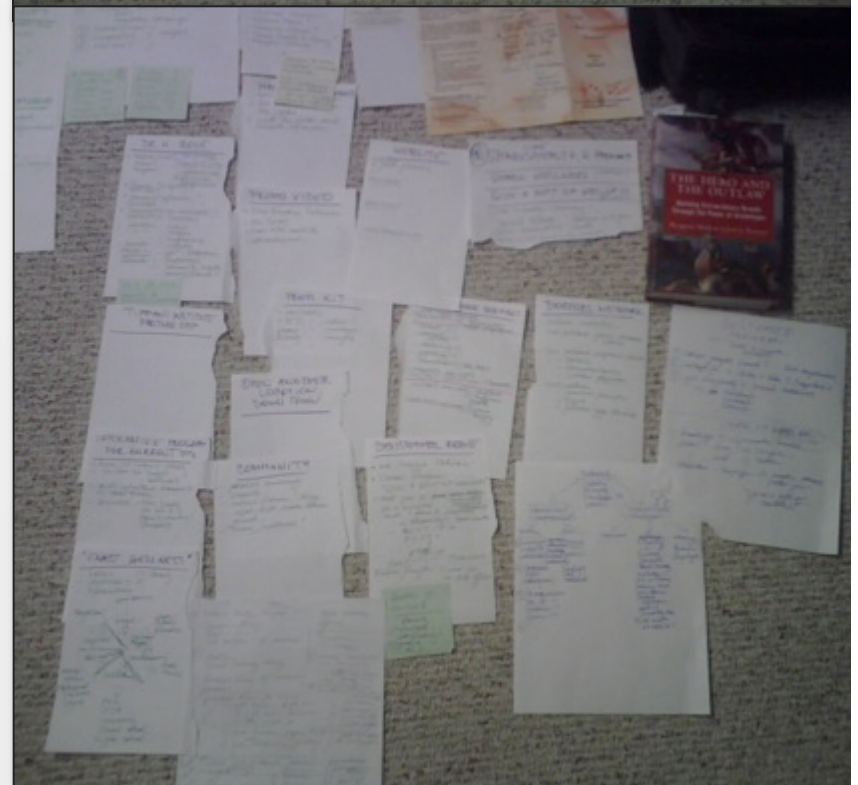
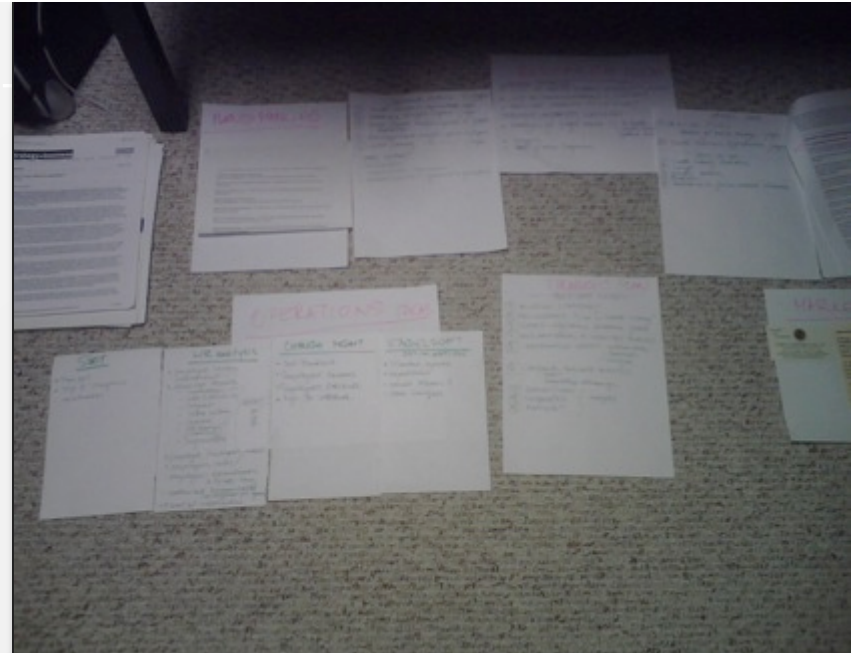
PERFECT PITCH BY JOHN STEEL





Lessons from Perfect Pitch by Jon Steel

1. Understand the psychology of the audience
2. Distill your data into a single, motivating idea
3. Five-Step Program
 1. Grazing - gathering of raw materials & digesting
 2. Looking for meaning - links/connections, any ideas-however stupid they might seem-must be written down
 3. Drop it - “sleep on it”
 4. Adapt & Distill - developing your idea. Ask: Does it make sense? Does it make sense without showing details? **HAVE A SINGLE SENTENCE READY THAT BEST DESCRIBES YOUR IDEA.** The presentation has to have a soul. Without a soul, it's a collection of facts.
 5. Writing the presentation - now you start creating your slides





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Lessons from Perfect Pitch: TEAMWORK

1. BEST PITCHES ARE TEAM PITCHES WHERE TEAM WORKS TOGETHER
2. THE PRESENTATION MUST FEEL LIKE THE SAME PRESENTATION FROM THE START TO FINISH
3. ENJOY WHAT YOUR COLLEAGUES ARE SAYING
4. HAVE FUN
5. HAPPY TEAM IS A WINNING TEAM WHEN IT'S PERSONAL TO THEM



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Final Presentation:

