The Eskimo has fifty-two names for snow because it is important to them

Anonymous

Communications strategy

Dr. Paurav Shukla

Objectives

- The Communications Process
- Developing Effective Communications
- Deciding on the Marketing Communications Mix
- Managing and Coordinating Integrated Marketing Communications

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Why communicate?

- Inform
- Persuade
- Image creation (_)
- Reassure

The communications mix

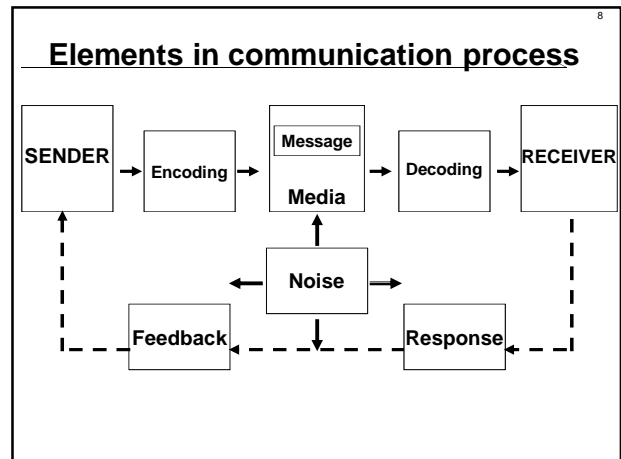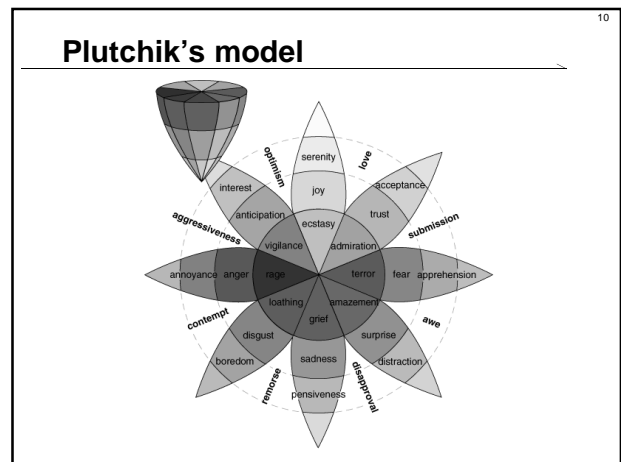| Advertising | Any Paid Form of Nonpersonal Presentation by an Identified Sponsor. |
Sales Promotion	Short-term Incentives to Encourage Trial or Purchase.
Public Relations	Protect and/or Promote Company's Image/products.
Personal Selling	Personal Presentations.
Direct Marketing	Direct Communications With Individuals to Obtain an Immediate Response.

Communication techniques

Advertising	Sales promotion	Public relations	Personal selling	Direct marketing
Print & Broadcast ads	Contents, games, sweepstakes, lotteries	Press kits	Sales presentation	Catalogues
Outer packaging	Premiums & gifts	Speeches	Sales meetings	Mailings
Packaging inserts	Sampling	Seminars	Incentive programmes	Telemarketing
Motion pictures	Fairs & trade shows	Annual reports	Samples	Electronic shopping
Brochures & Booklets	Exhibits	Charitable donations	Fairs & trade shows	TV shopping
Posters and leaflets	Demonstrations	Sponsorships		
Directories	Couponing	Publications		
Reprints of ads	Rebates	Community relations		
Billboards	Low-interest financing	Lobbying		
Display signs	Entertainment	Identity media		
POP displays	Trade-in allowances	Company magazine		
Audiovisual material	Trading stamps	Events		
Symbols and logos	Tie-ins			

Types of communication

- Explicit communications
  - Definite messages given to customers through the use of language, either oral or written (i.e., through the five promotional mix elements)
- Implicit communications
  - Promotional cues or messages conveyed through body language or by another non-verbal means.

Elements in communication process

Message Problems

Selective Attention

Selective Distortion

Selective Retention

Plutchik's model

Plutchik's model

stimulus event	cognition	feeling state	overt behavior	effect
threat	"danger"	fear	escape	safety
obstacle	"enemy"	anger	attack	destroy obstacle
gain of valued object	"possess"	joy	retain or repeat	gain resources
loss of valued object	"abandonment"	sadness	cry	reattach to lost object
member of one's group	"friend"	acceptance	groom	mutual support
unpalatable object	"poison"	disgust	vomit	eject poison
new territory	"examine"	expectation	map	knowledge of territory
unexpected event	"what is it?"	surprise	stop	gain time to orient

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Subliminal advertising

- Throughout the playing of the film Picnic, two different messages were flashed on the screen every five seconds for only 1/3000th of a second at a time, far below the viewers' threshold of conscious perceptibility
- The result of displaying these imperceptible suggestions -- "Drink Coca-Cola" and "Hungry? Eat Popcorn" -- was an amazing 18.1% increase in Coca- Cola sales, and a whopping 57.8% jump in popcorn purchases

