

Marketing: Advertising and Sales Promotion

Food Communication II

Section F – Integrated Marketing Communications Introduction

All of the information has been adapted from:

Kotler P. Armstrong, G., 2004. *Principles of Marketing*.
10th International Edition. New Jersey: Pearson Education.

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Lamb et al. 2008. *Marketing*.
Third South African Edition. Oxford University Press, Southern Africa.

&

Belch, GE. Belch, MA., 2007. *Advertising and Promotion, An Integrated Marketing
Communications Perspective*. Seventh Edition. McGraw-Hill, New York.

Administrative info



**integrated marketing
communications**

Introduction

- Few goods, no matter how well developed, priced or distributed, can survive in the market without effective marketing communication.
- Marketing communication is communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or elicit a response.
- A marketing communication mix (promotion mix), is a plan for optimally blending the elements of marketing communication: *advertising, public relations, personal selling, sales promotion, direct marketing*, and these days, *e-marketing*, to accomplish its communication (promotional) objectives.

Introduction

Group work

- Please read the article entitled : “*Marketing in practice – SA beef communications campaign attracts international interest*” in the handout.
- Answer the questions that follow.
- NOTE: Adjustment to question (1) HOW can an advertising campaign change people's attitudes?

Introduction

- The marketing manager formulates the goals of the firm's marketing communication strategy against the background of the firm's overall marketing objectives.
- They then combine the elements of the communication mix into a co-ordinated plan to reach the target market.
- The main objective: to convince target customers that the goods and services offered provide a differential advantage over the competition.
- Please view figure 11.1 in the handout to see how the communication mix fits into the marketing plan.
- Also please read the paragraph that follows for some examples of what and how brands communicate.

Advertising

- Advertising is defined as: any form of paid non-personal communication about an organisation, product, service, or idea by an identified sponsor.
- Paid: space or time for must generally be bought.
- Non-personal: advertising involves mass media (TV, radio, magazines, newspapers, books, billboards, commuter media), that can transmit a message to large groups at the same time.
- Hence, cost per contact is very low. But not very targeted. Also, total cost to advertise is very high.
- This tends to restrict national advertising to bigger firms with lots of money. (FPFC ad in Business Day costs R70,000, in Food & Home costs R27,000)

Bafana vs. Uruguay: Só vaar hulle tot dusver



Die slyplekke is blou, maar Loftus is vanaand groen-en-geel wanneer Bafana Bafana Uruguay aandurf. Hier maak spandele hulle gereed vir dié kragmeting.

Foto: SKAN WIKER

Bafana móét vandag wen

Bokke gaan hulle op Loftus ondersteun

Eduan Ploos en Rutha Grobbelaar

Die Suid-Afrikaanse sokkerspan wil vandag gekendnis maak wanneer hy Uruguay in 'n baie of hars-wedstryd op Aungang op Loftus Versfeld in Pretoria pak. Aaron Mokoena, Bafana Bafana se kaptein, het gister gesê dié wedstryd behoef om "selfs meer emosioneel te wees" as die openingskragmeting Vrydag teen Mexico omdat dit die 83ste herdenking is van die Soweto-chaos in 1976.

Bafana móét dié wedstryd wen om sy aanspraak op 'n plek in die tweede ronde van WB 2010 lewend te hou, nadat hy sy eerste kragmeting teen Mexico met 1:1 gelyk geëindig het.

Wie die tuispan dié wedstryd, is by lyma versker van 'n buiging in die tweede ronde - iets wat by in twee vorige probeersdae nie kon regkry nie. Verloer Mokoena-hulle, móét hulle oortuigend afstreek met die sterbeluise Frankryk, waarteen Bafana Dinsdag in Bloemfontein speel.

"Ons almal is dieplik beuus wat dié dag vir Suid-Afrikaners beteken en veral vir die jeug," het Mokoena gesê.

"Daarom sal dit selfs nog meer spesiaal wees as ons kan wen en om meer as net een rede kan feeskier". Mokoena het ook Bafana-wanhaners gevra om hul vuurvasse "ekstra hard te blaas" wan-



'n Warm aangetrekte Matthew Booth oefen gister op Loftus Versfeld vir vanaand se wedstryd.



