



## 1. Objectives

### 1.1 Marketing communication objectives

<ol style="list-style-type: none"> <li>1. avoid</li> <li>2. build</li> <li>3. change</li> <li>4. conquer</li> <li>5. gain</li> <li>6. increase</li> <li>7. inform about</li> <li>8. invite</li> </ol>	<ul style="list-style-type: none"> <li>☞ primary demand for a new product or service.....</li> <li>☞ a product's availability.....</li> <li>☞ brand recognition / preference / loyalty.....</li> <li>☞ a reputation for service or reliability.....</li> <li>☞ market share.....</li> <li>☞ existing product appeals and buying motives.....</li> <li>☞ frequency of purchase.....</li> <li>☞ new uses of an established product.....</li> </ul>	
<ol style="list-style-type: none"> <li>9. launch</li> <li>10. modify</li> <li>11. raise</li> <li>12. reach</li> <li>13. remind consumers of</li> <li>14. invite</li> <li>15. revamp</li> <li>16. stimulate</li> </ol>	<ul style="list-style-type: none"> <li>☞ brand switching.....</li> <li>☞ the existence of your brand.....</li> <li>☞ a new market .....</li> <li>☞ a new product or version of a product.....</li> <li>☞ enquiries about the service.....</li> <li>☞ the target.....</li> <li>☞ funds.....</li> <li>☞ people's behaviour.....</li> <li>☞ the brand position.....</li> </ul>	
<ol style="list-style-type: none"> <li>17. penetrate</li> <li>18. reach</li> <li>19. steal</li> <li>20. drive</li> <li>21 stimulate</li> <li>22. establish</li> <li>23. break into</li> <li>24. convert</li> </ol>	<ul style="list-style-type: none"> <li>☞ a corporate image.....</li> <li>☞ new market segments.....</li> <li>☞ new age brackets.....</li> <li>☞ brand leadership.....</li> <li>☞ word of mouth / buzz.....</li> <li>☞ a hype.....</li> <li>☞ brand notoriety.....</li> <li>☞ visitors into leads.....</li> <li>☞ prospects to your store.....</li> </ul>	

### 1.2. Brands

➤ to what extent people know about and recognize a particular product

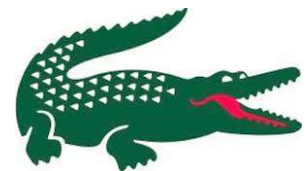
➤ the process of making a particular brand of goods well-known by the public

➤ (about people) aware of the most fashionable or famous products and wanting to buy them: Teenagers are highly ... .

➤ (about a product) having a label or name that shows it is made by a particular company, usually a well-known one: Another car manufacturer has started selling ... luggage and clothing.

➤ the brand or product that has the largest number of sales among products of the same type: Lego is the ... in construction toys. We have lost market share to the US ... .

➤ the support that people give to a particular brand of product by continuing to buy it rather than changing to other brands: They had to spend a lot on advertising to create ... . There was very strong ... to the drink



among the 25 to 35 age bracket.

► the extent to which people recognize and value a particular brand: Big companies can put their logo on a new product for instant ... . Our website provides a unique opportunity to build ... among the young. Our products have been ranked as high as Coca-Cola in ... studies.

► when a customer buys a different brand of a product from the one they have usually bought in the past, or often buys different products: ...between different types of shampoo is common. We are offering discounts on our products to encourage ... away from the competition.

► the attractive and special human qualities that a company wants a product or group of products to suggest to people. A famous person, an animal or a well-known character is often used to advertise the product: Our task was to create a new ... that was younger, livelier and healthier.

► the amount that a company sells of a particular brand of product compared with other companies that sell the same thing: We expect our ... to be about 60% by 2012. The company has been investing heavily in advertising to build ... .

