

Marketing Communication Mix

- ADVERTISING
- SALES PROMOTION
- PERSONAL SELLING
- PUBLIC RELATIONS
- DIRECT MARKETING
- SPONSORSHIP
- ON-LINE MC



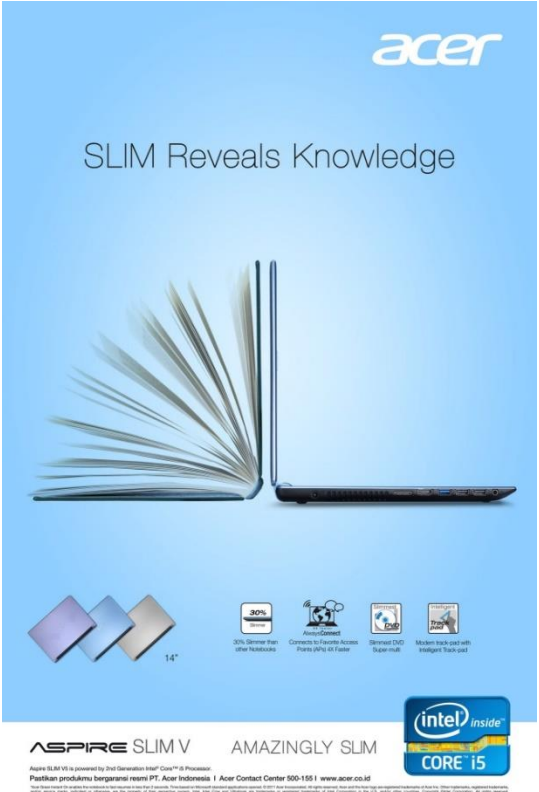
I. ADVERTISING



What is advertising?

- **The paid form of impersonal presentation.**
- **The advertising is a persuasive process by which the users of products are sought through communication media.**
- CREATIVE, SIMPLE, INTERESTING, GOOD APPEALS, SUITABLE MEDIA x TARGET GROUP, THE LESS – THE BETTER
- **Selected specific forms of advertising:** cooperative advertising, social advertising, indoor advertising, subliminal advertising.

Cooperative advertising



Indoor advertising

- Advertising located in public covered territory (trains, planes, public transport, shopping centers, consulting rooms, ...)





Subliminal advertising

- **Subliminal stimuli** = "below threshold", are any sensory stimuli below an individual's threshold for conscious perception.
- Visual stimuli may be quickly flashed before an individual can process them, or flashed and then masked. Audio stimuli may be played below audible volumes, masked by other stimuli.
- Some research has found that subliminal messages **do not** produce strong or lasting changes in behavior **X** a recent review of functional magnetic resonance imaging (fMRI) studies shows that subliminal **stimuli activate specific regions of the brain** despite participants being unaware.

Subliminal advertising

The advertising industry has been accused of many things over the years. Among them, witchcraft.

Whether it's called "subliminal advertising" or "hidden persuasion," the gist of the accusation is always the same.

Advertisers are charged with sneaking seductive little pictures into their ads. It's claimed that these pictures can somehow get you to buy a product without your even seeing them.

Consider the photograph above.

According to some people, there's a pair of female breasts hidden in the patterns of light refracted by the ice cubes.

Well, if you looked hard enough and long enough you probably *could* find the breasts. For that matter, you could also find Millard Fillmore, a stuffed pork chop and a 1946 Dodge.

