

# MARKETING STRATEGICO E COMUNICAZIONE

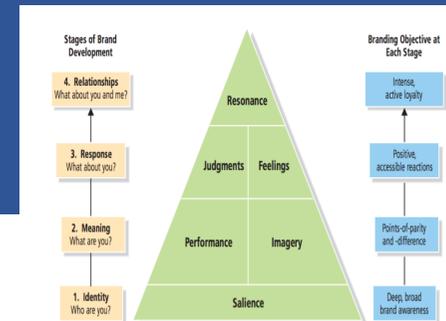
**Prof.ssa Silvia Ranfagni**





# Integrating marketing communication to build brand equity

# THE NEW MEDIA ENVIRONMENT



- One important purpose marketing communications is to contribute to *brand equity*
- Marketing communications can contribute to brand equity in a number of different ways: 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; and facilitating a stronger consumer–brand connection and brand resonance.
- We consider how to develop *marketing communication programs* to build brand equity.
- Media environment has changed dramatically in recent years.
  - **Traditional advertising** media such as TV, radio, magazines, and newspapers seem to be losing their grip on consumers due to increased competition for consumer attention.
  - The **digital revolution** offers a host of new ways for consumers to learn and talk about brands with companies or with each other.

# CHALLENGES IN DESIGNING BRAND-BUILDING COMMUNICATION



- The simplest—but most useful—way to judge any *communication option* is by its ability to contribute to brand equity.
- For example, how well does a proposed *ad campaign* contribute to brand awareness or to creating, maintaining, or strengthening certain brand associations? Does a sponsorship cause consumers to have more favorable brand judgments and feelings? To what extent does an online promotion encourage consumers to buy more of a product? At what price premium?

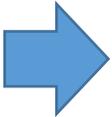


1. What is your current brand knowledge? Have you created a detailed mental map?
2. What is your desired brand knowledge? Have you defined optimal points-of-parity and points-of-difference and a brand mantra?
3. How does the communication option help the brand get from current to desired knowledge with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

# INFORMATION PROCESS MODEL OF COMMUNICATION



Let's consider in more depth the process by which marketing communications might affect consumers. The process includes six steps.

1. **Exposure:** A person must see or hear the communication.
  2. **Attention:** A person must notice the communication.
  3. **Comprehension:** A person must understand the intended message or arguments of the communication.
  4. **Yielding:** A person must respond favourably to the intended message or arguments of the communication.
  5. **Intentions:** A person must plan to act in the desired manner of the communication.
  6. **Behavior:** A person must actually act in the desired manner of the communication.
- 
1. The right consumer is exposed to the **right message** at the right place and at the right time.
  2. The creative strategy for the advertising causes the consumer **to notice** and attend to the ad but does not distract from the intended message.
  3. The ad properly reflects the consumer's level of **understanding** about the product and the brand.
  4. The ad correctly positions the brand in terms of desirable and deliverable points-of-difference and points-of-parity.
  5. The ad **motivates** consumers to consider purchase of the brand.
  6. The ad creates strong brand associations to all these stored communication effects so that they can have an **effect** when consumers are considering making a purchase.

# FOUR MAJOR MARKETING COMMUNICATION OPTIONS



Our contention is that in the future there will be four vital ingredients to the best **brand-building** communication programs:

- (1) advertising and promotion,
- (2) interactive marketing,
- (3) events and experiences,
- (4) mobile marketing.

# ADVERTISING AND PROMOTION



- Advertising is any paid form of **nonpersonal presentation** and **promotion** of ideas, goods, or services by an identified company.
- Although it is a powerful means of creating **strong, favorable, and unique brand associations** and eliciting **positive judgments** and **feelings**, advertising is controversial because its specific effects are often difficult to quantify and predict.
- Nevertheless, a number of studies using very different approaches have shown the **potential power** of advertising on brand sales.

# ADVERTISING - TELEVISION



Television is a powerful advertising medium because it allows for sight, sound, and motion and reaches a broad **spectrum of consumers**. The wide reach of TV advertising translates to **low cost** per exposure.

From a brand equity perspective, TV advertising has two particularly important strengths.

- First, it can be an effective means of vividly demonstrating **product attributes** and persuasively explaining their corresponding **consumer benefits**.
- Second, TV advertising can be a compelling means for dramatically portraying **user and usage imagery, brand personality, emotions**, and other **brand intangibles**.

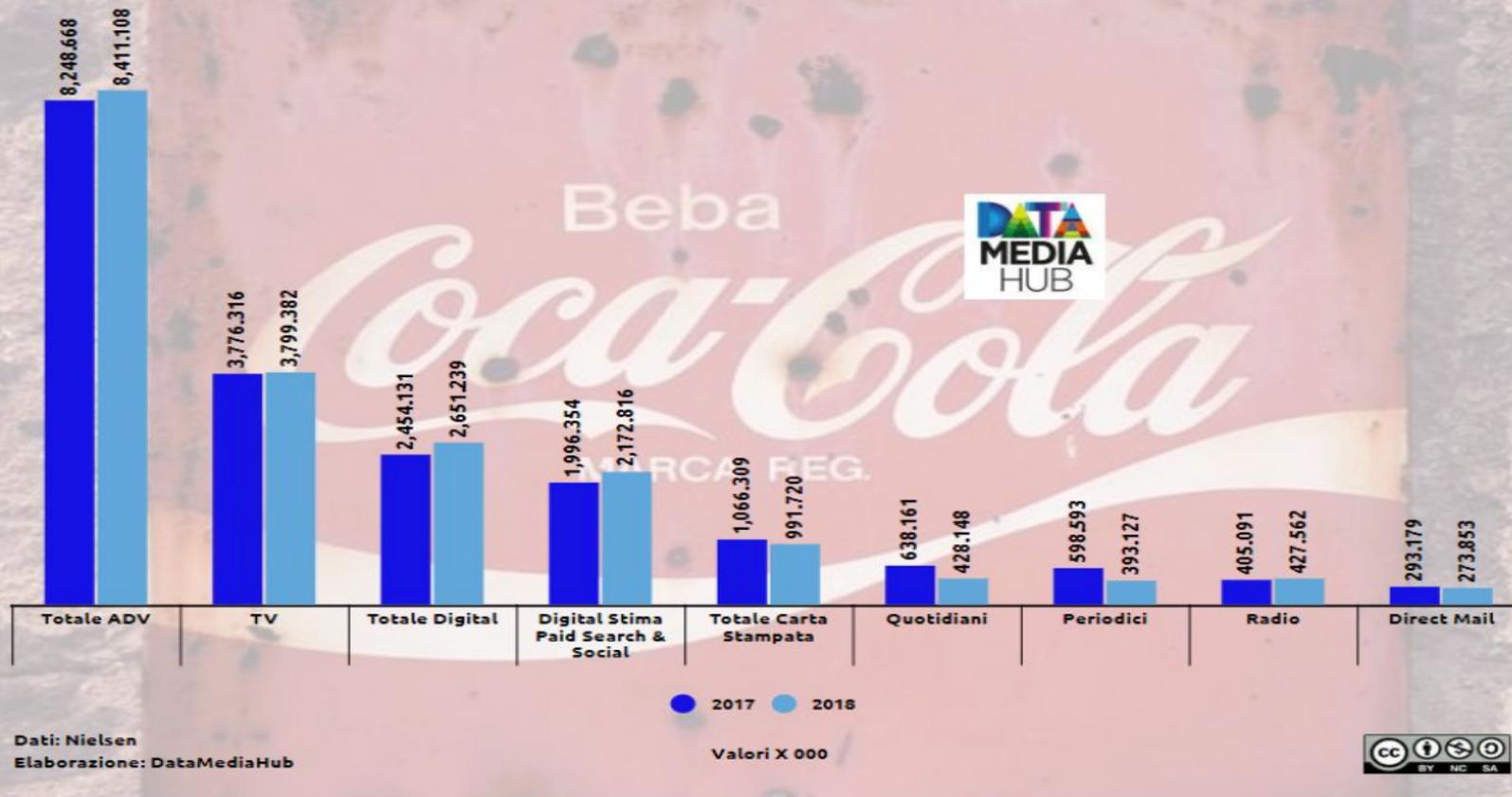
On the other hand, television advertising has its drawbacks.