Focus on client & tell a story

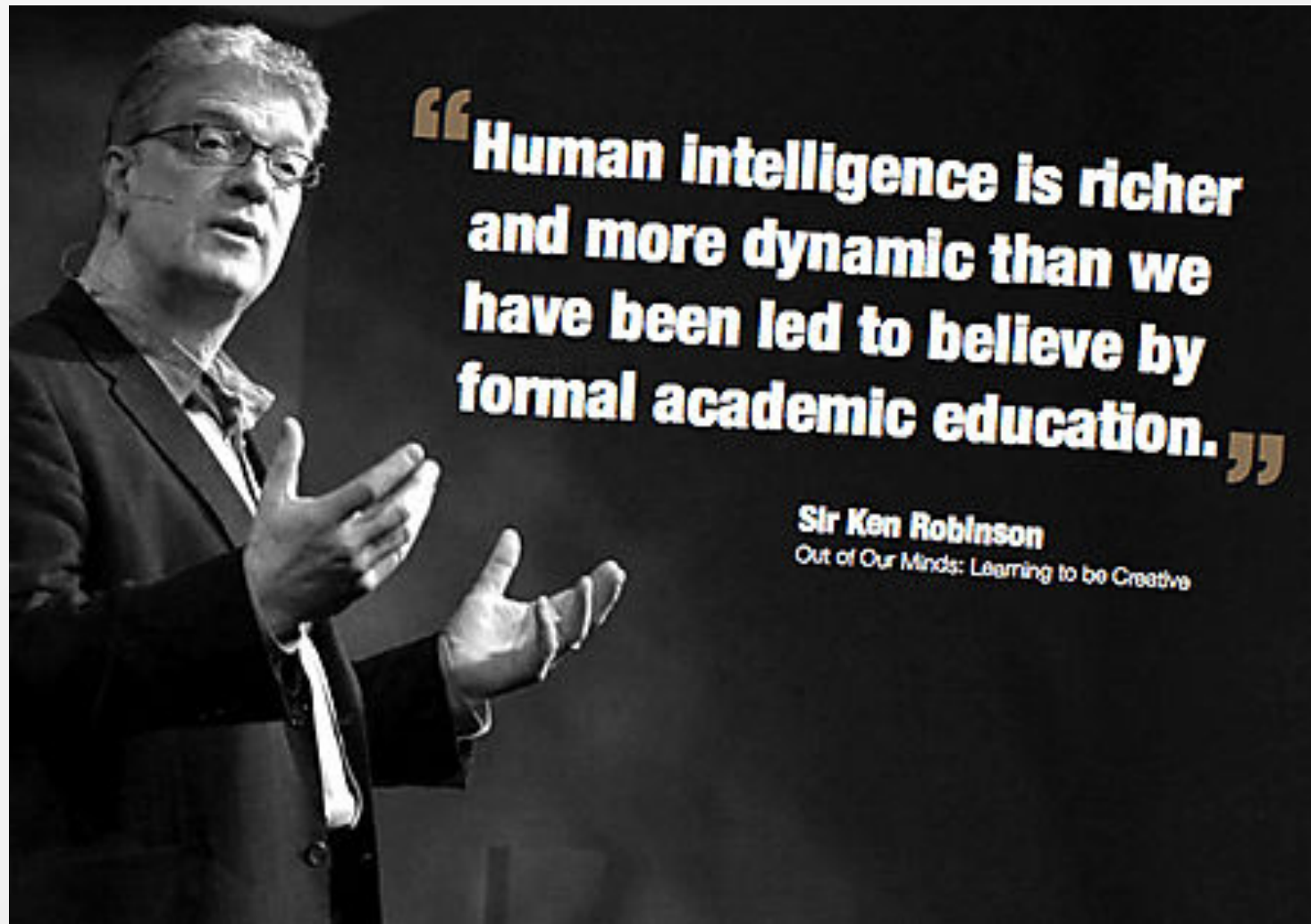
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1. Aim for 15-minute presentation
2. What's the purpose of the presentation (outcome-based model)
3. Make sure to communicate the most important points!
4. Consider the audience - what they want to hear
5. Select the order of speakers strategically (if in team)
6. Teamwork (you never know who might see/like you)
7. Dress appropriately (out of respect for the client/audience)
8. Be bold but polite in your speaking, don't disrespect the client (act as a consultant)
9. TELL A STORY!!!
10. Practice!!!
11. Enthusiasm/Motivation
12. Keep the energy going from the beginning to the end
13. Speak in a simple and clear language
14. Surprise! (Boomerang)





TED Presentation: Speeches are all about telling stories

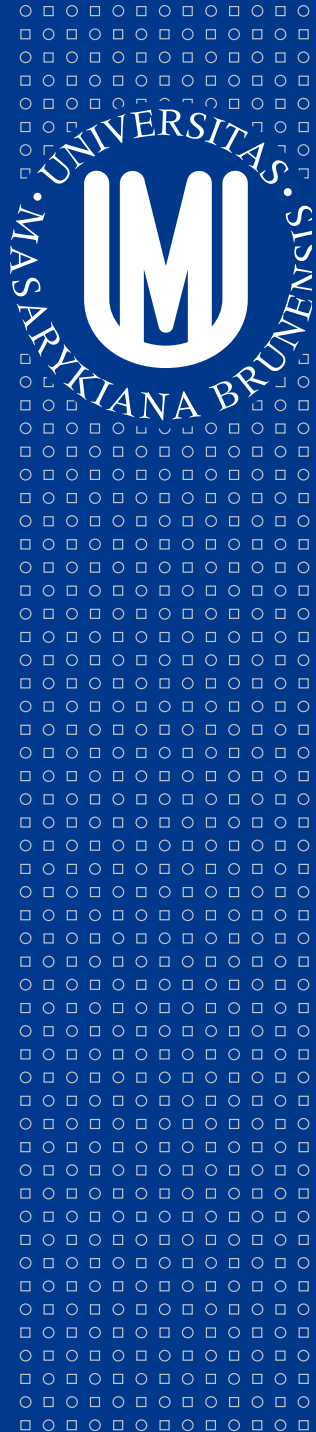




MONDAY CREATIVE PITCH

- 2 minutes
- Explain your strategy idea
- You can use slides
- No other teams in the room





VISUAL COMMUNICATIONS



How do you become different?





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Visual Thinking & Strategy





INSIGHT

from Visual Thinking

When producing any ads,
understanding one's own & others'
visual capacities helps communicate
messages strategically.