### 1.3. Odd man out

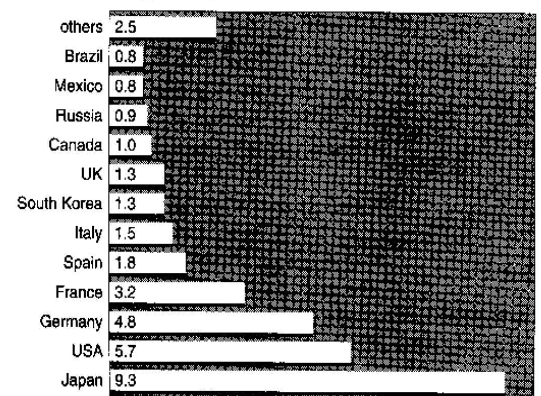
1 advertising - competitors - publicity - sales promotion ♦ 2 advertising agency - advertising campaign - media plan - word-of-mouth ♦ 3 advertising manager - brand-switcher - marketing manager - sales rep ♦ 4 after-sales service - guarantee - optional features - points of sale ♦ 5 brand awareness - brand loyalty - brand name - brand preference ♦ 6 competitions - coupons - free samples - ligne-stretching ♦ 7 credit terms - discount - list price - packaging ♦ 8 focus group interviews - internal research - media plan - questionnaire ♦ 9 packaging - place - product - promotion

## 2. The Market: comparing and contrasting

### ① Correct the following statements on the basis of the bar chart.

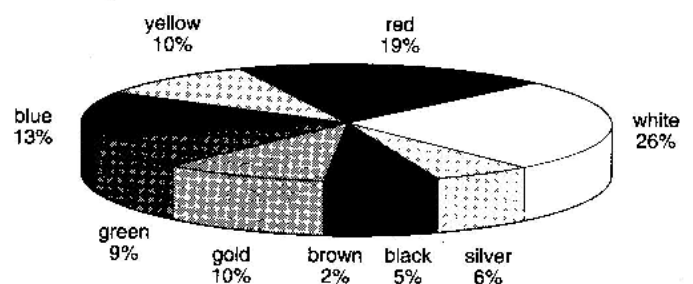
1. Canada doesn't produce as many cars than France.
2. More cars are manufactured in Japan as any other country.
3. Much many cars are made in Germany than in Russia.
4. Japan is largest manufacturer of cars of the world
5. 3 million less cars are made in Spain as in Germany.
6. About the half as many cars are produced in Italy than in France.
7. Germany produced more than double the cars than Spain.

World passenger car production in millions

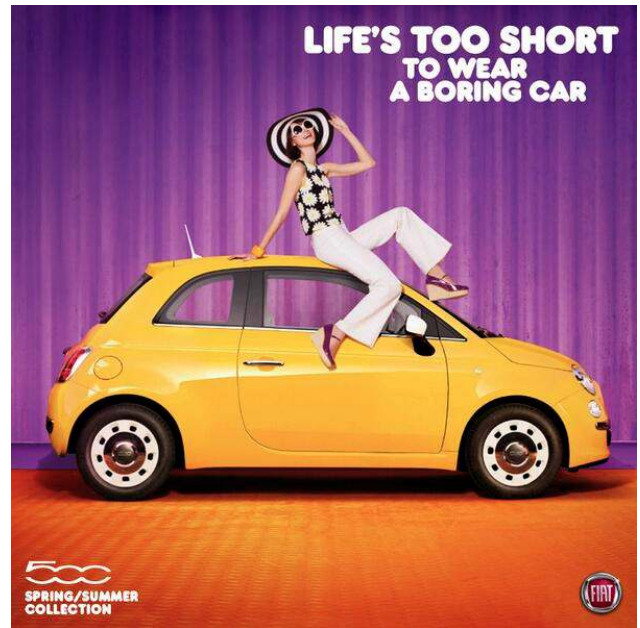


### ② Fill in the gaps in these statements with information from the pie chart on the right

UK car sales by colour



1. \_\_\_ is the most popular colour for cars in Britain.
2. Red is \_\_\_ popular colour for cars in Britain.
3. White cars are 20 per cent \_\_\_ silver
4. Blue is 50 % \_\_\_ white.
5. Black isn't \_\_\_ white.
6. Green cars are not \_\_\_ gold.
7. Gold cars are \_\_\_ green ones.
8. Yellow cars \_\_\_ gold ones.
9. Brown seems to be \_\_\_ in Britain.
10. \_\_\_ yellow cars are sold as black cars.
11. \_\_\_ black cars are sold as yellow cars.
12. 10% \_\_\_ red cars are sold \_\_\_ green ones.
13. 9% \_\_\_ yellow cars are sold \_\_\_ red ones.