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Reality of subliminal advertising

- Vicary's claims: fabricated!
- No evidence that subliminal advertising works in real-life contexts
- Note: Regular advertising EXTREMELY powerful, but people believe that they are immune to it (Wilson & Brekke, 1994)

Lab test of subliminal advertising

- Modified lexical decision task
- The word "I" presented for 17 milliseconds, followed by…
  - 50% trials: positive adjectives (e.g. Warm, sweet, nice, sincere, honest, beautiful, cheerful, smart, strong, wise, healthy, funny, nice)
  - 50% trials: non words
  - Control participants: positive adjectives replaced with neutral words (e.g. table)
  - Results show enhanced self-esteem, immunity to failure feedback
  - Replicated across six experiments

Field experiment of subliminal ads

Bush says 'RATS' ad not meant as subliminal message
Gore calls ad 'disappointing development'

September 12, 2000
ORLANDO, Florida (CNN) -- Republican presidential nominee George W. Bush said Tuesday he was "convinced" an ad placed by the Republican National Committee that flashes the word "RATS" over a Gore prescription drug proposal was not intended to send a subliminal message.
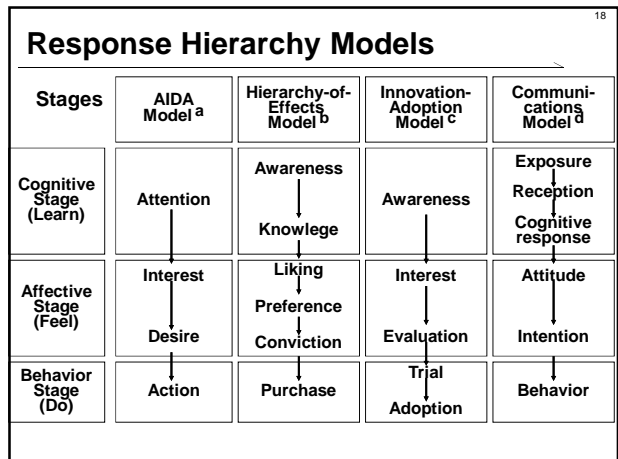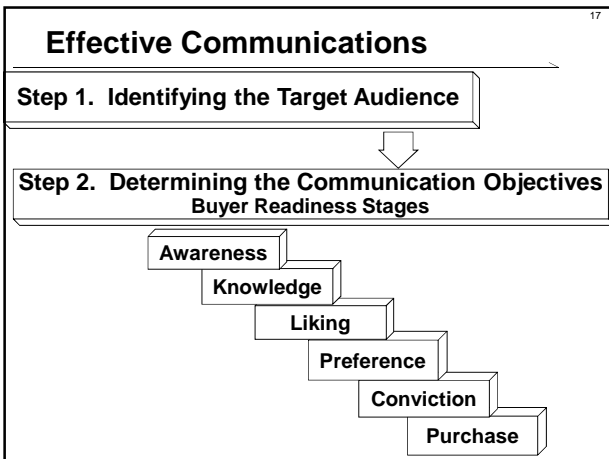
"We don't need to play cute politics. We're going to win this election based upon issues," Bush told reporters in Orlando.
Democratic presidential nominee Al Gore's campaign contacted news organizations about an RNC ad in which the word "RATS" appears briefly on screen in a spot that criticizes Gore's prescription drug plan. A spokesman for the Texas governor on Tuesday brushed aside suggestions of subliminal advertising as "bizarre and weird," while the RNC had no immediate comment.

Factors affecting communication

- The greater the monopoly of the communication source over the recipient, the greater the change or effect in favour of the source over the recipient.
- Communication effects are greatest where the message is in line with the existing opinions, beliefs, and dispositions of the receiver.
- Communications can produce the most effective shifts on unfamiliar, lightly felt, peripheral issues, which don't lie at the centre of the recipient's value system.
- Communication is more likely to be effective, where the source is believed to have expertise, high status, objectivity, or likeability, but particularly where the source has power and can be identified with.
- The social context, group, or reference group will mediate the communication and influence whether or not it is accepted.
- Consumer confusion (Shukla, 2008)

John Fiske & John Hartley, Reading Television (London: Methuen, 1980), p.79.