- Because of the fleeting nature of the message and the potentially **distracting creative** elements often found in a TV ad, consumers can overlook product-related messages and the brand itself.
- The large number of ads and nonprogramming material on television creates clutter that makes it easy for consumers to ignore or **forget ads**.
- The large number of **channels** creates fragmentation, and the widespread existence of digital video recorders gives viewers the means to skip commercial.
- TV ads has a **high cost** of production and placement.

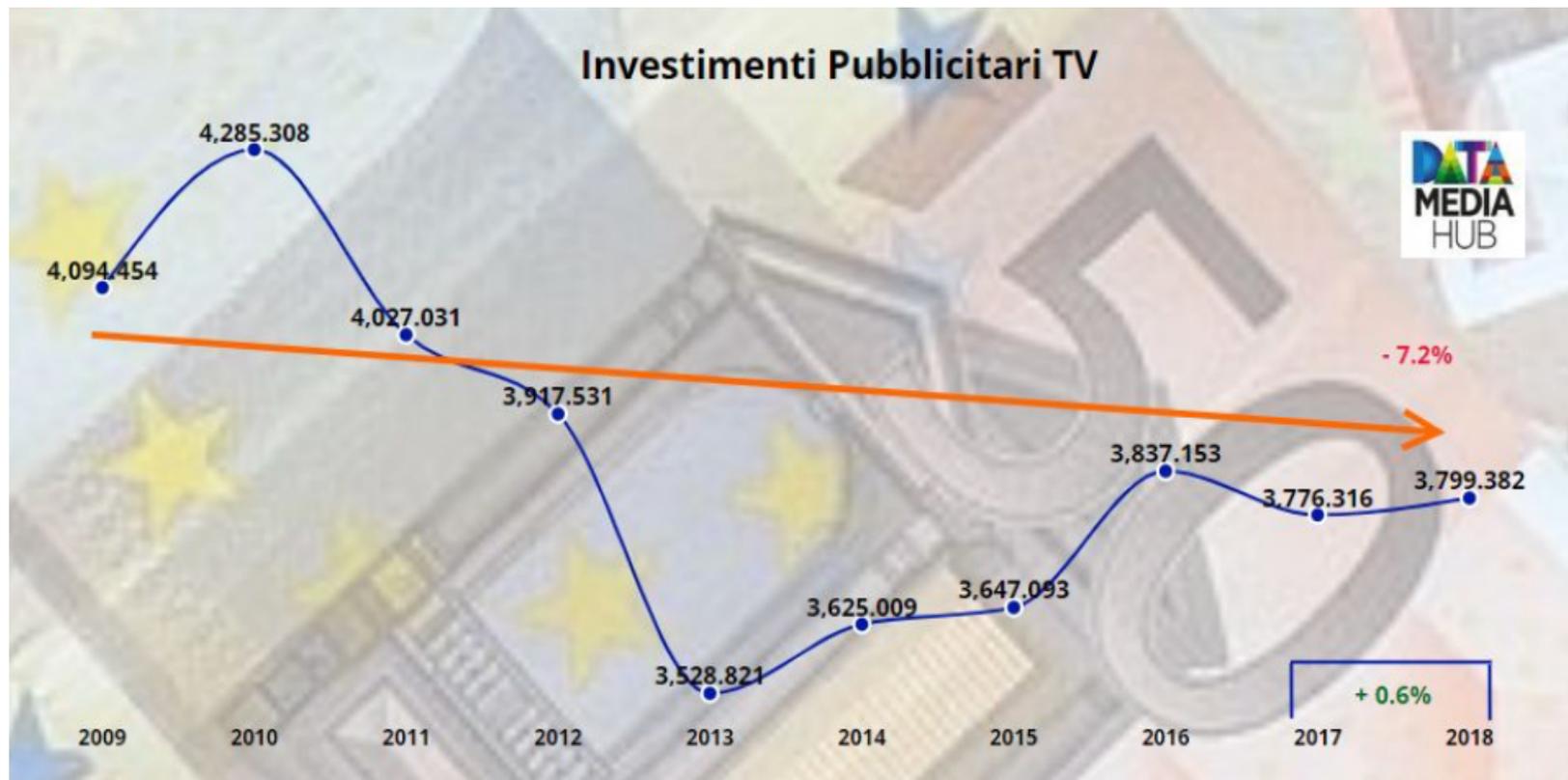
# ADVERTISING - TELEVISION



## Investimenti Pubblicitari per Mezzo 2018 Vs 2017



# ADVERTISING - TELEVISION



# ADVERTISING - TELEVISION



In designing and evaluating an ad campaign, marketers should define:

- a) the **message strategy** or positioning of an ad: defining the proper positioning to maximize brand equity
- b) the **creative strategy**: identifying the best creative strategy to communicate or convey the desired positioning.

## DEFINE POSITIONING TO ESTABLISH BRAND EQUITY

### Competitive frame of reference

Nature of competition  
Target market

### Point-of-parity attributes or benefits

Category  
Competitive  
Correlational

### Point-of-difference attributes or benefits

Desirable  
Deliverable  
Differentiating

## IDENTIFY CREATIVE STRATEGY TO COMMUNICATE POSITIONING CONCEPT

### Informational (benefit elaboration)

Problem-solution  
Demonstration  
Product comparison  
Testimonial (celebrity or unknown consumer)

### Transformational (imagery portrayal)

Typical or aspirational usage situation  
Typical or aspirational user of product  
Brand personality and values

**Creative strategies** tend to be either *largely informational*, elaborating on a specific product-related attribute or benefit, or *largely transformational*, portraying a specific non-product-related benefit or image.

