# *Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual*

SKU: 9781260065985-SOLUTIONS

# CHAPTER 1
# INTEGRATED MARKETING COMMUNICATIONS

## Chapter Overview

This opening chapter provides the student with an overview of advertising and promotion. The first section summarizes the content of promotional messages as it reviews how marketing communication is used to convey the marketing mix. The elements of the promotional mix are introduced and a brief overview of the kinds of firms involved in promotion is highlighted. This chapter introduces the concept of integrated marketing communications (IMC) and discusses its evolution, a renewed perspective, and importance. Most marketers understand the value of strategically integrating the communication functions rather than having them operate autonomously and so the depth of these topics provide a foundation of the emerging IMC trend. A model of the IMC planning process is examined that gives direction for the content of a promotional plan. Finally, we describe the perspective and organization of the text that is consistent with the planning process.

## Learning Objectives

1. Describe the importance of marketing communication within the marketing mix.

2. Identify the tools of the promotional mix - advertising, sales promotion, public relations, direct marketing, Internet marketing, and personal selling – and summarize their purpose.

3. Illustrate the concept of integrated marketing communications (IMC) by considering its evolution, renewed perspective, and content.

4. Explain the IMC planning process and express the steps in developing a marketing communications program.

5. Identify how the IMC planning process is continued throughout all chapters.

## Chapter and Lecture Outline

### I. MARKETING COMMUNICATION

Most students may already have had a marketing course; however, it is still helpful to define marketing and stress that it involves more than just selling or other promotion functions. Previously, the American Marketing Association defined **marketing** as:

> **the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.**

The description of marketing should include a discussion of the activities involved in the marketing process and its role and importance in different types of companies including both profit and nonprofit organizations. It is important to stress that each element of the marketing mix is multidimensional in nature and includes a number of decision areas. This reminder leads the way to defining the text's scope. In discussing the marketing mix, it should be highlighted that marketing communication is responsible for drawing attention to product, price and distribution elements in the message received by the audience.


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

A **Communicating Product**—an organization exists because it has a product, service, idea or cause to offer. Discussion can focus on the value offered by the product and the fact that goods and services offer attributes and benefits that satisfy needs. Benefits are communicated as functional based on their features or attributes. They are also subjectively claimed in ads based on performance. And they are communicated emotionally through product consumption. These emotions are positive or negative, and are psychologically or socially based. Instructors can show ads that demonstrate these differences since they are the heart of message development and delivery since promotional planners have complete control in deciding which approach to influence consumers.

Communication for brand identification is important with respect to brand name, brand logo, band tag-line and packaging. As the text exhibits illustrate, ads often identify the brand characteristics clearly to encourage recognition at the point of purchase where decision are made. Communicating all facets of the product is expected to contribute to brand equity; an intangible asset of added value or goodwill that results from the favorable image, impressions of differentiation, and/or the strength of consumer attachment to a company name, brand name, or trademark. A discussion of the overall assessment of brand can ensue with reference to the data in the brand exhibits. Other brand outcomes are identified and instructors can draw on new ideas to see if advertisers are attempting to foster different brand related impressions upon consumers.

B **Communicating Price**—the price variable of the marketing mix refers to what the consumer must give up in exchange for a product or service. Marketing managers must be concerned with establishing a price level, developing pricing policies and monitoring consumers' and competitors' reactions to price in the marketplace. From a marketing communication standpoint, price is often a key piece of information in an ad or is the main selling message.

C **Communicating Distribution**—marketing channels or the place element of the marketing mix refers to the set of interdependent organizations involved in the process of making a product or service available to customers. In discussing the latter, the importance of resellers in marketing and promotional strategy should be introduced. Attention should be given to the need to develop promotional programs for the trade or resellers to encourage them to stock and promote a product.

D **Communicating Value**—all marketing activities and marketing communication are designed to enhance and or communicate customer value as conveyed in the new AMA definition. This chapter draws on both definitions for historical significance and to highlight that marketing communication plays a role in persuading consumers that a brand offers value through the compilation of all aspect of the offering.