⑥ Rewrite each of these statements, using the words suggested.

1. Our product is the cheapest on the market.  
No other product .....
2. Our product is the least expensive on the market.  
All the other .....
3. There are fewer competing brands on the market nowadays than ten years ago.  
There aren't as many .....
4. One third of consumers prefer their product to ours.  
Three times as .....
5. All other features of the product are more important than its colour.  
The least .....
6. Both the price and the design are equally important to our customers.  
The price is just as .....
7. Our product costs slightly less than theirs does.  
Their product costs a little .....
8. Their product is nothing like as attractive as ours, we feel.  
Our product is far .....
9. It's a bit more difficult to service the new model than the old one.  
It isn't quite .....
10. Their product is not as reliable as ours.  
Our product is .....
11. Our product is more widely available than most of the competing brands.  
Most of the .....
12. Price is not as important as quality, as far as our customers are concerned.  
Quality .....

### 3. Marketing vs advertising.

Marketing process	Advertising process

1. a detailed analysis of **media channels** (include print, broadcast, mail, electronic, direct response, etc.), and their effectiveness and **cost efficiency** with regard to the target audience;
2. detailed plans for **sales tracking**
4. an analysis of your product *in contrast to* your competitor's product. This may include looking at alternative uses for the product to **increase sales**. For example, a pogo stick can be a child's toy, a means of transportation, or an exercise device;
3. a **copy platform** that details the specific points to be made in any advertisement;
5. a description of the **primary and secondary target audiences** for the product
6. an analysis of where the product stands in the marketplace, both in terms of **market share** and **consumer perception**;
7. the development of **copy** and **layouts**, and **storyboards**;
8. an analysis of competitive products and services, with their strengths, weaknesses, pricing, and promotional strategies;
9. a grid outlining the **product-positioning statements** that will lead to the development of a "**unique selling proposition**" one that cannot be **preempted** or **coopted** by a competitor;
10. pre- and postanalysis to measure the impact of the campaign in terms of sales, **brand recall**, **message recall**, **market share increases**, and the like.
11. development of pricing strategies, including sales commissions, **incentives** and **volume discounts**;
12. a budget that will determine how much needs to be spent on marketing and promotion as a percentage of the cost of the product or service. This can be based on expected **ROI**.
13. analysis of the **market size and potential**, including detailed analysis of various **market segments** in order to **identify primary and secondary audiences** and their greatest potential for product use;
14. **concept testing** to prove out "believe-ability" and clarity of the message.



## 4. The marketing mix

### 4.1. The four P's

I'm sure you remember sitting in your marketing class in college when your instructor blurted something about the Four P's of Marketing. If you weren't paying attention or perhaps missed class that day, here is a quick review. It's really a simple concept that is still employed by many of the fortune 500 companies today.



#### A Quick Review of the Four P's

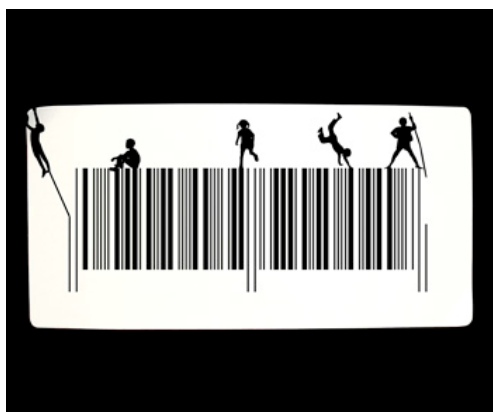
Marketing strategies generally fall into four categories known as the four P's. Through them, Product Managers have complete control of the product from manufacturing and distribution to marketing and promotions. The end goal, of course, is to make strategic decisions that center the four P's around the target group in order to communicate effectively and create a positive customer experience.

The term "**P**....." refers to the tangible, physical commodity or service itself.

When considering "**P**....." , marketers must take a holistic view of the total cost to manufacture the product, distribute it and promote it.

