

I. ALTERNATIVE FORMS OF MARKETING COMMUNICATION



1. GUERILLA MARKETING

„ It is a body of unconventional ways of pursuing conventional goals. It is a proven method of achieving profits with minimum money.“ (Jay Conrad Levinson, 1984)

- minimum → **MAXIMUM** (small firms)
- unexpected, original, surprising
- shocking, drastic, extravagant, controversial
- humorous with a hint of arrogance
- short-term, inexpensive with good will
- illegal, unethical
- aggressive against competitors and consumers
- the use of new IT
- investment is energy, time and creativity



TOOLS OF GUERILLA MARKETING

- Word of Mouth, Viral marketing
- Ambush marketing/sponsorship (see 2nd tutorial)
- Ambient marketing
- Mosquito marketing
- Astroturfing
- Sensation marketing (free publicity)
- Wild posting, ...



BUZZMARKETING

SENSATION MARKETING

- Desigual in the Czech Republic, Prague: „Come undressed, get dressed", 2011.
- 100 first visitors came into the store only in their underwear, and could choose two pieces of clothes for free.
- Other participants (from 101) had a 50% discount on the products.



„Sensation marketing – Guerrilla marketing in ball gowns.“

ASTROTURFING

- **Astroturfing** refers to advertising, or public relations campaigns that are designed to mask the sponsors of the message to give the appearance of coming from a disinterested participant.
- Astroturfing is intended to give the statements the credibility of an independent entity by withholding information about the source's financial connection.
- The term is a derivation of AstroTurf, a brand of synthetic carpeting designed to look like natural grass.
- Fake letters, fake blogs, fake discussions on Internet and social networks, ...

WILD POSTING



„Je to jak graffiti, ale legální.“ (Christian, 2009).

2. VIRAL MARKETING

- Viral marketing and viral advertising refer to marketing techniques that use pre-existing social networks to produce increases in brand awareness, through self-replicating viral processes.
- **Advantages:** low costs, quick spread of information, high effectivity of targeting.
- **Disadvantages:** loss of information control which are spread among people, spam (legislation!)
- Viral marketing may take the form of video clips, interactive Flash games, advergames, ebooks, images, text messages, email messages, or web pages.
- Flashmob!!! [T-MOBILE: Liverpool Street Station - Life is for sharing](#)

3. PRODUCT PLACEMENT (PP)

- **Product placement advertisements are promotional ads placed by marketers using real commercial products and services in media, where the presence of a particular brand is the result of an economic exchange.**
- Product placement appears in plays, film, television series, music videos, video games and books.
- **PP X hidden advertising** (strict legal rules differ in various countries)!
- **Reverser PP** (e.g. Bubba Gump Shrimp Co.)
- One of the best-known instances of product placement appeared in 1982 movie E.T. the Extra-Terrestrial, which increased sales of Reese's Pieces 80 percent.



TYPES OF PRODUCT PLACEMENT

- **According to the transfer of information:**

- Visual placement
- Verbal placement
- Combined placement



- **According to the type and characteristics of product:**

- Innovation placement (new product)
- Corporate placement (company brand)
- Generic Placement (product placement without brand)
- Location placement (holiday destination)
- Idea placement (religion, ideology)
- Music placement (music in background)

- **According to the level of program integration:**

- On set placement (product is neutral in relation to the action)
- Creative placement (product is creative and implemented in action)
- Image placement (the overall theme of the film is focused on product)

4. MOBILE MARKETING

- The use of interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas. It is the one of the direct marketing methods.
- **Mobile marketing (m-marketing)** is meant to describe marketing on or with a mobile device, such as a mobile phone, smartphone, PDA, MDA and notebook.
- Commercial SMS and MMS, SMS and MMS competition, voting, advergaming, location-based marketing, QR code (Quick Response Code), mobile coupons and bar code with discounts, mobile banking, mobile health, ...
- **M**obile
- **A**nytime
- **G**lobally
- **I**ntegrated
- **C**ustomized



MOBILE MARKETING

- ✓ Good targeting, popularity.
- ✓ Easy and quick up-dating.
- ✓ Comfortable for users.
- ✓ Low costs.
- ✓ Good measurement of response (15% response ⇒ 3x more than Direct mail, 95 % is read, 25 % is sent again).
- ✓ Database creation.
- ✓ Buzz building.