Shu-ahb Walters, Bafana-doolwagter, strek om 'n bal uit die net te hou.

Foto: CHRIS NEDERWIEZEN

Besoekers stroom 5 000 per dag in

Erika Gibson

As jy gedink het daar is baie buitelandse besoekers op ons sokkerparlywele of in ons stad se strate, wag maar. Nog net sowat 'n derde van die verwagte 375 000 wat WB 2010 gaan bywoon, is al hier.

Hulle stroom die laaste paar dae teen sowat 5 000 per dag in. Dié tendens sal na verwagting vir die duur van die toernooi voortduur of selfs styg, bet mnr. Malusi Gigaba, adjunkminister van binnelandse sake, gister tydens 'n voorligting in Pretoria gesê.

Die 49 421 buitelanders wat die land tussen 1 en 13 Junie binnegeskook het, is 32% meer as in die ooreenstemmende tydperk verlede jaar.

Terselfdertyd is 21 - onder andere 14 Argentyne en 'n Erit-

- die land belet omdat hul besoekers op Interpol se databasis van ongewenste persone verskyn.

Die 21 is met die goederde passasiersgrosreiseringsmaatskappij (APP) opgespoor, terwyl lag diensmaatskappijomgins in die buiteland nog 79 voorgekeer het. Die meeste van dié se reisdokumente was foutief en ander s'n vervalk. Hulle is hoofsaaklik by lughawens in Europa voorgekeer, maar was nie noodwendig van Europese afkoms nie.

Samewerking met die bevoereverde in Suid-Afrika se buurlande is uiterskernd, al het dit beteken dat Suid-Afrika die regulasies oor reisdokumente sedert 1 Junie moes wysig as in die ooreenstemmende tydperk verlede jaar.

Meer per wedstryd as in 2006

Kaspatel... Daar was meer toeskouers op die parlywele tydens die eerste vier dae van WB 2010 as tydens die vorige toernooi, wat in 2006 in Duitsland gehou is.

Sowat 1 000 meer toeskouers word per wedstryd getel as dié by wedstryde van die vorige toernooi. Fifa is in 'n wroegtes met die bywoningsyfer van so-wat 92,7%.

Altesaam 584 396 uit 'n moontlike 628 200 toeskouers het die eerste 11 wedstryde by-

gewoon. Dit is gemiddeld 53 126 per wedstryd. Lei slyplekke het wel na Vrydag die aandag getrek in Soccer City in Johannesburg en Kaspatel-stadion.

Volgens mnr. Wolfgang Richter, Fifa-voorsitter, was al die kaartjies uitverkoop vir die betrokke wedstryde.

"Eks vermoed die rede is bloksbesprekings. Groot maatskappye koop die kaartjies en dan hang party mense oewerdig net nie op nie."

- Herman Mostert

PLAAS 'N BOODSKAP VIR JOU PA IN BEELD

Stuur 'n boodskap vir jou pa hierdie Vadersdag en ons publiseer dit in Beeld op Saterdag, 19 Junie!

SMS "PA" gevolg deur jou boodskap en naam na 42222. (R30 per SMS)

Maksimum lengte van boodskappe per SMS is 160 karakters, lees tekens en spesiale ingestel.

Jy kan ook 'n boodskap van enige lengte in Netelike plaas teen 50% afslag. Skakel 086-063-8237 nou!

Neem asselief kennis: SMS's kos R30. SMS's moet ons bereik voor of op 18 Junie om 10:00. Beeld behou die reg voor om teen plaasing van enige boodskap te besluit indien die inhoud onaanvaarbaar vir publikasie is. Die Redakteur se besluit in so 'n geval is final. Foutiewe SMS's sal nie verskrik word.



Brandewyn en Sjokolade
vir die fynproewer

Kom lekker saam met Beeld en probe die brandewyn en sjokolade. Jähring van Houtzaten sal tydens die geleentheid oopne. Kaartjies is R200 per persoon.

To: Centurion Teater | The Di'Vine Lounge and Collar |
Datum: 29 Junie 2010 | Tyd: 18:30 vir 19:00

Die wyngroe sal in die Centurion Teater plaasvind en daarna kan gaste verder kuier in The Di'Vine Lounge and Collar onder die teater.

