

# Marketing: Advertising and Sales Promotion

## Food Communication II

### Section G – Communication Mix Strategies

All of the information has been adapted from:

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

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

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

# Administrative info



# Integrated Marketing Communications

# The Marketing Communication Process

- *Marketing communication* strategy is closely related to the process of communication.
- As humans, we assign meanings meanings to feelings, ideas, facts, attitudes, and emotions.
- Communication is the process by which we exchange or share meanings through a common set of symbols.
- When a firm develops a new product, changes on old one, or simply tries to increase sales of an existing good or service, it must communicate its selling message to potential customers.
- Marketers communicate info about a firm and its products to the target market and other audiences through its *marketing communications* programme.

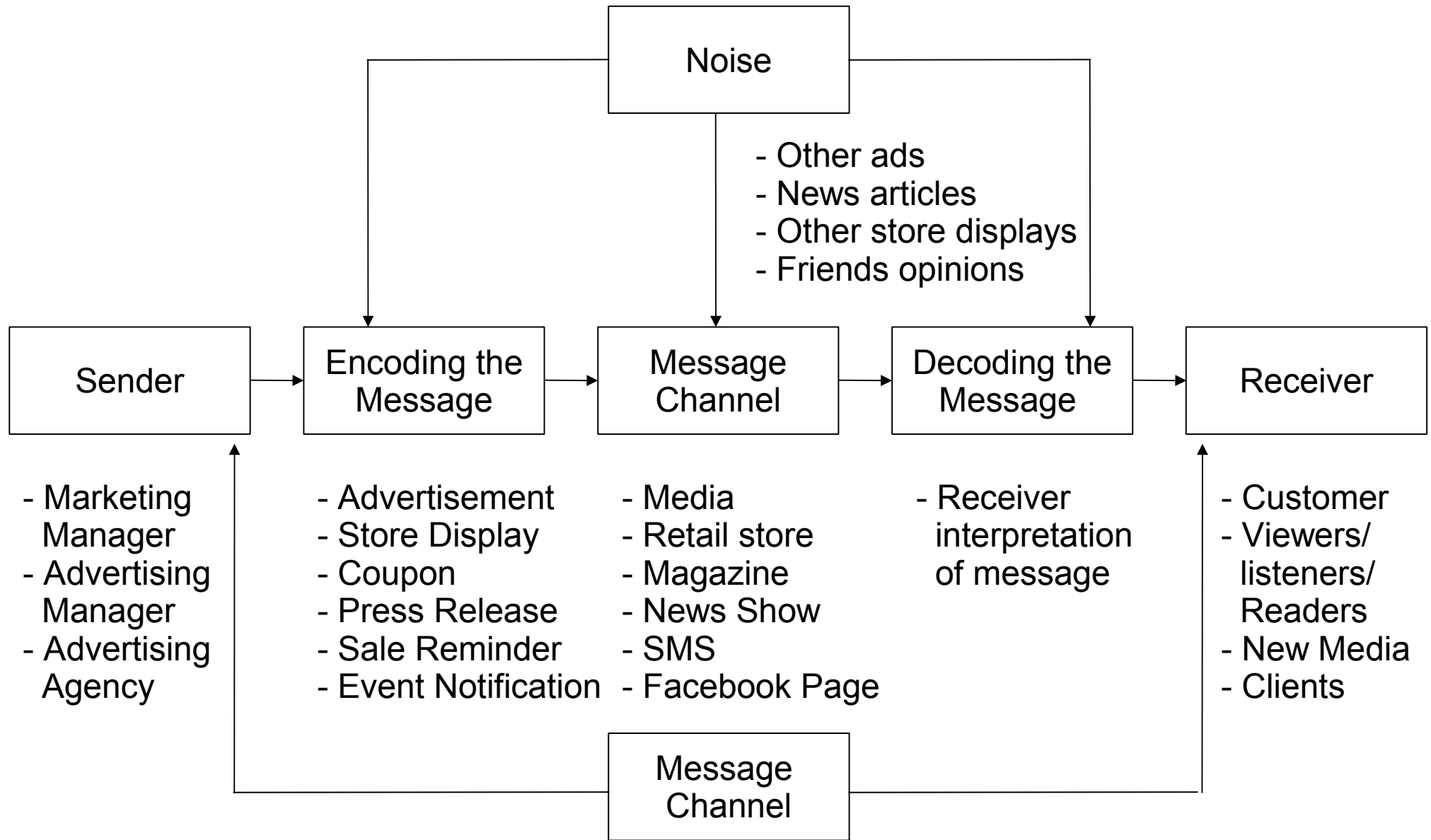
# The Marketing Communication Process

- **Interpersonal communication:** direct, face-to-face communication between two or more people.
  - ✓ Allows to respond to the other person's reaction.
  - ✓ Examples: Personal selling, telephone, sms, online chat, social media like Facebook and Twitter, etc.
- **Mass communication:** communicating to large audiences. Usually through a mass medium (TV).
  - ✓ Firm does not know the people and is unable to respond immediately to customers' reactions.
  - ✓ Must wait to see if positive or negative reaction.
  - ✓ Also cluttered from competitors' messages and environment.
  - ✓ Examples: TV, radio, newspaper, magazine, billboards, commuter media, websites.

# The Communication Process

- Marketers are both senders and receivers of messages.
- As senders, marketers attempt to inform, persuade, and remind the target market to adopt courses of action.
- While at the same time promoting the purchase of a good or service.
- As receivers, marketers attune themselves to the target market in order to develop the appropriate messages, adapt existing messages, and spot new communication opportunities.
- Marketing communication is a two-way interaction, rather than a one way process.

# Figure: The Communication Process



Source: Lamb, et al, 2004., pg 304

**Table 1: Characteristics of the elements in the marketing communication mix**

	<b>Advertising</b>	<b>PR</b>	<b>Person Sell</b>	<b>Sales Prom</b>	<b>Interactive</b>