<https://www.marketingweek.com/audi-creativity-marketing-effectiveness/>

<https://www.105.net/news/tutto-news/252442/il-nuovo-spot-huawei-ha-fatto-impazzire-il-mondo-eccolo-qui.html>

# ADVERTISING - TELEVISION



- A TV ad should contribute to **brand equity** in some demonstrable ways, for example, by **enhancing awareness**, strengthening a **key association** or adding a new association, or eliciting a positive consumer response.
- Earlier, we identified six broad information-processing factors as affecting the success of advertising: consumer targeting, the ad creative, consumer understanding, brand positioning, consumer motivation, and ad memorability.
- Although digital has captured the imagination of marketers everywhere, at least for some, the power of TV ads remain.
- Procter & Gamble CMO Marc Pritchard put it directly when he said, “TV will continue to be an essential part of our marketing mix to reach people with our brands.”

# ADVERTISING - RADIO



- Radio is a **pervasive** medium: 93 percent of all U.S. consumers 12 years and older listen to the radio daily and, on average, for over 15 hours a week, although often only in the background.



- The main advantage to radio is flexibility—stations are highly targeted, ads are relatively inexpensive to produce and place, and short closings allow for quick responses.
- Radio is a particularly effective medium in the morning and can effectively **complement or reinforce TV ads**.
- Radio also enables companies to achieve a balance between broad and **localized market coverage**.
- Obvious disadvantages of radio, are the lack of visual image and the relatively passive nature of consumer processing that results.

# ADVERTISING - RADIO



- What makes an effective **radio ad**? Radio has been less studied than other media. Because of its low-involvement nature and limited sensory options, advertising on radio often must be fairly focused. For example, the advertising pioneer David Ogilvy believed four factors were critical:
  1. Identify your brand early in the commercial.
  2. Identify it often.
  3. Promise the listener a benefit early in the commercial.
  4. Repeat it often.

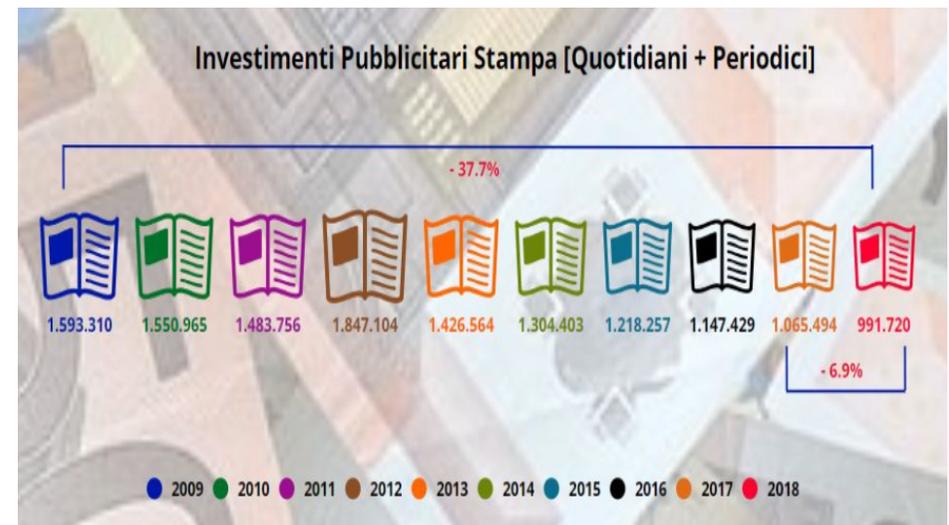
Nevertheless, radio ads can be extremely creative. Some see the lack of visual images as a plus because they feel the clever use of music, sounds, humor, and other creative devices

<https://www.lucabartoli.info/radio-audi-a3-copywriter/>

# ADVERTISING - PRINT



- Print media has taken a huge hit in recent years as more and more consumers choose to collect information and seek entertainment online.
- Publishers are doing their own **digital innovation** in the form of iPad apps and a stronger Web presence.
- Because they are self-paced, magazines and newspapers can provide detailed **product information**. At the same time, the static nature of the visual images in print media makes it difficult to provide dynamic presentations or demonstrations.
- Another disadvantage of print advertising is that it can be a fairly **passive medium**.



# ADVERTISING - PRINT

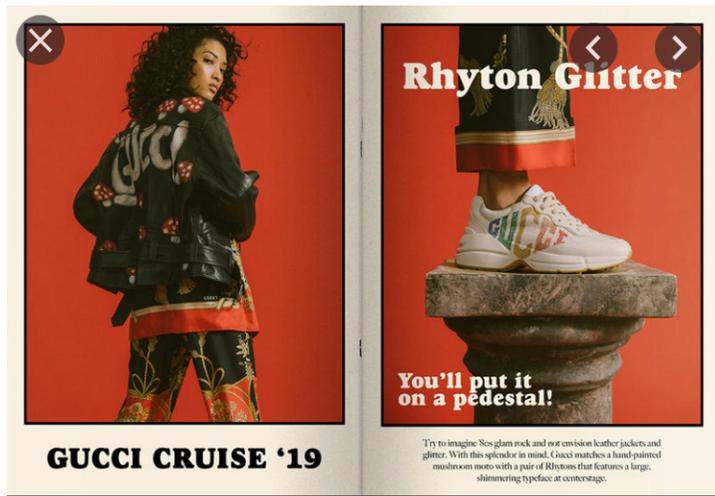


- Magazines are particularly effective at building **user** and **usage imagery**. They can also be highly engaging: one study showed that consumers are more likely to view magazine ads as less intrusive, more truthful, and more relevant than ads in other media.
- Newspapers are more timely and **pervasive**. Daily newspapers tend to be used for **local** (especially retailer) advertising. Although advertisers have some flexibility in designing and placing newspaper ads, poor reproduction quality and short shelf life can diminish some of the possible impact of newspaper advertising .

- Fashion brands such as Calvin Klein, Ralph Lauren, and Guess have also created strong brand associations through print advertising.



# ADVERTISING - PRINT



What makes an effective print ad?

- Research on print ads in magazines reveals that it is not uncommon for two-thirds of a magazine audience to not even notice any one particular print ad, or for only 10 percent or so of the audience to read much of the copy of any one ad.
- Many readers only glance at the most **visible elements** of a print ad, making it critical that an ad communicate clearly, directly, and consistently in the ad illustration and headline.
- Many consumers can easily overlook the brand name if it is not readily apparent. We can sum the creative guidelines for print ads in three simple criteria: clarity, consistency, and branding.

