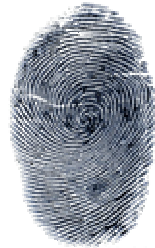


Marketing 2.2

Communication

Marketing Communication-mix
Part **TWO** out of Four (**2.2**)



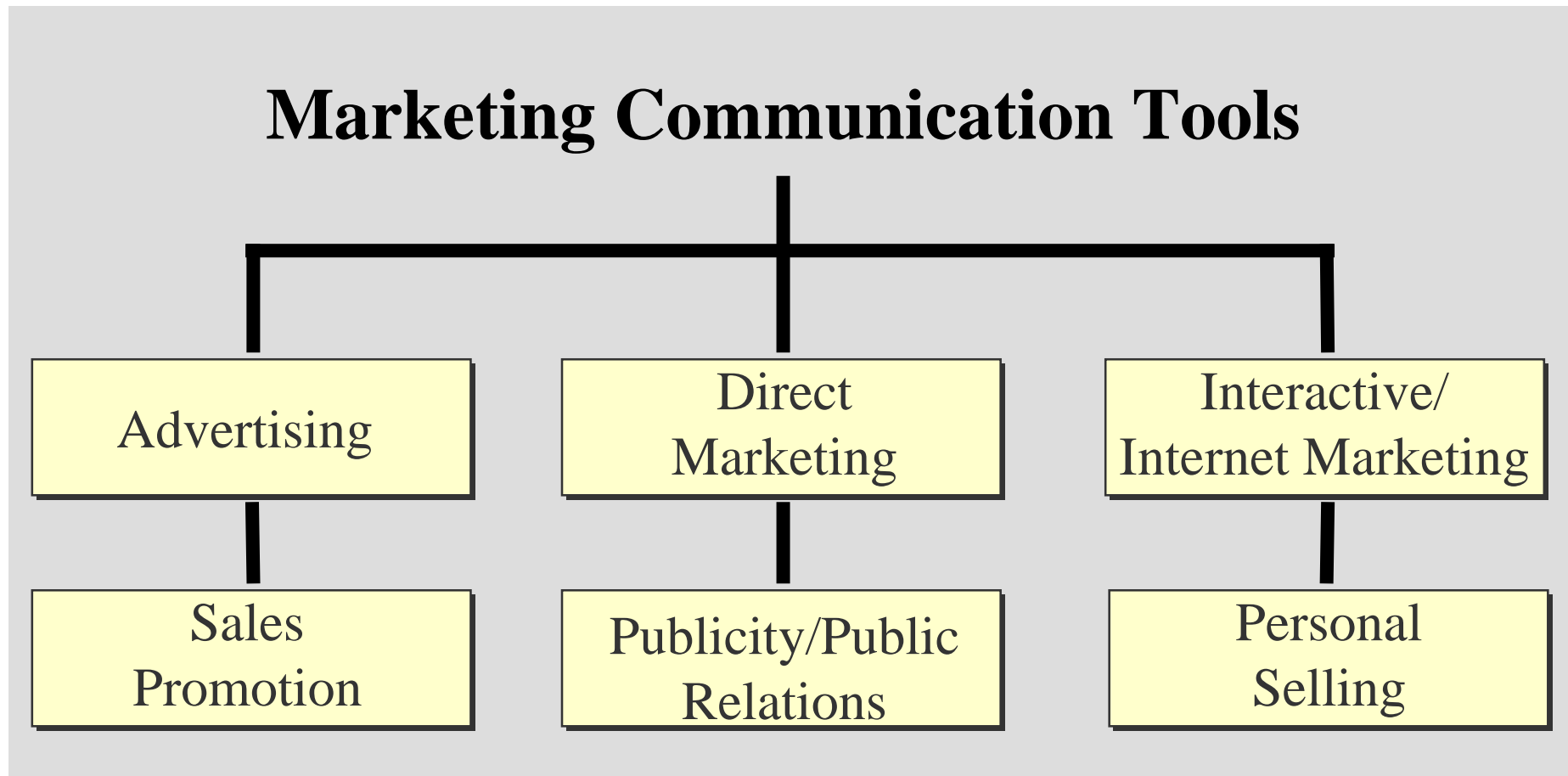
Danny Abramovich
Marketing Plan Specialist

