

# Promotion



# Learning Objectives

- What is the role of marketing communications?
- How do marketing communications work?
- What are the major steps in developing effective communications?
- What is the communications mix and how should it be set?
- What is an integrated marketing communications program?



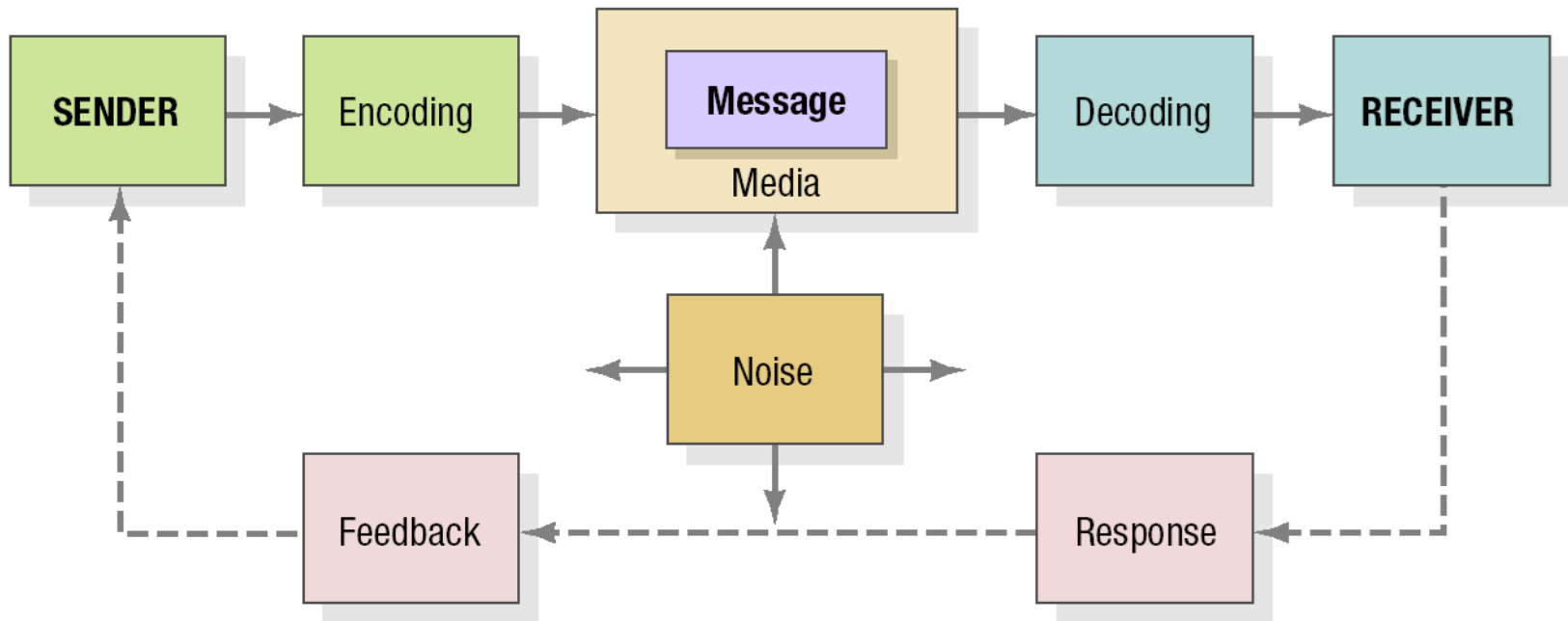
# What are Marketing Communications?