Daar is 'n beperkte aantal slyplekke beskikbaar per aand en besprekings kan gedoen word deur 'n epos te stuur na beeld@beeld.com. Ons sal binne 24 uur nadat ons 'n bespreking ontvang het, bevestiging stuur.

Beeld
Fynproewersaand
in samewerking met
SPAR

Effects of Advertising

- Popular form of marketing communication, especially for consumer packaged goods and services.
- Advertising is a huge industry with SA's leading 50 ad agencies having combined billings of R6,503 billion in 2005.
- The five biggest spenders (in 2005) in South Africa:



MTN (R353 million)



Shoprite Checkers (R394 Million) (more than 1mil per day)



Lever Ponds (R277 million)



Inspired by you

Pick 'n Pay (R264 million)



Vodacom (R253 million)

Effects of Advertising (market share)



Today's most successful brands of consumer goods, like Black Label and Coca Cola, were built by heavy advertising and marketing investments over a long period of time.

Coca-Cola

- The bulk of advertising budgets are spent on maintaining brand awareness and market share.



New brands in the market must spend proportionally more money on advertising to create awareness and grow market share. (Pringles)

- But well-established brands need to spend proportionally less (of marketing budget) because they only need to maintain brand awareness and market share. (Simba)



Effects of Advertising (consumers)

- Advertising affects everyone's daily life and influences many purchases.
- Consumers turn to advertising for its informativeness as well as its entertainment value.
- The average consumer is exposed to hundreds of advertisements a day from all types of media.
- Creates demand for products and services.
- It can influence perceptions and attitudes. (From a negative one to a positive one)
- However, the credibility of the advertised brand also plays a huge part in the receptiveness of the audience, as well as other elements.

Types of Advertising (Institutional)

- A firm's marketing objectives determine the type of advertising used.
- If the objective is to enhance the image of the brand, institutional advertising may be used.
- Institutional (corporate) advertising, promotes the company (or firm) as a whole. It is designed to establish, change or maintain the firm's identity.
- It usually does not ask the audience to do anything but maintain a favourable attitude towards the firm, its products or brands.
- **Advocacy advertising:** Express views and safeguards against negative attitudes (SAB's drink responsibly campaign.)