Course Introduction, Main Topics

- ✚ Background: CB ü
- ✚ Human Communication ü
- ✚ Marketing Communication
- ✚ Creativity
- ✚ Integrated MarCom
- ✚ Global IMC



2. MarCom⁴ Communication Tools



2. MarCom⁴ Communication Tools

Sale Promotions - value (price)-related activities to generate short-term sales.

Direct Marketing - reaching customers directly.

Personal Selling - develop relationships, persuade and create leads into sales.

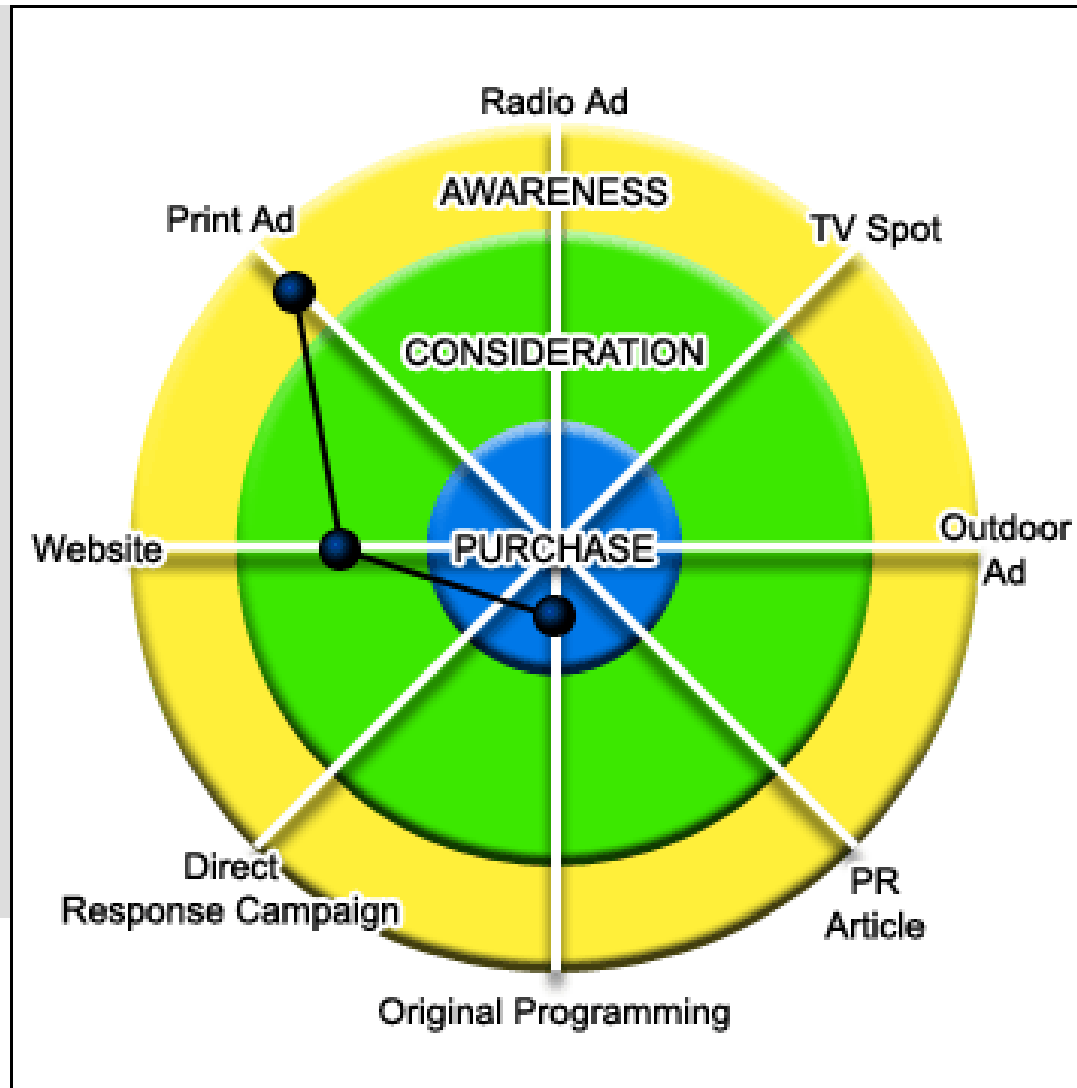
Interactive/ Internet - interactive media which allows a two-way flow of information in real time.