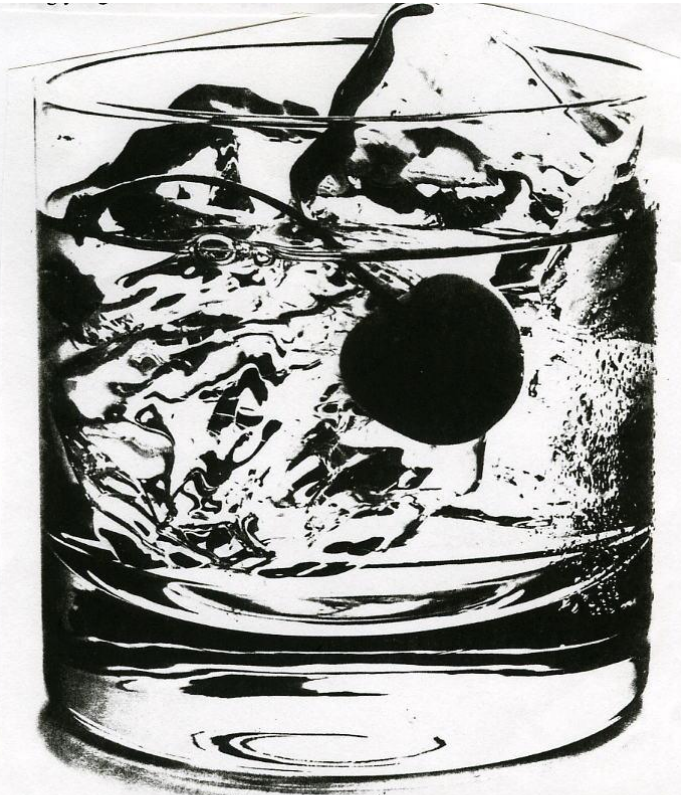
It's a bit like looking at the night sky. If you squint your eyes and your imagination just right, you can see constellations. But regardless of what you see, they're really just stars.

In the same way, our ads are just ads. They're intended to inform, not hypnotize. And we wouldn't waste your time or ours with such laughable nonsense as subliminal images.

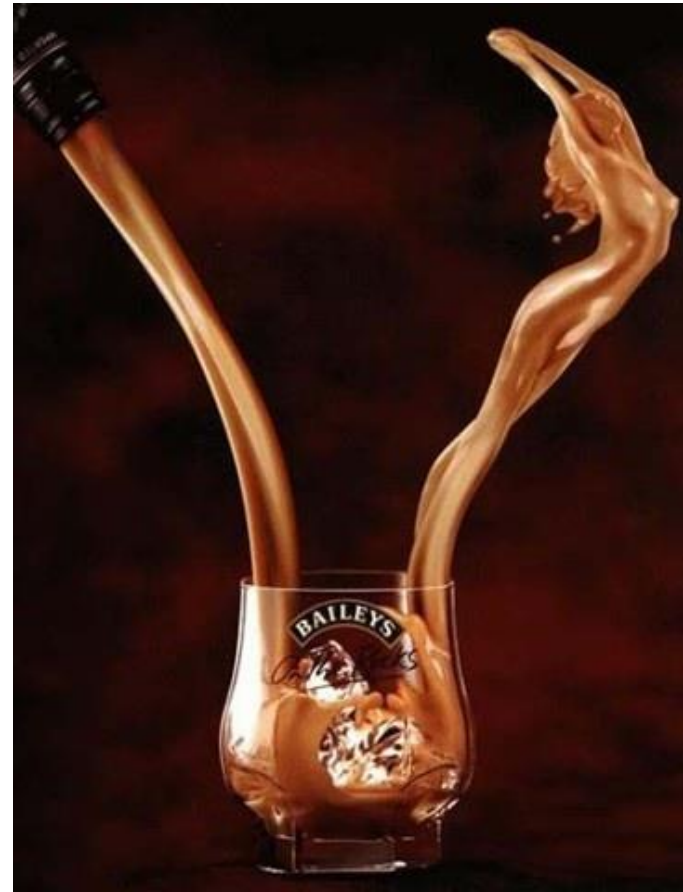
So if anyone claims to see breasts in that drink up there, they aren't in the ice cubes.

They're in the eye of the beholder.

ADVERTISING
ANOTHER WORD FOR FREEDOM OF CHOICE.
American Association of Advertising Agencies.

