

Integrated Marketing Communications

Pertemuan ke-9 dan Ke-10



**based on lecture by Dr. Mohammed Ibahrine
And Seitel's *The Practice of Public Relations***

Outline



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❖ Summary

1. The Customer's Perspective



- ❖ Integrated marketing means approaching communication issues from the customer's perspective
- ❖ Consumers do not separate promotional material or newspaper advertising or community responsiveness into separate compartments
- ❖ They lump everything together to make judgments about services and organizations

1. The Customer's Perspective



❖ Integrated marketing expert Mitch Kozikowski lists six maximums

Integrated marketing communication is not about ads, direct e-mail pieces, or public relations projects

- It is about understanding the consumer and what the consumer actually responds to
- In other words, behavioral change is the communicators' mission
- If the customer does not act, the communicator – and the communication have failed

Organization can not succeed without good relationship with their publics

- Organizations need relationships with their customers that go beyond the pure selling of a product or service
- They need to build relationships
- As the world becomes more competitive in everything, relationship building becomes more critical

Integrated marketing communications require collaboration on strategy

- Not just on execution
- The entire communication function must be part of the launch of a product, service, campaign or issue from its inception
- Communicators must participate in the planning of a campaign, not just in the implementation of communication vehicles

1. The Customer's Perspective



❖ Integrated marketing expert Mitch Kozikowski lists six maximums

Strategic plans must be clear on the role that each discipline is to play in solving the problem

- The roles of advertising, marketing and public relations are different
- None of them can do everything by itself
- Therefore, although advertising might control the message
- Marketing and product promotion might provide support
- It is public relations that should provide **credibility** for the product and even more important for the organization

Public relations is about relationships

- Public relations professionals can become proprietors of integrated marketing communications
- The essence of public relations is building relationship between institutions and its publics
- Public relations professionals more than any others, should lead the integrated marketing initiative
- Such an understanding is pivotal to the successful rendering of integrated marketing communications

To be players in integrated marketing communication, Public relations

- Professionals need to practice more than the craft of public relations
- Public relations people must expand their horizons, increase their knowledge of their discipline
- Seek out and participate in interdisciplinary skills building
- Public relations professionals must approach their task to enhance customer relationship through a strategy of total communication



2. Public Relations Versus Marketing

Marketing is the selling of a service or product through pricing, distribution, and promotion

- The **practice of marketing** creates and maintains a market for products and services

Product & Service

Public relations is the marketing of an organization

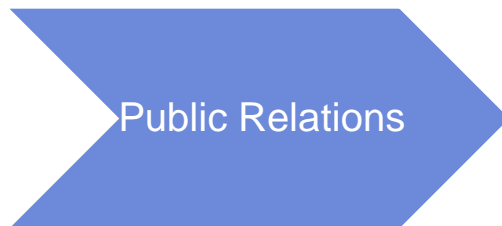
- The **practice of public** relations creates and maintains a hospitable environment in which the organization may operate

Hospitable Environment

2. Public Relations Versus Marketing



- ❖ Marketing guru Philip Kotler was among the first to suggest that to the traditional four Ps of marketing



The fifth P, should be added

2. Public Relations Versus Marketing



- ❖ Kotler argued that a firm's success depends increasingly on carrying out effective marketing thinking in its relationship with **TEN 10** critical players:

3. Product Publicity



- ❖ Product publicity is the essence of the value of the public relations
- ❖ Marketers are turning increasingly to product publicity as an important adjunct to advertising
- ❖ Public publicity can be the most effective element in the marketing mix
 - ✓ Creating an identity
 - ✓ Introducing a revolutionary new product
 - ✓ Small budget and strong competition
 - ✓ Explaining a complicated product
 - ✓ Generating new consumer excitement for an old product
 - ✓ Tying the product to a unique representative

4 Third-Party Endorsement



- ❖ The lure of the third-party endorsement is the primary reason smart organizations value product publicity as much as they do advertising
- ❖ Third-party endorsement refers to the **tacit** support given to a product by a newspaper, magazine, or broadcaster who mentions the product as news
- ❖ Advertising often is perceived as self-serving
- ❖ Publicity carries no such stigma (A mark of disgrace)
- ❖ Publicity appears to be “news” and is more trustworthy than advertising that is paid for

Advertising



Any form of impersonal, one-way mass communication that is paid for by the sponsor.