## ADVERTISING - DIRECT RESPONSE



**Direct response** uses mail, telephone, Internet, and other contact tools to communicate with or solicit a response from specific customers and prospects.

One increasingly popular means of direct marketing is infomercials, formally known as direct response TV marketing. We can therefore think of them as a cross between a sales call and a television ad.

The steady growth of direct marketing in recent years is a function of:

- *technological advances* like the ease of setting up toll-free numbers and Web sites;
- *changes* in consumer behavior, such as the increased demand for convenience;
- the needs of marketers, who want to avoid wasteful communications to *nontarget* customers or customer groups

The advantage of direct response is that it makes it easier for marketers to establish **relationships** with consumers.

# ADVERTISING - DIRECT RESPONSE



- Direct communications through electronic or physical newsletters, catalogs, and so forth allow marketers to explain new developments with their **brands** to consumers on an ongoing basis as well as allow consumers to provide feedback to marketers about their likes and dislikes and specific needs and wants.
- As the name suggests, the goal of direct response is to elicit some type **of behavior** from **consumers**; given that, it is easy to measure the effects of direct marketing efforts—people either respond or they do not.
- The disadvantages to direct response are that it can be intrusiveness and clutter.
- To implement an effective direct marketing program, marketers need the three critical ingredients of (1) developing an up-to-date and informative list of current and potential future customers, (2) putting forth the right offer in the right manner, and (3) tracking the effectiveness of the marketing program.

# ADVERTISING - PLACE



**Place advertising**, also called **out-of-home advertising**, is a broadly defined category that captures advertising outside traditional media.

The rationale is that because traditional advertising media—especially television advertising—are becoming less effective, marketers are better off reaching people in other **environments**, such as where they work, play, and, of course, shop.

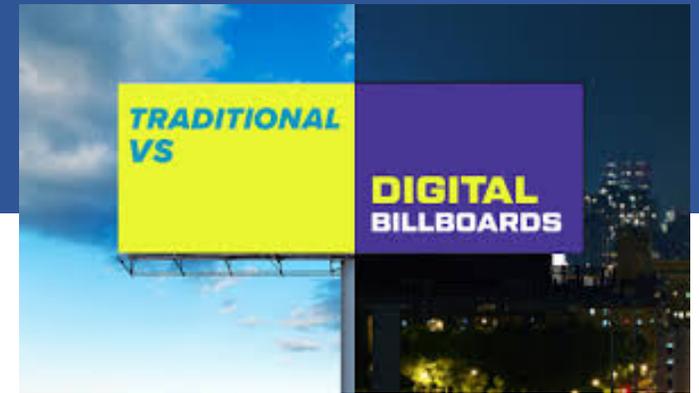
Some of the options include billboards and posters; movies, airlines, lounges, and other places; product placement; and point-of-purchase advertising.





## ADVERTISING - PLACE - Billboards

- **Billboards** have a long history but have been transformed over the years and now employ colorful, digitally produced graphics, backlighting, sounds, movement, and unusual—even three-dimensional—images to attract attention.



- The medium has improved in terms of effectiveness (and measurability), technology (some billboards are now digitized), and provide a good opportunity for companies to sync their billboard strategies with mobile advertising.
- Billboard-type poster ads increase **brand exposure** and goodwill. Transit ads on buses, subways, and commuter trains— around for years—have now become a valuable means to reach *working women*.

- Billboards do not even necessarily have to stay in one place. Advertisers can now buy space in stadiums and arenas and on garbage cans, bicycle racks, parking meters, airport luggage carousels, elevators, gasoline pumps, the bottom of golf cups, airline snacks, and supermarket.



## ADVERTISING- PLACE - Movies, Airlines, Lounges, and Other Places



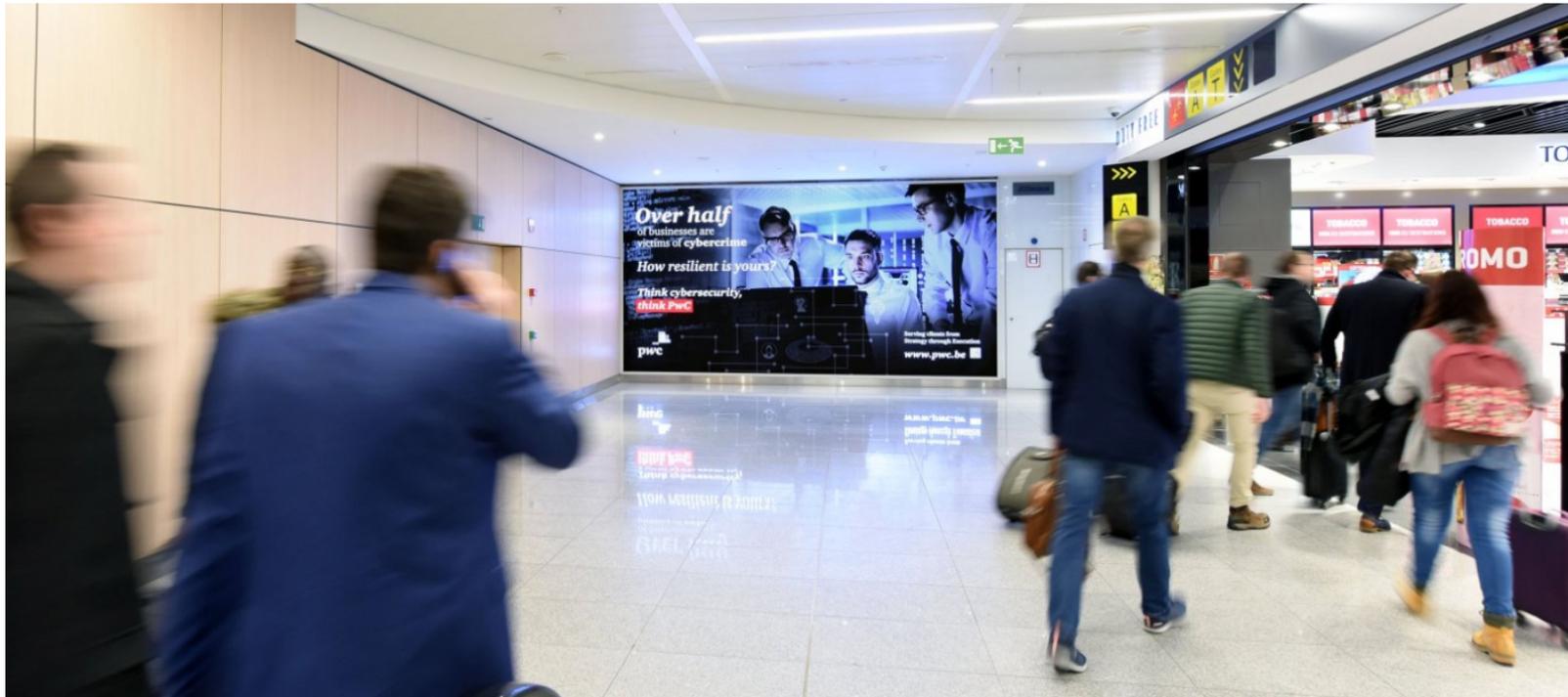
- Increasingly, advertisers are placing traditional TV and print ads in unconventional places.
- Companies have tried placing TV and commercial programming in airport lounges, and other public places.
- Airlines now offer media-sponsored audio and video programming that accepts advertising and include catalogs in seat pockets for leading mail-order companies.
- Any advertisers believe it is important to create specially designed ads for these out-of-home exposures to better meet consumer expectations.