The **distribution** of the product (or "**P**....." ) is about getting the product from the warehouse to the customer and all the steps between. Marketers must consider the most effective distribution channels, develop a supply chain management strategy, identify specific channel partners.

The last thing marketers must consider is "**P**....." . Promotion represents the various characteristics of an integrated marketing communication plan; that is, the communication messages that inform, educate and persuade consumers to buy the product.



### What P are the following marketing elements?

Design	Retail price	Sample tasting	Franchising
Free samples	R&D	Vouchers	Wholesale price
Discounts	Public relations	Warranty	Reliability
Mail drop	POS	Direct marketing	Stock management
Packaging	Sponsorship	Fragrance	Coupons

### 4.2 . ... and the 6 C's

Since we are on the subject of acronyms, introducing the Six C's of marketing seems useful here. These concepts are not meant to replace the four P's, but rather complement them. They provide a more granular look at the overall marketing strategy. What are they?

**C...** – this means that an organization's marketing strategy needs to be audience focused. It's about intimately understanding the target market not as demographics, but as real, everyday people. It's about focusing on the target customer first and then working backwards to the product and or service; and then ultimately the brand. It's a never ending cyclical process.

**C...** – how many times have you heard mixed messages from the same company's advertising? Marketers need to maintain coherence in their communication messages to reinforce the value proposition to the target consumer. This will also serve to reinforce the brand in a real life context and avoid confusing the audience.

**C...** – it is important to attract the attention of the target consumer since they are bombarded with thousands of messages per day. This means laying aside the "traditional" rules of advertising, and challenges marketers to think out-of-box so that they can tap into their imaginations.

**C...** – all marketing messages need to have a cross-cultural component in order to be effective. It is dangerous to think that everyone in the world (including your target consumer) thinks, acts and makes purchase decisions exactly like you. It's not true and having this perspective can prove to be hazardous to your marketing health.

**C...** – people don't appreciate "in your face" advertising. They don't want to be "marketed to" either. They would much rather be "connected to" or "addressed to". This is intended to build a real relationship with each of your customers, speaking their language to tell them your story.

**C...** – don't fight it, embrace it. It is here to stay! Marketers must constantly change as society changes. Marketing today is not what it used to be; it is constantly evolving and marketers must consider change in the world, economy, market, consumers perceptions; as well as internal change within the organization.



## 5. The advertising campaign:

### 5.1. Planning

Below is a list of some of the factors which have to be considered when planning an advertising campaign.

↔	↔	↔
<input type="checkbox"/> National press: <ul style="list-style-type: none"> <li>• daily</li> <li>• weekly</li> </ul>	<b>A</b> Higher managerial, administrative or professional	<input type="checkbox"/> <b>informing</b> potential customers about a new product/version
<input type="checkbox"/> Regional press:	<b>B</b> Intermediate managerial, administrative or professional	<input type="checkbox"/> indicating <b>new uses</b> of an existing product
<input type="checkbox"/> Magazines: <ul style="list-style-type: none"> <li>• weekly</li> <li>• monthly</li> </ul>	<b>C1</b> Junior managerial, administrative or professional; secretarial	<input type="checkbox"/> <b>reminding</b> customers of the existence of a product
<input type="checkbox"/> Trade journals	<b>C2</b> Skilled manual workers	<input type="checkbox"/> <b>giving information</b> about desirable qualities of a product
<input type="checkbox"/> Free newspapers	<b>D</b> Semi-skilled and unskilled manual workers	<input type="checkbox"/> stimulating <b>enquiries</b> about a product
<input type="checkbox"/> Mail drop	<b>E</b> OAPs, casual workers, unemployed	<input type="checkbox"/> giving reasons for wholesalers and retailers to <b>stock</b> a product
<input type="checkbox"/> Commercial television	↔	<input type="checkbox"/> providing <b>technical information</b> about a product
<input type="checkbox"/> Commercial radio	<input type="checkbox"/> story-telling	<input type="checkbox"/> building a <b>corporate image</b> for the company
<input type="checkbox"/> Posters in bus shelters	<input type="checkbox"/> persuasive	<input type="checkbox"/> giving information on <b>price, special offers, ...</b>
<input type="checkbox"/> Flyposting	<input type="checkbox"/> informative	
<input type="checkbox"/> Leaflets/handbills	<input type="checkbox"/> instructive	
<input type="checkbox"/> Cinema	<input type="checkbox"/> native	
<input type="checkbox"/> POS display		
<input type="checkbox"/> Storecasts		
<input type="checkbox"/> Telephone directories		
<input type="checkbox"/> Trade exhibitions		
<input type="checkbox"/> Telemarketing		
<input type="checkbox"/> Direct mail shots		
<input type="checkbox"/> Pre/Post rolls		
<input type="checkbox"/> Adwords campaign		
<input type="checkbox"/> Leaderboards		
<input type="checkbox"/> Skyscrapers		
<input type="checkbox"/> Bumper ads		
<input type="checkbox"/> In-stream ads		