Publicity/ Public Relations - non-paid com.

Advertising - paid mass communication.

2. MarCom4 Intermediate Summary

Models & Tools



2. MarCom4 Sale Promotions

Kelsey's

Sale 75% Off
Sale 75% Off
Sale 75% Off



Join us for
great Summer savings.

*Offer only valid between 2:00-4:00 am

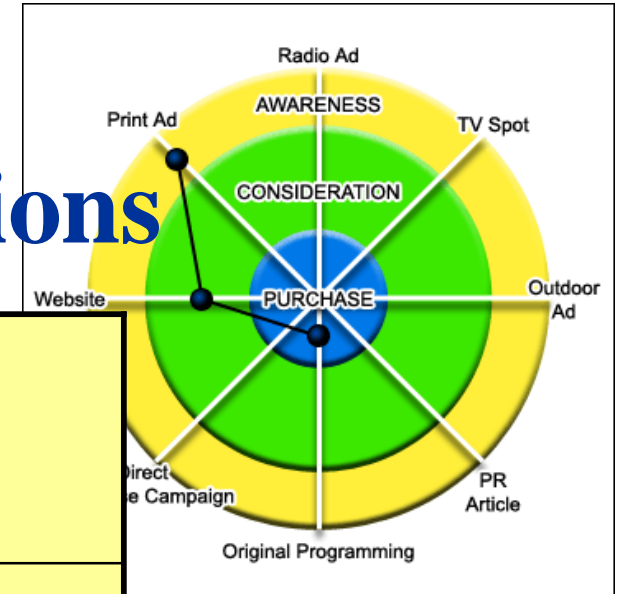
*Only preferred customers are eligible for sale prices