<https://www.jcdecaux.com/blog/airport-advertising-10-reasons-why-it-works>

# ADVERTISING- PLACE - Movies, Airlines, Lounges, and Other Places

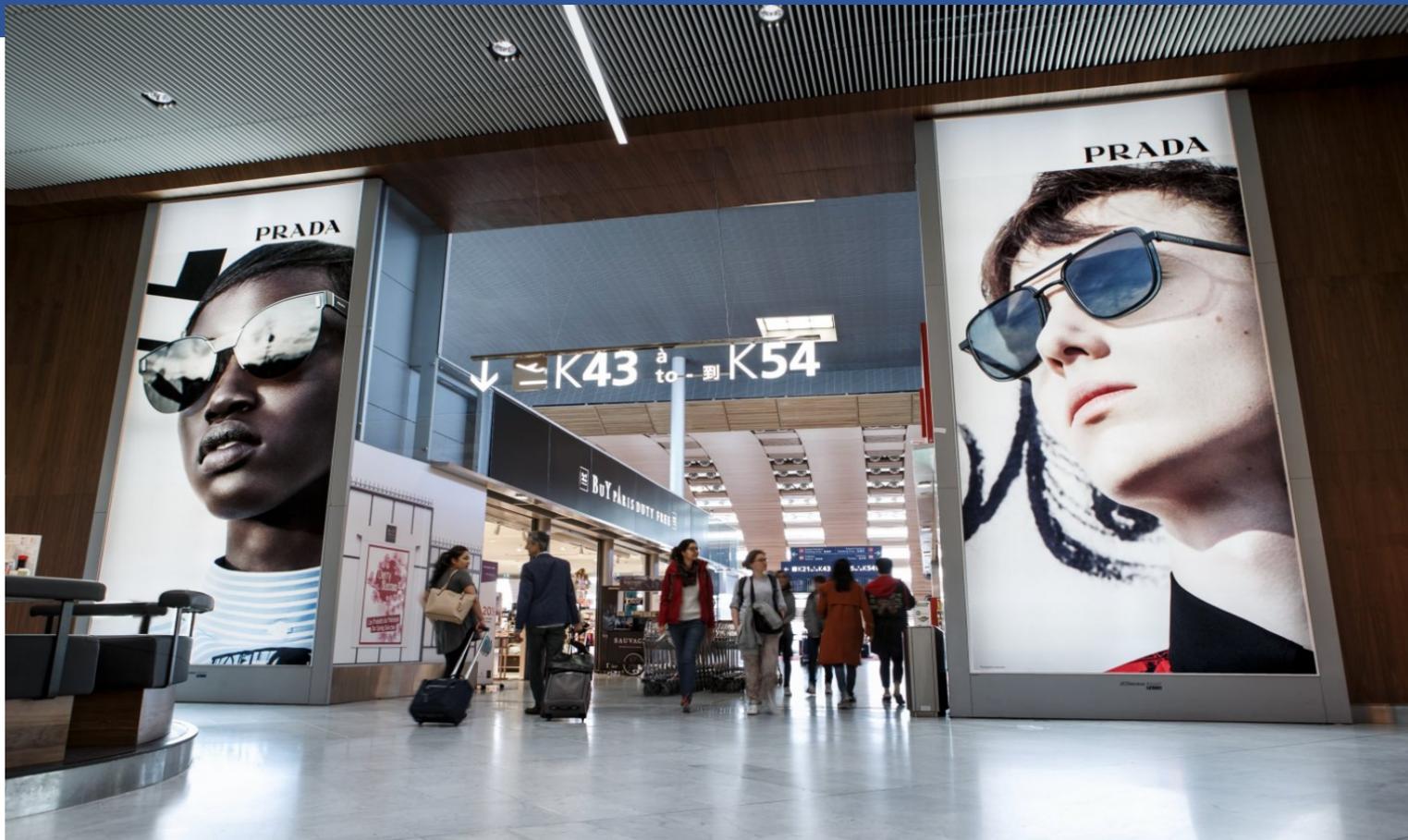


# ADVERTISING- PLACE - Movies, Airlines, Lounges, and Other Places



It connects with alert consumers in a unique environment and receptive mindset

# ADVERTISING- PLACE - Movies, Airlines, Lounges, and Other Places



. It engages passengers during long dwell times

# ADVERTISING - Product Placement



- Brands can make cameo appearances in **movies** and on **television**. The aim is to increase brand exposure.
- Marketers combine product placements with special promotions to publicize a brand's entertainment tie-ins and create "**branded entertainment**." For example, BMW complemented product placement in the James Bond film Goldeneye with an extensive direct mail and advertising campaign to help launch its Z3 roadster.
- Some firms benefit from product placement at no cost by either supplying their product to the movie company in return for exposure or simply because of the creative demands of the storyline.

[https://www.youtube.com/watch?v=c9T\\_2GVmKIU](https://www.youtube.com/watch?v=c9T_2GVmKIU)



## ADVERTISING - Point of purchase

- In-store advertising includes ads on shopping carts, cart straps, aisles, or shelves as well as promotion options such as in-store demonstrations, live sampling, and instant coupon machines.
- Consumers in many product categories make the bulk of their final brand decisions in the store.
- In-store media are designed to increase the number and nature of spontaneous and planned buying decisions.



▲ **LUISAVIAROMA.COM**  
luxury shopping worldwide shipping



# ADVERTISING



- The main advantage of nontraditional media is that they can reach a very precise and captive audience in a cost-effective and increasingly engaging manner.
- Because the audience must process out-of-home ads quickly, however, the message must be simple and direct. In fact, outdoor advertising is often called the “15-second sell.”
- Billboards are the original tweets—you get a quick image or piece of knowledge than move on. In that regard, strategically, out-of-home advertising is often more effective at **enhancing awareness** or **reinforcing existing brand associations** than at creating new ones.
- Another danger of nontraditional media is consumer backlash against overcommercialization. Perhaps because of the sheer pervasiveness of advertising, however, consumers seem to be less bothered by nontraditional media now than in the past.

