How Integrated Marketing Communications (IMC) Can Build Strong Brand Equity?

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Strategic Marketing & Professional Training
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<td>Awareness</td>
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<td>Reception</td>
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<td>Interest</td>
<td>Cognitive Response</td>
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<td>Desire</td>
<td>Preference</td>
<td>Evaluation</td>
<td>Attitude</td>
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<td>Action</td>
<td>Purchase</td>
<td>Trial</td>
<td>Intention</td>
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<td>Adoption</td>
<td>Behavior</td>
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Simple Test for Marketing Communications

Current Brand Knowledge → Desired Brand Knowledge
Information Processing Model of Communications

1. Exposure
2. Attention
3. Comprehension
4. Yielding
5. Intentions
6. Behavior
IMC is the development of an Integrated Comprehensive Marketing Communication Plan that links the marketing function with the communication function to deliver Effective Marketing Messages capable of (1) informing, (2) convincing and (3) persuading people to buy.
IMC makes use of such Promotion Elements as (1) Advertising, (2) Sales Promotion, (3) Public Relations, (4) Publicity, (5) Direct Marketing, (6) Networking, (7) Personal Selling, (8) Digital & Online Marketing and communications

To

*Develop and deliver clear, consistent, and impact-full communications capable of informing, convincing, and persuading customers to buy.*
Integrated Marketing Communications (IMC)

1. The “voice” of the brand
2. A means by which it can establish a dialogue and build relationships with consumers
3. Allow marketers to inform, persuade, provide incentives, and remind consumers directly or indirectly
4. Can contribute to brand equity by establishing the brand in memory and linking strong, favorable, and unique associations to it
A method of carefully coordinating all promotional activities to produce a consistent, unified message that is customer focused.
Goals and Tasks of IMC

Informing

Reminding

Persuading

Target Audience
Goals and Tasks of IMC

**Informing**
- **PLC Stages:** Introduction
- **PLC Stages:** Early Growth

**Target Audience**

**Reminding**
- **PLC Stages:** Maturity

**Persuading**
- **PLC Stages:** Growth
- **PLC Stages:** Maturity
Basic IMC Issues

Integrated Marketing Communicators

- How to enhance brand equity
- How to affect customer behavior
- How to justify marcom investments
- How to demonstrate financial accountability
Goals and Tasks of IMC

**Informative Objective**
- Increase awareness
- Explain how product works
- Suggest new uses
- Build company image

**Persuasion Objective**
- Encourage brand switching
- Change customers’ perception of product attributes
- Influence buying decision
- Persuade customers to call

**Reminder Objective**
- Remind customers that product may be needed
- Remind customers where to buy product
- Maintain customer awareness
The AIDA Concept

- Attention
- Interest
- Desire
- Action
## AIDA and The IMC Mix

<table>
<thead>
<tr>
<th></th>
<th>Awareness</th>
<th>Interest</th>
<th>Desire</th>
<th>Action</th>
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<tbody>
<tr>
<td><strong>Advertising</strong></td>
<td>Very effective</td>
<td>Very effective</td>
<td>Somewhat effective</td>
<td>Not effective</td>
</tr>
<tr>
<td><strong>Public Relations</strong></td>
<td>Very effective</td>
<td>Very effective</td>
<td>Very effective</td>
<td>Not effective</td>
</tr>
<tr>
<td><strong>Sales Promotion</strong></td>
<td>Somewhat effective</td>
<td>Somewhat effective</td>
<td>Very effective</td>
<td>Very effective</td>
</tr>
<tr>
<td><strong>Personal Selling</strong></td>
<td>Somewhat effective</td>
<td>Very effective</td>
<td>Very effective</td>
<td>Somewhat effective</td>
</tr>
</tbody>
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The Integrated Marketing Communication MIX

Advertising

Digital Marketing

Public Relations

Personal Selling

Sales Promotions

Direct Marketing
IMC & Brand Equity
Moving up the pyramid creates an unbreakable customer relationship.
By implementing a clear and structured Integrated Marketing Communication (IMC) mix plan.
**Consumer-Based Brand Equity Pyramid**

1. **Identity = Who are you?**
   - Deep Broad Brand Awareness

2. **Meaning = What are you**
   - Strong, favorable & Unique brand associations

3. **Responses = What about you?**
   - Positive Accessible Reactions

4. **Relationships = What about you and me?**
   - Intense, Active Loyalty

**Legend**
- **Brand Salience**
- **Brand Performance**
- **Brand Imagery**
- **Consumer Judgments**
- **Consumer Feelings**
- **Consumer-Brand Resonance**

**Notes**
- **THIS is Where the Insight Lives**
Sub dimensions of Brand-Building Blocks

**Salience**
- Brand Characteristics & Features.
- Product Reliability & Durability
- Service Effectiveness, Efficiency, & Empathy
- Style and Design;
- Price

**Performance**
- Category Identification
- Needs Satisfied

**Imagery**
- User/Consumer Profiles
- Purchase and Usage
- Personality & Values
- Heritage, & Experiences

**Judgments**
- Quality
- Credibility
- Consideration
- Superiority

**Resonance**
- Loyalty
- Attachment
- Community
- Engagement

**Loyalty**
- Fun
- Excitement,
- Security,
- Social Approval,
- Self-Respect

**Feelings**
- Awareness
- Needs Satisfied

**Rationale**
- Rational

**Emotional**
- Emotional
What Benefits Result from Enhancing Brand Equity?

• Increased *consumer loyalty*
• Long-term *growth and profitability* for the brand
• Maintain *brand differentiation* from competitive offerings
• *Insulate brand* from price competition
A Firm-Based Perspective on Brand Equity