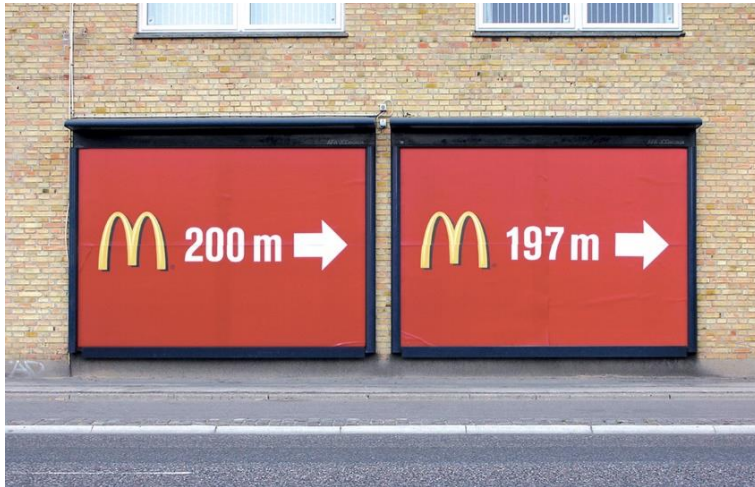


PEOPLE HAVE BEEN TRYING TO FIND THE BREASTS IN THESE ICE CUBES SINCE 1957.



Medial mix

- TV, radio, press, outdoor, indoor, Internet, cinema
- Mobile phone
- Ambient media
- People (WoM, viral marketing, social networks, Buzz marketing), **Crowdsourcing!**



Ambient media



Emotions in advertising

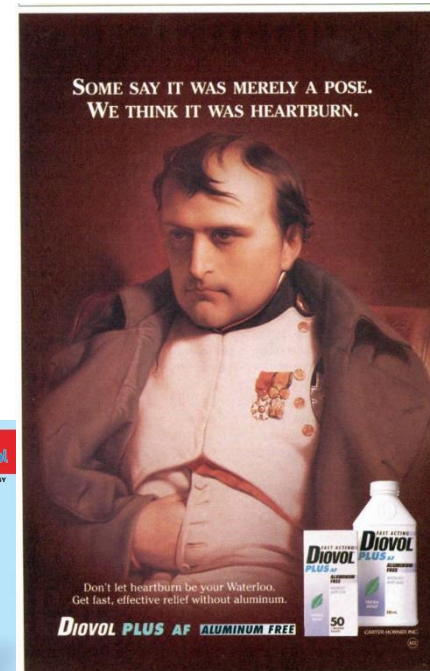
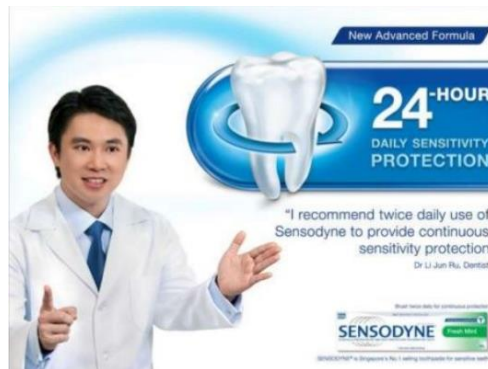


- **Emotional appeals attempt to stir up some negative or positive emotions that will motivate the purchase.**
- **Types of emotions:** humour, erotic, music, warmth, joy, pride, fear,
- **Small babies and animals!**
- **Vampire effect!**



Message source in advertising

- **Message source** – person who is involved in advertising to spread some commercial message in favour of some company, product, brand, ...
- **Experts, well-known persons, users of products, animated figures, animals, ...**
- **Voice-over**
- **Legislation!**



II. SALES PROMOTION



What is sales promotion?