**YOU CAN GET A CRIMINAL RECORD
FROM DRIVING DRUNK.**

**DRINK & DRIVE AND
YOU WILL GET CAUGHT.**

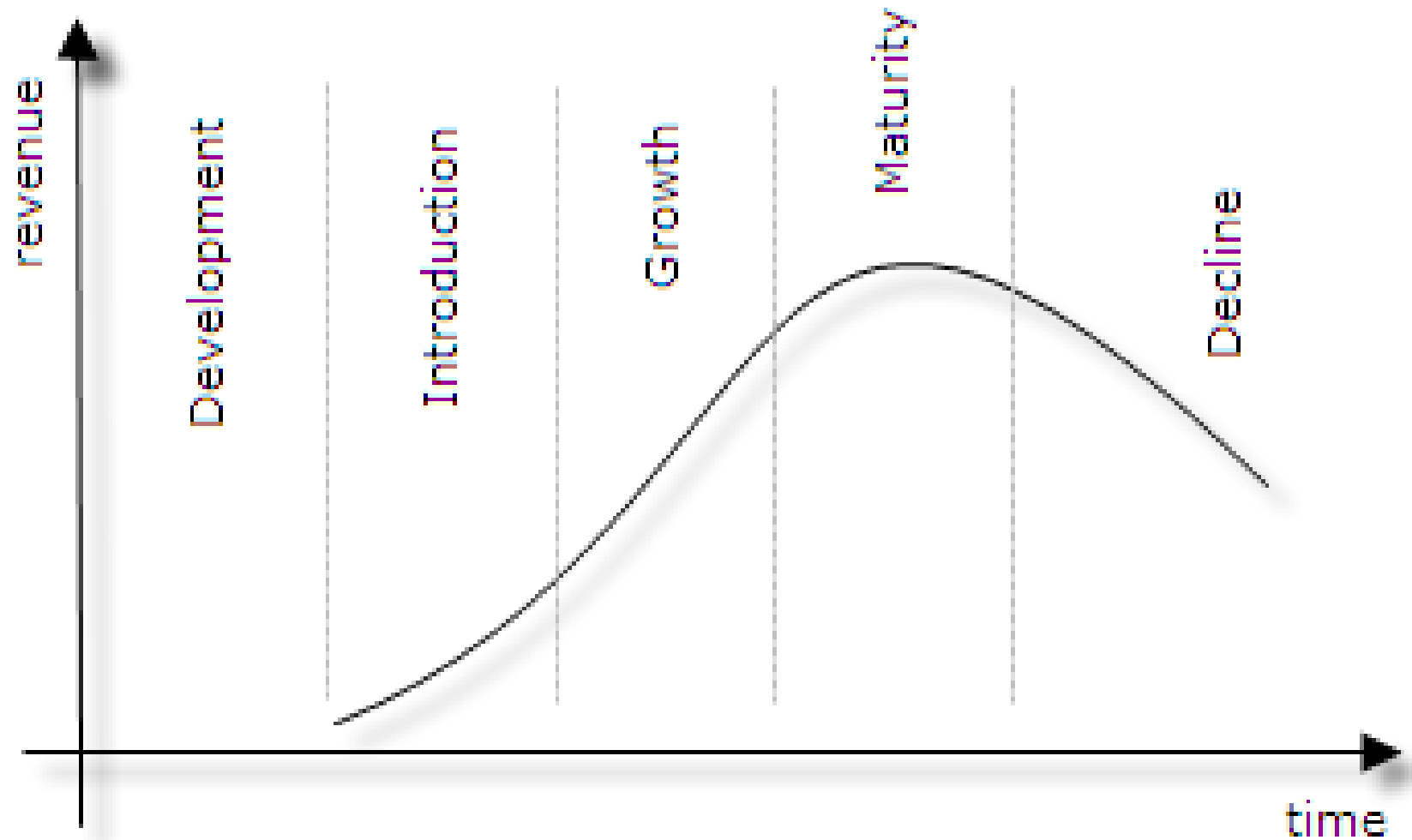
STOP

A reality check from



Product Life Cycle (PLC)

Production life cycle



Types of Advertising (product)

- Product advertising promotes the benefits of a specific product or service.
- **Pioneering Advertising:** Stimulate primary demand for a new product. Heavily used during the introductory stage of the PLC. (offers in-depth info)
- **Competitive Advertising:** When enters the growth phase of the PLC and other firms begin to enter the market. Advertising not to create awareness but to influence demand for their product. (emotions)
- **Comparative Advertising:** directly or indirectly compares two or more competing brands on one or more specific attributes. Used when entering the market against strong competitors.

Public Relations and Publicity

- **Publicity** is public information about a firm, its goods or services appearing in the mass media as 'news'.
- No matter how many millions are spent on advertising, nothing sells a product better than free publicity.
- Although a firm does not pay for this kind of mass media exposure, publicity should not be viewed as 'free.'
- Preparing media releases and persuading media staff to print or broadcast them costs money.
- Generating good publicity can be expensive. And cleaning up bad publicity can be even more costly.



TRADITIONAL PUBLICITY MEDIA

NEW PUBLICITY MEDIA



Public Relations and Publicity

- Techniques used to generate publicity include news releases, press conferences, feature articles, photographs, films, and video tapes and (twitter...)
- An advantage of publicity over other forms of promotion is its **credibility**.
- Consumers generally tend to be less sceptical toward favourable information about a product or service when it comes from a source they perceive as unbiased (objective or neutral).
- Publicity is not always under the control of the firm and is sometime unfavourable (negative).
- But they do say:

**no such thing
as bad publicity?**

PUBLIC RELATIONS



Public Relations and Publicity

- Public Relations (PR) is the marketing communication function that:
 - (1) evaluates public attitudes,
 - (2) identifies areas within the firm that the public may be interested in, and
 - (3) executes a programme of action to earn public understanding and acceptance.
- PR helps a firm communicate with its customers, suppliers, shareholders, government officials, employees, and the community in which it operates
- Marketers use PR and publicity not only to maintain a positive image but also to educate the public about the firm's goals and objectives, introduce new products, and help support the sales effort.