Visual Thinking is **HOLISTIC**

- ❏ Holistic thinkers work through material most thoroughly and efficiently in 'fits and starts.'
- ❏ When the material does suddenly click in understanding, **the holistic thinker will usually not only see the big picture, but with a more clear and creative perspective than other thinkers.**
- ❏ Often, holistic thinkers will take more time to understand information than other thinkers. However, their final understanding is more extensive.



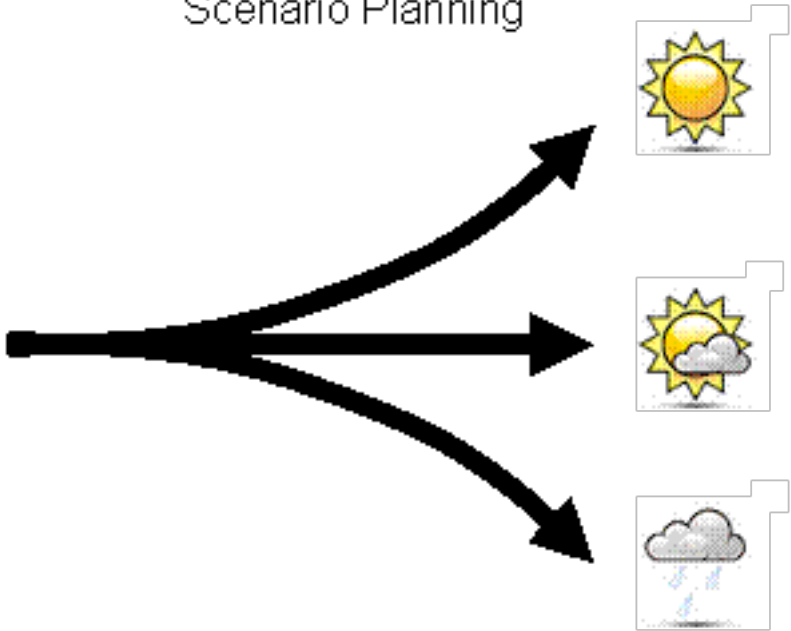


Seeing with your eyes closed

1. Seeing something that isn't there
2. Imagine scenarios
3. Draw scenarios



Scenario Planning





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Visual Arts & Composition





INSIGHT

from Visual Arts

Understand artistic elements and composition. Analyze ads as works of art and apply techniques, when developing ads.

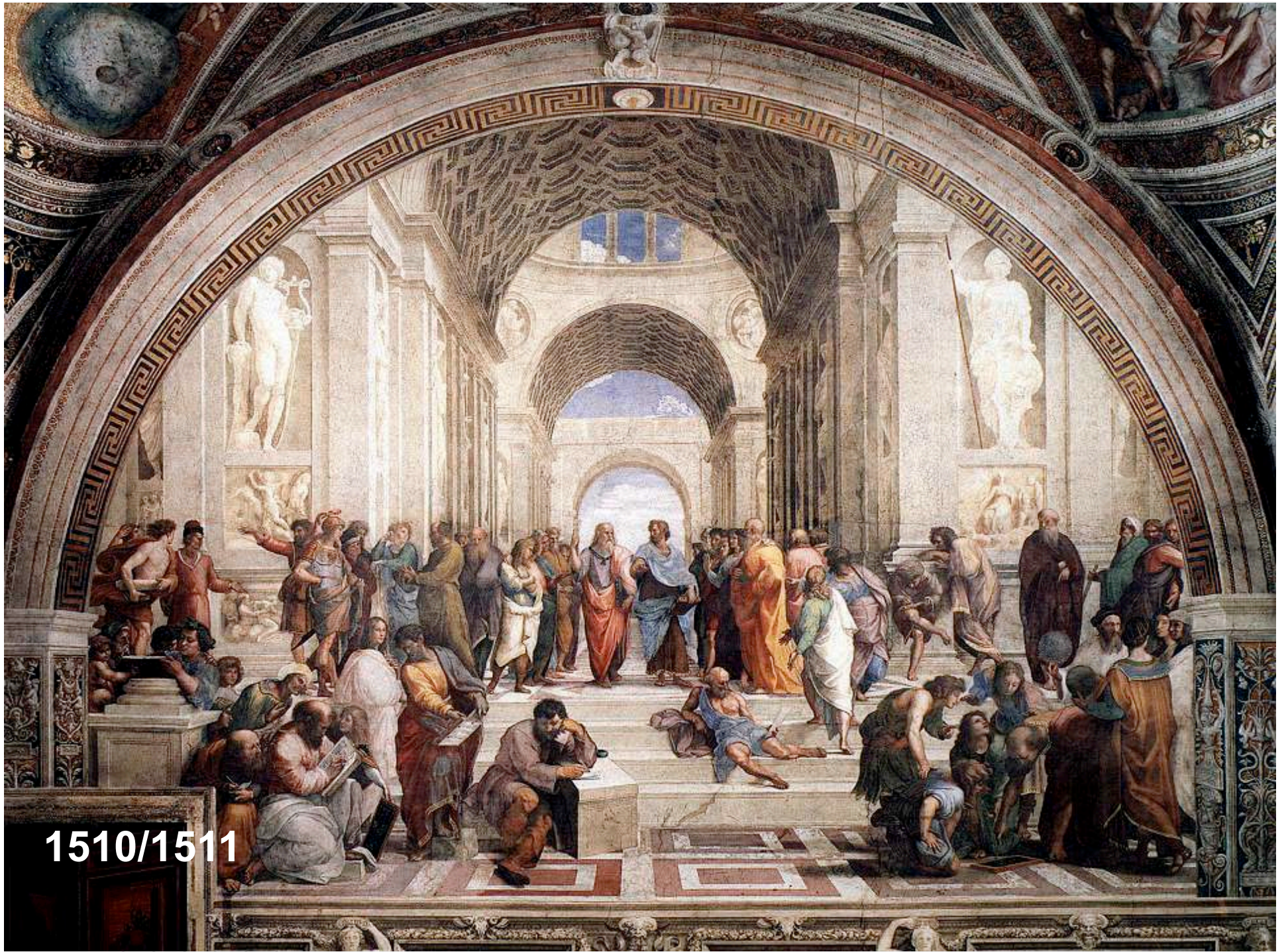




History

- Creative effort of imagining and inventing ways/ means of communication marks pivotal difference between humans and other species
- All messages imply the presence of at least 2 people: sender & receiver
- 3rd element: Patron/market
- Work of art is full of meanings and messages