- ◆ Helps legitimize the product
- ◆ May be adapted to take advantage of a given medium's strengths to convey information
- ◆ Very expressive
- ◆ Cost per contact is low

Shortcomings:

- ◆ Expensive
- ◆ 1-way communication
- ◆ lack of control over situational reception

Over
\$150,000,000,000
per year!

1974 Leading Beer Advertisers

- **Schlitz**
- **Budweiser**
- **Miller**
- **Pabst Blue Ribbon**
- **Stroh's**

2002 Leading Beers

- **Budweiser**
- **Miller**
- **Coors**

What happened to the others?

3 beer companies, 25 years ago



Company A - Even though it's a recession, Company A pours money into advertising a new product/product category

**Company A is -
Miller (Miller Lite)**

Company B - The current market leader; pulls back ads as resources become tight

**Company B is -
Schlitz**

Company C - focuses on going global where the markets are not as bad

**Company C is -
Pabst Blue Ribbon**

Is Advertising Necessary?



2 year recession study:

Across all major American industries,

Firms that did not cut back sold 50% more than those that did cut back during the recession and sold 60% more in the 2 years following the recession

Major Decisions in Advertising



Objectives Setting



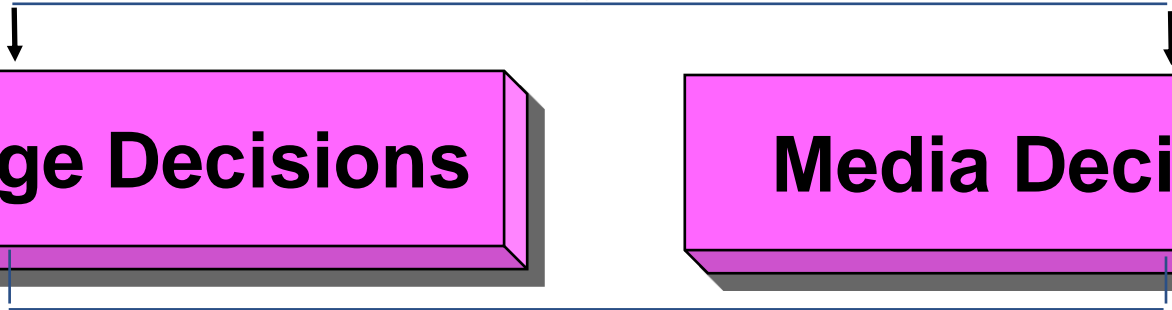
Budget Decisions



Message Decisions

Media Decisions

Campaign Evaluation



Setting Objectives



Informative Advertising
Build Primary Demand

Persuasive Advertising
Build Selective Demand

Comparison Advertising
Compares One Brand to Another

Reminder Advertising
Keeps Consumers Thinking
About Product



Building Primary Demand

Uh-Oh! Mom's
Working **Late.**



Chicken & Cheddar Grill

Cheddar or
American cheese
(sliced or shredded)

French or Italian
bread sliced in half
lengthwise

Chunky salsa

Sliced cooked
chicken breast

Layer bread halves with
cheese, chicken, salsa,
and additional cheese.
Place on cookie sheet.
Bake in preheated 350° F
oven 8-10 minutes or
until cheese is melted

For more quick cheese ideas
write: Cheese, P.O. Box 2304
Libertyville, IL 60092

<http://homearts.com/dairy/cheese2.htm>

© 1996 America's Dairy Farmers™

**Cheese
To the
Rescue!**™

Building Selective Demand



THERE IS ONLY ONE!



Excedrin[®] MIGRAINE is now the #1 doctor-recommended brand^{*}
for the relief of migraine pain.

Excedrin MIGRAINE
#1 Doctor Recommended

(use only as directed for mild to moderate migraine headache pain)
^{*} non-prescription
©1999 Bristol-Myers Squibb Co.

HEMIPAGE RESOURCE CENTER
1-800-608-8184
www.excedrin.com

Keeps
consumers
thinking about
the product



Want a homemade meal but only have a pinch of time?

Campbell's® 15-Minute Chicken & Rice Dinner

Prep/Cook Time: 15 min.

- 1 tbsp. vegetable oil
- 4 boneless chicken breast halves
- 1 can (10 3/4 oz.) Campbell's® Cream of Chicken or 99% Fat Free Cream of Chicken Soup
- 1 1/2 cups water*
- 1/4 tsp. each paprika and pepper
- 1 1/2 cups uncooked Minute® Original Rice
- 2 cups fresh or frozen broccoli flowerets

Heat oil in skillet. Add chicken and cook until browned. Remove chicken.