# PROMOTION



- Advertising and promotion often go hand-in-hand. **Sales promotions** are short-term incentives to encourage trial or usage of a product or service.
- Whereas advertising typically provides consumers a reason to buy, sales promotions offer consumers an **incentive** to buy.
- Consumers were thought to be making **more in-store decisions**, and to be less brand loyal and more immune to advertising than in the past. Many mature brands were less easily differentiated.
- Some marketers began to see consumer and trade promotions as a more effective means than advertising to influence the sales of a brand.
- **Consumer sales promotions** permit manufacturers to price discriminate by effectively charging different prices to groups of consumers who vary in their price sensitivity.
- Conveying a sense of urgency to consumers, carefully designed promotions can build brand equity through information or actual product experience that helps to create strong, favorable, and unique associations.

# PROMOTION



- From a consumer behavior perspective, there are a number of disadvantages of sales promotions, such as decreased *brand loyalty* and increased brand switching, decreased quality perceptions, and increased price sensitivity.
- Diverting marketing funds into coupons or other sales promotion sometimes has led to reductions in research and development budgets and staff.
- Sales promotions also may just subsidize “coupon enthusiasts” who use coupons frequently and broadly.
- Another drawback to sales promotions is that *new consumers attracted to the brand may attribute their purchase to the promotion* and not to the merits of the brand per se and, as a result, may not repeat their purchase when the promotional offer is withdrawn.



## PROMOTION – CONSUMER PROMOTIONS



- Consumer promotions are designed to change the choices, quantity, or timing of consumers' product purchases
- We distinguish between customer franchise building promotions like samples, demonstrations, and educational material, and noncustomer franchise building promotions such as price-off packs, premiums, sweepstakes, and refund offers.
- **Customer franchise building promotions** can enhance the attitudes and loyalty of consumers toward a brand—in other words, affect brand equity.
- Sampling is a means of creating strong, relevant brand associations while also perhaps kick-starting word-of-mouth among consumers.
- **Thus, marketers increasingly judge sales promotions by their ability to contribute to brand equity as well as generate sales.**

## PROMOTION – TRADE PROMOTIONS



- Trade promotions are often financial incentives or discounts given to retailers, distributors, and other channel members to stock, display, and in other ways facilitate the sale of a product through slotting allowances, point-of-purchase displays, contests and dealer incentives, training programs, trade shows, and cooperative advertising.
- Trade promotions are typically designed either to secure shelf space and distribution for a new brand, or to achieve more prominence on the shelf and in the store.
- Because of the large amount of money spent on trade promotions, there is increasing pressure to make trade promotion programs more effective.

# ONLINE MARKETING COMMUNICATION



The first decade of the twenty-first century has seen a headlong rush by companies into the world of interactive, online marketing communications.



The main advantages to marketing on the Web are the **low cost** and the **level of detail** and **degree of customization** it offers. Online marketing communications can accomplish almost any marketing communication objective and are especially valuable in terms of **solid relationship building**.

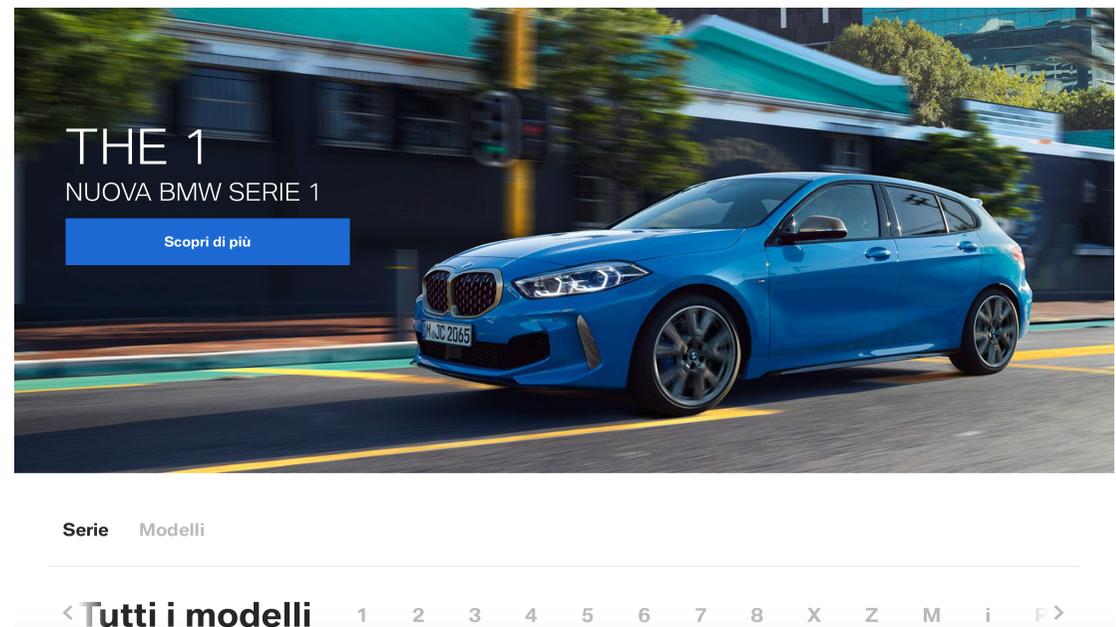
We concentrate on three particularly crucial online brand-building tools:

- (1) Web sites
- (2) Online ads and videos
- (3) Social media.

# ONLINE MARKETING COMMUNICATION - WEBSITES



- One of the earliest and best-established forms of online marketing communications for brands is **company-created Web sites**.
- By capitalizing on the Web's interactive nature, marketers can construct Web sites that allow any type of consumer to choose the brand information relevant to his or her needs or desires.
- A well-designed Web site can effectively communicate to consumers regardless of their personal brand or communications history.



# ONLINE MARKETING COMMUNICATION - WEBSITES



Because consumers often go online to seek information rather than be entertained, some of the more successful Web sites are those that can convey expertise in a consumer-relevant area.

For example, Web sites such as P&G's [www.pampers.com](http://www.pampers.com) and General Mills's [www.cheerios.com](http://www.cheerios.com) offer baby care and parenting advice. Web sites can store company and **product information**, press releases, and advertising and promotional information as well as links to partners and key vendors.

Brand-building is increasingly a collaborative effort between consumers and brand marketers. As part of this process, there will be many **consumer-generated Web sites** and pages that may include ratings, reviews, and feedback on brands. Many consumers also post opinions and reviews or seek advice and feedback from others at commercial sites such as Yelp, TripAdvisor, Epinions and brand communities.