1510/1511





Visual Means of Communication

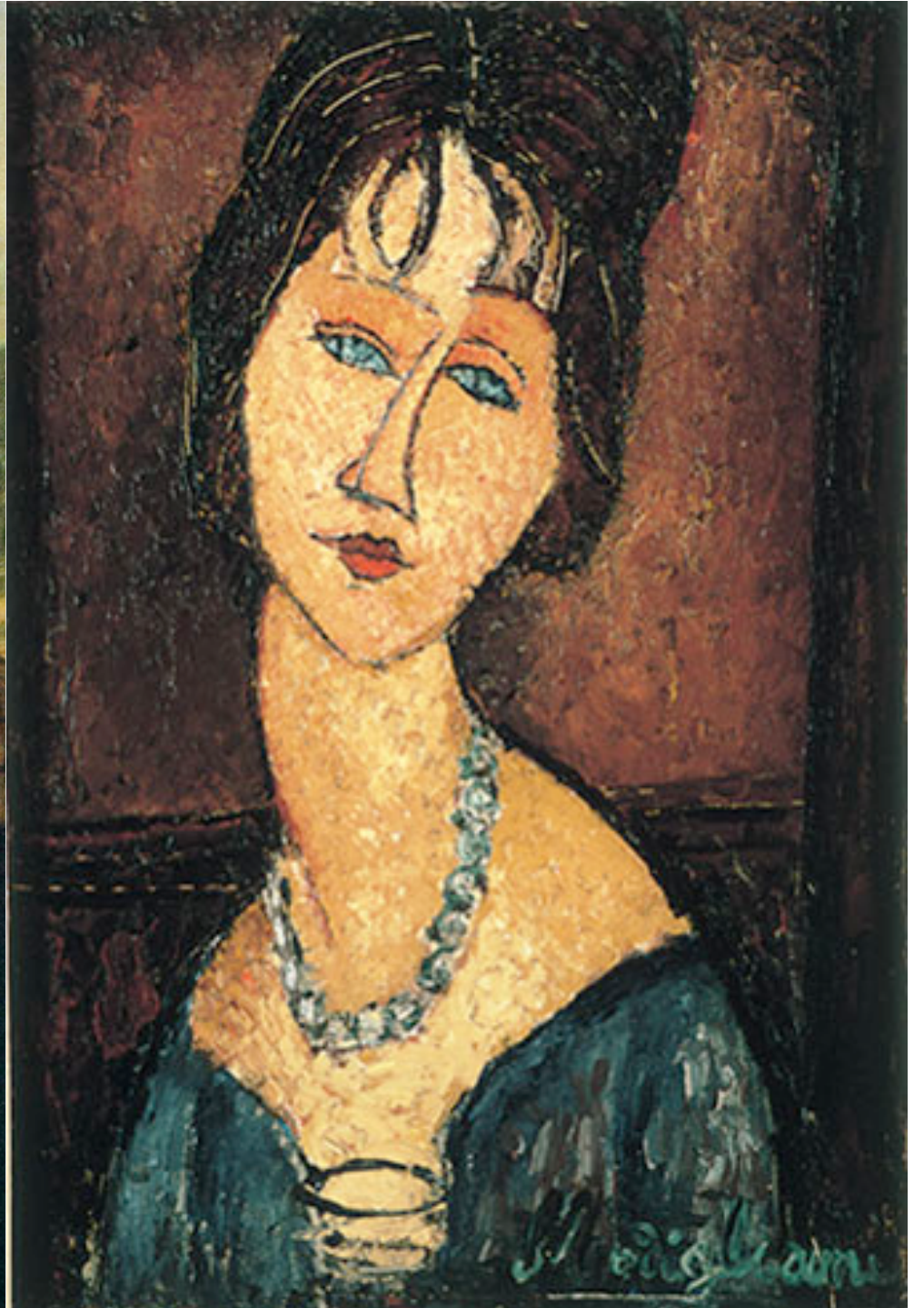
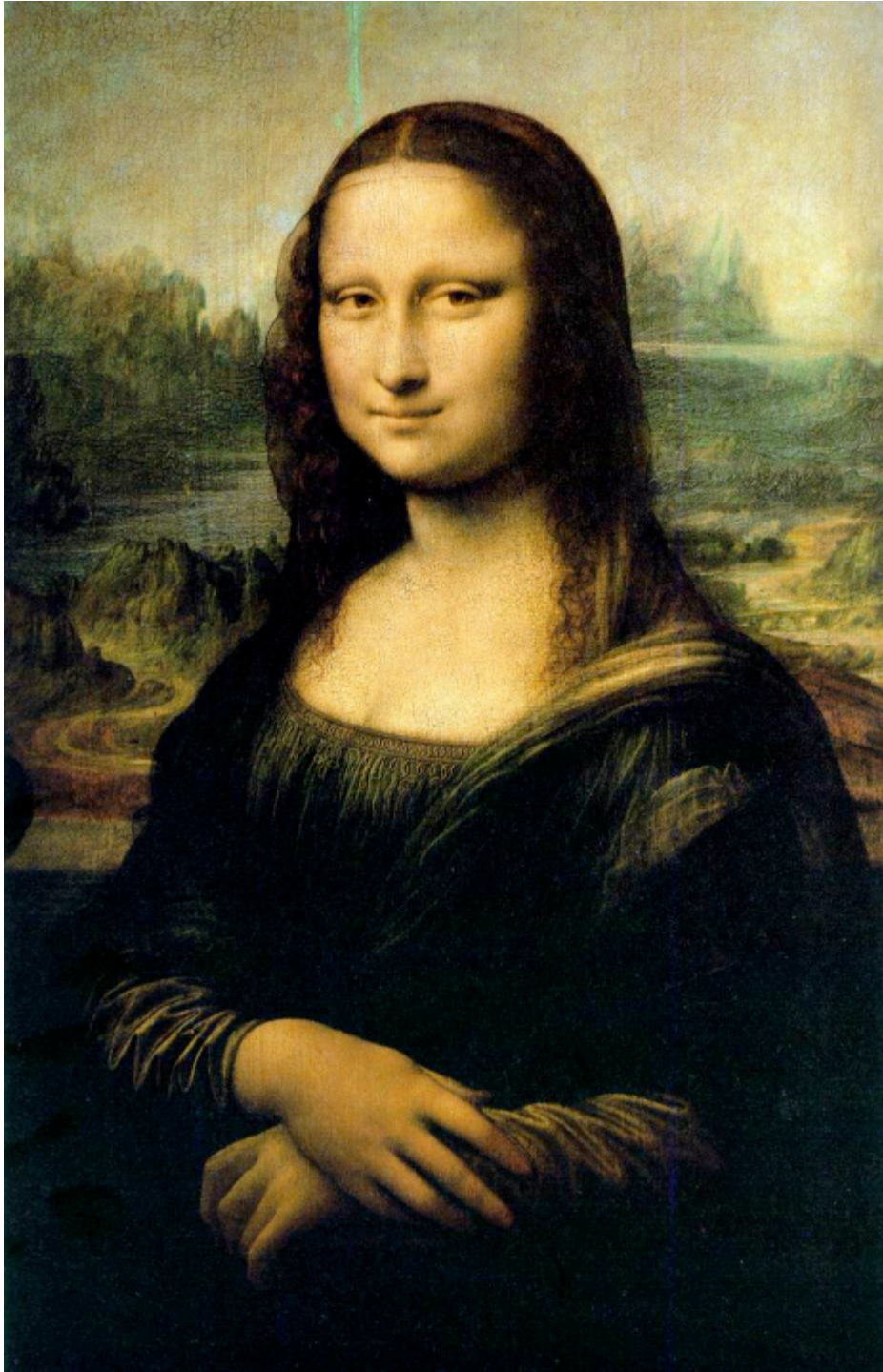
- Art appeals to senses as well as the intellect
- In visual art, the “meaning” is communicated through what is visually perceived
- 2 levels of communication must be integrated: mental & visual
- Use of iconography – images (Christ & Mary) & symbols
- Mythology - Botticelli