- Sales promotion covers a wide range of activities intended to provide a short-term increase in sales.
- Customers' promotion – B2C, Trade promotion – B2B
- **Customers' promotion:** samples, discounts, 1+1, events (road show), multibuys, loyalty clubs, competitions, free tasting, shop in shop, ...
- Merchandising, POP displays, sensory marketing

SP – Road show, Events



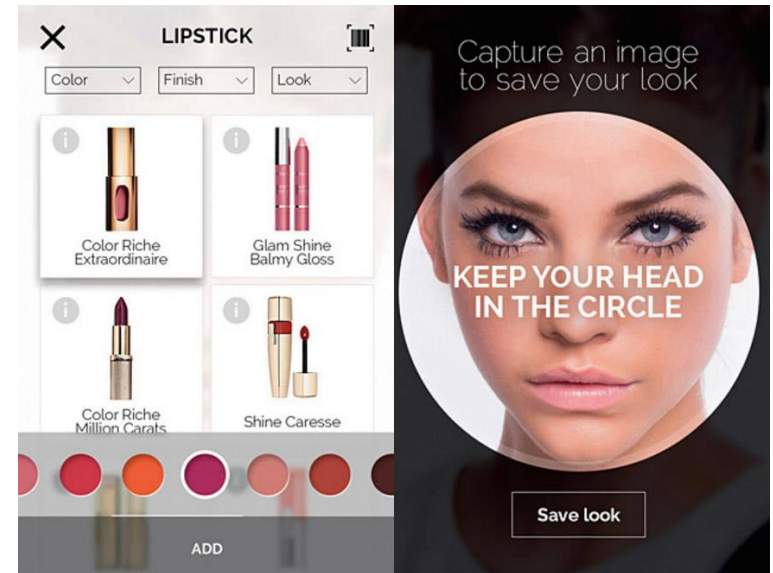
POP displays



Shop in shop



Tryvertising (Trysumer)



L'oréal, Sephora, Happyhair, OPI Nail Studio, ...

Testuj.to

Tryvertising: Sample Lab!



- 2007, Japan

- Advantages???



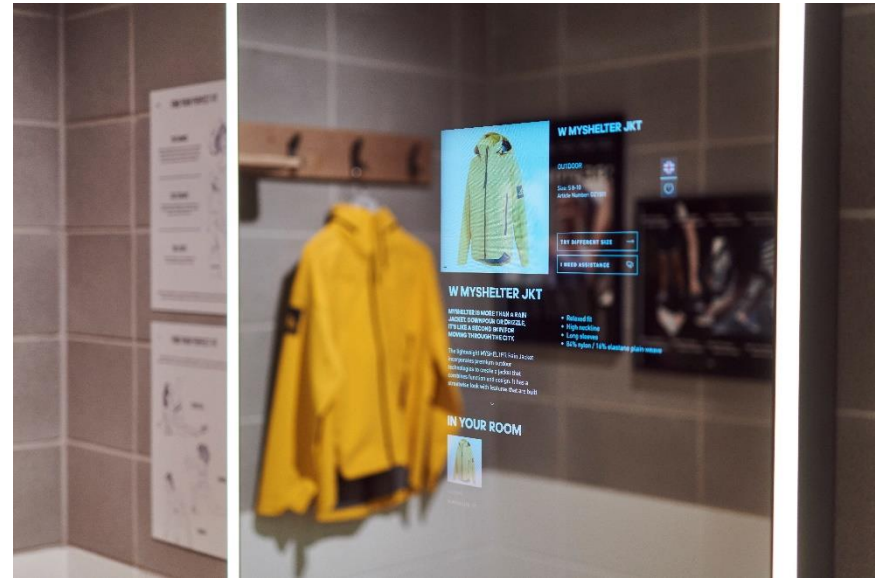
Sensory marketing: DYLAN'S CANDY BAR - USA



