

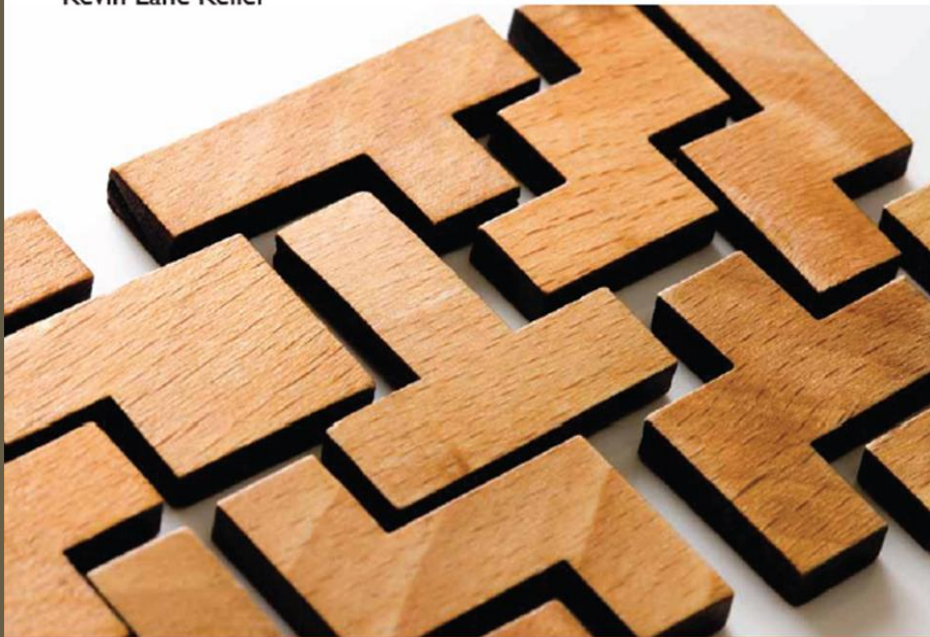
GLOBAL
EDITION 

Strategic Brand Management

Building, Measuring, and Managing Brand Equity

FOURTH EDITION

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ALWAYS LEARNING

PEARSON

CHAPTER: 6 INTEGRATING MARKETING COMMUNICATIONS TO BUILD BRAND EQUITY

Learning Objectives

- Describe some of the changes in the new media environment
- Outline the major marketing communication options
- Describe some of the key tactical issues in evaluating different communication options
- Identify the choice criteria in developing an integrated marketing communication program
- Explain the rationale for mixing and matching communication options

Marketing Communication

- Means by which firms attempt to inform, persuade, and remind consumers about the brands they sell
 - Can contribute to brand equity by:
 - Creating awareness of the brand
 - Linking points-of-parity and points-of-difference associations to the brand in consumers' memory
 - Eliciting positive brand judgments or feelings
 - Facilitating a stronger consumer-brand connection and brand resonance

The New Media Environment

- Has changed dramatically in recent years
 - Traditional advertising media seem to be losing their grip
 - Digital revolution has changed the way consumers learn and talk about brands
 - Changing media landscape has forced marketers to re-evaluate how they should best communicate with consumers

The New Media Environment

Challenges in Designing Brand-Building Communications

- Information processing model of communications

Role of Multiple Communications

Challenges in Designing Brand-Building Communications

- Skilfully designed and implemented marketing communications programs
 - Should be efficient and effective
 - Require careful planning and creative knack

Information Processing Model of Communications

- For a person to be persuaded by any form of communication the following steps must occur:
 - ▣ Exposure - Seeing or hearing communication
 - ▣ Attention - Noticing communication
 - ▣ Comprehension - Understanding the intended message
 - ▣ Yielding - Responding favorably to the message
 - ▣ Intentions - Planning to act in the desired manner of communication
 - ▣ Behavior - Actually acting in the desired manner