Rembrandt
"Anatomy Lecture
of Dr. Tulp"
1632









Edward Tufte & Envisioning Information





INSIGHT

from Edward Tufte

How can an ad become a source of useful information to be gained quickly.





Design Thinking

Design is a strategy





We must understand the following sequence and apply it to the way consumers see their product packaging.

HOW WE SEE

1. COLOR
2. SHAPE
3. PHOTOGRAPHY
4. WORDS



THE MAGAZINE

June 2008

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Design Thinking

by [Tim Brown](#)[EMAIL](#) [SHARE](#) [PRINT](#)

Thomas Edison created the electric lightbulb and then wrapped an entire industry around it. The lightbulb is most often thought of as his signature invention, but Edison understood that the bulb was little more than a parlor trick without a system of electric power generation and transmission to make it truly useful. So he created that, too.

Thus Edison's genius lay in his ability to conceive of a fully developed marketplace, not simply a discrete device. He was able to envision how people would want to use what he made, and he engineered toward that insight. He wasn't always prescient (he originally believed the phonograph would be used mainly as a business machine for recording and replaying dictation), but he invariably gave great consideration to users' needs and preferences

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Radically Innovating
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2. [How to Think Creatively](#)
3. [Fire All the Messages](#)

Harvard Business Review

www.hbr.org



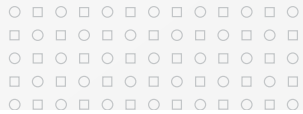
June 2008



- 60 **The Secrets to Successful Strategy Execution**
Gary L. Neilson, Karla L. Martin, and Elizabeth Powers
- 72 **The Next Revolution in Productivity**
Ric Merrifield, Jack Calhoun, and Dennis Stevens
- 84 **Design Thinking**
Tim Brown

*Thinking like a designer
can transform the way
you develop products,
services, processes – and
even strategy.*





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RSS

TOP PICKS

- + *Metropolis* on Designing for Governments
- + OpenIDEO: An Open Innovation Network
- + IDEO.org: out to design a better world
- + Tim Brown at TEDGlobal
- + Imagining the future of the book



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OneHealthWorld The Global Pharma Intranet

- Home
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- People

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Hello Angela

2 9

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discover an idea: build on it now... or share a new one

IDEAPHARM for Novartis

Hot Idea by Lucy Bensonhu

Popular Idea By Guy Oliver: 14-Nov-2009

Coupling our generic and branded medications We have the 2nd largest

ideas





DESIGN THINKING

THOUGHTS BY TIM BROWN

[HOME](#) [THIS BLOG IS ABOUT DESIGN THINKING](#)

“We’re Spent”


[Tim Brown](#) » 19 July 2011 » In [design thinking](#), [participation economy](#) » [6 Comments](#)




Some of you may remember me writing about ideas around the participation economy back in Spring 2009. One of those articles was entitled “[The Post Consumption Economy](#)”. There hasn’t been a whole lot of debate in the mainstream media about whether we have been



