

## IMC NOTES SESSION 11-20

### Media Planning and Strategy

Media planning involves decisions on delivering the messages of marketing promotions to the prospective customer. The **media vehicle** is the specific carrier within a medium category. For example, *Time* and *Newsweek* are print vehicles; KBC and Big Boss are broadcast vehicles. There are different types of media-

Print, broadcast, outdoor etc.

Some basic terminology:

**Reach** is the number of different audience members exposed at least once to a media vehicle in a given period of time.

**Coverage** is the potential audience that might receive the message through a vehicle. Coverage relates to potential audience; reach refers to the actual audience delivered. (The importance of this distinction will become clearer later in this chapter.) Finally, **frequency** is the number of times the receiver is exposed to the media vehicle in a specified period.

The media plan involves the following steps:

#### **1. Analyze the Market**

To Whom Should We Advertise? Define target audience. Identify the Internal (media budget, managerial capabilities etc) and External (cost of media, change in technology etc) conditions.

Where to Promote? -The decision as to where to promote at this point involves geographical considerations.

#### **2. Establish Media Objectives**

Media objectives are made with regard to coverage, reach, frequency, scheduling, etc.

**3. Develop Media Strategy-** decisions regarding the following- **The media mix, Target market coverage, Geographic coverage, Scheduling, Reach versus frequency, Creative aspects and , mood, Flexibility, Budget considerations.**

#### **4. Implement Media Strategy**

#### **5. Evaluate Performance**

### **Media Scheduling:**

- **Continuity** is advertising on a continuous basis—that is every day, week, or month. Normally done for -food products, laundry detergents, etc.
- **Flighting** is a type of scheduling with intermittent periods of advertising and nonadvertising
- **Pulsing** is a combination of Continuity and Flighting, in which a continuous schedule is used, though the amount of money spent will vary throughout the time period (automobiles).

**Mood:** Certain media creates mood that synchronizes with the product and over to the communication. What different images might be created for your product if you advertised it in the following media?

*The Times of India* versus the *The Economist*

*Architectural Digest* versus *Reader's Digest*

A highly rated prime-time TV show versus an old rerun

Television versus the Internet.

### **Budget Considerations**

Magazines use:

1. **Cost per thousand (CPM).** – is calculated as follows:

$$\text{CPM} = [\text{Cost of ad space (absolute cost)} \div \text{Circulation}] \times 1000$$

2. **Cost per ratings point (CPRP).** The broadcast media uses cost per ratings point or *cost per point (CPP)*, based on the following formula:

$$\text{CPRP} = \text{Cost of commercial time} \div \text{Program rating.}$$

## Creativity, The Creative Process.

The role of advertising and marketing communication is to communicate information in a creative appropriate way. Advertisements are a source of entertainment as well. Sometimes it can also cause disconnect and irritation due to the contents.

Creative Strategy— What the advertising message will communicate

Creative Tactics---- How the message will be communicated.

Creativity is unique and fresh ideas used in any communication, especially in advertising. Ads must be unique and entertaining to break through the clutter. Like the Vodafone ad, flipkart ad etc.

### Two Perspectives on Advertising Creativity:

1. "Its not creative unless it sells"
2. "Only artistic value and originality count"

### The Creative Process

An organized approach to creativity helps firm to nurture this process and find a way to bring in more creativity.

Young's model of the creative process contains five steps:

1. *Immersion.* Gathering raw material and information through background research and immersing yourself in the problem.
2. *Digestion.* Taking the information, working it over, and wrestling with it in the mind.
3. *Incubation.* Putting the problems out of your conscious mind and turning the information over to the subconscious to do the work.
4. *Illumination.* The birth of an idea—the "Eureka! I have it!" phenomenon.
5. *Reality or verification.* Studying the idea to see if it still looks good or solves the problem; then shaping the idea to practical usefulness.

Young's process of creativity is similar to a four-step approach outlined much earlier by English sociologist Graham Wallas:

1. *Preparation*. Gathering background information needed to solve the problem through research and study.

2. *Incubation*. Getting away and letting ideas develop.

3. *Illumination*. Seeing the light or solution.

4. *Verification*. Refining and polishing the idea and seeing if it is an appropriate solution.

### **Account Planning**

To help in the creative process, agencies use **Account Planning**. This is done by gathering all information about the client's products, process, target customers etc by doing research. Should also be aware about the general trends in the market place.

