Integrated Marketing Communication
DCOMM/ENG 290
Feb. 18, 2010

STRATEGY, CONCEPTING, CAMPAIGNS
Tonight’s Class

- Discuss Chapters 4, 6 & 8. We will cover design next week, as well as copy.
- Organize the College Store Project Plan of Attack
  - How do we start to bring this together?
    - Presentation & Deliverables
  - Choosing team leaders and speakers.
- What should I have done by next week:
  - 4 Weekly Analysis, 3 Questions of the Week, Progress on your marketing yourself blog project
STRATEGY

- Deals in long-term solutions
- Concerned with continuity, growth, and return on investment (ROI)
- Specific and measurable
- Starts with: “What’s the problem?”

- Account planning: how agencies come up with the solutions that solve a client’s problem.
Tactics

- Answers: how do you accomplish the strategy?
- Includes specific action items
- All tactics should be motivated by strategy

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<tr>
<th>Strategy</th>
<th>Tactics</th>
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# Gathering the Information

<table>
<thead>
<tr>
<th>Marketing Task</th>
<th>What it Means</th>
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<tr>
<td>Define the target audience(s)</td>
<td>Who are we talking to?</td>
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<td>Identify features and benefits.</td>
<td>What makes this product better?</td>
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<td>Clarify the current position.</td>
<td>What do people think about the product?</td>
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<td>Align wants and needs with the product.</td>
<td>Why should people buy it?</td>
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<td>Determine the call to action.</td>
<td>What do we want people to do?</td>
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Gathering Information

- **Primary:** where you gather the facts directly
  - Visit, talk to people, review materials, market materials.
- **Secondary:** assembling research done by others

Above all:

DEFINE THE TARGET AUDIENCES
Features and Benefits

- Defining the features and benefits of the product/business/what you are selling can help to shape your messaging.
- You can’t come up with a creative way to do it unless you’ve really defined what the features and benefits of your product/service are.
## Features and Benefits

### College Store

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<th>Features</th>
<th>Benefits</th>
<th>Wants and Needs</th>
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Basic Ways to Organize Findings

- Copy Platform
- Creative Brief
- Consumer Profile

GROUP ANALYSIS
Finding the Voice for Your Client

- The tone or voice is more than the concept.
- The tone or voice is reflected in every word, artistic stroke, or media used to promote your client.
Remember what it is all about

- Call to Action
- Think like a planner, but strategize, write and design like a creative.
CONCEPTING

- Developing the BIG IDEA.
- The bridge between strategy and tactics
- Getting you from gathering facts to getting organized to creating words and pictures.
Methods to Being Creative

- Adapt the strategy to the creative

OR

- Make the creative fit the strategy.

WHICH PROVIDES MORE SUCCESS?
Have you answered the following?

- What is the client’s real problem?
- Can we solve the problem creatively with marketing communications?
- Do we know the target audience?
- Do we know how they feel about the product/service?
- Do we know the product features/benefits?
- What is the One Thing we can say or show about this product?
- Where is this product positioned?
- Do we know the competition's strengths/weaknesses?
- What should the tone be?
Concepting Approaches

- Show the product
- Show the benefit
- Show the alternative
- Comparison
- Borrowed interest
- Testimonial/case history
The Concepting Process

- Brainstorming/Idea Starters
- 10 Tips for Better Concepts
  - Just do it
  - Write, don’t talk
  - Throw it all on the wall and see what sticks
  - If you’re on a roll, don’t stop
  - Does the look funny?
  - Show it, don’t tell it
  - Don’t be different just to be different
  - Keep it simple
  - Don’t second-guess the client
  - Build a “maybe” file
- Always test the concept
CAMPAIGNS

- A campaign is a series of ads (communication techniques) for a product (service or company) that work individually and cumulatively to communicate the advertiser’s message to the consumer.

- The purpose of a campaign is to support the brand.
Unifying Techniques

- Common Objective
- Unified Theme
- Coordinated Rollout
Campaign Components

- Advertising
- Promotion
- Public Relations
- Internet Marketing
- Social Media
- Direct Marketing
- Mobile
Continuity

- Continuity vs. Conformity
  - Various components of the campaign have enough commonality that the reader/viewer/listener should perceive a common theme and unified message.
  - Don’t repeat the same idea in every part of the campaign—repeat the creative strategy with different executions.
Strong Campaigns

- Always begin with marketing objectives
- Have strong planned actions and think about wide/multipronged attacks
- Don’t repeat the same plot in different media; repeat the creative strategy with different executions
- Think about the extendibility of an idea; it can’t work just once.