Add soup, water, paprika and pepper. Heat to a boil.

Stir in rice and broccoli. Top with chicken. Season chicken with additional paprika and pepper. Cover and cook over low heat 5 min. or until done. Serves 4.

*For creamier rice, increase water to 1 2/3 cups.


www.campbellsoup.com

© 1999 Campbell Soup Company



We have a soup for that.

Comparative Advertising



It's true. In the last 20 years, empty milk jugs have lost a lot of weight. In fact, glassics are helping lower product and packaging costs.

product with less packaging. • From the plastic grocery bag, you 70 percent less plastic than it did in 1975. Big deal? You bet. Now it would.

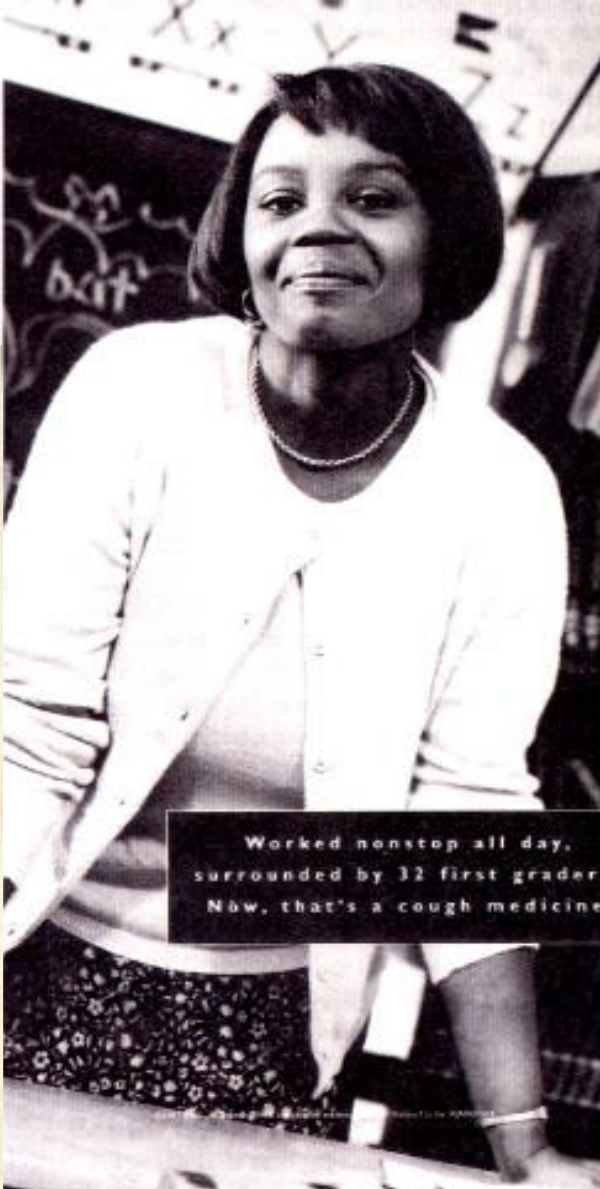
take five tracks to deliver ordinary paper socks as one trackful of plastic bags. Which also saves fuel. • To learn more, call the American Plastics Council at 1-800-777-9500 for a free booklet. • You'll find that, for a lightweight, the benefits of plastics are still pretty heavy.

AMERICAN PLASTICS COUNCIL

Would You Believe The Jug On The Right Is 45% Lighter?



down. That means using less energy and fewer raw materials to make them. Test it all, the milk jug on the right will hold the same amount of milk, delivering such benefits as better resistance, a stronger cap and seal, a nondrip cap, and a convenient handle. • Soft drink bottles are also made this way. That allows tracks to deliver more

PLASTICS MAKE IT POSSIBLE™
 Visit our site: <http://www.plasticscouncil.com>




Worked nonstop all day, surrounded by 32 first graders. Now, that's a cough medicine.

When you've got a cough, you want a cough medicine that keeps on going so you can too. That's what Vicks 44® does. It works longer between doses, up to 8 hours. While Robitussin DM® should be taken every 4

Vicks 44	Robitussin DM
	
Keeps 8 hours of cough relief.	Keeps 4 hours of cough relief.

And Maximum Strength Vicks 44 also feels more soothing. It's one cough medicine that does its job, so you can do yours.



8 HOUR VICKS 44

Get the most from just one dose.