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**“Before you hang up, Mrs. Johnson, are you aware that you can lose up to 50 pounds a year by listening to telemarketers instead of eating your dinner?”**

## 5.2. How to create your print ad

	Stage	Definition	Advice
	Decide on your <b>format</b>		
	Define your <b>communication objective</b>		
	Determine your <b>target audience</b>		
	Develop your <b>concept</b>		
	Make up your <b>headline</b>		
	Sketch your <b>visual</b>		
	Write the <b>copy</b>		

1. ▶ Is it going to be a poster, a half-page magazine ad, or a tiny box in the corner of a newspaper? Make this decision based on the target audience you're trying to reach, and the amount of money you can afford to spend.

2. ▶ Only about 5% of people will read this.

3. ▶ The most important thing to remember here is that it must be short, snappy and must touch the people who read it.

4. ▶ This is the underlying creative idea that drives your message. Even in a big ad campaign, its concept will typically remain the same from one ad to another, and from one medium to another. Only the execution of that concept will change. So by developing one that is effective and powerful, you open the door to a number of very compelling ads.

5. ▶ This is the essence of your message. If you want to tell people not to wear fur coats because it's cruel, then that's your communications objective.

6. ▶ Though you don't absolutely require one, it will help draw attention to your ad. Research indicates that 70% of people will only look at the visual in an ad, whereas only 30% will read the headline.

7. ▶ Who is your message intended for? If you're speaking to kids, then your language and arguments will have to be understandable to kids. On the other hand, if you're speaking to high income earners, then your language will have to be more sophisticated.

**A** ▶ *If you're talking to kids, a poster in one high school will not only cost less, it will actually reach more of your target audience than a full-page ad in the biggest paper in town.*

**B** ▶ *It must affect the reader emotionally, either by making them laugh, making them angry, making them curious or making them think.*

**C** ▶ *Remember: two strong arguments will make more of an impression than a dozen weaker ones.*

**D** ▶ *So take your time developing a concept that's strong.*

**E** ▶ *Suggestion: use photographs instead of illustrations whenever possible: people tend to relate to realistic photographs more easily than unrealistic ones.*

**F** ▶ *This is what beginners most tend to neglect, although precision in this matter is crucial to good communication.*