THE
LAST WORD
IN YOUR
ADVERTISING
CAMPAIGN

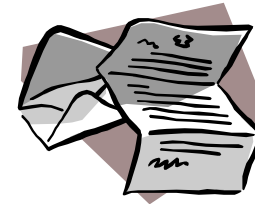


2. MarCom4 Sale Promotions



		
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J		L
J		L

2. MarCom4 Direct MKT



Demassification – Focus is
Toward Micro-markets

Higher Costs of Driving, Traffic
and Parking Congestion

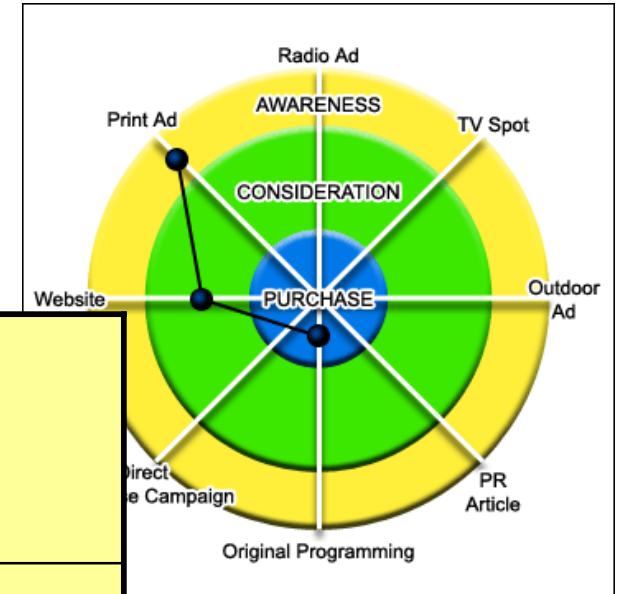
Consumers Lack of Time


Convenience of Ordering
From Direct Marketers

Growth of Customer Databases

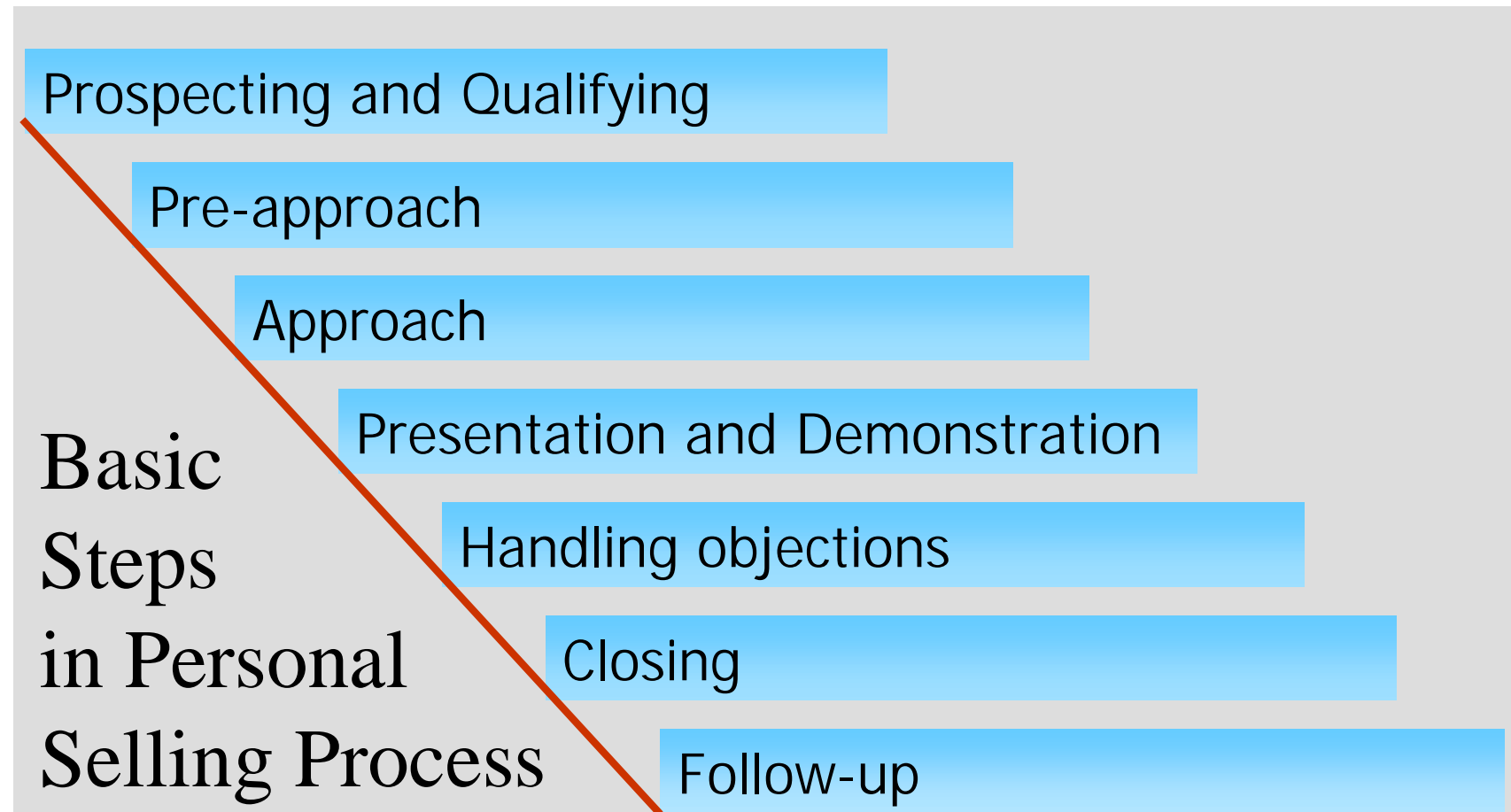
The
Growth of
Direct Marketing

2. MarCom 4 Direct MKT

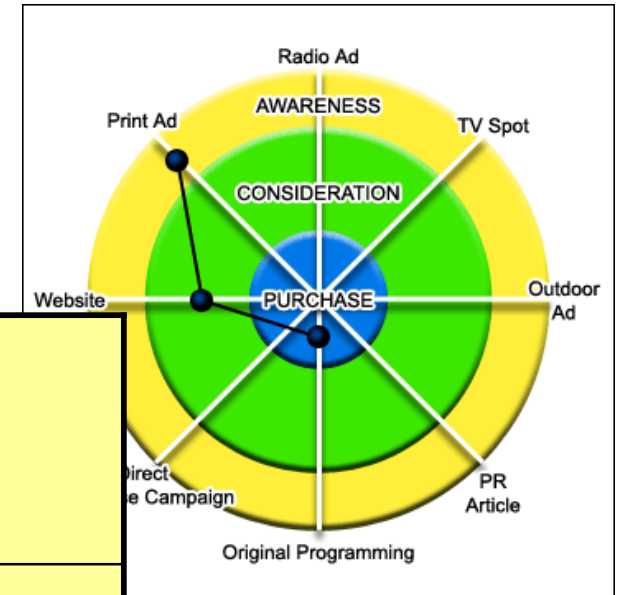



		
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2. MarCom4 € Selling



2. MarCom4 € Selling




		
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2. MarCom4 Interactive^{www}



overture[®]
a YAHOO! company
Pay-Per-Click
Google[™]
AdWords
ecommerce
email marketing

March 2006, NBC
Universal acquired
www.ivillage.com
for \$600M



It's 3 a.m.
do you know
where your
current mileage
balance is?

Welcome, Pete Forman!
You Have 76,430 AAdvantage Miles.

AA.com[™]. It's all new. And now, it's all yours. Like exactly how many AAdvantage[®] miles you have at any given moment (displayed, at a glance, on your own personalized home page), and instant access to account information that's not just up to date -- it's up to the minute. There's online travel claiming that's faster than ever. Travel packages inspired by your interests and preferences. And, as always, our exclusive Jet Set[®] Specials[™]. So visit the new AA.com today. Built around you, there's truly no other site quite like it.