AP / Paul Sakuma

Public Relations and Publicity

- Public Relations (PR) is when a firm systematically plans and distributes information in an attempt to control and manage its image and the nature of publicity it receives.
- PR generally has broader objectives than publicity.
- It uses publicity as well as other tools including special publications, participation in community activities, fund raising, sponsorship of special events, and various public affairs activities.
- With the rise of the Internet, publicity and PR are becoming even more important. People have access to information and are very informed. Firms must remain transparent and accessible to build real trust.

Sale.

50% OFF
SELECTED PRODUCTS

Sales Promotion

- Those marketing tools or activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales.
- Consumer-oriented sales promotion:
 - **Coupon:** gives saving when purchasing
 - **Sample:** small amount of product for trial
 - **Premiums:** good offered free or low price as incent.
 - **Rebates:** refund part of purchase
 - **Patronage reward:** reward for regular use of product
 - **Contests & sweepstakes:** Games & events to win
 - **Point-of-Purchase materials:** Display or poster

Michaels® LIMITED-TIME SAVINGS

50% OFF Any One Regular Priced Item

Coupon good now through April 19, 2008

Hurry! Offer ends April 19, 2008.

One coupon per customer per day. Coupon must be surrendered at time of purchase. May not be used for prior purchases or sale priced items or combined with any other coupon, offer, sale or discount. May not be used to purchase shopping cards, gift cards, gift certificates, in-store parties or class fees. **Excludes** special order custom floral arrangements, special order custom frames and materials and **all Cricut products**. Valid at Michaels stores only. Limited to stock on hand. Void where prohibited.



BUSINESS CENTER
initial capital
PHP 300,000.00



50% DISCOUNT

DEALER
initial capital
PHP 150,000.00



40% DISCOUNT

ADVOCATE
buying PHP 35,000.00
and up



30% DISCOUNT

ADVOCATE
initial capital
PHP 888.00



20% DISCOUNT

FREE GROCERIES FOR A YEAR!



Anywhere you shop this holiday season – every \$1 spent is a chance to **WIN!**

Sales Promotion

- Trade-oriented sales promotion is targeted at marketing intermediaries such as wholesalers, distributors, and retailers.
- Some of the tools used to encourage them to stock a company's products include:
 - **Allowance:** promo money paid to feature items in special way (store display, middle shelf, etc)
 - **Price deals or discounts:** reduction of price
 - **Sales Contests:** buy over certain amount and get prizes like holidays or discounts, etc.
 - **Trade Shows:** Display products and exhibitions and expos specifically for trade clients.

Direct Marketing

- Communicate directly with target customers to generate a response and/ or a transaction.
- Instead of through an entire chain of intermediaries.
- Example companies are Dell, Amway, Ikea.
- Traditionally DM tools consisted of direct mail and mail-order catalogues.
- It generally encourages the consumer to buy a product directly from the main manufacturing brand.
- The internet is making that much easier with online shopping using a credit card. (Amazon)

Direct Marketing

- Today it involves a variety of activities, including
 - **Database Management:** collection of customer data.
 - **Direct Mail:** include letters, ads, samples, foldouts)
 - **Telemarketing:** using telephone to sell direct.
 - **Mobile Marketing:** Deals sent to cell phone (Loans)
 - **Email marketing:** Offerings sent via email
 - **Direct-response ads:** respond to ad in magazine
 - **The Internet:** Full of “buy now” offer using credit card
 - **Kiosk marketing:** special interactive stands (airtime)
 - **Broadcast DM:** Using infomercials (Verimark)
 - **Print media DM:** Respond to newspaper ad



Subject: Summer Billiard Table Promotion



Get 'Toned' This Summer with Connelly
Special Offer for Subscribers

Dear Dave,

Connelly, the ultimate in Billiards, is offering you a chance to get 'Toned' this summer and really get noticed.

Choose from:

- A FREE two-tone custom finish on select models - this is up to a \$400 Retail Value!
- OR
- \$300 off select models!