- ✗ Mobile marketing could be intrusive, not everyone wants to receive texts or other types of advertised messages on phone, nor be slowed by them.



PLANNING AND MANAGING MARKETING COMMUNICATION



STEPS OF COMMUNICATION CAMPAIGN

- A. Situation analysis
- B. Targets and target groups determination
- C. Budgeting
- D. Marketing communication mix strategy (strategy, elements, media)
- E. Marketing communication coordination and integration
- F. Marketing communication implementation
- G. Marketing communication effectivity testing



A. SITUATION ANALYSIS

- **INTERNAL** (good product and its positioning, recognizable and remarkable brand, loyal customers, tradition, financial resources, participation in sponsorship projects, previous communication campaigns etc.)
- **EXTERNAL** (product and communication activities of competitors, legislation and ethics code of professional associations, popularity and use intensity of various types of media in some region, number and quality of communication agencies etc.)

ANALYSIS

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graph LR; A[ANALYSIS] --> B[INTERNAL]; A --> C[EXTERNAL];
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INTERNATIONAL DIFFICULTIES IN MC

- Here are some of the intricacies that contribute towards the difficulty of global marketing:
 - Language (incorrect translation), literacy.
 - Colour.
 - Gestures.
 - Product features, packaging, materials.
 - Original national identity.
 - Media availability, media overlap, lack of media data, lack of media credibility.
 - Varying media characteristics, different media usage.
 - Legal restrictions.
 - Competition.
 - Names of products (local name is inappropriate for foreign markets).



MARKETING STRATEGIES ON INTERNATIONAL MARKETS

- **Global marketing strategies (principle of adaptation x standardization):**
 - **Same product + same communications** (Coca-Cola).
 - **Same product + different communications** (bicycle in Europe for recreational x in Africa for transport).
 - **Different product + same communications** (different petrol formulae but the same advertising image – Esso's tiger).
 - **Different product + different communications** (clothes – exception is Levi's brand which uses the same product and wordless ads internationally).
 - **New product (invention) + new communications** (hand-powered washing machine).

ADAPTATION IN MC: MCDONALD'S GLOBAL MENU VARIATIONS

USA	Big Mac, Chicken McNuggets, Filet-o-Fish, Egg McMuffin, Fries
INDIA	McVeggie, Chicken Maharaja-Mac, McSpicy Paneer
FRANCE	Le McBaguette, Le Croque McDo, Le Royal Cheese
EGYPT	Beef N Pepper, McArabia (grilled kofta), McFalafel
ISRAEL	McKebab, McFalafel, Big New York and Big Texas (hamburgers)
JAPAN	Ebi Filet-O, Mga Teriyaki Burger, Bacon Egg and Lettuce Wrap, Shaka Shaka Chicken
BRAZIL	Banana Pie, McNifico Bacon, Cheddar McMelt, Big Tasty

Source: Kotler, Keller, *Marketing Management*, 2016, p. 253

THE MEANING OF COLOURS AND SYMBOLS IN INTERNATIONAL MARKETING COMMUNICATION

Blue colour		Girls' colour in the Netherlands
The yellow flower		The symbol of death in Mexico, symbol of infidelity in France
White lily		The symbol of death in England, the symbol of purity in the central Europe
Number seven		Bad luck in Singapur, Ghana and Kenya, happy number in many countries
Owl		The symbol of bad fate in India, the symbol of cleverness in many European countries
Triangle		Bad symbol in Honkong, good in Columbia

B. TARGETS AND TARGET GROUPS DETERMINATION (SMART!)

MC targets

- **Economical** (sales increase, profit increase, market share increase, new product launch, ...)

- **Uneconomical** (image improvement – repositioning, brand general knowledge increase, ...)

TARGETS AND TARGET GROUPS DETERMINATION

- Specific target groups: children, seniors, potential parents, gays („pink dollar“) – LATENT DEMAND?!
- See previous lecture – process STP – targeting!!!