## II. THE PROMOTIONAL MIX

**Promotion** is defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea**.** It should be noted that promotion is best viewed as the communication function of marketing as most of an organization's communication with the marketplace takes place through a carefully planned and controlled promotional program that utilizes elements of the promotional mix.

The **promotional mix** should be defined as the tools or elements that are used to accomplish an organization's objectives. The role and function of each promotional mix element in the marketing program can be discussed along with its advantages and disadvantages.


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

A. **Advertising—a**ny paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor.

Advantages of advertising:

- cost-efficient way for communicating, particularly with large audiences
- cost-effective communication of a controlled message (what, when, how, where) if audiences process the message and the message is appropriate for that audience
- valuable tool for creating and maintaining brand equity by creating images and symbolic appeals and for differentiating similar products
- encourage online interaction with the brand
- flexible tool for all sorts of products, market situations, channel members, and target audiences that works with other IMC programs
- advertising occurs in all domains; consumer markets including national, retail/local and direct-response advertising, and, business and professional market including industrial, professional and trade advertising.

Disadvantages of advertising: (not in the text)

- the cost of producing and placing ads can be very high, particularly television commercials but inexpensive Internet media examples occur
- it can be difficult to determine the effectiveness of advertising
- there are credibility and image problems associated with advertising
- the vast number of ads has created clutter problems and consumers are not paying attention to much of the advertising they see and/or hear

B. **Sales Promotion—**marketing activities that provide extra value or incentive to the sales force, distributors, or the ultimate consumer and can stimulate immediate sales. Sales promotion is generally broken into two major categories: consumer and trade activities.

Advantages of sales promotion:

- provides extra incentive to consumers or trade members to purchase or stock/promote a brand
- way of appealing to price sensitive consumer
- way of generating extra interest in product or ads
- effects can often be more directly measured than those of advertising
- can be used as a way of building or reinforcing brand equity

Disadvantages of sales promotion:

- companies may become too reliant on sales promotion and focus too much on short-run marketing planning and performance
- some forms of sales promotion do not help establish or reinforce brand image and short-term sales gains are often achieved at the expense of long-term brand equity
- problems with sales promotion clutter as consumers receive many promotional offers


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

- consumers may become over-reliant on sales promotion incentives which can undermine the development of favorable attitudes and brand loyalty.
- in some industries promotion wars may develop whereby marketers sales promotion incentives extensively which results in lower profit margins and makes it difficult to sell products at full price

It is important to address the potential terminology problem concerning the use of the terms ***promotion*** and ***sales promotion***. In this text the term ***promotion*** represents an element of the marketing mix by which firms communicate with their customers and includes the promotional mix elements. However, marketing and advertising practitioners use the term promotion in reference to sales promotion activities. We use the term promotion in the broader sense. When discussing ***sales promotion*** activities, we are referring to this one specific element of the promotional mix.

C. **Public Relations**—a corporate communication program designed to enhance the company's reputation and/or earn public understanding and acceptance of a particular issue. It usually involves a process where management evaluates public attitudes, and executes a program of action to earn public understanding and acceptance.

**Publicity—**nonpersonal communications about an organization, product, service, or idea that is not directly paid for nor run under identified sponsorship.

The distinction should be made between publicity and public relations noting that public relations generally has a broader objective than publicity, as its purpose is to establish and maintain a positive image of the company among its various publics. Publicity is an important communication technique used in public relations however other tools may also be used.

Advantages of publicity:

- credibility of publicity is usually higher than other forms of marketing communication
- low cost way of communicating
- often has news value and generates word-of-mouth discussion among consumers

Disadvantages of publicity:

- lack of control over what is said, when, where and how it is said
- can be negative as well as positive

D. **Direct Marketing—**a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction. Direct marketing has become such an integral part of the integrated marketing communications program of many organizations and this text views it as a component of the promotional mix.