A screenshot of the Pampers website. The navigation bar includes links for PRODUCTS, REWARDS, OFFERS, SHOP BABY GEAR, PREGNANCY, NEWBORN, BABY, TODDLER, QUIZZES, ABOUT US, and LOG IN. A 'NEW' badge is visible above the REWARDS and QUIZZES links. The main content area features a smartphone displaying the Pampers Rewards app interface, with a \$30 gift card graphic floating above it. To the right, a promotional message reads: 'Start with \$30 off!\* Download our Rewards App and get a \$30 gift card on Ergobaby products!' Below this is an orange 'Download App Now' button. A small disclaimer at the bottom states: '\*The gift code is only applicable to purchases of \$60 or more. Not valid with any other offers.' At the bottom of the page, there is a link that says 'TRY OUR PREGNANCY TOOLS'.

# ONLINE MARKETING COMMUNICATION - ONLINE ADS AND VIDEOS



- **Internet advertising** comes in a variety of forms—banner ads, rich-media ads, and other types of ads.
- A number of potential advantages exist for Internet advertising: it is accountable, because software can track which ads went to which sales; it is nondisruptive, so it doesn't interrupt consumers; and it can target consumers so that only the most promising prospects are contacted, who can then seek as much or as little information as they desire.
- Online ads and videos also can extend the creative or legal restrictions of traditional print and broadcast media to persuasively communicate **brand positioning** and **elicit positive judgments and feelings**.
- Unfortunately, there are also many disadvantages. Many consumers find it easy to ignore banner ads and screen them out with *pop-up filters*.
- Increasingly, Web messages like streaming ads are drawing closer to traditional forms of television advertising. Videos take that one step further by virtually becoming short films. BMW, one of the pioneers, created a series of highly successful made-for-the-Web movies using well-known artistic directors.

<https://www.youtube.com/watch?v=A3j-uB-X1-M>

# ONLINE MARKETING COMMUNICATION - ONLINE ADS AND VIDEOS



- The Google-owned YouTube **video-sharing** Web site has become an especially important vehicle for distributing *videos* and initiating dialogue and **cultivating a community** around a brand. <https://www.youtube.com/user/AudiChannellItaly>
- E-mail ads in general—often including advanced features such as personalized audio messages, color photos, and streaming video—have increased in popularity.
- E-mail ads often receive response rates of 20–30 percent at a cost less than that of banner ads. Tracking these response rates, marketers can fine-tune their messages.
- Another alternative to banner ads that a great many marketers employ is *search advertising*, in which users are presented with sponsored links relevant to their search words alongside unsponsored search results. <https://www.thewidefactory.it/google-adwords/>

# ONLINE MARKETING COMMUNICATION - ONLINE ADS AND VIDEOS



History - Nutella | Nutella India - YouTube

YouTube IT | Cerca | ACCEDI

Home | Tendenze | Iscrizioni | Raccolta | Cronologia

**Nutella India**  
3300 iscritti | ISCRIVITI

HOME PAGE | VIDEO | PLAYLIST | COMMUNITY | CANALI | INFORMAZIONI

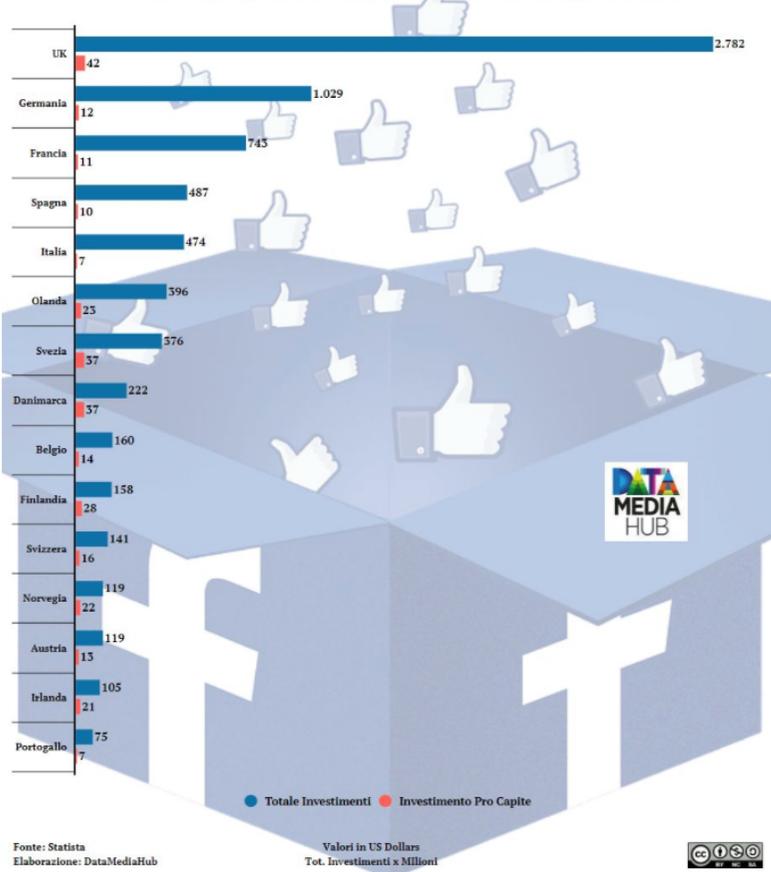
Video caricati ▶ RIPRODUCI TUTTI

Video Title	Duration	Views	Time Ago
Mornings with Nutella	0:07	4063 visualizzazioni	3 mesi fa
Nutella Ingredients - Cocoa	1:48	2184 visualizzazioni	10 mesi fa
Nutella Ingredients - Milk	1:27	1653 visualizzazioni	10 mesi fa
Nutella Ingredients - Hazelnuts	2:05	871 visualizzazioni	10 mesi fa

# ONLINE MARKETING COMMUNICATION – SOCIAL MEDIA



Investimenti Pubblicitari Social Media In Europa nel 2018



- Social media is playing an increasingly important *brand communication* role due its massive growth.
- Social media allows consumers to share text, images, audio, and video online with each other and—if they choose—with representatives from companies. Social media comes in many forms, but six key options are: (1) message boards and forums, (2) chat rooms, (3) blogs, (4) Facebook, (5) Twitter, and (6) YouTube.
- Social media offers many benefits to marketers. It allows brands to establish a **public voice** and presence on the Web. It complements and reinforces other communication activities. It helps promote **innovation** and **relevance** for the brand. By permitting personal, independent expression, message boards, chat rooms, and blogs can create a sense of community and foster **active engagement**.

# ONLINE MARKETING COMMUNICATION – SOCIAL MEDIA



- Different social media can accomplish different objectives.
- It is recognized the chief role of Twitter—with its 140 character text-based limit for posting—as an “early warning system” so marketers know exactly what is happening in the marketplace and how to respond at any one point in time. For example, when a customer tweeted about a bad customer experience with Zappos, because the company was monitoring social media, it was able to immediately send an explanation, apology, and coupon.
- Facebook, on the other hand, is more about long-term relationship building and can be used to engage consumers and delve more deeply into their interests and passions

# ONLINE MARKETING COMMUNICATION – PUTTING IT ALL TOGETHER



Interactive marketing communications work well together. Attention-getting online ads and videos can drive consumers to a brand's Web sites, where they can learn and experience more about the brand.