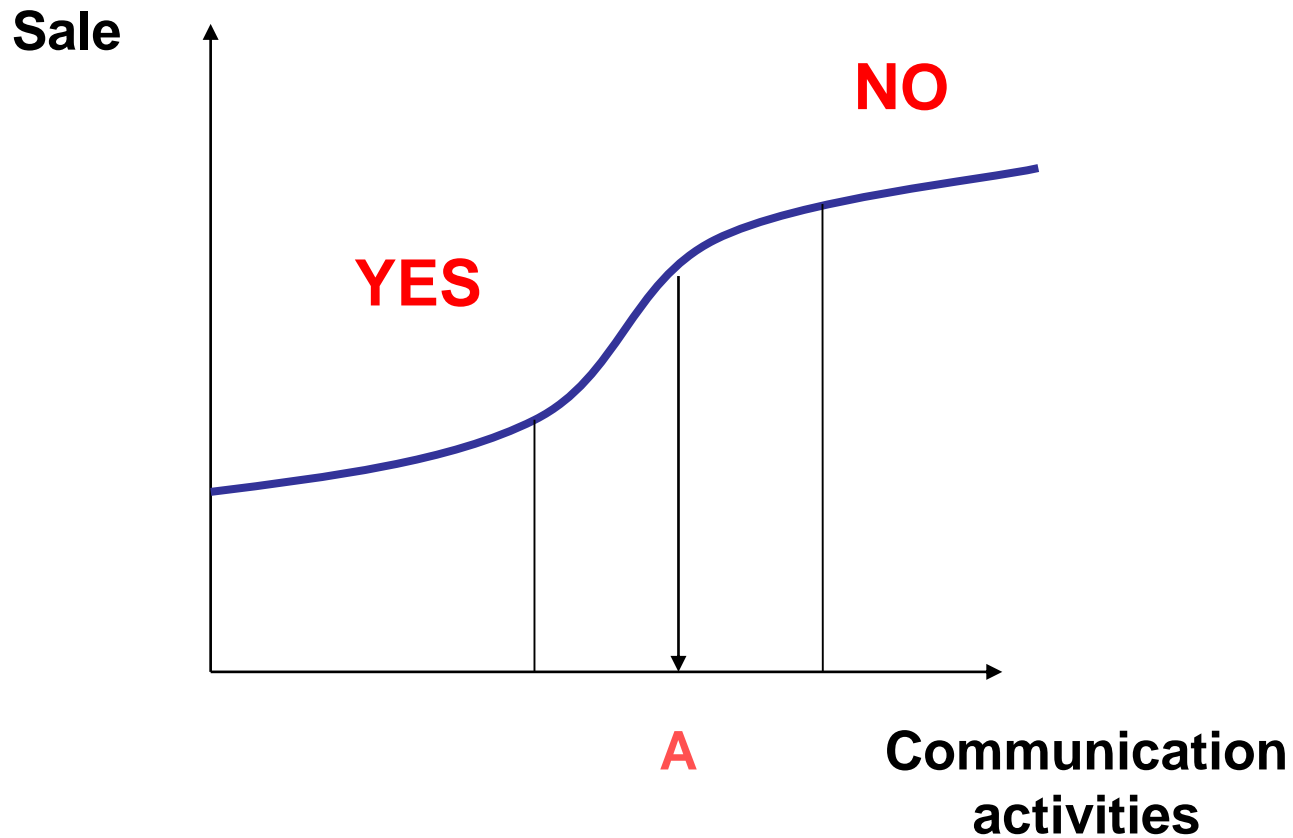


C. BUDGETING

- Method of residual budget
- Method of percentage share of turnover
- Method according to competitive practices
- Method according to targets