Advantages of direct marketing:

- consumers are receptive to the convenience of direct-marketed products
- allows a company to be very selective and target its marketing communications to specific customer segments
- messages can be customized to fit the needs of specific market segments
- effectiveness of direct-marketing efforts are easier to assess than other forms of promotion


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

Disadvantages of direct marketing:

- unsolicited communication makes consumers less receptive to direct-marketing
- direct marketing has image problems
- problems with clutter as direct-marketing messages compete for consumers' attention

E. **Internet Marketing—**interactive media allow for a back-and-forth flow of information whereby users can participate in and modify the content of the information they receive. While the most prevalent perspective on the Internet is that it is an advertising medium, it is actually a medium that can be used to communicate other elements of the promotional mix including sales promotion, direct marketing, and public relations. Instructors should demonstrate the differences between paid, owned, and earned media within social media and across different content publishers.

Advantages of internet marketing:

- used for a variety of integrated marketing communication functions including advertising, direct marketing, sales promotion, public relations and selling
- used to target very specific groups of customers with a minimum of waste
- messages tailored to appeal to the specific interests and needs of the target audience
- a higher degree of customer involvement when customers are visiting a web site or social media due to its interactive nature
- possible to provide customers with a great deal of information regarding product and service descriptions and specifications, purchase information and more
- tremendous creative potential as a well-designed web site can attract a great deal of attention and interest among customers and be an effective way to generate interest in a company as well as its products and services.

Disadvantages of internet marketing:

- concern that the Internet as an advertising medium as users do not pay attention to display ads and the click-through rate on most is extremely low.
- clutter on the Internet which makes it difficult for advertising messages to be noticed and/or given attention.
- audience measurement for the Internet is still a problem as is measuring the effectiveness of banner ads and other promotional messages on the Internet.

F. **Personal Selling**—direct person-to-person communication whereby a seller attempts to assist and/or persuade prospective buyers to purchase a company's product or service or act on an idea.

Advantages of personal selling:

- direct contact between buyer and seller allows for more communication flexibility
- can tailor and adapt message to specific needs or situation of the customer
- allows for more immediate and direct feedback
- promotional efforts can be targeted to specific markets and customers who are best prospects

Disadvantages of personal selling:


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

- high cost per contact
- expensive way to reach large audiences
- difficult to have consistent and uniform message delivered to all customers

G. **Participants—**the organizations that participate in the integrated marketing communications process are shown to give an introduction to various industry members and their responsibilities. However, marketers are also looking for agencies that can offer a range of integrated marketing communication capabilities to their clients and help them compete in the rapidly changing world of advertising and promotion. The student should become familiar with the players including clients, advertising agencies, media organizations, marketing communications specialist organizations and those who provide collateral services. It is particularly important to note that with the movement toward IMC, marketing communication specialist organizations such as direct response agencies, sales promotion agencies, public relations firms and interactive agencies are playing an increasingly important role in the promotional process.

## III. INTEGRATED MARKETING COMMUNICATIONS

The transition from traditional promotional management to IMC planning has evolved over time with different interpretations regarding the change. These three sections provide background information to illustrate the new perspective, however the debate highlighted in the second section can potentially fuel a student debate.

A. IMC: Evolution—marketers previously built strong barriers around marketing and promotional functions, planning and managing them separately with different budgets, different views of the market and different goals and objectives. In the 1990s, companies moved toward integrated marketing communications (IMC), which involves coordinating the promotional elements along with other marketing activities that communicate with a firm's customers. Subsequently, marketers asked their ad agencies to coordinate the use of promotional tools rather than relying primarily upon media advertising. Agencies responded by acquiring public relations, sales promotion, direct marketing firms, and interactive agencies and touting their capability to meet all of their clients' IMC needs. Companies also looked beyond advertising agencies and used other types of promotional specialists to develop and implement components of their promotional plans.

A task force from the American Association of Advertising Agencies (4As) developed one of the first definitions of **integrated marketing communications**. A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines-for example, general advertising, direct response, sales promotion, and public relations- and combines these disciplines to provide clarity, consistency, and maximum communications impact.

B. IMC: Renewed Perspective—One leading IMC scholar suggests that IMC has reached the stage of being a strategic business process due to multiple audiences for communication and demands placed upon marketing communication to measure its outcomes clearly for accountability. This point raises the issue as to whether IMC is legitimately a new concept and business activity or new terms to describe previous promotional practices. Instructors can allow for debate on this point, although students may not appreciate the subtly of the issue early in the course.