<b>Mode of comm</b>	Indirect and impersonal	Usually indirect and non-personal	Direct and face-to-face	Usually indirect and non-personal	
<b>Comm control</b>	Low	Moderate to low	High	Moderate to low	
<b>Feedback amnt</b>	Little	Little	Much	Little to mod	
<b>Feedback speed</b>	Delayed	Delayed	Immediate	Varies	
<b>Direction of message flow</b>	One-way	One-way	Two-way	Mostly one-way	
<b>Control over message content</b>	Yes	No	Yes	Yes	
<b>Identification of sponsor</b>	Yes	No	Yes	Yes	
<b>Speed to reach large audience</b>	Fast	Usually fast	Slow	Fast	
<b>Message flexibility</b>	Same message to all aud	No direct control over message	Tailored to prospective buyer aud	Same message to varied target	



# The Goals and Tasks of MKT COMM

- People communicate with one another for many reasons.
- They seek amusement, ask for help, give assistance or instructions, provide information, and express ideas and thoughts.
- Marketing communication, on the other hand seeks to *modify* behaviour and thoughts in some way.
- Marketing communication also strives to reinforce existing behaviour. (continue eating at KFC)
- Marketing can perform one or more of three tasks:
  - 1) inform, 2) persuade, 3) remind.

**Table 2: Examples of Marketing Communication Tasks**

<b>Informative</b>	<b>Persuasive</b>	<b>Reminder</b>
Increasing the awareness of a new brand or product class	Building brand preference	Reminding customers that the product may be needed in the near future
Informing the market of new product attributes	Encouraging brand switching	Reminding consumers where to buy the product
Suggesting new users for a product	Changing customer's perceptions of product attributes	Reminding consumers what the brand stands for
Reducing consumers' anxieties	Influencing customers to buy now	Keeping the product in consumers' minds during off-peak times
Telling the market of a price change		Maintaining consumer awareness
Describing available services		
Correcting false impressions		
Explaining how the product works		
Building a firm's image	Source: Lamb, et al, 2004., pg 307	

# The AIDA concept

- The ultimate goal of any marketing communication is to get someone to *buy a product or service*.
- Or in the case of a non-profit organisation, take some action (like donate blood).
- A classic model for reacting marketing communication goals is called the AIDA concept.
  - A: Attention
  - I: Interest
  - D: Desire
  - A: Action
- See handout note for an expanded version known as *AIDA and the hierarchy of effects*.