The ultimate web site for everything **AmericanAirlines[®]**

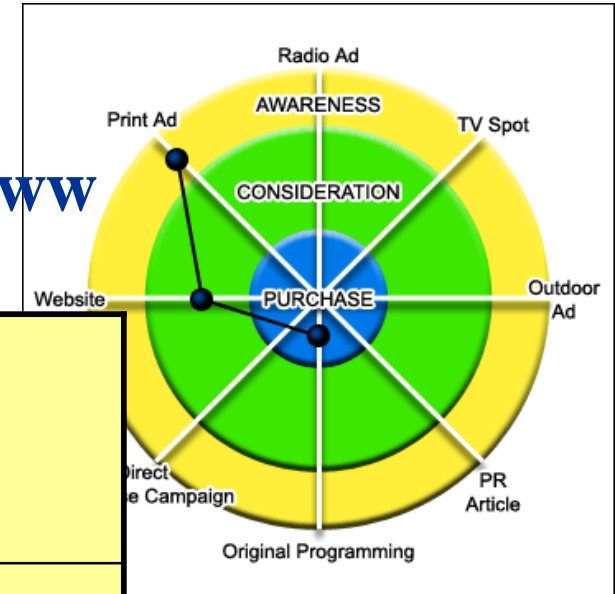
Web
1.0




ark

MarCom-2

2. MarCom4 Interactive [www](http://www.marketingPlanNOW.com)

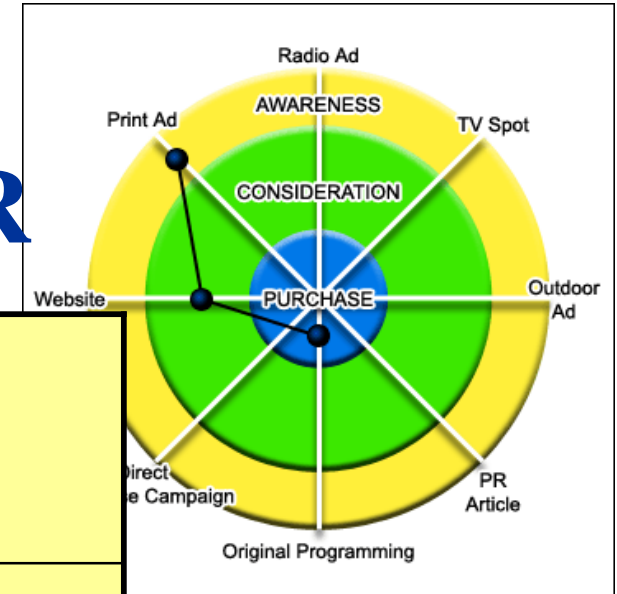



		
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2. MarCom4 Major PR Tools



2. MarCom4 Publicity-PR

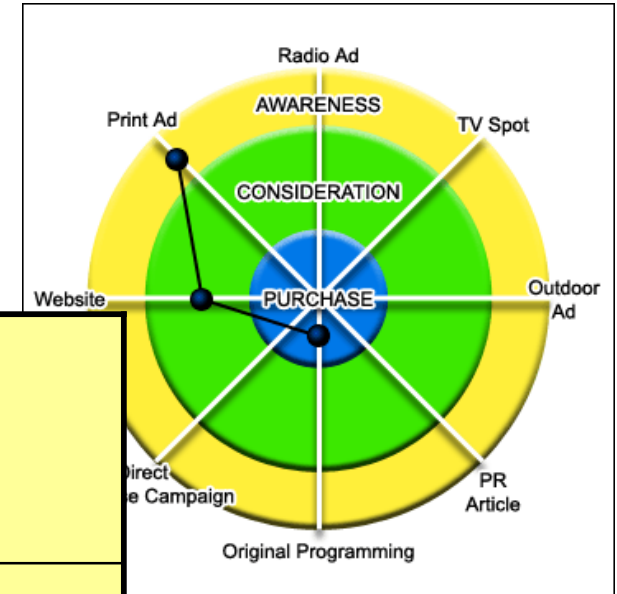



		
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2. MarCom4 Exhibitions



2. MarCom4 Exhibitions



		
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J		L
J		L

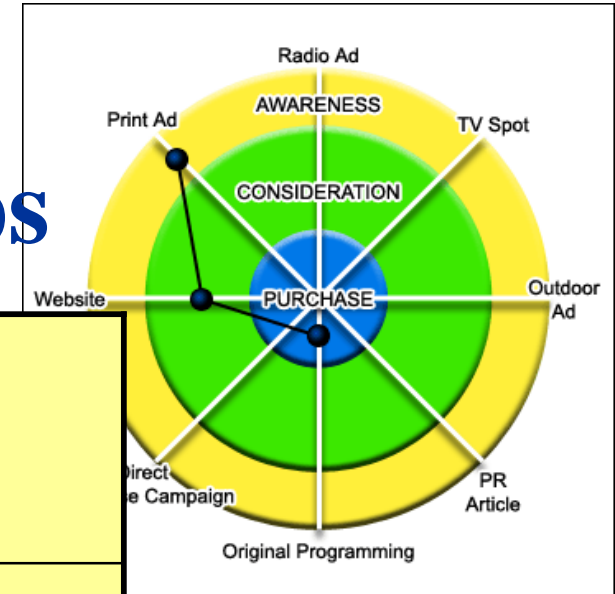
2. MarCom4 Sponsorships




2. MarCom⁴ Sponsorships



2. MarCom4 Sponsorships



		
J		L
J		L
J		L

2. MarCom⁴ ADVERTISING

Definition:

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

2. MarCom⁴ ADVERTISING

Informative Advertising

Inform consumers or
build primary demand

Persuasive Advertising

Build selective demand

Advertising Objective
Specific Communication Task
Accomplished with a Specific
Target Audience
During a Specific Period of Time

Comparison Advertising


Compares one brand
to another

Reminder Advertising


Keeps consumers thinking
about a product

2. MarCom4 ADVERTISING

SEEMS OUR MOST ORIGINAL IDEAS
ARE RECYCLED.



Blendsky, greener grass, cleaner air. These are elements we see in the vehicles we're developing as FORD MOTOR COMPANY into the 21st century. A car whose body is made of 100% RECYCLABLE aluminum. Which is just as strong as steel, yet gentler on the gas pump. Today, Ford is an industry leader in aluminum fabrication and RECYCLED plastics. It's all part of our continuing effort to build ENVIRONMENTALLY RESPONSIBLE cars that combine with better fuel economy and HIGH RECYCLABILITY. We believe this visionary thinking, powered by the latest technology, will make cars and trucks safe on the road and the ENVIRONMENT, which has always been our original idea.

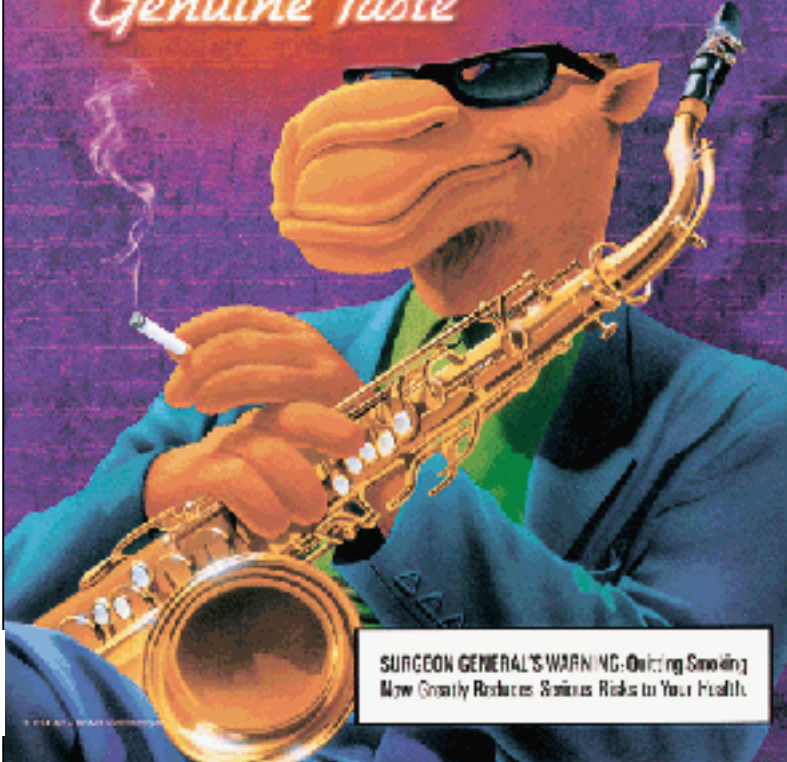
Ford • FORD TRUCKS •  • LINCOLN • MERCURY

QUALITY IS JOB 1.

Controversial?

11 mg. "tar," 0.9 mg. nicotine av. per cigarette by FTC method.
© 1998 Camel Inc. All rights reserved.