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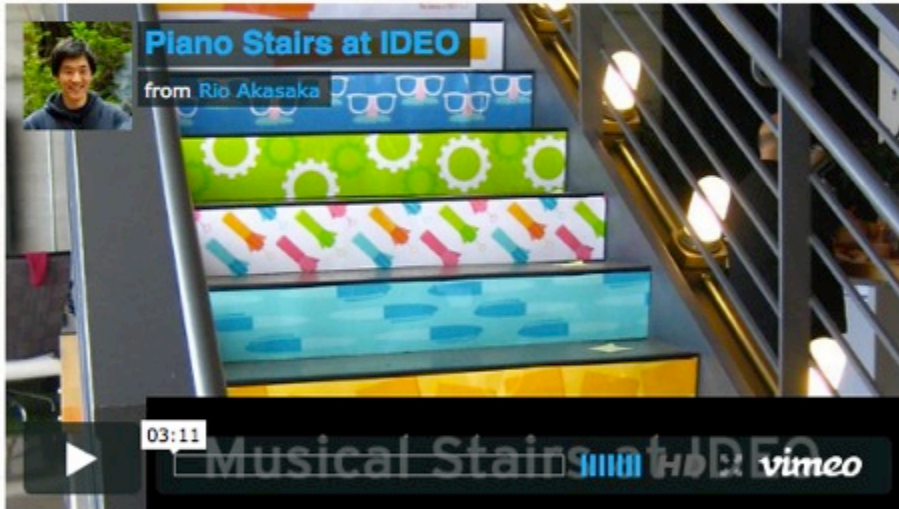
08
SEP '11

MUSICAL STAIRCASE

UNCATEGORIZED

Musical Staircase

BY RIO AKASAKA




At the beginning of the summer, our intern cohort was told that IDEO has a history of summer pranks. Inspired, we got together, threw around a few ideas, and settled on building a musical staircase, one that would play different sounds when you walk up and down the steps.

Over the course of three weeks, we brainstormed and prototyped a variety of implementations and consequently took over the [Toy Lab](#) over the weekends to build, solder, and assemble. We tried to be stealthy and keep the project a secret, though it soon became clear that designers in the Toy Lab had been thinking about building something

ABOUT IDEO LABS

IDEO Labs is a place where we can show bits of what we're working on, talk about prototyping, and share our excitement over the tools that help us create.

MORE

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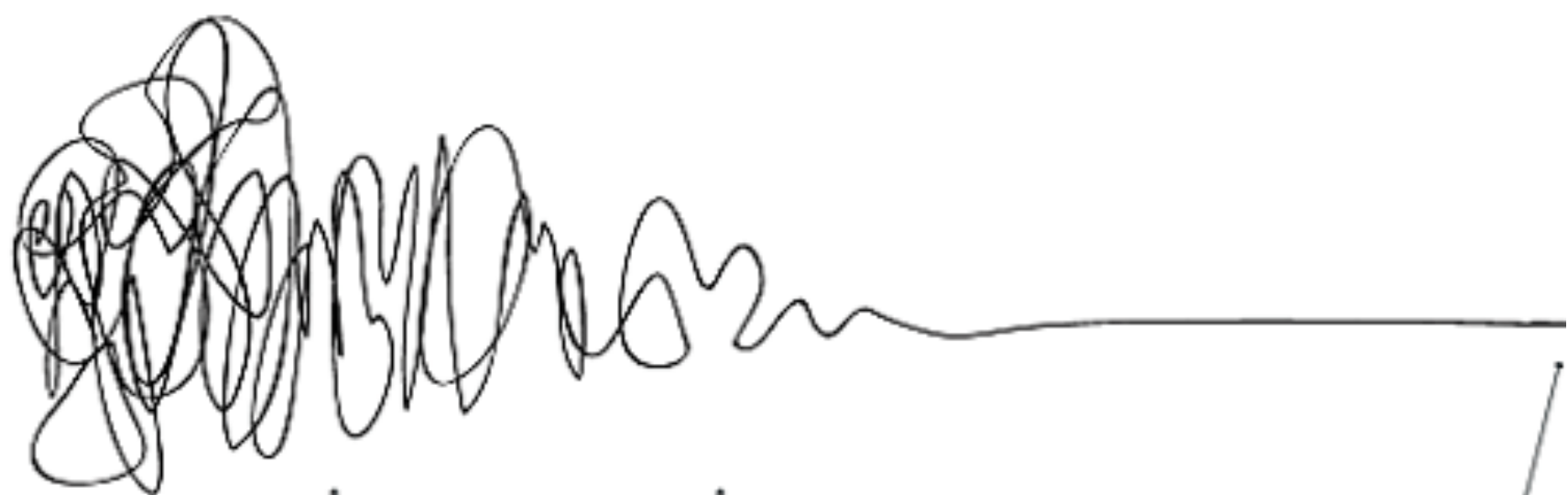
iPhone

multi touch

Design strategy is a discipline which helps firms determine what to make and do, why do it and how to innovate contextually, both immediately and over the long term

UNCERTAINTY / PATTERNS / INSIGHTS

CLARITY / FOCUS



RESEARCH

CONCEPT

PROTOTYPE

DESIGN



INSIGHT

from Design Thinking

When producing any ads, use good quality design to support your strategy. Design is a strategy.



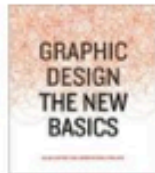


[Change by design: how design thinking transforms organizations and ...](#)

by Tim Brown - Harper Business (2009.09.29) - hardback - 264 pages

The myth of innovation is that brilliant ideas leap fully formed from the minds of geniuses. The reality is that most innovations come from a ...

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[Design thinking: integrating innovation, customer experience and ...](#)

by Thomas Lockwood - Allworth Press (2009.11.10) - paperback - 285 pages

Design Thinking is packed with intriguing case studies and practical advice from industry experts. This anthology is organized into three sections ...