# The AIDA concept

- The AIDA model proposes that consumers respond to messages in a cognitive (thinking), affective (feelings, emotions), and con-active (action, doing) sequence.
- First, the marketing communication attracts a persons **attention** by
  - Personal selling: a greeting and approach
  - Advertising and SP: loud volume, bright colours, humour, and so on.
- Next, a good message creates **interest**
- And then, by illustrating how a product's features will satisfy the consumer's needs, **desire**.
- Finally, a special offer or strong closing sales pitch may be used to obtain purchase **action**.

# Factors affecting the Mkt Comm Mix

- Marketing communication mixes vary a great deal from one product and one industry to another.
- Normally, advertising and personal selling are used to promote goods and services, supported and supplemented by sales promotions.
- Public Relations help develop a positive image for the firm and the product or brand.
- Yet a firm may choose not to use all four (five) marketing communication elements in its marketing communication mix, or it may choose to use them in varying degrees.
- The particular marketing communication mix chosen by a firm for a product depends on several factors. See next page.

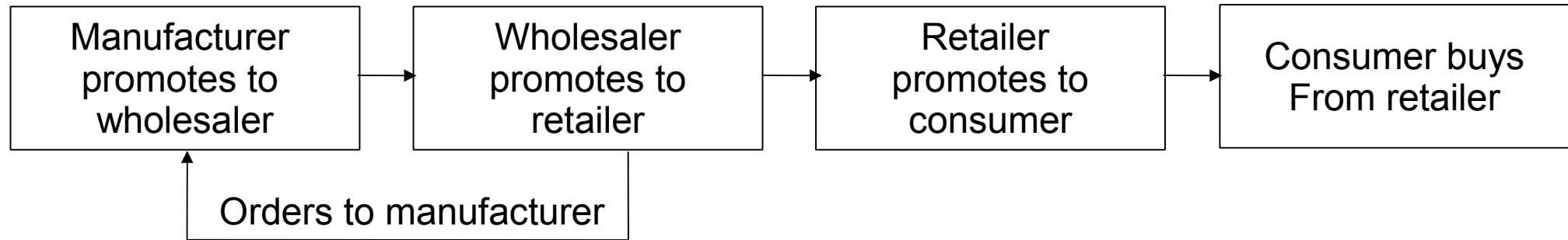
# Factors affecting the Mkt Comm Mix

Factors Affecting the Marketing Communication Mix:

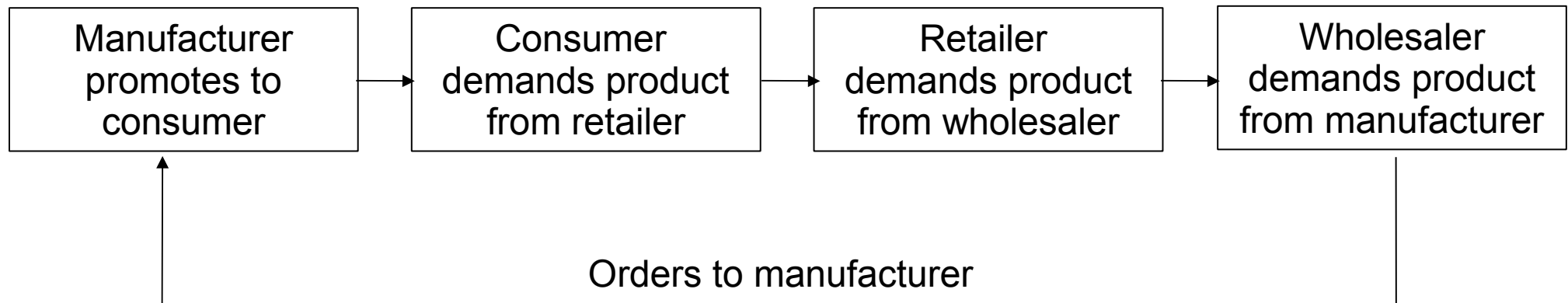
- Nature of product
  - Stages in the product life-cycle
  - Target market characteristics
  - Type of buying decision
  - Available funds for marketing communication mix
  - Push and pull strategies
- See the handout notes for a detailed explanation of these factors and how they influence the Mkt Comm Mix. (page 311-314)