Effective Communications

Step 1. Identifying the Target Audience

Step 2. Determining the Communication Objectives
Buyer Readiness Stages

- Awareness
- Knowledge
- Liking
- Preference
- Conviction
- Purchase

Response Hierarchy Models

Stages	AIDA Model [a]	Hierarchy-of-Effects Model [b]	Innovation-Adoption Model [c]	Communi-cations Model [d]
Cognitive Stage (Learn)	Attention	Awareness / Knowlege	Awareness	Exposure / Reception / Cognitive response
Affective Stage (Feel)	Interest / Desire	Liking / Preference / Conviction	Interest / Evaluation	Attitude / Intention
Behavior Stage (Do)	Action	Purchase	Trial / Adoption	Behavior

- Learn – Feel – Do
  - High involvement – High differentiation
- Learn – Do – Feel
  - High involvement – No/little differentiation
- Do – Feel – Learn
  - Low involvement – No/little differentiation

Step 3. Designing the Message

Message Content
Rational Appeals
Emotional Appeals
Moral Appeals

( )

Message Structure
Draw Conclusions
Argument Type
Argument Order

( )

Message Format
Layout,
Words, & Sounds,
Body Language

( )

Message Source
Expertise,
Trustworthiness,
Congruity

( )
( )

Step 4. Select Communications Channel

Personal Communication Channels

Nonpersonal Communication Channels

Step 5.   Establish the Budget

Affordable	% Of Sales
Competitive Parity	Objective & Task

Step 6.   Decide on Communications Mix

Advertising
Public, Pervasive, Expressive, Impersonal

Sales Promotion
Communication, Incentive, Invitation

Public Relations & Publicity
Credibility, Surprise, Dramatization

Personal Selling
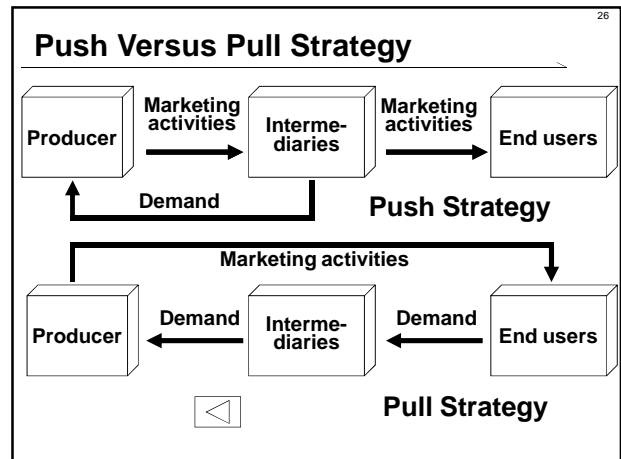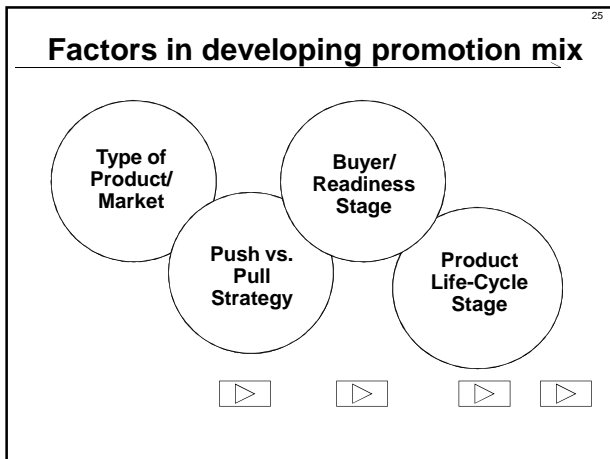Personal Confrontation, Cultivation, Response

Direct Marketing
Nonpublic, Customized, Up-to-Date, Interactive

Step 7.   Measure Results

Step 8.   Manage the IMC Process

Factors in developing promotion mix

- Type of Product/ Market
- Buyer/ Readiness Stage
- Push vs. Pull Strategy
- Product Life-Cycle Stage

Push Versus Pull Strategy

Producer — Marketing activities → Interme-diaries — Marketing activities → End users

Demand

Push Strategy

Marketing activities

Producer ← Demand — Interme-diaries ← Demand — End users

Pull Strategy

Concluding IMC

- … a Concept of Marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – for ex. Advertising, direct response, sales promotion, and PR – and combines these disciplines to provide clarity, consistency, and maximum communications' impact through the seamless integration of discrete messages

Review

- The Communications Process
- Developing Effective Communications
- Deciding on the Marketing Communications Mix
- Managing and Coordinating Integrated Marketing Communications

Personal Communication Channels

- Identify Influential Individuals and use them
- Create opinion leaders by supplying them products at attractive terms
- Work through influential community individuals
- Use testimony advertising with influential people
- Design ads with high conversation value
- Develop word of mouth referral channel
- Establish electronic forum

Objective & Task Method

- Establish the market share goal
- Determine the % of population that should be reached by advertising
- Determine the % of aware prospects that should be persuaded for trial
- Determine the number of ad exposures per 1% trial rate
- Determine the gross rating point to be purchased
- Determine the ad budget on the basis of GRP

Buyer Readiness Stage

	Advertising	Personal Selling	Sales Promotion
Awareness	High	Low	Low
Comprehension	High	Low	Low
Conviction	Medium	High	Low
Ordering	Low	High	High
Reordering	Medium	High	High

PLC Stage

	Advertising	Personal Selling	Sales Promotion
Introduction	V. High	High	Medium
Growth	High	Medium	Low
Maturity	High	Medium	High
Decline	Medium	Medium	High