5 Building a Brand



- ❖ We live in a world of brands
- ❖ The watchword in business today is branding, creating a differentiable identity or position for a company or product
- ❖ Brand equity from the customer's perspective consists of two forms of knowledge:
 - ✓ Brand awareness
 - ✓ Brand image

Power? Shanghai, China



Power? Jaipur, India



Power?



Thailand



Algeria



South Korea



Power?



CINEMASTERPIECES

5 Building a Brand



- ✓ **Brand awareness:** is based on whether a brand name comes to mind when customers think about a particular product category and the ease with which the name is evoked
- ✓ **Brand image:** can be thought of in terms of the types of associations that come to the customer's mind when contemplating a particular brand

5 Building a Brand



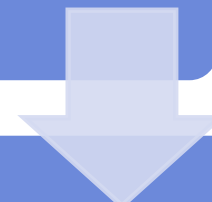
- ❖ Using integrated marketing communications to establish a unique brand requires adherence to the following principles:
 - ✓ 1 Be early.
 - ✓ 2 Be memorable.
 - ✓ 3 Be aggressive.
 - ✓ 4 Use heritage.
 - ✓ 5 Create personality.



5 Building a Brand

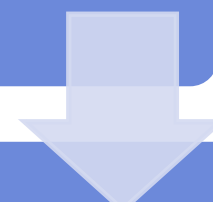
Be early

- It is better to be first than to be best. This results from the “law of primacy”



Be memorable

- Create a memorable brand



Create personality.

The best organizations are those that create “personalities” for themselves



5 Building a Brand

Be aggressive

A successful brand requires a constant drumbeat of publicity to keep the company's name before the public

Potential customers need to become familiar with the brand

Potential investor need to become confident that the brand is an active one



Use Heritage

- Heritage is very much in vogue
- This means citing the traditions and history of a product or organization, as part of building the brand

Public Relations



- ❖ Building good partnerships, creating positive associations and bonds with company's various publics by obtaining favorable publicity, building up a good "corporate image" and handling or heading off unfavorable rumors, stories and events.
- ❖ Johnson & Johnson vs. Exxon

Major Public Relations Tools



6 Public Relations Integrated Marketing Activities



- ❖ A number of more traditional public relations activities are regularly used to help market product



6 Public Relations Integrated Marketing Activities



- ❖ **Article Reprints.** Once an organization has received product publicity in a newspaper
- ❖ It should market the publicity further to achieve maximum sales punch
- ❖ As in any other public relations activity, use of reprints should be approached systematically, with the following ground rules in mind
 - ✓ Plan ahead
 - ✓ Select target publics
 - ✓ Pinpoint the reprint's significance

6 Public Relations Integrated Marketing Activities



- ❖ **Trade Show Participation.** Enables an organization to display its products before important target audience

- ❖ The decision to participate should be considered with the following factors in mind
 - ✓ Analyze the show carefully
 - ✓ Select a common theme
 - ✓ Make sure the products displayed are the right one
 - ✓ Consider the trade books
 - ✓ Emphasize what is new
 - ✓ Consider local promotional efforts
 - ✓ Evaluate the worth