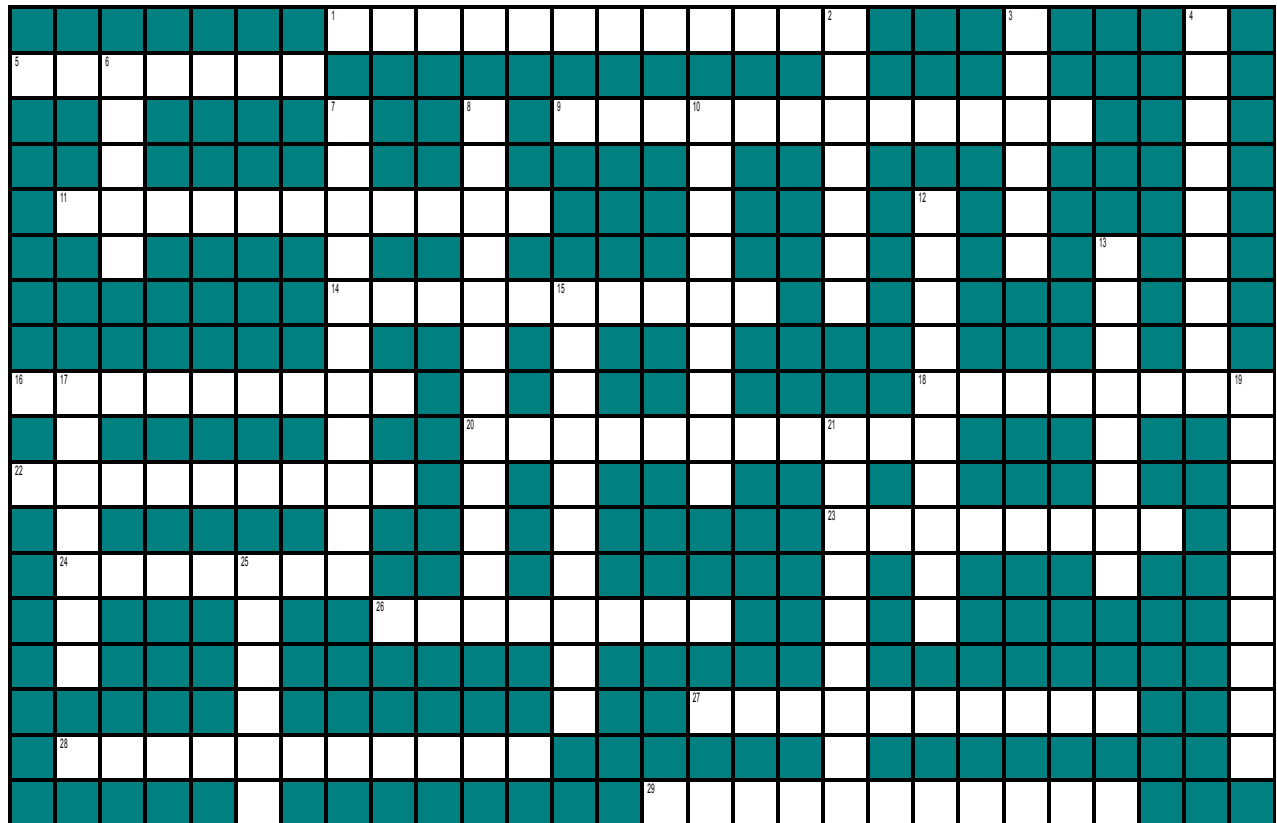


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**One more reason to be excited about the next millennium: telepathic telemarketing.**