Getting Creative Input:

1. Information about the product or market can be available from published sources- magazines etc.

2. Use the product to become familiar with it.

3. Learn about the client's business- process, business model etc

4. Talk and listen to suppliers, customers etc.

### **Inputs to the Creative Process: Verification, Revision**

Ideas generated should be verified and revised by checking with focus groups. This is done by creating a Story board and verifying it through focus groups. A **storyboard** is a series of drawings used to present the visual plan or layout of a proposed commercial. It contains a series of sketches of key frames or scenes along with the copy or audio portion for each scene.

## **Creative strategy development - Copy Platform – CREATIVE BRIEF**

Creating an advertisement starts by giving a brief to the advertising agency by the client. It is called by many names such as:

***Creative platform or work plan, creative brief, creative blueprint, or creative contract.***

The format for a creative brief varies. Given below is a typical format that can be used:

### **The Creative Brief**

A Creative Brief contains information for the creative. It contains information provided by the account executive and is used by the creative department to produce an advertisement that conveys the desired message.

### **The Objective**

The first step in preparing the creative strategy is to identify the objective of the advertisement. Some possible objectives may include:

- Increase brand awareness
- Build brand image
- Increase customer traffic
- Increase retailer or wholesaler orders
- Increase inquiries from end-users and channel members
- Provide information

## **The Target Audience**

A creative should know the target audience. The more detail that is known about the target audience, the easier it is for a creative to design an advertisement that will be effective.

Target market profiles that are too general are not very helpful.

## **The Message Theme**

The message theme is an outline of key idea(s) that the advertising program is supposed to convey.

The message theme is the benefit or promise the advertiser wants to use to reach consumers or businesses.

Message themes can be oriented toward either rational or emotional processes. A left-brained ad is oriented toward the logical, rational side, which manages information such as numbers, letters, words, and concepts. Left-brained advertising is logical and factual. A right-brained ad deals with emotions and works with abstract ideas, images, and feelings.

## **The Support**

Support takes the form of the facts, which substantiate the message theme.

## **The Constraints**

Constraints deal with legal and mandatory restrictions for ads, or company imposed requirements. They include:

- Legal protection for trademarks, logos, and copy registrations.
- Disclaimers about warranties, in which the disclaimer specifies the conditions under which they will be honoured.
- Disclaimers about offers spell out the terms of financing agreements, as well as when bonuses or discounts apply.
- Disclaimers about claims identify the exact nature of the statement made in the advertisement.

## **The Big Idea, Creative Strategy.**

The major selling idea or THEME is very important to the creative strategy. Such ideas are difficult to come by but are very effective in making the ad memorable and unique.

However, several approaches can guide the creative team's search for a major selling idea and offer solutions for developing effective advertising. Some of the best-known approaches suggested by different experts in the field are:

- Using a unique selling proposition.- each ad should talk about the unique benefit.
- Creating a brand image.- when it is difficult to differentiate on functional basis, use image, symbol like Nike, Starbucks etc.
- Finding the inherent drama.- using dramatic elements in showing the benefits of the product.
- Positioning.- Creating a particular image in the minds of the customer

## **Implementation and Evaluation of creative strategy**

This chapter will discuss various appeals and execution styles used to develop the ad and tactical issues involved in the design and production of effective advertising messages.

### **Appeals and Execution Styles**

The **advertising appeal** is the method used to attract the attention of consumers and/or to influence their feelings toward the product or service. An advertising appeal can also be viewed as “something that moves people, speaks to their wants or needs, and excites their interest.”

The appeal is nothing but how to say the content of the advertisement, and the execution the way in which that content is presented. Advertising appeals and executions are usually independent of each other; that is, a particular appeal can be executed in a variety of ways and a particular means of execution can be applied to a variety of advertising appeals. Advertising appeals tend to adapt themselves to all media, whereas some kinds of executional devices are more adaptable to some media than others.

### **Advertising Appeals**

#### **Informational/Rational Appeals**

It talks about practical, functional, or utilitarian need for the product or service and emphasize features of a product or service and/or the benefits or reasons for owning or using a particular brand. Deals with the logic of persuasion. Rational-based appeals tend to be informative, and advertisers using them generally attempt to convince consumers that their product or service has a particular attribute(s) or provides a specific benefit that satisfies their needs.

