

Module 1 Assignment

1. Define Integrated Marketing Communications (IMC).

Integrated marketing communication describes the coordination and organization of everything available in a company in terms of communication. The messages of several teams and departments are to be exchanged among themselves in a uniform manner and consequently aligned. By communicating identical content, the company communicates the same values. Inconsistencies can thus be avoided.

2. How has digital media impacted marketing communications?

Digital media has had a huge impact on marketing communications. Through the many communication possibilities, companies have completely different opportunities to interact with consumers and share messages. Through direct interactions, the company has the opportunity to respond more precisely to the interests of customers and thus reach a larger mass of potential consumers. Furthermore, digital media have a great impact on the competition between large and small companies. Due to the many opportunities to communicate digitally, small companies are heard more easily and can thus work competitively with large companies.

3. What are the components of an IMC?

In order to be able to implement integrated marketing communication in the best possible way, a few components must be taken into account. These components are public relations, personal selling, advertising, sales promotion. All four must be coordinated in harmony. If this is the case, the components lead to the fact that an enterprise can reach and communicate with the target market effectively.

4. Describe the concept of a brand image.

Brand image describes the external impact of a brand's products and services on customers and consumers. It is important for companies to have a positive brand image, as this is crucial for success. This is because the positive brand image enhances the products and services of a company, as the customer has a good feeling about the purchase. The company can influence the brand image in which it applies marketing strategies and refers to its own values and interests of customers.

5. What are the characteristics of a strong and effective brand name?

First of all, it should be said that the brand name of a company is of great importance. Every consumer is in direct contact with the brand name when buying a product and indirectly forms an image about this name. It is important for the company to have a strong and effective brand name in order to bind the customer in the long term. Effective brand names have character traits that are memorable, authentic and unique. The brand name must also be easy to pronounce, must not be confusable and must have something special that encourages the consumer to keep the brand name in mind.

6. What ethical issues are associated with brand management?

Ethical issues, which relate to the social and environmental responsibility of a company, for example, always play a major role in brand management. There are many brands that have a lower reputation than other brands because they scare off consumers and in the worst case lose them by acting and producing in an unsocial and unecological way. Ethical questions, such as whether the brand is using more money for just and sustainable work, and thus generating less revenue, are questions that a brand must ask itself. Every action of a brand is closely perceived and has an impact on the brand name. Ethically correct brand management is therefore of great importance.

1. The Lean Cuisine Effort to shift consumer perceptions of frozen products included a multi-faceted approach. Access the firm's website and evaluate the marketing messages presented. Do they convince you to reconsider your views of various products? Is the effort working, or do you still perceive Lean Cuisine to just be 'diet' food? Explain your answer.

Personally, I must say that I find the efforts of Lean Cuisine to change the consumer perception of frozen products successful. When opening the website, the potential customer is offered various products, which are both vegetarian and non-vegetarian. Furthermore, the well-structured website gives a consumer the opportunity to view different products of his choice without much effort. The display of locations where the products are available for purchase simplifies a lot for the customer. I find the marketing messages that Lean Cuisine presents on their website to be on target, and I could see myself rethinking my views on many products. Calling Lean Cuisine a "diet product" I find wrong in this context, as Lean Cuisine offers many opportunities to set purposeful solutions through their products. Features such as the "My Rewards" section communicates a feeling to the potential customer in which they will also receive financial benefits when purchasing the products long term. The marketing messages that Lean Cuisine represents here are thoughtfully and structurally chosen and, in my eyes, make me rethink the perceptions of different products. The efforts that Lean Cuisine has are therefore successful in my opinion.

2. Websites constitute an essential element of a brand's image. Access the website for any brand you choose. Additionally, find an advertisement (i.e. YouTube advertisement or TV commercial) for the same company. Is the image projected on the website consistent with the YouTube advertisement and the image portrayed in the other advertisements for the brand?

I looked at the website and a commercial from the Mercedes-Benz brand. Mercedes stands for innovation, highest quality, reliability and lasting value. I could recognize all these characteristics and attributes in the clearly structured and well-arranged website. The design on the home page is black and the cars are shown in 3D format, which gives a high quality image. Other attributes such as innovation, are also included with Mercedes on the website. For example, they plan to produce an electric car with a drivable distance without recharging of 1000 kilometers. The other elements, of the image of the brand are also served on the website. I can say the same about the advertisement I watched. The advertisement was about a driver who falls into a microsleep while driving, and is braked by the microsleep detection of the Mercedes still before an incoming truck and is thus saved. Again, Mercedes reflects factors such as innovation, high quality, reliability and value retention. So we can say that the image of Mercedes is served both on the website and in advertising.