Select model tables are the San Carlos, Prescott, Sedona, Cochise, Coronado, and Chiricahua



The Prescott Model

[Click here to register and download a coupon to bring into your retailer...](#)



The Cochise Model

[Locate an authorized Connelly retailer here...](#)



Shown here is the Cochise Tiger Two-Tone Finish

[Register and download a coupon here...](#)

Terms: 1) This promotion is available only at Connelly authorized retailers while supplies last. 2) Connelly is not responsible for local pricing or for delivery and installation of Connelly products except where it owns and operates retail locations in Arizona. 3) This promotion ends June 30th, 2006. 4) Sales dated prior to May 15th, 2006 and after June 30th, 2006 are NOT subject to this promotion. 5) May not be redeemed for cash or other discounts. 6) Select model tables are be: San Carlos, Prescott, Sedona, Cochise, Coronado and Chiricahua. 7) You must register for coupon and present it to an authorized Connelly retailer to receive the offer.

Sincerely,

Promotions Team
Connelly Billiards

email: promotions@connellybilliards.com
web: <http://www.connellybilliards.com>

[Forward email](#)

[SafeUnsubscribe™](#)
This email was sent to topcoinc@west.net, by promotions@connellybilliards.com
[Update Profile/Email Address](#) | [Instant removal with SafeUnsubscribe™](#) | [Privacy Policy](#)

Connelly Billiards | 1440 S. Euclid Ave | Tucson | AZ | 85713

I Raised the Value of my Coin Collection by 20% in 2 Months! You Can Too...
www.topcoincollectingtips.com

Top Coin Collection Tips Get It Now!

Personal Selling

- This is a form of person-to-person communication in which the seller attempts to assist and/or persuade prospective buyers to purchase the company's products or services and or to act on an idea.
- Unlike advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications.
- This interaction gives communication flexibility, i.e. the seller can see or hear the potential buyer's reactions and modify the message accordingly.
- The personal, individualised communication allows the seller to tailor the message to the customer's specific needs or situation.



Personal Selling

- It also involves more immediate and precise feedback because the impact of the sales presentation can generally be assessed from the customer's reactions.
- If the feedback is unfavourable, the salesperson can modify the message.
- Personal selling efforts can also be targeted to specific markets and customer types that are the best prospects for the company's product or service.
- Relationship selling emphasises a win-win outcome and the accomplishment of mutually beneficial objectives between the buyer and the seller. Not about quick sale but developing a LT relationship.

digg

facebook

bing



Web | ... | News | Sports | Gmail | more | Google | Search | Settings | Sign out

WIKIPEDIA

Google™



Advanced Search

Language Tools

Google Search | I'm Feeling Lucky

Advertising Programs | Business Solutions | About Google

www - Data

twitter

flickr



YouTube

Interactive/ Internet Marketing

- **Interactive media** allow for back-and-forth flow of information whereby users can participate in and modify the form and content of the information they receive in real time.
- Unlike traditional forms of marketing communications such as advertising, which are one-way in nature, the new media allows users to perform a variety of functions such as receive and alter information and images, make inquiries, respond to questions, and make purchases.
- The internet is a powerful Direct Marketing tool in that cell phones and kiosks, and now interactive television (Dstv) can be used to make purchases.

Interactive/ Internet Marketing

Assignment – Collaborative Learning

- On the blog under the post headed *Interactive Internet Marketing* please provide one way that the *Consumer Science Food Production Service* can be marketed using the Internet.
- Explain **how** (your strategy). At least a 5 line paragraph. Also give a link to the site or tool.
- You must also mention into which marketing communication category it falls: Advertising, Sales Promotion, PR, Direct Marketing, or Personal Selling.
- Every Person's comment must be different.
- Be creative. Think of new websites, portals and internet tools that are already being used for marketing purposes.

Integrated Marketing Communications

- Consumers do not differentiate between the sources of messages. To them, everything is advertising.
- Whether they see an ad on TV, hear a radio ad, check out a website, or speak with a sales person, its the same company.
- So if different messages are being communicated through different media, consumers will get confused.
- That is why all communication must be **INTEGRATED**. The same, consistent message.
- But more on this next week when we look at how to integrate communications with a good strategy.