**Marketing communications** are the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell

# Modes of Marketing Communications

- Advertising
- Sales promotion
- Events and experiences
- Public relations and publicity
- Direct marketing
- Word-of-mouth marketing
- Personal selling

# Elements in the Communications Process

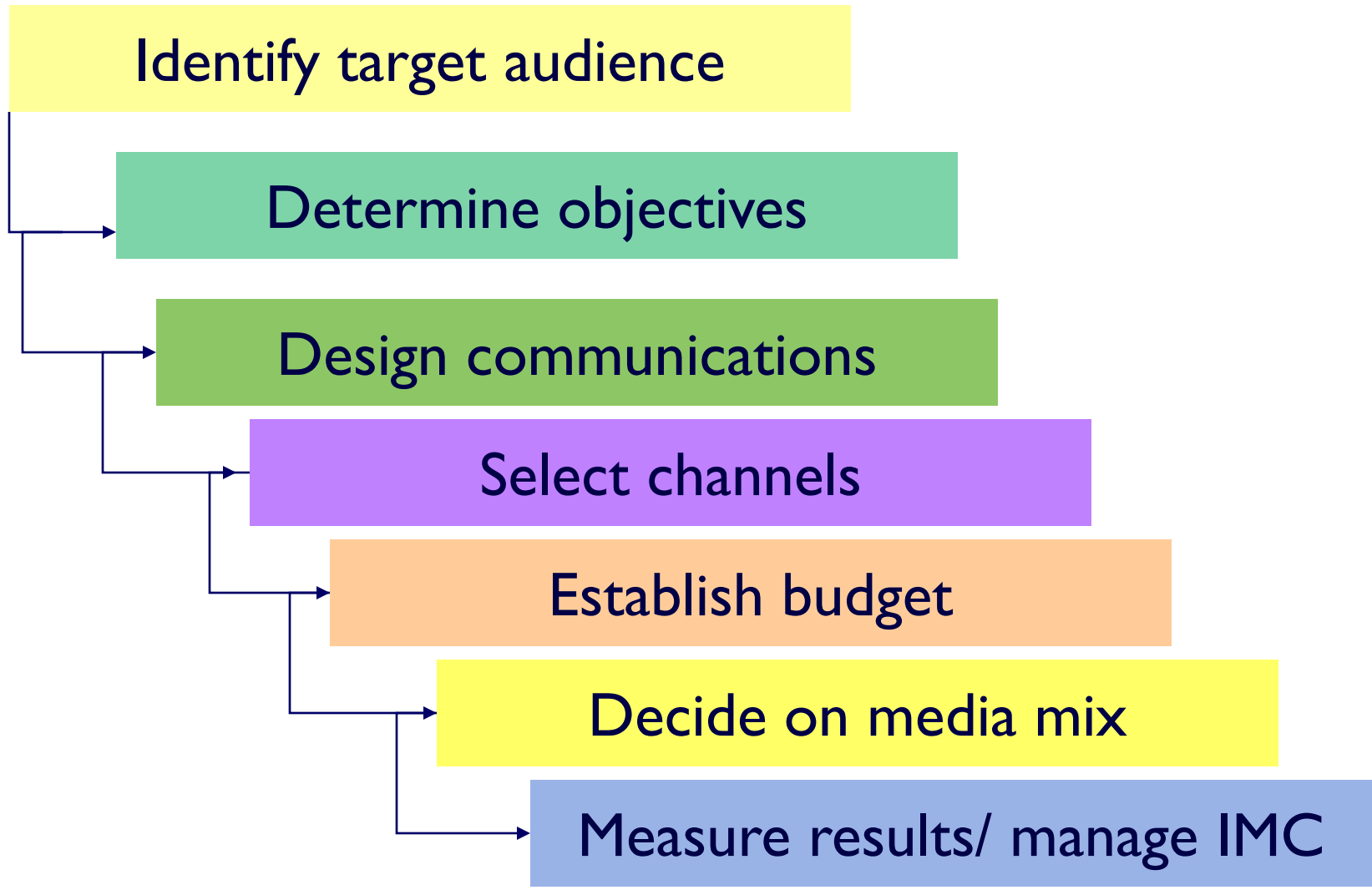


# Response Hierarchy Models

Models

Stages	AIDA Model <sup>a</sup>	Hierarchy-of-Effects Model <sup>b</sup>	Innovation-Adoption Model <sup>c</sup>	Communications Model <sup>d</sup>
<b>Cognitive Stage</b>	Attention ↓	Awareness ↓ Knowledge	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response
<b>Affective Stage</b>	Interest ↓ Desire	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation	Attitude ↓ Intention
<b>Behavior Stage</b>	Action	Purchase	Trial ↓ Adoption	Behavior