#### **Types of Rational Appeals**

**Feature:** Focus on dominant traits of the product

**Competitive:** Makes comparisons to other brands

**Price:** Makes price offer the dominant point

**News:** News announcement about the product

**Popularity:** Stresses the brand's popularity

**Rational appeals are:**

- **Based on hierarchy of effects model.**
- **Used by business-to-business advertisers.**
- **Well-suited for**
  - **Print media**
  - **Complex products**
  - **High involvement products**

**Emotional appeals shows the customers' social and/or psychological needs for purchasing a product or service. Uses to move consumers to base their purchase decisions on emotion, and their feelings about a brand rather than knowledge of its features or attributes.**

Emotions used in ads:

- **Trust**
- **Reliability**
- **Friendship**
- **Happiness**
- **Security**
- **Glamour/luxury**
- **Serenity**
- **Anger**
- **Protecting loved ones**
- **Romance**
- **Passion**
- **Family Bonds**
  - **with parents**

- **with siblings**
- **with children**
- **with extended family members**

### **Humour Appeal:**

It is found that Humour is Used in 30% of ads. Excellent in capturing attention. Score high in recall tests. The execution should be related directly to customer benefit.

### **Fear Appeal**

Increases viewer interest in the ad and the persuasiveness of the ad. Used with health and beauty products, idea marketing, insurance. Most experts believe that a moderate level of fear is most effective.

### **Music Appeal:**

Is intrusive and Gains attention. It also Increases retention of visual information .Can increase persuasiveness.

### **Sex Appeal**

Sex and nudity can increase attention. Is rated as more interesting to view but mostly leads to strong feelings about the advertisement. Recall of Brand is lower. Often interferes with message comprehension.

## Executorial Frameworks

- **Animation-** Originally used by firms with small advertising budgets
- **Slice of life-** execution is through realistic portrayal of life. Shows how the advertised product provides a solution through **Dramatization**
- **Testimonial-** Shows satisfied customers who share their experiences with the viewers. The spokes person is from the target group so more credibility.
- **Authoritative-** An Expert authority is portrayed recommending the product.
- **Demonstration-** Shows product being used
- **Fantasy-** Imaginary and uses situations beyond reality like mythology etc.
- **Informative**

## **BTL- Sales Promotions and PR**

- ATL MARKETING DEFINITION: ABOVE-THE-LINE MARKETING – Above the line marketing also above the line advertising and above the line promotion is an advertising activity that helps companies to use **mass marketing** strategies. WIDESPREAD BRAND-BUILDING ADVERTISING.
- Using ATL , companies promote goods and services using mediums such as TV, Radio, Newspapers, Magazines and Billboards etc

BTL MARKETING DEFINITION: BELOW-THE-LINE MARKETING – Below the line marketing also below the line advertising and below the line promotion is a direct advertising strategy to reach the targeted customers. HIGHLY TARGETED DIRECT MARKETING FOCUSED ON CONVERSIONS

TTL MARKETING DEFINITION: THROUGH-THE-LINE MARKETING- INTEGRATED ATL AND BTL MARKETING CAMPAIGNS.

### **BELOW THE LINE:**

- **Sales Promotion**
  - Short-term incentives to encourage the purchase or sale of a product or service.
- **Public Relations**
  - Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.
- **Personal Selling**
  - Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
- **Direct Marketing**
  - Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships—the use of telephone, mail, fax, e-mail, the Internet, and other tools to communicate directly with specific consumers.

- **Sponsorship:**

An investment in an activity in return for access to the exploitable commercial potential associated with this activity. When companies support an event like

- sport event, concert, or charity
- ex. Olympics
- Financially or donate product/service

Four Types of Sponsorship:

1. Event-related sponsorship

- i.e. sponsoring Football/Cricket competition or activity
- Increase awareness or improve image

2. Broadcast/Program sponsorship

- A brand can sponsor a sports program, weather forecast or a soap
- **Product placement:** sponsor's product being used during the program to show to the audience
  - i.e. series/ James Bond
  - Increase brand salience (via liking and attention to)

3. Cause-related sponsorship

- A combination of PR, Sales Promo, and corporate philanthropy (charity), based on profit-motivated giving to good causes
- Not just Charity, but **Charity +** integration of company's communication strategy
- Transaction-based sponsorship

## **Sales Promotion:**

**Sales promotion** has been defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale.”

Consumer-Oriented Sales Promotion:

Is done for the following reasons:

Introduce new products by encouraging trial and repurchase,

Get existing customers to buy more

Attract new customers

Defend current customers

Maintain sales in off season

Target a specific market segment

Enhance IMC efforts and build brand equity

### **Consumer-Oriented Sales Promotion types:**

Samples: giving customers some quantity of a product for no charge to induce trial.