C. IMC: Audience Contacts—An IMC perspective encourages planners to consider a variety of target audiences for the organization in which certain tools may be more appropriate than others for


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

delivering the most relevant message. Thus, companies can no longer be tied to a specific communication tool; rather they should use whatever contact methods offer the best way of delivering the message to their target audiences. A successful IMC program requires that a firm find the right combination of promotional tools and techniques and coordinate their use.

The focus of market-driven companies is on developing and sustaining relationships with their customers. This has led to an emphasis on relationship marketing, which involves creating, maintaining, and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit. Marketers are giving more attention to the lifetime value of a customer because studies have shown that reducing customer defections can increase future profit.

D. IMC: Paid, Owned, Earned—IMC tools rely on the paid, owned, earned idea of media exposure found in advertising. Figure 1-6 provides ideas to consider how each tool works within an IMC program effectively and efficiently. In particular, instructors may wish to contrast the paid, owned, earned characteristics of social media to illustrate the point that a social media promotional program should be articulated clearly as to what will occur for all three parts.

## IV INTEGRATED MARKETING COMMUNICATIONS PLANNING

**Promotional management** involves coordinating the promotional mix elements to develop a controlled and integrated program of effective marketing communication. It involves decision areas such as:

- which promotional tools to use and how to combine them effectively
- determining the size of and distributing the advertising and promotional budget across the promotional mix elements
- determining the influence of factors on the promotional mix including the product type, target market, buyer decision process, stage of the product life cycle, and channels of distribution

It is useful to explain the Integrated Marketing Communications Planning Model presented in Figure 1-8. The steps are as follows:

- Review the Marketing Plan
- Assess the Marketing Communications Situation
- Determine IMC Plan Objectives
- Develop IMC Programs
- Implement and Control the IMC Plan

## V IMC PLANNING: ORGANIZATION OF TEXT

This begins a continuing reprise throughout the book as a concluding section for all a chapters to illustrate how some of the content can be applied to IMC planning. To illustrate the approach, Chapter 1 describes how the book is organized around the planning framework presented in Figure 1-7.

## Teaching Suggestions

This initial chapter provides students with an overview of advertising and promotion, and a brief look at the role of promotion in the marketing mix. It is important to define the six elements of the promotional mix, discuss their role as marketing communication tools, and discuss their advantages and limitations. You should introduce the concept of integrated marketing communications and discuss its evolution. It is


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

important to review the factors that underlie the adoption of an IMC approach to advertising and promotion by many companies. You might also spend some time discussing the pros and cons of IMC.

During an initial lecture there is latitude to discuss issues concerning each promotional mix variable. For example, perspectives regarding advertising such as its social effect might be noted along with common complaints and criticisms of advertising. We do not suggest going into a detailed discussion of these charges at this early stage of the course. We feel that students are best able to evaluate and appraise arguments for and against advertising and other promotional mix elements toward the end of the course. Thus, the final chapter evaluates the regulatory, ethical, social and economic aspects of advertising.

We feel that it is important in either the first or second lecture to cover the integrated marketing communications planning model in some detail. This text is built around this model and it provides the student with the "big picture" as to the decision sequence and considerations involved in the development of an advertising and promotional program. It is also important to communicate to students that advertising and promotion management is a process. A great deal of analyses, as well as the coordination of the promotional mix elements, is required to develop an effective program of marketing communications that can be integrated into an organization's overall marketing strategy.

## Vignette

1. *What suggestions do you have for RBC to attract younger consumers?*

   The question invites students to suggest application of any of the IMC tools that could be added to RBC's IMC plan. Students could recommend extensions beyond the video messages presented that could sustain the information needs of younger consumers. The importance of this vignette is to see the link between the marketing strategy of increasing the number of customers and the marketing communication activities selected to achieve the marketing direction.