# Steps in Developing Effective Communications





# Designing the Communications

- Message strategy (rational, ego, sensory, social rewards)
- Creative strategy
- Message source
- Global adaptation



# Creative Strategy

- Informational and transformational appeals
- Positive and negative appeals
  - Fear
  - Guilt
  - Shame
  - Humor
  - Love
  - Pride
  - Joy

# Message Source

## Celebrity Characteristics

- Expertise
- Trustworthiness
- Likeability





# Select Communication Channels

- Personal channels
- Nonpersonal channels
- Integration of channels

# Personal Communications Channels

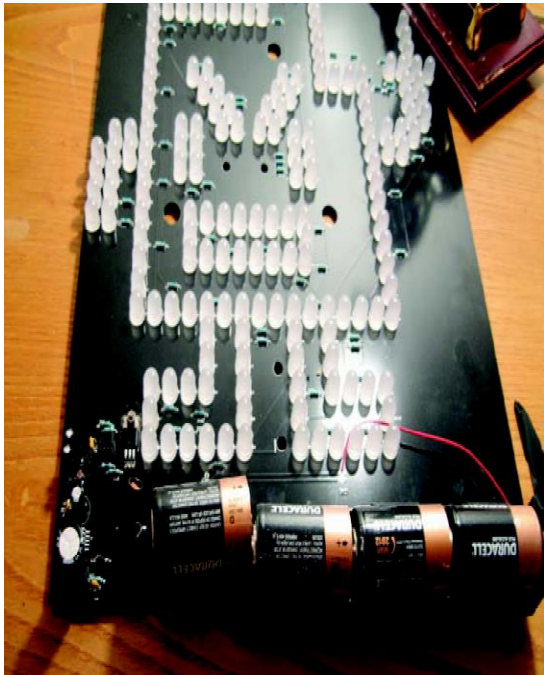