6 Public Relations Integrated Marketing Activities

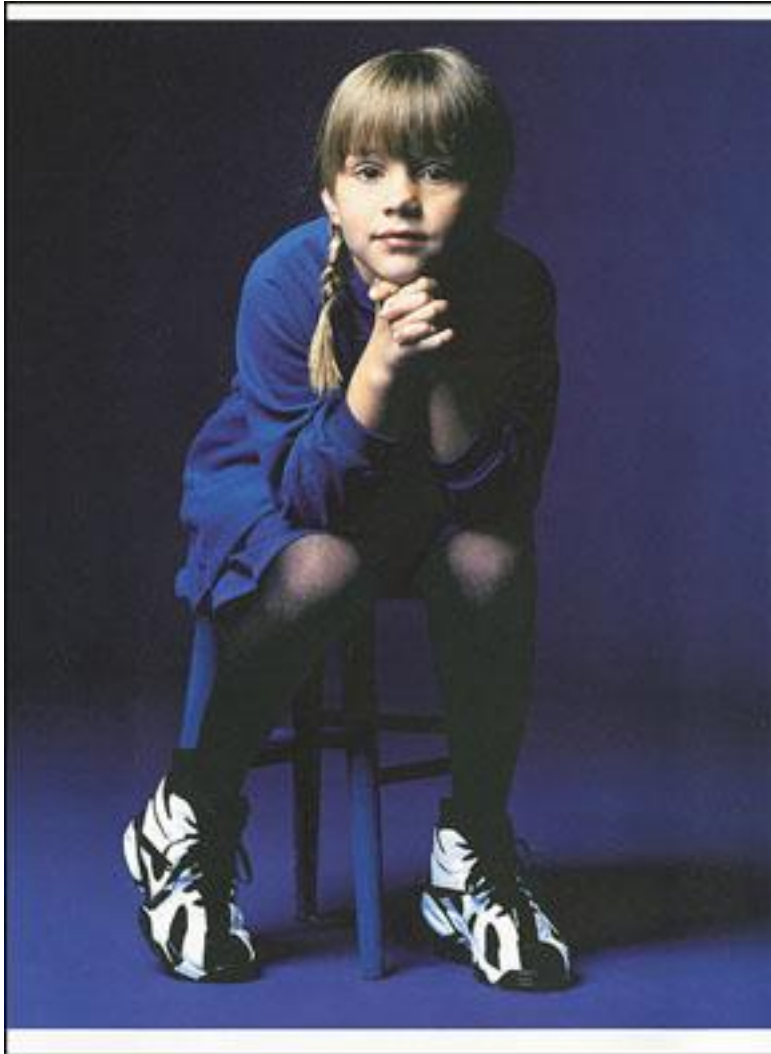


- ❖ **Use of Spokespersons.** In recent years, the use of spokespersons to promote products has increased
- ❖ They must be articulate, fast on their feet, and thoroughly knowledgeable about the subject

6 Public Relations Integrated Marketing Activities



- ❖ **Cause-Related Marketing.** Public relations sponsorships tied to philanthropy are another integrated marketing device
- ❖ With the cost of advertising going up each year, companies increasingly are turning to sponsorship of the arts, education, music spots and charitable causes for promotional and public relations purposes



DOES YOUR KID HAVE HUNDRED DOLLAR FEET AND A TEN DOLLAR HEAD?

Ah, kids today. Always going around with expensive sneakers and cheap bike helmets like they do. Hey, wait a second. That's your fault. Or is it?

Maybe it's more a statement of society. Sneakers are status. Helmets, well they're just some dumb safety thing moms—and in some cases, lawmakers—make kids wear. Or maybe it's simply a result of the little buggar wearing you down for the fancy shoes. Either way, let's get this straight. You don't want your kid wearing a cheesy helmet. You want your kid wearing a Bell helmet.



If you spend more money on your kid's bike helmets than you did on their sneakers, don't read another word of this ad. We thought so.

Because nobody makes a better helmet than us. It's been that way for 40 years or so. We pioneered the field of helmet safety—first with race car helmets, now with bike

helmets, too. We developed our own safety tests, which we conducted in our own lab. And still do. Undoubtedly, no other company has sold nearly as many helmets. And no other company is chosen by more race car drivers and pro cyclists. Many of whom have had the misfortune of proving firsthand how good our helmets are. With any luck, something your kid will never do.

COURAGE FOR YOUR HEAD.



6 Public Relations Integrated Marketing Activities



- ❖ **In-Kind Promotions.** When a service, product or other consideration in exchange for publicity exposure is offered, it is called an “in-kind” promotion
- ❖ E.g. Provide a service to a local business in exchange for having fliers inserted in shopping bags

7 Purpose of Public Relations Advertising



- ❖ Public relations advertising can be appropriate for a number of activities
 - ✓ Mergers and diversification
 - ✓ Personnel change
 - ✓ Growth history
 - ✓ Financial strength and stability
 - ✓ Company customers
 - ✓ Organization name change
 - ✓ Corporate emergencies

8. 21st-Century Integrated Marketing



- ❖ Integrated marketing must keep pace with the ever-changing world of promotional innovations to help sell products and services
- ❖ Communications professionals also must be familiar with infomercials, movie and TV product placements
 - ✓ Infomercial. Are program-length commercial
 - ✓ TV-Movie Product Placements. Product placement in films and TV shows
 - ✓ They are also known as “embedded advertisement”
 - ✓ They have become a more intergraded part of movies and TV shows

A black and white photograph of a business meeting. Two men in suits are shaking hands across a table. A woman is visible in the background, smiling. The scene is set in a modern office environment with a large window and a potted plant. The text 'Terima Kasih!' is overlaid in the center of the image.

Terima Kasih !



Contoh- Contoh Marketing Communications

How to deliver the brand examples



- Bolster retailer relationships, driving increased merchandising support.
- Create/maintain awareness and specific image among consumer segments Create “lifts” in sales without discounting.
- Build “enthusiasm.”