Figure 6.2- Simple Test for Marketing Communication Effectiveness

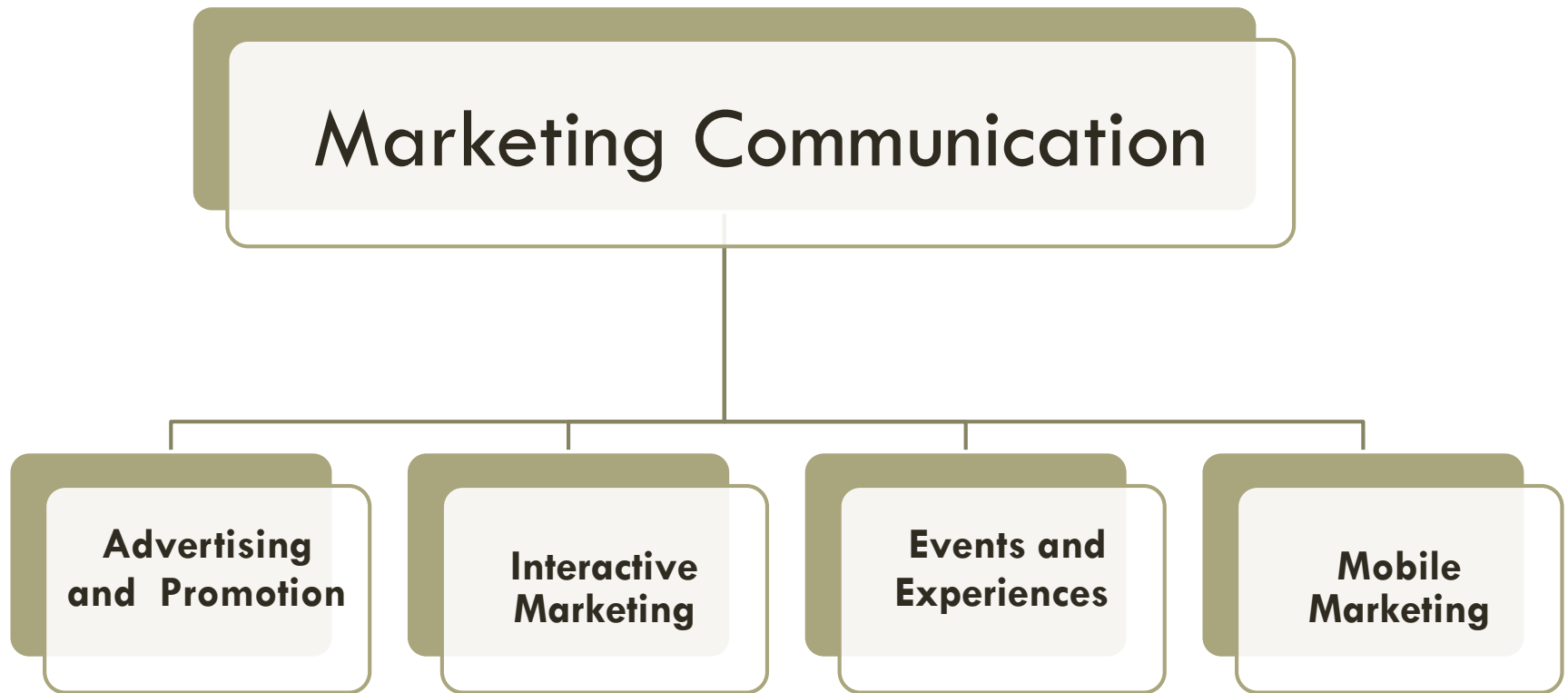


1. What is your current brand knowledge? Have you created a detailed mental map?
2. What is your desired brand knowledge? Have you defined optimal points of parity and points of difference and a brand mantra?
3. How does the communication option help the brand get from current to desired knowledge with consumers? Have you clarified the specific effects on knowledge engendered by communications?

Role of Multiple Communications

- Advantages of multiple communications
 - ▣ Optimal utilization of monetary and other resources
 - ▣ Different communication options also may target different market segments

Marketing Communication Options



Advertising

- Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor
- Powerful means of creating strong, favorable, and unique brand associations and eliciting positive judgments and feelings
- Specific effects are difficult to quantify and predict

Types of Advertising Media

Television

Radio

Print

Direct
Response

Place

Promotion

Consumer Promotions

Trade Promotions

Promotions

□ Advantages

- Permit manufacturers to charge different prices to groups of consumers who vary in their price sensitivity
- Convey a sense of urgency to consumers
- Can build brand equity through actual product experience
- Encourage the trade to maintain full stocks and support the manufacturer's merchandising efforts