Effects of Brand Equity Increases

- Higher market share
- Increased brand loyalty
- Premium pricing
- Revenue premiums
The Brand Awareness Pyramid

1. Unaware of Brand
2. Brand Recognition
3. Brand Recall
4. Top of Mind (TOMA)
Brand Associations

Brand image associations that build brand equity

- Positive Attributes
- Perceived Benefits
- Favorable Attitude
New Media Environment

• Moving away from traditional marketing
  ➢ TV, radio, newspaper and magazines
• Moving towards more modern marketing techniques
  ➢ Online methods such as blogs and brand communities
• Connecting with customers requires thinking beyond traditional methods (think out of the box)
• Marketers should redesign the way they communicate with their customers.
• Redesigning brand-building communications: Marketers must remember that the following 6 steps must occur of the information processing model:
  ✓ Exposure
  ✓ Attention
  ✓ Comprehension
  ✓ Yielding
  ✓ Intensions
  ✓ Behavior
Integrated Marketing Communications can contribute to brand equity by creating awareness of the brand:

- **Linking associations** to the brand consumers memory with regards to points of parity and points of difference
- **Eliciting positive** brand judgments and feelings
- **Facilitating a stronger** consumer-brand connection and brand resonance
<table>
<thead>
<tr>
<th>Stage</th>
<th>Percent Adoption</th>
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<tbody>
<tr>
<td>Innovators (3-5%)</td>
<td></td>
</tr>
<tr>
<td>Early Adopters (10-15%)</td>
<td></td>
</tr>
<tr>
<td>Early Majority (34%)</td>
<td></td>
</tr>
<tr>
<td>Late Majority (34%)</td>
<td></td>
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<tr>
<td>Laggards/No adopters (5-16%)</td>
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</tbody>
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The Adoption Curve
How IMC Can Build a “Brand Equity”?

- **Public Relation**
  - To build mutually beneficial relationships between organizations and their publics

- **Direct Marketing**
  - To reach effectively our niche segment

- **Personal Selling**
  - To build relationship

- **Brand Activation**
  - To help “live” our offer

- **Web Marketing**
  - To Connect/Interact with our targets

**Brand Advertising**
- To tell our target segments about who we are and what we offer?

**Brand Awareness**

**Brand Image**

**Brand Relationship**

**Brand Responses**

**Brand Loyalty**
## Top 10 Brands in 2011

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Value (US $ Million)</th>
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<tbody>
<tr>
<td>1</td>
<td>Coca-Cola</td>
<td>71.86</td>
</tr>
<tr>
<td>2</td>
<td>IBM</td>
<td>69.9</td>
</tr>
<tr>
<td>3</td>
<td>Microsoft</td>
<td>59.1</td>
</tr>
<tr>
<td>4</td>
<td>Google</td>
<td>55.3</td>
</tr>
<tr>
<td>5</td>
<td>GE</td>
<td>42.8</td>
</tr>
<tr>
<td>6</td>
<td>McDonald’s</td>
<td>35.6</td>
</tr>
<tr>
<td>7</td>
<td>Intel</td>
<td>35.2</td>
</tr>
<tr>
<td>8</td>
<td>Apple</td>
<td>33.5</td>
</tr>
<tr>
<td>9</td>
<td>Disney</td>
<td>29.0</td>
</tr>
<tr>
<td>10</td>
<td>H.P</td>
<td>28.5</td>
</tr>
</tbody>
</table>

Source: Interbrand – Best Global Brand Survey - 2011
Difficulties in Measuring MarCom Effectiveness: Choosing a Metric

**What to Measure?**

- Change in brand awareness
- Improvement in attitudes toward the brand
- Increased purchase intentions
- Larger sales volume
1. **Be analytical:** Use frameworks of consumer behavior and managerial decision making to develop well-reasoned communication programs

2. **Be curious:** Fully understand consumers by using all forms of research and always be thinking of how you can create added value for consumers

3. **Be single-minded:** Focus message on well-defined target markets (less can be more)

4. **Be integrative:** Reinforce your message through consistency and cuing across all communications

5. **Be creative:** State your message in a unique fashion; use alternative promotions and media to create favorable, strong, and unique brand associations

6. **Be observant:** Monitor competition, customers, channel members, and employees through tracking studies

7. **Be realistic:** Understand the complexities involved in marketing communications

8. **Be patient:** Take a long-term view of communication effectiveness to build and manage brand equity
Integrated Marketing Communications (IMC) Plan

1. Business description: Which business/industry we are in?

2. Situational Analysis:
   2.1 Macro environments (PESTLEE) Analysis
   2.2 SWOT Analysis
   2.3 Products/Services Range
   2.4 Current problems/issues facing the organization
   2.5 Competition: Strengths & Weaknesses

3. Marketing Objectives

4. Communications objectives

5. Target segment(s) profile

6. Brand Equity & Positioning:
   6.1 Brand Architecture
   6.2 Brand Equity
   6.3 Brand Promise
   6.4 Unique Selling Proposition (USP)
   6.5 Brand Footprint & Positioning
   6.6 Brand tagline (Slogan)

7. Creative message & concepts

8. IMC Mix Elements:
   8.1 Advertising: Corporate & Tactical
   8.2 Sales promotion
   8.3 Direct marketing (B2B and B2C)
   8.4 Public Affairs & Public Relations
   8.5 Personal Selling
   8.6 Web Marketing and Social Media

9. Implementation calendar & timeline

10. Budget

11. Metrics: Evaluation & Control
Do you need further professional assistance?

Call us or send us an email

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