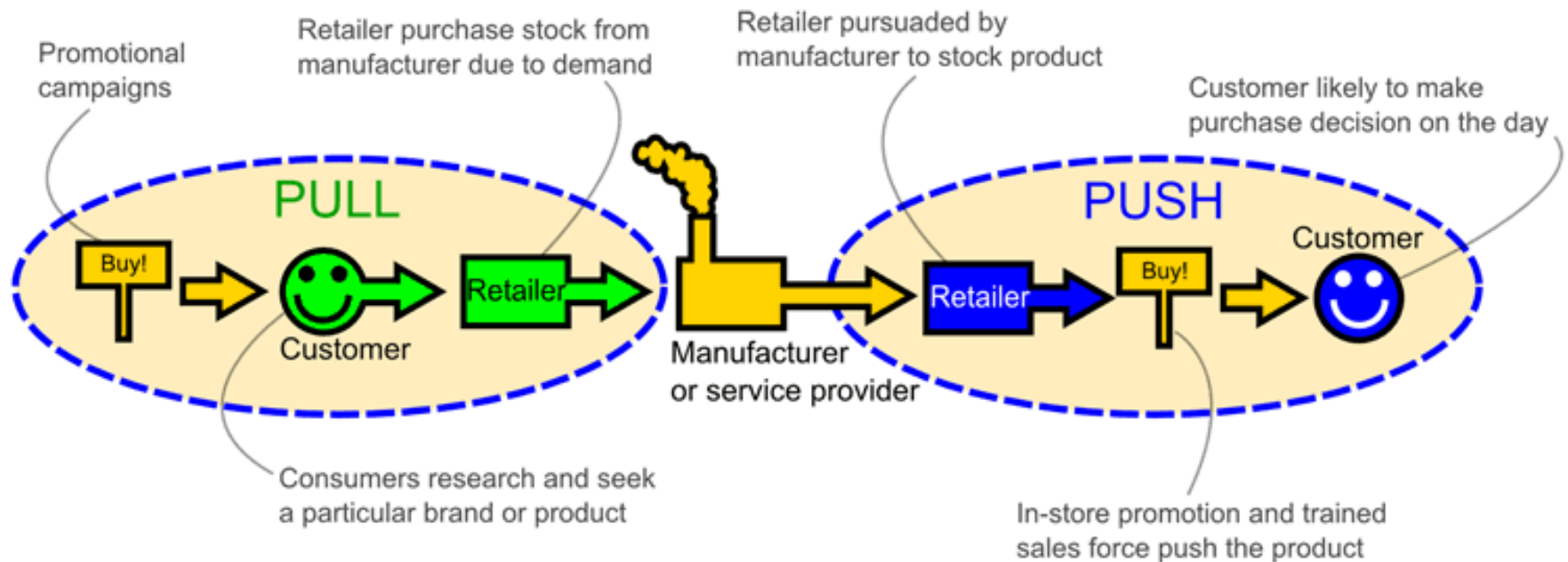
ADVERTISING BUDGET MODEL IN SHAPE „S “



D. MARKETING COMMUNICATION MIX STRATEGY (STRATEGY, ELEMENTS, MEDIA)

- **Strategy of marketing communication:**
 - **Push strategy** - a set of activities aimed at encouraging members of the distribution channel to stock and sell the product.
 - **Pull strategy** - promoting heavily to end customers and consumers in order to pull products through the distribution channel.