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[The design of business: why design thinking is the next ...](#)

Amazon Price New from Used from Kindle Edition \$14.55 -- -- Hardcover \$16.90 -- -- Book Description Publication Date: November 9, 2009 Most ...

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[Designing for Growth: A Design Thinking Tool Kit for Managers \[Book\]](#)

by Jeanne Liedtka, Tim Ogilvie - Columbia University Press (2011.06.07) - hardback - 227 pages

Jeanne Liedtka and Tim Ogilvie educate readers in one of the hottest trends in business: "**design thinking**," or the ability to turn abstract ideas ...

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[Design Thinking: Understanding How Designers Think and Work \[Book\]](#)

by Nigel Cross - Berg Publishers (2011.05.15) - paperback - 192 pages

"**Design thinking** is the core creative process for any designer; this book explores and explains this apparently mysterious 'design ability' ...

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[This is Service Design Thinking: Basics, Tools, Cases \[Book\]](#)

by Marc Stickdorn, Jakob Schneider - John Wiley & Sons (2012.01.10) - paperback - 368 pages

service de-sign The activity of planning and organizing people, infrastructure, communication and material components of a service, in order to ...

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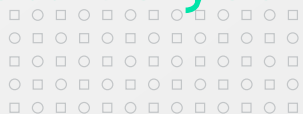
Packaging

Learning from the shelves





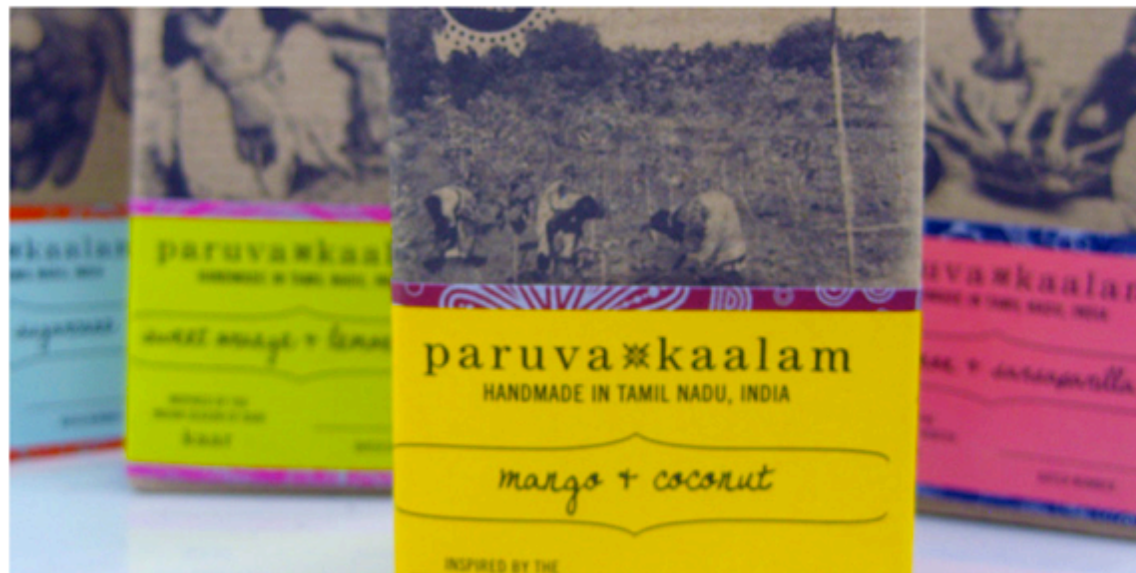
How do you become different?





home features > industry > substrate > connect > events > jobs & directory

Paruva Kaalam Soaps



*This fair trade soap was developed by a local non-profit in South India to support agricultural families in

the world's #1 package design website

search The Dieline >
email sign up for newsletter >



PhilippeBecker



sterling brands

Océ Streamlined Workflow

PRINT > CUT
CUT < PRINT
Prototypes the easy way. Learn how >



Packaging has evolved into a strategic touch point with consumers.

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Drunken Sailor Rum; a celebration of rum and those who adored this spirit most – the old sailors with their quirky little sea shantys.



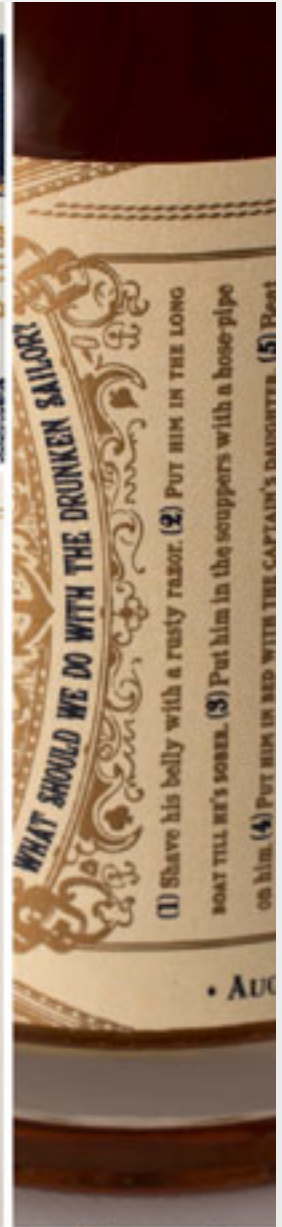


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This limited edition run was lovingly hand produced and finished. Telling the story of "What Shall We Do With The Drunken Sailor" – one of the crews most famous and upbeat working songs.



(1) Shave his belly with a rusty razor. (2) PUT HIM IN THE LONG BOAT TILL HE'S SOBER. (3) Put him in the scuppers with a hose-pipe on him. (4) PUT HIM IN BED WITH THE CAPTAIN'S DAUGHTER. (5) Beat him with a cat 'til his back is bleedin'. (6) GIVE 'IM A DOSE OF SALT AND WATER. (7) Send him up the crow's nest till he falls down. (8) PUT HIM IN THE GUARD ROOM 'TIL HE'S SOBER. (9) That's what we'll do with the drunken sailor. **EARL-EYE IN THE MORNING!**



TRADITIONAL SAILORS' SEA SHANTY

DRUNKEN SAILOR

OLD RUM

WHAT SHOULD WE DO WITH THE DRUNKEN SAILOR?