- Methods used: Door-to-door
- Direct mail
- In-store sampling
- On- package sampling
- Event sampling

Coupons: printed on newspapers or magazines or separately to be redeemed.

Premiums: Premium – an extra item of merchandise either free or at a low cost that is an extra incentive for customers

Contests/sweepstakes: Games of skill/ games of chance (lottery)

Refunds/rebates: offers to return some portion of the product purchase price after supplying some sort of proof of purchase.

Bonus packs: offer the consumer an extra amount of a product at the regular price by providing larger containers or extra units.

Price-off deals

Frequency programs- (also referred to as *continuity or loyalty programs*) are promotional programs that reward customers for continuing to purchase the same brand of a product or service over time.

Event marketing

### **Trade-Oriented Sales Promotion Objectives**

Used for the following reasons:

Obtain co-operations for Distribution of New Products, Maintain Trade Support for Existing Products, Encourage Retailers to Display and Promote Existing Brands, Build Retail stock.

### **Types of trade promotions**

#### **□ Contests and Incentives-**

manufacturers use contests and special incentive programs to stimulate greater selling effort from resellers management or sales personnel.

#### **□ Trade Allowances**

- **Buying Allowances**
- **Promotional Allowances**
- **Slotting Allowances**

trade allowance which is a discount or deal offered to the retailer or wholesaler to encourage them to stock, promote, or display a manufacturer's products.

#### **□ Point-of-Purchase Displays**

point-of-purchase materials including end-of-aisle displays, posters, banners, shelf cards, motion pieces, stand-up racks and other material

☐ **Sales Training Programs**

**Skill development in selling.**

☐ **Trade Shows**

**Participate in trade fairs to get enquiries for distribution**

☐ **Cooperative Advertising**

cost of advertising is shared by more than one party

## **Direct Marketing**

Direct marketing is communicating with a specific target customers using telephone, fax, emails, mobile.

Includes:

- ☐ Direct selling
- ☐ Direct mail
- ☐ Telemarketing
- ☐ Internet selling
- ☐ Direct action marketing
- ☐ Catalog selling
- ☐ Television/ print media
- ☐ Cable TV

Direct marketers use a **database**, a listing of customers and/or potential customers.

### **Contents of a Comprehensive Consumer Data Base**

- Name
- Address/Pin code
- Telephone number
- Length of residence
- Age
- Gender

- Marital status
- Family data
- Education
- Income
- Occupation
- Transaction history
- Promotion history
- Inquiring history
- Unique identifier

#### **Types of Direct Mail**

- Catalogs
- Flyers
- Folders
- Postcards
- Sales letters
- Self-mailers

### **Outbound and Inbound Telemarketing**

#### ***Outbound***

Marketer or marketer's agent make telephone call to individual prospects, soliciting purchase, subscription, membership, or participation by the call recipient.

#### ***Inbound***

Marketers' facilities and invitations to prospects to call a central location or long distance number or by toll-free.

#### **Overall Direct Marketing Pros & Cons**

##### ***Advantages***

- Selective Reach
- Segmentation Capability
- Frequency Potential
- Flexibility
- Timing
- Personalization
- Economy
- Measurement of Effectiveness

### ***Disadvantages***

- Image Factors
- Accuracy
- Content Support

## **Personal Selling**

**Personal selling is** selling through a person-to-person . Personal selling may play a dominant role for industrial property but may not play a very significant role in fast moving consumer goods that have short purchase cycle.

The salesperson may have a variety of messages to communicate, such as creating awareness of the product or service offering, demonstrating product benefits for evaluation, initiating trial, and/or closing the sale. It may also be necessary to answer questions, counter misconceptions, and discover potentially unmet needs.