Many experts maintain that a successful digitally based campaign for a brand often skillfully blends three different forms of media: paid, owned, and earned media.

- **Paid media** is all the various forms of more traditional advertising media described above, including TV and print.
- **Owned media** are those media channels the brand controls to some extent—Web sites, e-mails, social media, etc.
- **Earned media** are when consumers themselves communicate about the brand via social media, word-of-mouth, etc.

It should be recognized that the lines sometimes blur, and communications can perform more than one function. For example, YouTube costs marketers to maintain, is under their control, but is also importantly social.

The interplay between the three forms of media is crucial. As one critic noted, "Paid media jump starts owned; owned sustains earned; and earned drives costs down and effectiveness up"-

## EVENT



- Brand building in the virtual world must be complemented with brand building in the real or physical world.
- Events and experiences range from an extravagant multi- million dollar sponsorship of a major international event to a simple local in-store product demonstration or sampling program.
- The brand engages the consumers' senses and imagination, changing brand knowledge in the process.
- Formally, event marketing can be defined as public sponsorship of events or activities related to sports, art, entertainment, or social causes.

# EVENT



Marketers report a number of reasons why they sponsor events:

- **To identify with a particular target market or lifestyle:** marketers can link their brands to events with either a select group of consumers. No athletic event in the United States attracts more “pentamillionaires” — those with a net worth of more than \$5 million—than the U.S. Open tennis tournament, it is no surprise that its sponsors include luxury brands.



# EVENT



Marketers report a number of reasons why they sponsor events:

- **To increase awareness of the company or product name:** Sponsorship often offers sustained exposure to a brand, a necessary condition to building brand recognition.
- **To create or reinforce consumer perceptions of key brand image associations:** Events themselves have their own associations that help to create or reinforce brand associations. Seiko has been the official timer of the Olympics and other major sporting events for years.
- **To enhance corporate image dimensions:** Sponsorship is a soft sell and a means to improve perceptions that the company is likable, prestigious, and so forth.
- **To create experiences and evoke feelings:** Events can be part of an experiential marketing program. The feelings engendered by an exciting or rewarding event may indirectly link to the brand

# EVENT



Marketers report a number of reasons why they sponsor events

- **To express commitment to the community or on social issues:** often called cause-related marketing, sponsorships dedicated to the community or to promoting social issues create corporate tie-ins with nonprofit organizations and charities
- **To entertain key clients or reward key employees:** Bank of Boston's sponsorship of musical performances and Bank of America's golf tournament sponsorship include special events for clients. Involving clients with the event in these and other ways can engender goodwill and establish valuable business contacts. From an employee perspective, events can build participation and morale or create an incentive.
- **To permit merchandising or promotional opportunities:** Many marketers tie in contests or sweepstakes, in-store merchandising, and direct response or other marketing activities with their event.

# CHOOSING SPONSORSHIP OPPORTUNITIES.



- The audience delivered by the event must match the **target** market of the brand.
- The event must have sufficient awareness, possess the desired image, and be capable of creating the desired effects with that target market.
- **An “ideal event” might be one whose audience closely matches the ideal target market, that generates much favorable attention, that is unique but not encumbered with many sponsors.**
- Rather than linking themselves to an event, some sponsors create their own.
- More and more firms are also using their names to sponsor the arenas, stadiums, and other venues that actually hold the events.

<https://www.youtube.com/watch?v=ia-JInjQ0yE>

# DESIGNING SPONSORSHIP PROGRAM



- Marketing program accompanying a sponsorship is what ultimately determines its success
- For more significant and broader impact, however, sponsors typically supplement such activities with samples, prizes, advertising, retail promotions, publicity, and so forth.
- Marketers often note that the budget for related marketing activities should be at least two to three times the amount of the sponsorship expenditure

# MEASURING SPONSORSHIP ACTIVITIES



There are two basic approaches to measuring the effects of sponsorship activities: the ***supply-side method*** focuses on potential exposure to the brand by assessing the extent of media coverage, and the ***demand-side method*** focuses on reported exposure from consumers.

- **Supply-side methods** attempt to approximate the amount of time or space devoted to the brand in media coverage of an event. For example, we can estimate the number of seconds the brand is clearly visible on a television screen, or the column inches of press clippings covering an event that mention the brand.
- **The demand-side method**, which attempts to identify the effects that sponsorship has on consumers' brand knowledge structures. Thus, tracking or custom surveys can explore the ability of the event sponsorship to affect awareness, attitudes, or even sales.

# MOBILE MARKETING



- **Mobile marketing** has emerged in recent years and will undoubtedly play a greater role in brand building in the future.
- Because consumers already use smartphones for information and entertainment as well as communication—and are beginning to use them as shopping devices and payment methods—investment in mobile marketing from a whole range of different sectors looking to tap into a new revenue stream is expected to grow rapidly.
- One of the fastest-growing areas in mobile ad spending is Apple’s new iAd mobile network, which allows marketers to place interactive banner ads in iPhone, iPod Touch, and iPad software applications, or apps.
- Unilever successfully used iAd to promote its Dove soap. When touched, Unilever’s banner ad opened into a library of videos and other content promoting Dove - <https://www.youtube.com/watch?v=ibA8esYfxyo>
- **Geotargeting** occurs when marketers take advantage of digital technology to send messages to consumers based on their location and the activities they are engaging in (Google AdWords or Microsoft Bing Ads)

# DEVELOPING INTEGRATED MARKETING COMMUNICATION PROGRAMS



Some criteria for IMC programs

- **Coverage:** is the proportion of the audience reached by each communication option, as well as how much overlap exists among communication options.
- **Contribution:** describes the main effects of a marketing communication option in terms of how it affects consumers' processing of a communication and the resulting outcomes (as we noted earlier, marketing communications can play many different roles, like building awareness, enhancing image, eliciting responses, and inducing sales).
- **Commonality:** regardless of which communication options marketers choose, they should coordinate the entire marketing communication program to create a consistent and cohesive brand image in which brand associations share content and meaning
- **Complementary:** the ideal marketing communication program would ensure that the communication options chosen are mutually compensatory and reinforcing to create desired consumer knowledge structures. For example, some media, like sampling and other forms of sales promotion, are demonstrably better at generating trial than engendering long-term loyalty.
- **Conformability.** Conformability refers to the extent that a marketing communication option is robust and effective for different groups of consumers. We consider a marketing communication option conformable when it achieves its desired effect *regardless* of consumers' past communication history