**Figure 2: Push versus Pull Strategy**

**PUSH STRATEGY**



**PULL STRATEGY**



# Steps in developing the Mkt Comm Plan

- A marketing communication plan is a carefully arranged sequence of marketing communications designed around a common theme and geared to specific objectives.
- Because mkt comm is something of an art, developing a mkt comm plan can be a challenging task.
- Despite many specific suggestions and guidelines, creativity still plays a key role.
- Effective planning can greatly stimulate sales, while ineffective planning can waste millions and harm the image of the firm and its products.
- The mkt comm plan consists of distinct steps: Analyse the market; Identify the target audience; Set marketing communication objectives; Develop a mkt comm budget; and Choose the mkt comm mix.



# Analyse the market

- If firms truly accept the marketing concept of satisfying consumer needs and wants, they must conduct research to find out what they are.
- With the increasing complexity of the market, proper research is necessary to ensure an effective marketing communication's plan.
- Research identifies the product's target market.
- Research also determines the plan's objectives.
- Both secondary and primary research can yield the needed information. (See section C)
- Marketing Intelligence and trend analysis will also provide a great deal of insight into consumer needs.

# Identify Target Audience

- Through market research, the market segment the firm wants to reach with a given marketing communication plan should be explicitly defined in terms of the following variables (As discussed in section D):
  - Geographic
  - Demographic
  - Psychographic
  - Behaviour
  - Benefit
- Naturally, the target audience should be those most likely to buy the product within a defined period.

# Set marketing communication objectives

- Objectives are the starting point for any plan.
- Possible objectives that a marketing manager may pursue include:
  - Increasing awareness
  - Improving or changing a consumer's attitude
  - Changing a consumer's buying behaviour
  - Reminding the consumer of the product
  - Increasing the consumer's recall of the product
- Additionally, marketing managers must understand their current position in terms of each objective before a reasonable goal can be established (current: 10 units sold monthly, objective: incr to 20 units per month)

# Set marketing communication objectives

- Mkt Comm Objectives should centre on the consumer's stage in the hierarchy of effects, or the potential buyer's current stage in the purchasing process (see handout).
- The role of the marketing communication is to change the receivers attitudes and intentions towards the good or service, moving them through the hierarchy towards an action (a sale).
- At the same time, the consumer's response to the message helps the marketer move to the next step in promoting the product
- To be effective, objectives should be SMART.
- Simple, Measurable, Actionable, Realistic, Timely.

# Develop a Mkt Comm Budget

- After identifying the target audience and specifying the objectives, the mkt manager can finalise a budget.
- This is no simple task, nor is there a cookbook approach that will create an ideal mkt comm budget.
- Theoretically, the mkt comm budget should be set at a level that maximises profitability and return on investment (ROI).
- This theory is not easy to implement because it requires knowledge of the actual monetary benefits resulting from the marketing communication effort.
- Easy techniques include: Arbitrary allocation and all-you-can-afford; Competitive parity method; Percent-of-sales method; market share method; Objective and task method. (See handout notes for detailed explanations)

# Deciding on a mkt comm MIX

- Finally, marketing managers select a combination of elements – advertising, sales promotion, public relations, interactive media – that will be included in the overall mkt comm plan.
- Marketers must choose several different elements for one mkt comm campaign.
- Different elements are typically chosen to address consumers in different stages of the hierarchy of effects.

# MCA<sup>®</sup> Framework