### 5.3. Branding

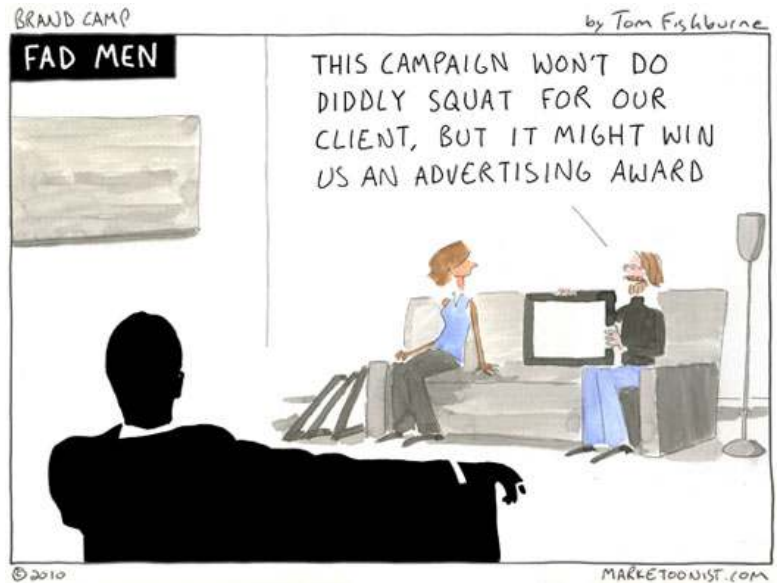


#### Across

- 1** ... such as employees, suppliers and customers will find the annual report very informative. (12)
- 5** ... goods tend to get more trust from customers. (7)
- 9** ... marketing is aimed at creating strong lasting bonds with clients. (12)
- 11** Brand ... is a measure of how familiar the customers are with the name. (11)
- 14** The ... does not craft the advertisement, it pays for it. (10)
- 16** Demand for many products may ... according to the season. (9)
- 18** Financial institutions issue press ... to business trade media. (8)
- 20** The success of celebrity ... is due to the growing importance of entertainment. (11)
- 22** Deciding a financial value for a brand is called ... . (9)
- 23** ... brands are most usually branded upmarket commodities. (8)
- 24** A key concern for marketers is to establish brand ... and keep their customers. (7)
- 26** In the 90s most supermarkets began to sell ... products. (3-5)
- 27** Brand ... shows how welcome the brand is among the audience (10)
- 28** It's important that our ... don't find out about our new design. (11)
- 29** ... is the financial or material support of a sports event. (11)

#### Down

- 2** Marketers may ... artistic or sports events to build public goodwill. (7)
- 3** Giveaways on the POS may persuade teenagers to ... brands. (6)
- 4** They used free samples of the product as an ... . (9)
- 6** A corporate image is intangible and abstract, yet it is a company's most precious ... . (5)



- 7 Corporate ... is the financial or material support of a cultural event. (11)
- 8 PR people often act as the ... of the company or organisation they represent. (12)
- 10 Brand ... is another word for brand notoriety. (9)
- 12 I saw the product ... in a magazine. (10)
- 13 ... brands are most usually unbranded goods. (8)
- 15 Coca-Cola and Pepsi are ..., which means their names cannot be copied. (10)
- 17 Please take one of these ... describing our new product. (7)
- 19 Teenagers are highly brand-.... (9)
- 21 The use of celebrity ... is an expensive but widespread strategy. (9)
- 25 The brand ... is not always the first brand to open up a market. (6)



"Phew! Fooling some of the people all the time is damn hard work."

## Promotion media

There are many ways of attracting customers to your product and of keeping your name in the public eye. These are some of them:

brochures catalogues coupon direct mail exhibit hands-on experience image	leaflets logo olfactory signature packaging POS advertising pop up pre roll ads	press conference press release price cuts public relations publicity refunds rep reputation	sales representative sample tasting showroom sponsorSHIP spokesperson stand telemarketing	toll-free number trade fair and exhibitions trademark visibility word of mouth
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1. Sales literature - 1., 2. and 3. - can describe your product in more detail and give more information than an advertisement. Besides, potential clients can be sent 4. by post.
2. 5. - displays in retail outlets (supermarkets, chain stores, etc...) can attract the attention of potential customers. 6. is a common technique for food products.
3. 7. - labels and presentation increase the 8. of your product
4. 9. - you can contribute to the cost of a sporting or artistic event, where the brand name or 10. and / or 11. of your product is displayed prominently.
5. Potential customers can come to your PREMises and see a demonstration of your product and get 12. - this is called a 13.
6. 14. - your company takes a 15. or mounts an 16. to enable the customers in the same trade to see your products and talk to your 17.
7. 18 - the public is/are informed of a new deVELOPMENT through newspaper articles. You can inform the press by issuing 19. or by holding a 20., so that reporters can question your press attaché or 21.
8. 22 - PR can ensure that your firm keeps a high profile, and that people are aware of your good 23. and attractive 24.
9. 25 - means that existing customers tell their friends or colleagues about your product and hopefully recommend it to them.
10. Telephone selling, or 26.: your staff call CUStomers, or CUStomers can call a 27. to request sales literature.
11. Personal selling: your 28. can visit CUStomers - this is the most effective method of promotion, but also the most expensive.
12. 29 are a form of online advertising where new windows appear to display advertisements on top of the webpage.
13. The name of an online video commercial that appears prior to an online video, it is typically 10 to 15 seconds in length : 30.
14. The 31. is an efficient marketing tool that requires the creation of personalized fragrances for companies to reinforce their brand identity.
15. 32. and 33. are two techniques based on the product price. They do not build any loyalty to the product. To get them you may have to turn in a 34.