CAMEL
Genuine Taste



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

2. MarCom⁴ ADVERTISING



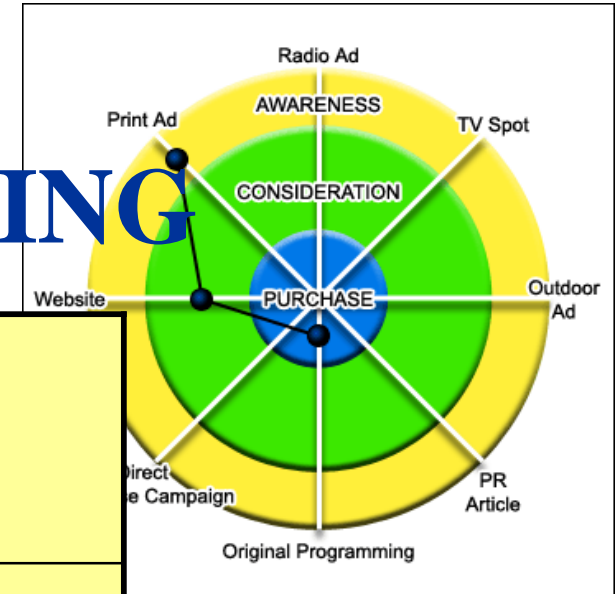
Advertising Objective:
Specific communication **Task**
accomplished with a Specific **Target**
Audience During a Specific Period of **Time**


2. MarCom⁴ ADVERTISING



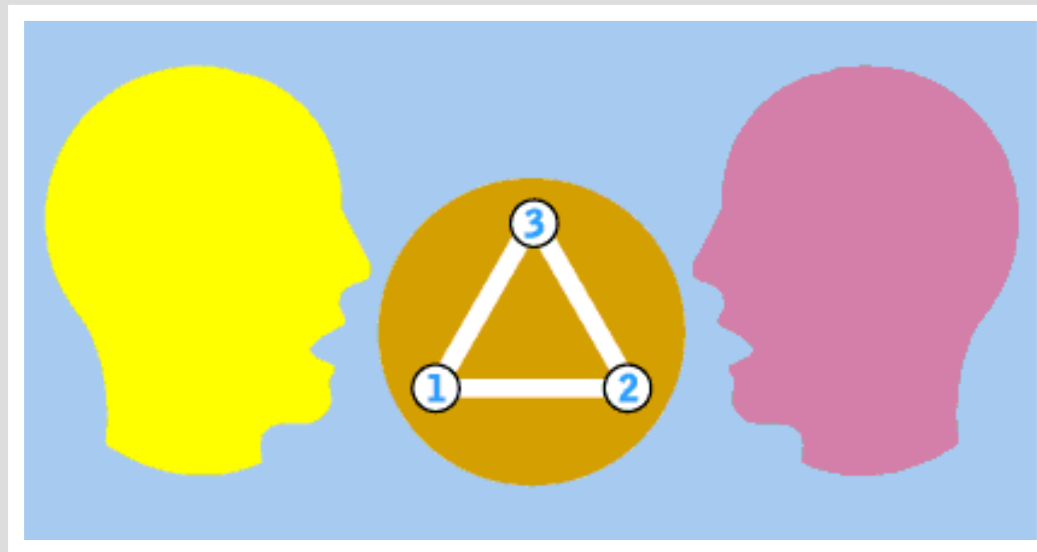
for a fresher world ★ Heineken

2. MarCom4 ADVERTISING



		
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J		L
J		L

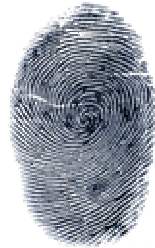
2. MarCom!



Marketing 2.2

Communication

Marketing Communication-mix
Part **TWO** out of Four (**2.2**)



Danny Abramovich
Marketing Plan Specialist

Chapter 3

Integrated
marketing
communication