(1) Shave his belly with a rusty razor. (2) PUT HIM IN THE LONG BOAT TILL HE'S SOBER. (3) Put him in the scuppers with a hose-pipe on him. (4) PUT HIM IN BED WITH THE CAPTAIN'S DAUGHTER. (5) Beat him with a cat 'til his back is bleedin'. (6) GIVE 'IM A DOSE OF SALT AND WATER. (7) Send him up the crow's nest till he falls down. (8) PUT HIM IN THE GUARD ROOM 'TIL HE'S SOBER. (9) That's what we'll do with the drunken sailor. **EARL-EYE IN THE MORNING!**

• NATIONAL RUM DAY •

DESIGN & CONCEPT BY ROWAN MILLER

• AUG 16TH •

Hoo - ray and up she ri - ses, Hoo - ray and up she ri - ses,

• N









Application of design (Chocolate)





Application of design (Eye solutions)





INSIGHT

from Packaging Design

Packaging delivers the brand idea into the hands of consumers - literally. Develop ads that bring consumer closer to the product.





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Photography

Capturing moments





INSIGHT

from Photography

Understanding photography and its role in an ad can increase the potential of the ad by 100%. Why? Photography reflects our reality.

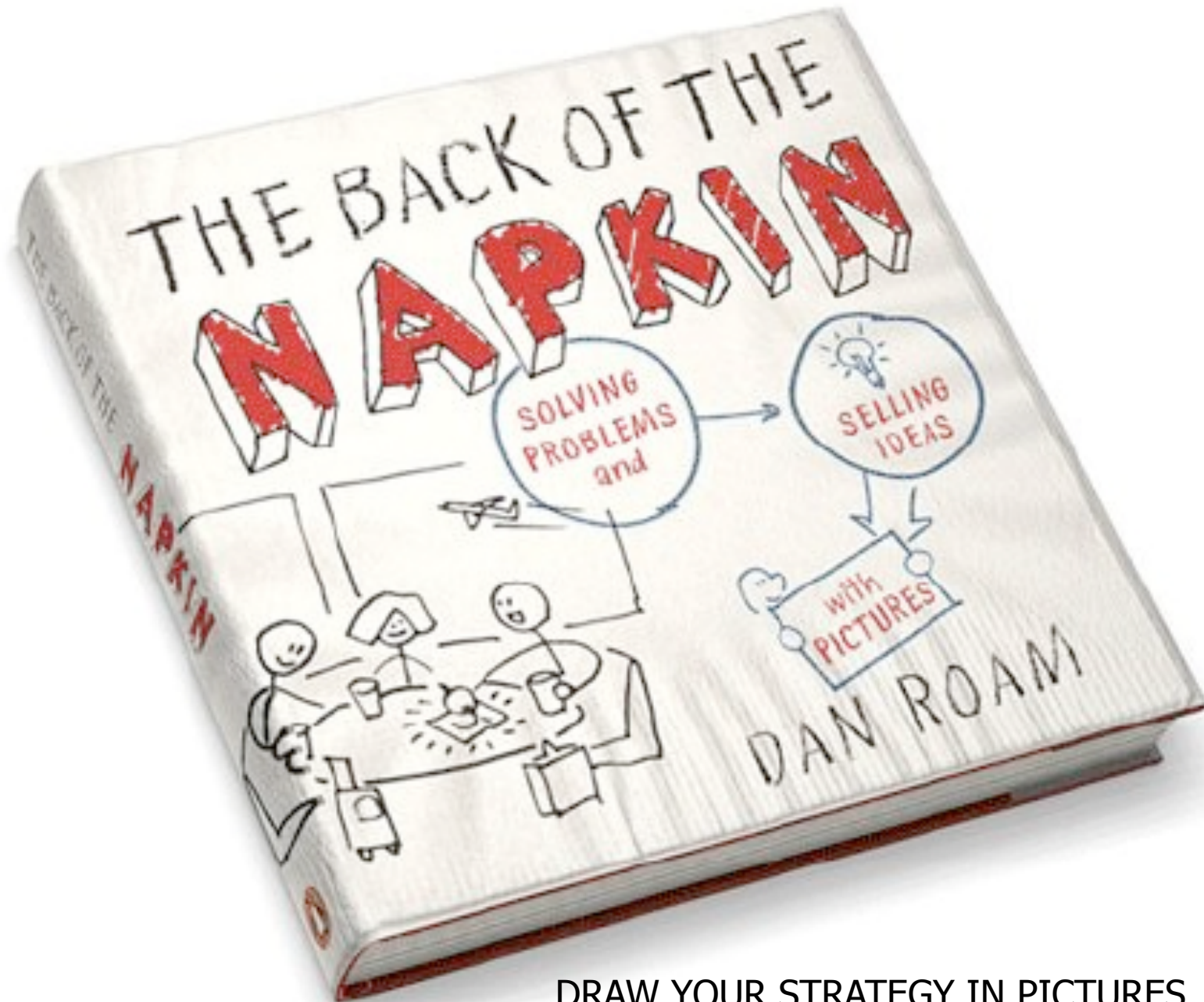






Every element in your presentation/
document must have a purpose





DRAW YOUR STRATEGY IN PICTURES



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.....





Presentation Exercise:

Come up with a slide story for your final

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Cover Slide			
			Thank you slide Your contact info

Thank you for your attention.

Next Class 6 Monday

5/21, 9:00 - 13:50

DUE MONDAY:

- 1. Creative Pitch: 2 minutes to explain your strategy idea.**
- 2. Final Draft DUE for my review. We'll review together.**

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