### **When the Sales Force is a Major Part of IMC**

- ***Product or Service***

- Complex goods or services
- Major purchase decisions
- Personal demonstration required
- **Price**
  - Final price negotiable
  - Price provides adequate margin
- **Channels**
  - Channel short and direct
  - Training needed by intermediaries
  - Selling needed to push product through
  - Intermediaries can provide personal selling
- **Advertising**
  - Media do not provide an effective link
  - Information can not be provided by media
- Sparse market

## **Personal Selling Responsibilities**

Sales people can be classified into three categories. They are:

**order taking, creative selling/order getters, and missionary sales** representatives.

Order takers- Order takers are often classified as *inside* order takers, who work inside the sales office and receive orders by phone, mail, or the Internet, and *field* order takers, who travel to customers to get their orders

Creative selling or order getters: In addition to prospecting, the salesperson must assess the situation, determine the needs to be met, present the capabilities for satisfying these needs, and get an order.

The missionary rep may not actually take the order. He or she introduces new products, new promotions, and/or new programs, with the actual order to be taken by the company's order taker or by a distributor representing the company's goods.

Personal selling has evolved to include responsibilities beyond these. Job requirements may include

(1) locating prospective customers; (2) determining customers' needs and wants that are not being satisfied; (3) recommending a way to satisfy these needs and/or wants; (4) demonstrating the capabilities of the firm and its products for providing this satisfaction; (5) closing the sale and taking the order; and (6) following up and servicing the account.

### **10 Traits of Effective Salespeople**

1. Ego strength: a healthy self-esteem that allows one to bounce back from rejection.
2. A sense of urgency: wanting to get it done now.
3. Ego drive: a combination of competitiveness and self esteem.
4. Assertiveness: the ability to be firm, lead the sales process, and get one's point across confidently.
5. Willingness to take risk: willing to innovate and take a chance.
6. Sociable: outgoing, friendly, talkative, and interested in others.
7. Abstract reasoning: ability to understand concepts and ideas.
8. Skepticism: a slight lack of trust and suspicion of others.
9. Creativity: the ability to think differently.
10. Empathy: the ability to place oneself in someone else's shoes.

### **Personal Selling Pros & Cons**

#### **Advantages**

- Two-way interaction with prospect
- Message can be tailored to recipient
- Prospect isn't likely to be distracted
- Seller involved in purchase decision
- Source of research information

### **Disadvantages**

- Messages may be inconsistent
- Possible management-sales force conflict
- Cost is often extremely high
- The reach may be very limited
- Potential ethical problems

### **Sales Force Evaluation Criteria**

#### Quantitative Criteria

##### □ **Orders**

- Number of orders obtained
- Average order size (units or dollars)
- Batting average (orders + sales calls)
- Number of orders canceled by customers

##### □ **Sales Volume**

- Dollar sales volume
- Unit sales volume
- By customer type
- By product category
- Translated into market share
- Percentage of sales quota achieved

#### □ **Margins**

- Gross margin
- Net profit
- By customer type
- By product category

#### □ **Customer Accounts**

- Number of new accounts
- Number of lost accounts
- Percentage of accounts sold
- Number of overdue accounts
- Dollar amount of accounts receivable
- Collections made of accounts receivable

#### □ **Sales Calls**

- Number made on current customers
- Number made on potential new accounts
- Average time spent per call
- Number of sales presentations
- Selling time versus nonselling time
- Call frequency ratio per customer type

#### □ **Selling Expenses**

- Average per sales call
- As percentage of sales volume
- As percentage of sales quota
- By customer type
- By product category
- Direct-selling expense ratios
- Indirect-selling expense ratios

#### □ **Customer Service**

- Number of service calls
- Displays set up
- Delivery cost per unit sold
- Months of inventory held, by customer type

- Number of customer complaints
- Percentage of goods returned

## □ Qualitative Criteria

### □ Selling Skills

- Knowing the company and its policies
- Knowing competitors' products and sales strategies
- Use of marketing and technical backup teams
- Understanding of selling techniques
- Customer feedback (positive and negative)
- Product knowledge
- Customer knowledge
- Execution of selling techniques
- Quality of sales presentations
- Communication skills

### □ Sales-Related Activities

- Territory management: sales call preparation, scheduling, routing, and time utilization
- Marketing intelligence: new product ideas, competitive activities, new customer preferences

- Follow-ups: use of promotional brochures and correspondence with current and potential accounts
- Customer relations
- Report preparation and timely submission

□ **Personal Characteristics**

- Cooperation
- Human relations
- Enthusiasm motivation
- Judgment
- Care of company property
- Appearance
- Self-improvement efforts
- Patience
- Punctuality
- Initiative
- Resourcefulness
- Health
- Sales management potential
- Ethical and moral behavior