   Instructors could provide other example of long lasting campaigns to encourage students to consider brand messages that will sustain over time. McDonald's approach with digital media is an example where a major brand exerted greater control of message delivery after experiencing difficulties with its initial social media experiences. By addressing consumers' questions, McDonald's directed the content of its message in a way that attempted to clearly focus on the quality of the food, something it had done significantly for a considerably time period. It also attempted to reinforce its brand by showing that it practiced marketing honestly and ethically with its truthful behind-the-scenes stories.

## IMC Perspective 1-1

1. *What additional IMC tools could Iögo use in its plan and what type of agency would best serve its needs?*

   This question introduces the idea that students should be considering the effectiveness of any IMC tool implemented. Chapter 1 shows that there are many types of marketing communication requiring promotional planners to consider all of them and ensure that they are the right ones to achieve important objectives. An important criterion to reinforce is that students should try to make a link of the decisions to how they might have been most effective. This chapter begins the idea permeating the book that it is important to understand how all marketing communication decisions are evaluated for effectiveness. Instructors should make sure students understand how the tools contribute to marketing, behavioural and communication objectives. Depending on the IMC tool selected, students should be able to see the link of different IMC agencies as offering particular services.


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

## IMC Perspective 1-2

1. *What marketing communication suggestions can be made to grow the "Canadian Dream" campaign?*

   Students might suggest events or other sponsorship activities that fit the community orientation of Chevrolet's current activities. Alternatively, the travel orientation of the messages might suggest some kind of service/promotion that Chevrolet could provide to consumers who visit parts of Canada. These suggestions indicate the opportunity to augment the current messages in a related but more distinct direction that could reach niche target audiences.

## Answers to Review Questions

1. *Why is marketing communication important for communicating value to consumer?*

   Communicating value is a central tenet in the definition of marketing, so it is imperative for marketers to use marketing communication tools effectively to influence consumers' value perceptions via product, price and distribution messages. Message about product include how the produce fulfills needs via its characteristics, brand identity, and brand equity. Marketing communication plays a prime role it showing consumers the key delivery of value (e.g., Keg example of offereing superior dining and food quality).

   Brand identity is a combination of the name, logo, symbols, and packaging design that is experienced at any point of contact that consumer has with a brand via marketing communication. This assists consumers in understanding how it fulfills their needs and contributes greater value. The combined effect of these two points contributes to brand equity where consumers see a brand as superior.

   Marketers go beyond traditional media advertising to communicate value. Consumers have contact with or receive information about a brand through in-store media such as point-of-purchase displays; articles they read, see and/or hear in the media. Companies build brands that via interactive media like web sites to communicate with customers or text messaging to mobile phones. Companies are also turning to branded entertainment as a way of connecting with consumers and making their products and services part of entertainment content.

2. *How do smartphone brands use each marketing communication tool for communicating messages?*

   Advertising on TV allows smartphones to set an overall image for the brand, and these video messages are linked anywhere virtually to allow greater exposure to digitally-based target audiences. Additional product or service messages communicate salient attributes or benefits at the most relevant point in time (e.g., new featured with updated phone launch). Price promotions are featured on older models when updated smartphones are released. Often smartphone brands are involved with public relations activities for noteworthy causes to enhance their profile. As expected, smartphone brands have an extensive digital presence with websites for comparison purposes and customer service explanations. Social media communication for a variety of purposes have occurred in which student can readily identify and explain their potential effectiveness. This question permits the opportunity to explore a complete IMC plan for an individual brand to see all the decisions in action for a product that it seems virtually all students have experience with.


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

3. *What are the reasons why marketers are taking an IMC perspective to their advertising and promotional programs?*

   IMC differs from traditional advertising and promotion in that it recognizes the value of using a variety of communication tools rather than just relying primarily on media advertising which might be supplemented with tactical promotions. IMC involves coordinating all a company's promotional elements, as well as marketing activities, in a synergistic manner to send a consistent message to the target audience. While traditional advertising relies primarily upon the use of ads through the mass media to communicate with the target audience, IMC recognizes that consumers' perceptions of a company and/or its brands are a synthesis of the bundle of messages or contacts they have with the firm. These contacts include media advertisements, packaging, sales promotion, messages received through interactive media such as web sites and other digital media, point-of-purchase displays, and other forms of communication. The IMC approach seeks to have all of a company's marketing and promotional activities project a consistent, unified message and/or image to the market and consider which particular element of the promotional mix is the most effective way to communicate with customers in the target audience.