Sensory marketing: CANADA GOOSE, BOSTON



Sensory marketing: ADIDAS, LONDON



III. PERSONAL SELLING



Personal selling

- Nonverbal communication is the process of transmitting messages without spoken words, sometimes called body language (hallo effect!).
- **Advantages:** effect, targeting, interactivity, relationships, ...
- **Disadvantages:** cost, reach, frequency and monitoring,...
- **Types of personal communication:** verbal x nonverbal – body language – 55 % (posture, head motion, facial expressions, eye contact, gestures, ...).
- **Multilevel marketing**



Multilevel marketing

- **Direct sales using the distribution net of independent distributors, which step by step recruit, train and motivate next sellers.**
- In MLM organisation each salesperson has two areas of responsibility, first to sell the product to family, friends and work colleagues and second to recruit more salespeople.
- Each salesperson is paid on a commission-only basis, with no basic salary.
- Advantage: low starting costs
- For example: Amway, Avon, Oriflame, ...

IV. PUBLIC RELATIONS



Public Relations



- It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics: customers, employees, shareholders, trade bodies, suppliers, Government officials, and society in general.
- **Target groups of PR** (internal x external public)
- **CSR** (corporate social responsibility)

Public Relations

- Publicity \neq Public Relations!!!
- Lobbying
- Crisis communication
- Corporate identity \neq corporate image
- Event marketing (Road show)