Promotions

- Disadvantages
 - ▣ Decreased brand loyalty and increased brand switching
 - ▣ Decreased quality perceptions, and increased price sensitivity
 - ▣ Inhibit the use of franchise
 - ▣ Divert marketing funds sales promotion
 - ▣ Increase the importance of price as a factor in consumer decisions
 - ▣ May subsidize buyers who would have bought the brand anyway

Online Marketing Communication

Web Sites

On line Ads and Videos

Social Media

Events and Experiences

- Focus on engaging the consumers' senses and imagination as a part of brand building
- **Event marketing:** Public sponsorship of events or activities related to sports, art, entertainment, or social causes
- Range from extravagant sponsorship events to a simple local in-store product demonstration
- Rationale
- Guidelines

Mobile Marketing

- Product advertising on various mobile platforms
- **Geotargeting:** Marketers send messages to consumers based on their location and the activities they are engaging in
- Opt-in advertising - Users agree to allow advertisers to use specific, personal information send them targeted ads and promotions

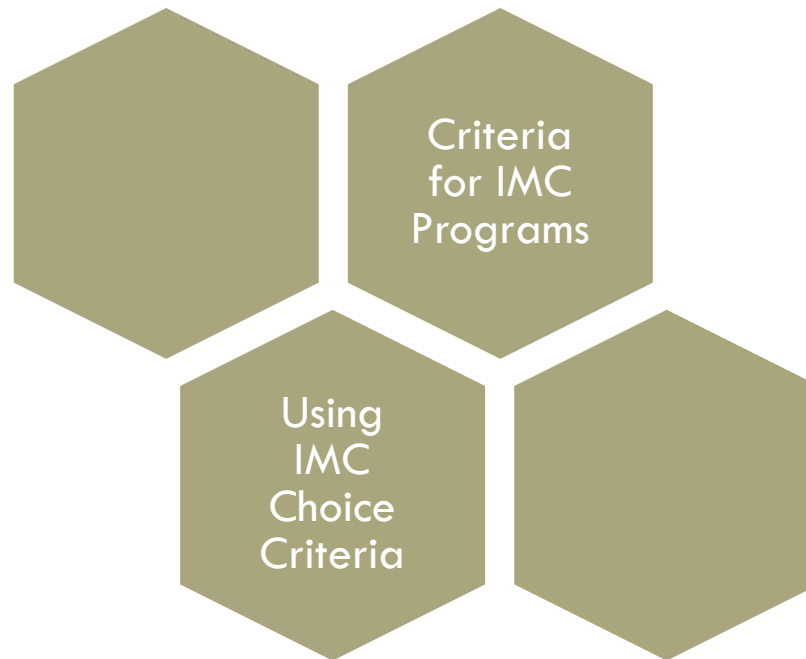
To Sum up...

- Marketing communication is indispensable to the process of brand building
- Developments in technology has provided new and creative modes of communication
- Marketers should employ judicious communications mix to achieve their goals

Brand Amplifiers

- Efforts made to engage consumers and the public via word-of-mouth and public relations and publicity
- Amplify the effects created by other marketing activities through:
 - ▣ Public relations and publicity
 - ▣ Word-of-mouth
- Public relations and publicity
- Word-of-mouth

Developing Integrated Marketing Communication Program (IMC)



Criteria For IMC Program

Coverage

Contribution

Commonality

Complementarity

Comformability

Cost

Using IMC Choice Criteria

Evaluating
Communication Options

Establishing Priorities
and Trade-Offs

Figure 6.7 - General Marketing Communication Guidelines

1. **Be analytical:** Use frameworks of consumer behavior and managerial decision making to develop well-reasoned communication programs.
2. **Be curious:** Better understand customers by using all forms of research, and always be thinking of how you can create added value for consumers.
3. **Be single-minded:** Focus your message on well-defined target markets (less can be more).
4. **Be integrative:** Reinforce your message through consistency and cuing across all communication options and media.
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:** Keep track of competition, customers, channel members, and employees through monitoring and tracking studies.
7. **Be patient:** Take a long-term view of communication effectiveness to build and manage brand equity.
8. **Be realistic:** Understand the complexities involved in marketing communications.



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