4. *What parts of the IMC planning model are similar to and different from a marketing planning model?*

   Similarities include the need for a situational analysis, setting of objectives, the development of programs that have both strategic and tactical elements, and finally the implementation and control phases. The differences include the domain (communication vs. marketing mix), the specificity of the situation analysis is related to the communication problem or opportunity.

5. *How is the structure of the book consistent with the content of an IMC plan?*

   An IMC plan should begin with an understanding of advertiser's agency partners, and a decision of the target audience (Chapter 3) and an understanding of how the audience would receive the message (Chapter 4) so that the brand manager can set IMC objectives (Chapter 5) to direct the brand positioning strategy (Chapter 6). This strategic orientations give direction for the creative strategy (Chapter 7) and creative tactics (Chapter 8) of the message, which can be evaluated (Chapter 9), and planned (Chapter 10) and delivered via media (Chapters 11, 12, 13), or strengthened via sales promotion (Chapter 14), public relations (Chapter 15), directed marketing (Chapter 16) and the internet (Chapter 17). Ethical guidance of all decisions of the plan is summarized (Chapter 18).

## Answers to Application Questions

1. *Consider how a university or college communicates value in its marketing communication to its prospective students and current students. In what ways are the two approaches similar or different?*

   Communication to current students is done extensively via online portals. Information regarding courses, educational resources etc. are at students' fingertips on a second-by-second basis. Any activities of culture, sport or education origin are easily obtained via numerous digital avenues (website, social media). Essentially, marketing communication via students is a strong representation of what occurs with long-term, repeat purchasing consumers in a relationship marketing setting.

   In contrast, communication to prospective students occurs via personal communication via high-school visits and campus visists, direct mail of brochures etc., and online communication to the public portions of the institutions website as students shop around for the best fit for their needs.


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

The idea of this question is for students to see that there are unique messages and media directed to customer and non-customers, although there still remains considerable overlap since an institution would want to project a consistent overall image to both groups.

2. *Identify all the possible marketing communication tools that a favourite brand or performance artist is using. Try to explain why these tools were selected. In what ways did the tools support one another? How dis thy not support one another? Was each tool effective or ineffective?*

   This application question encourages students to put into context all the marketing communication that they would have been most exposed to, and therefore, more likely to be able to apply the concepts of this chapter. Instructors are encouraged to ensure that students find as IMC tools and push them to fully explain how the tools work or do not fit together. The question also begins the task for students to try and figure out what effectiveness is and how to estimate it prior to seeing the actual concepts in chapters 4 and 5.

3. *Find one example where all promotional tools of a brand have the same look and feel, and find another example of a brand where the promotional tools have a different look and feel. Why did these decisions occur, based on relevant situation analysis variables?*

   Instructors can find good examples to show such at Telus and Koodo where there is consistent imagery for the phone service. Telus is especially good to reference since it had a consistent nature creative for its phone, but has now decided to us different creative for its TV service and other aspects of its marketing communication in terms of public relations and customer service. Thus, this shows how some parts of the plan are consistent while others are different. The explanation is largely due to different competitive spaces, the nature of consumer adoption of technology, and the company's maturity as it develops into a full-fledged telecommunications organization.

4. *Why is it important for those who work in the field of advertising and promotion to understand and appreciate all IMC tools, not just the area in which they specialize?*

   Marketers use many promotional tools to communicate with their customers. The promotional mix elements have to be viewed as component parts of an integrated marketing communications program. An individual promotional activity such as advertising or sales promotion cannot be managed without considering its relationship to other promotional mix elements. Individuals working in various areas of advertising and promotion are expected to understand and use a variety of marketing communication tools, not just the one in which they specialize. For example, advertising agencies no longer confine their services to creating and placing ads. Many agencies are involved in sales promotion, public relations, direct marketing, event sponsorship and other communication areas. Thus, it is important for those who work in advertising and promotion, either on the agency or client side, to understand and appreciate the value and limitations of all the promotional mix elements and how they can be combined to develop an effective program of integrated marketing communications.