PULL X PUSH MARKETING COMMUNICATION STRATEGY



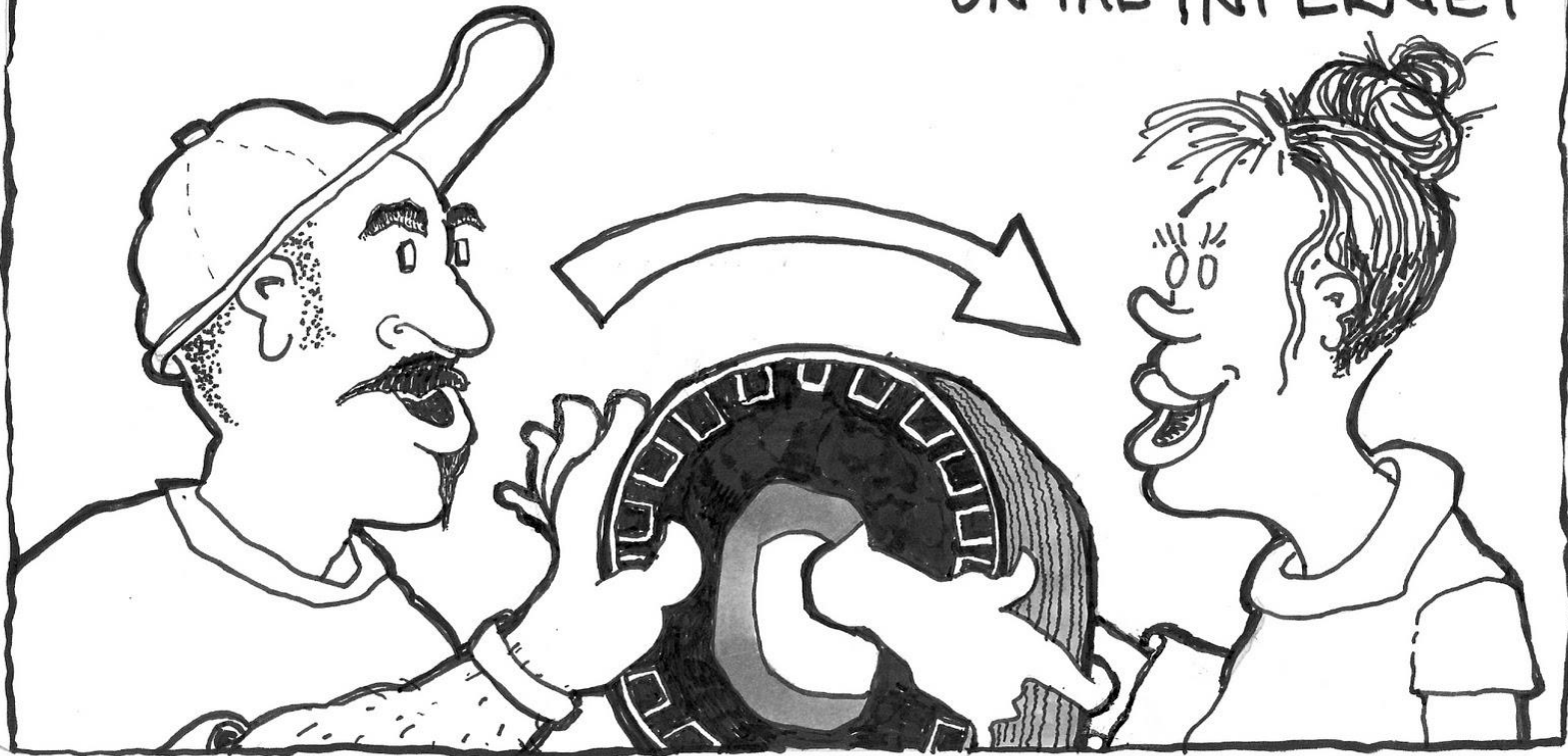
PULL X PUSH MARKETING COMMUNICATION STRATEGY

PUSH:

I HAVE THE BEST MADE
TIRES AT THE BEST PRICES

PULL:

I KNOW THAT'S WHY I'M
HERE, I FOUND YOU
ON THE INTERNET



D. MARKETING COMMUNICATION MIX STRATEGY (STRATEGY, ELEMENTS, MEDIA)

- Selection of marketing communication elements: **advertising (medial mix), sales promotion, personal selling, PR, DM, sponsorship** – **see previous lectures!!!**



F. MARKETING COMMUNICATION IMPLEMENTATION

- Planned communication activities are put in practice.



G. MARKETING COMMUNICATION EFFECTIVITY TESTING

- The measurement of communication campaign coverage and impact.
- **Pre-testing (storyboard), post-testing (questioning), continual testing, tracking studies.**
- **Electronic methods of testing (eye camera, psychogalvanometer, tachistoscope, TV meter, ...).**

STORYBOARDS

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EXAMPLES



"DAYOFF" TVC 30'S

"KELSYE" TVC 30'S TREATMENT 2 (page 1 of 2)



Moi: Sir ...



mag de-day off na'ko.



Piolo: Ganda mo ngayon ah, pati bihis mo.



Moi: Alam mo ba sir simula ng sinubukan ko ang Speed Babad, sumaya buhay ko.



Moi: Sa daki kong mamahaling brand...



Moi: hirap ako sa pagtanggap ng mantsa



pero ng masubukan ko ang



SPEED Babad



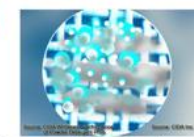
with Power Whitener ...



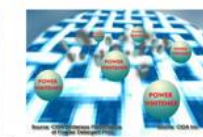
Moi: Sa babad pa lang halos tanggal na ang matitinding mantisa.



Male VO: Napatunayan sa lab test na mas mabilis magtanggal ng mantsa ang Speed Babad kaysa ibang mamahaling leading brand ...



Door bell SFX



Guy: Hil



Piolo VO: Sa Speed Babad, Relax ka lang.



THE EYE CAMERA