Advocate channels

Expert channels

Social channels

# Nonpersonal Communication Channels



**Media**

**Sales Promotion**

**Events and Experiences**

**Public Relations**

# Establish the Budget



Affordable

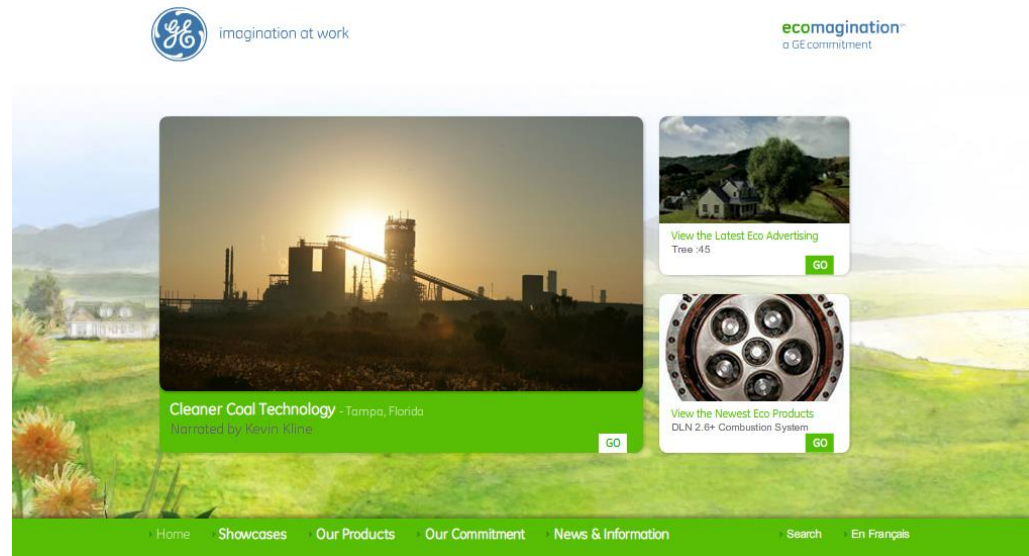
Percentage-of-Sales

Competitive Parity

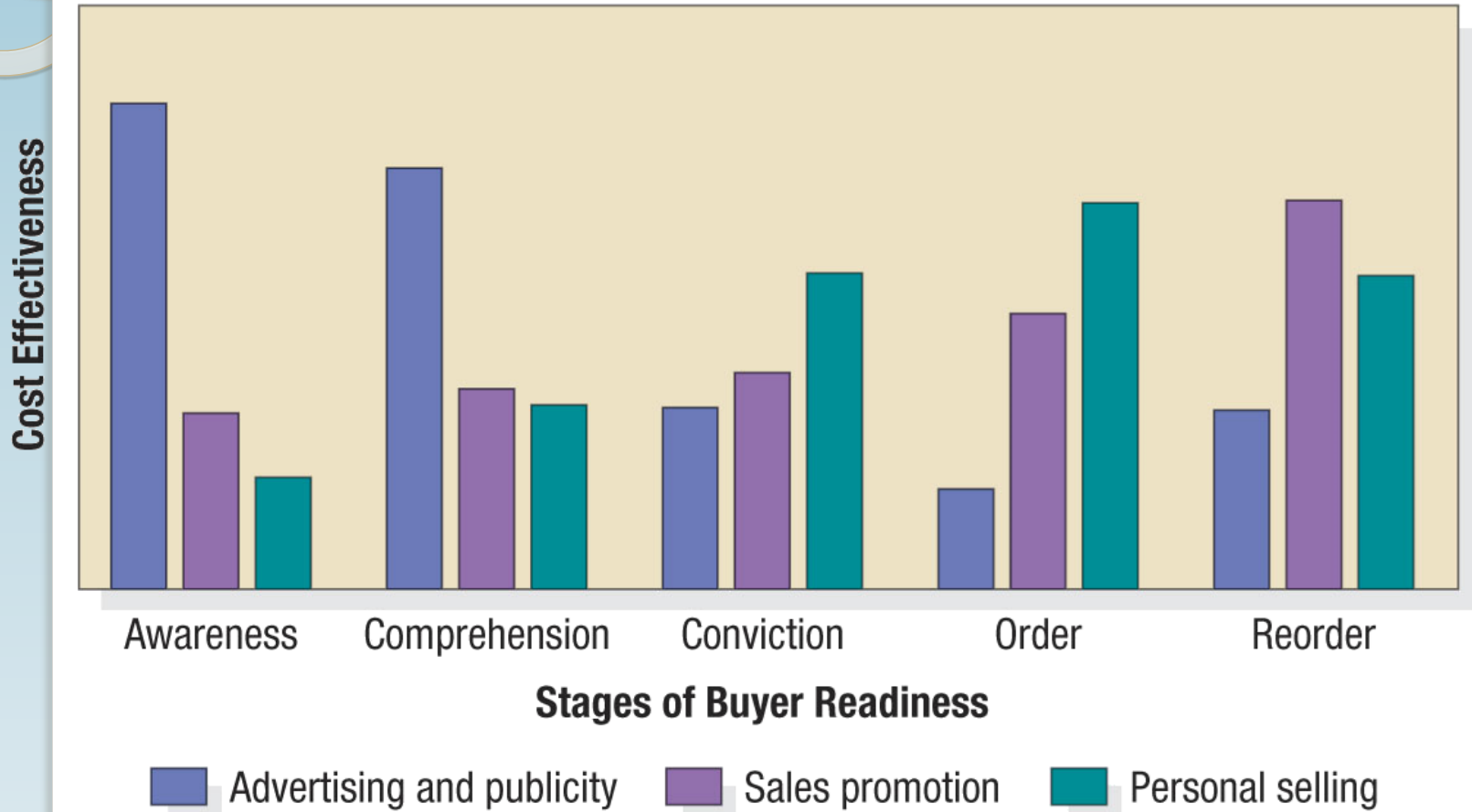
Objective-and-Task

# Factors in Setting Communications Mix

- Type of product market
- Buyer readiness stage
- Product life cycle stage



# Cost Effectiveness by Buyer Readiness Stage



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# Measuring Communication Results: Current Consumer States for Two Brands