5. *How does one of your favourite brands link or integrate its different IMC communication tools? Is it done effectively?*

   Students can address the digital connections here with advertising. For example, what messages and media are used to persuade consumers to investigate online brand communication via social media or websites? Students also might want to observe the connections of the brand's commitment to a social cause with its social media activities. Similarly, investigations to a contest or another sales promotion might be useful with its connection to Facebook or Instagram. The important point is for students to actively see how brands are connecting their communication for exposure to consumers.


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

## Additional Questions (not shown in text)

A. *Consider all the marketing communication tools (i.e., advertising, sales promotions, public relations, direct marketing, Internet marketing, and personal selling) that are used to market a new car that a graduating student might be expected to buy. Explain why each tool would be effective to create awareness.*

Integrated marketing communications play a very important role in the marketing of automobiles. Many consumers, particularly young people, base their purchase decisions on product related attributes such as price, quality, reliability, durability and performance, as well as on factors such as style and brand image. A variety of IMC tools are used to provide consumers with information about new cars as well as to create an image that will appeal to the target market for the car. Advertising on television as well as in magazines can play an important role in providing, creating and reinforcing an image of a car that is cool, fun, and hip to drive. Direct marketing can be used to build a database of customers who enter a contest on the car maker's web site and/or request more information about the car. These customers can be sent information about the car and occasionally receive direct mail pieces. The customer can be taken on a virtual journey online to learn more about the car. The car maker can also e-mail a video link to consumers who request more information about the car. The car maker can also generate a considerable amount of publicity through press releases and public relations activities. Finally, promotional efforts can be extended to the dealerships to support the personal selling effort.

B. *Why would brands combine their advertising message and sales promotion offer in the same print ad?*

Free-standing inserts in newspapers contain ads with coupons. Consumers may perceive them as "ads", despite the fact that it contains a discount on their next purchase. These types of ads have a communication effect on consumers because they provide information and/or imagery. They also provide an incentive to buy which is a basic objective of sales promotion. Brands combine advertising and sales promotion to achieve multiple objectives for both communication and for behavioural change/reinforcement.

C. *What is meant by the concept of integrated marketing communications? How might a firm that is using integrated marketing communications differ from one that looks at advertising and promotion in a more traditional way?*

Integrated marketing communications is a concept of communications planning that involves coordinating the promotional elements and other marketing activities that communicate with a firm's customers. Companies who use integrated marketing communications recognize the added value of a comprehensive plan that evaluates the strategic roles of communication disciplines including advertising, direct response, sales promotion, and public relations and combining them to provide clarity, consistency, and maximum communications impact.

Companies that view advertising and promotion in a more traditional way often build barriers around marketing and promotional functions and plan and manage them separately with different budgets, different views of the market, and different goals and objectives. These companies may be sending different messages to the market through their marketing and promotional activities or relying primarily on one promotional mix element such as media advertising. Companies who take the IMC approach identify the most appropriate and effective methods to contact and communicate with their customers.

D. *What are audience contact points? Select a company or brand and discuss the various contact points which marketers can use to reach consumers of this product.*


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

Audience contact points are each and every opportunity the consumer has to see or hear about the company's product/brand or have an experience or encounter with it. These contact points can be created by the company and include planned messages delivered through media advertising, packages, collateral materials, in-store displays, and public relations activities. They also can come from interactions with the brand that occur during the process of buying or using the brand as well as from information that consumers receive from word-of-mouth messages. Marketers must determine how important the various contact tools are for communicating with their target audience and how they can be combined to form an effective IMC program.

Students should be encouraged to select a company or brand and discuss the ways consumers come into contact with it. They might use IMC Contact tools shown in Figure 1-5 of the chapter as a framework for conducting the contact point analysis. You might also ask them to discuss which contacts points are most effective or influential in shaping consumers' impressions of the company or brand. For example, media advertising may be the most important influence for an image-laden product such as clothing or cosmetics while information from a web site may be the most important influence for a high tech brand such as a consumer electronics product.