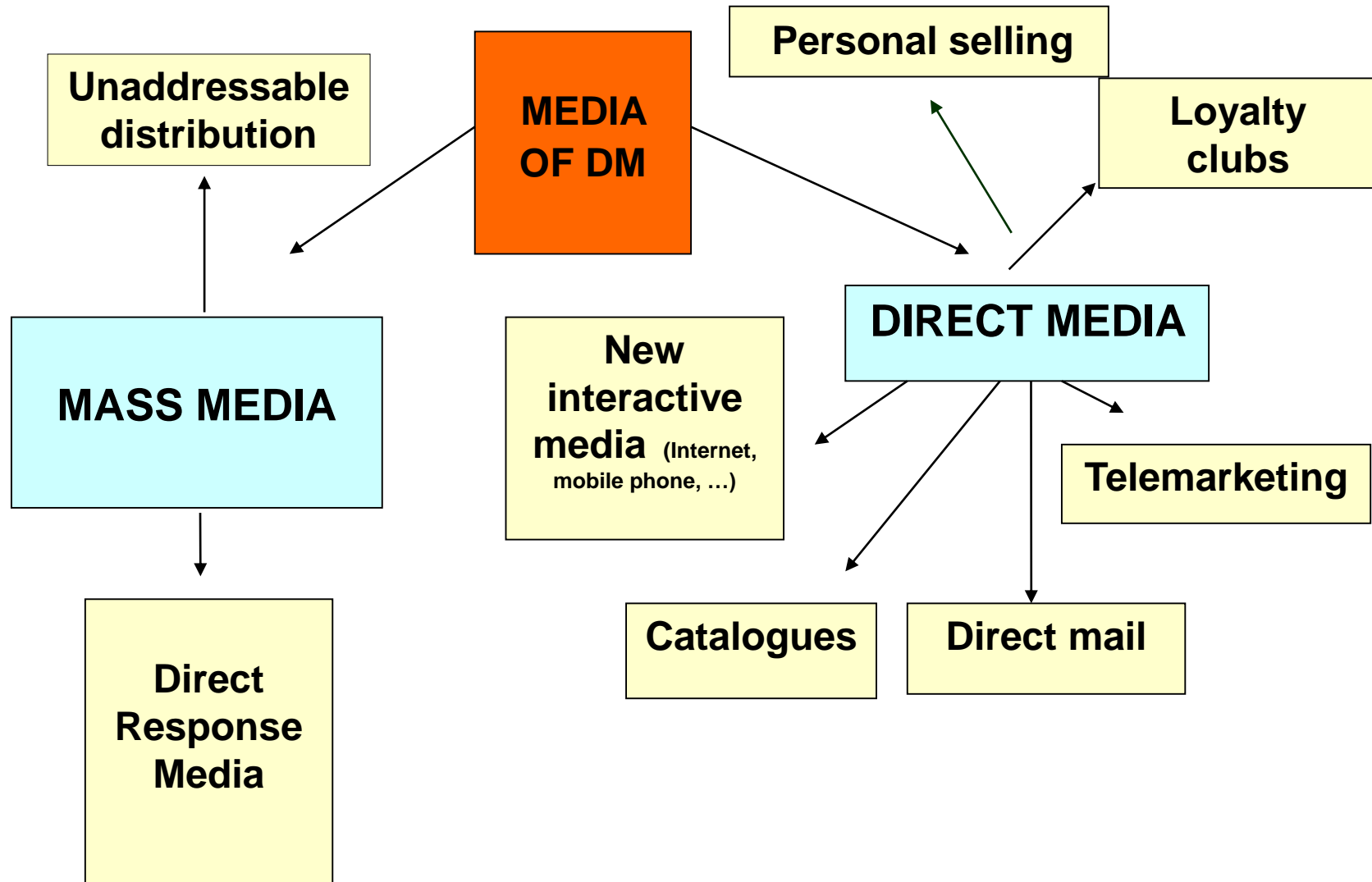
V. DIRECT MARKETING



What is Direct Marketing (DM)?

- **Direct marketing is an interactive system of marketing which uses one or more advertising media to effect a measurable response and/or transaction at any location. (American Direct Marketing Association)**
- Interactive, feedback measurement, personification, targeting, costs effectiveness, database, legal and ethical barriers, ...
- **Passive x active DM**
- **Target groups: B2B, B2C**

Direct and mass media in direct marketing



Direct mail

GREEN BELGIUM MAILING

WITHOUT WATER, KNOWLEDGE CAN'T FLOW.



To mark World Water Day, this mailing was sent out to companies and the press.

The letter inside can only be read when held under water - proving that water really is the source of all knowledge.



Unaddressed shipment (distribution)



VI. Sponsorship



Sponsorship

- The goal-directed financing of other subjects in order to create and sustain goodwill (company image).
- „Service for service.“
- Sponsorship \Rightarrow an individual part of MCM \Rightarrow to be seen, commercial intention X Sponsorship \Rightarrow part of P.R. \Rightarrow to finance beneficial activities for society.
- Sports, cultural, sponsorship of broadcasting, ambush sponsorship.
- **Sponsorship fit!**



Ambush sponsorship



- Company tries to use marketing activities of its competitors for its own advertising purposes without paying for it.
- It is not legal (unfair competition).
- WOG, Lillehammer, Norway, 1992. The advertising of MasterCard in USA during WOG, when the only one official sponsor in the sphere of credit cards was Visa. The advertising slogan of MasterCard was: „*If you go to Norway, you don't need a visa!*“
- European football championship in 2008, Swiss company organized **lottery for tickets, without being the official sponsor of this championship.**





The ~~Un~~ Official
Sponsor of the
2014 World Cup



VII. ON-LINE MARKETING COMMUNICATION



On-line marketing communication

- Marketing communication mix off-line versus on-line.
- **Marketing potential** – the use of social media: Easy availability of specific target groups, diversity, learning and improvement, unlimited duration, space limitlessness.
- **Types of social media according to the marketing activity:**
 - Social networks (Facebook, MySpace, LinkedIn)
 - Blogs, video blogs, microblogs (Twitter)
 - Discussion forums, Q & A portals (Yahoo Answers)
 - Wikis (Wikipedia, Google Knol)
 - Bookmark social systems (Digg, Delicious, Jagg)
 - Multimedia sharing (YouTube, Flickr)
 - Virtual worlds (Second Life, The Sims)



The use of Internet in marketing

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- PPC advertising (Pay per Click)
- CPM/CPT advertising (Cost per Mile/Thousand)
- Affiliate Marketing
- Microsite Marketing
- Advergaming
- Social Marketing
- Communication: e-mail, direct mailing, newslettering.