E. *Sports sponsorship, a public relations tool, continues to grow at an increasing degree in the IMC plans or major brands. Explain how this is a good investment of marketing resources.*

Publicity refers to nonpersonal communication regarding an organization, product, service or idea that is not directly paid for nor run under identified sponsorship. Public relations is a management function that among other things attempts to control and manage the nature of the publicity an organization receives. Publicity and public relations differ from other elements of the promotional mix in that their role is often more supportive in nature rather than being the lead elements of a promotional program, although there are exceptions to this.

Sports sponsorship is advantageous since it generally has the benefits of both public relations and publicity. The imagery with all the communication of the sponsorship acts positively for public relations purposes while the extensive media coverage provides additional exposure from a publicity perspective. Investing in one tool, and having the effects of another makes for a good investment as it increases frequency and possibly reach depending upon the extensiveness of the publicity. In general, it should provide a more positive ROI.

F. *Describe how can the Internet be used to execute the IMC tools described in this chapter?*

The Internet is having a tremendous impact on the way companies design and implement their entire business and marketing strategies as well as their integrated marketing communications programs. Companies ranging from large multinational corporations to small local firms have developed websites to promote their products and services by providing current and potential customers with information, building images for their companies and brands and even selling their products or services directly over the Internet. While many view the Internet as an advertising or promotional medium, it really is a marketing communications tool that can be used to execute all elements of the promotional mix. Companies can advertise on the Internet by running banner ads or sponsorships on the websites of other companies or organizations. Marketers can offer sales promotion incentives such as coupons over the internet and they can offer contests and sweepstakes online and encourage consumers to visit their web sites to enter them. Companies are using the Internet for direct marketing have made the Internet a major part of their direct-marketing efforts and encourage consumers to visit their websites to view their merchandise and to place orders online. Companies are also using the Internet for publicity and public relations as these activities such as the sending of press releases can now be done online.


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual

Companies also maintain press releases on their web sites which can be accessed by the media and other relevant publics to learn more about these companies and their products and services.

## IMC Exercise

This exercise is designed to give the student the opportunity to think more about the concept of integrated marketing communications and how it might be used by a company.

Choose a specific company and discuss how this firm can use the concept of integrated marketing communications in developing a promotional program for one of its products or services. You should analyze all of the company's promotional mix elements including advertising, direct marketing, interactive media, sales promotion, publicity/public relations and personal selling and discuss how each one is used in the marketing communications program. You should also consider how other marketing mix elements such as the brand name, package, price and other factors communicate with the company's target audience. Is this company using all of the promotion mix tools in its marketing communications program? Are they integrated and sending a consistent image and message?

## IMC Comprehensive Project

The purpose of the IMC comprehensive project is to have each student (or student teams) develop an integrated marketing communications plan for a product or service as they proceed through the course. The text is built around a detailed model of the IMC planning process that is presented in Figure 1-7 that can be used as a framework for this plan. Students can update their plan as each chapter and topic area is covered. This will encourage the students to apply the course material and develop an appreciation for the process a product manager, account executive or marketing communications manager goes though in developing a promotional plan. The project will also help students gain an appreciation for the various sources of information available that can be used as part of the promotional planning process. By the end of the course each student (or team) should have a detailed notebook containing the plan for his/her product or service that can be turned in for evaluation.

Specific assignments for the IMC project will be presented with each chapter. These IMC project assignments can be given as a general guideline of what they should be covering in this section of the plan.

### IMC Project Assignment for Chapter 1

The assignment for Chapter 1 is to familiarize you with the IMC planning process presented in Figure 1-7. Students should study the IMC planning model so they can gain some insight as to what will be involved in developing the IMC project. Each student or team should choose a national, regional or local brand a product or service for which they will be developing their IMC plan. You should submit your choice to the instructor with a brief statement as to why you have chosen this particular brand. Your instructor should approve your choice before you begin working on the project.


©2020 McGraw-Hill Ltd.


Advertising and Promotion (Canadian) 7th edition Guolla Solutions Manual