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BUS346: Advertising and Sales Promotion

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Modul 1 assignment

1. Define Integrated Marketing Communications (IMC).

Integrated Marketing Communications is a communications model that provides the foundation for advertising and marketing programs. IMC is the coordination and integration of all marketing communications tools, avenues, and sources in a company into a seamless program designed to maximize the impact on customers and other stakeholders. The program covers all of a firm's business-to-business, market channel, customer-focused, and internally directed communications. Integrated marketing communications (IMC) takes advantage of the effective management of the communication channels. Within the marketing mix of products, prices, distribution systems, and promotions, firms that speak with one clear voice are able to coordinate and integrate all marketing tools.

2. How has digital media impacted marketing communications?

The explosion of digital media, new information technology, and social media strongly influences IMC programs. Internet-based marketing communications include individual web advertisements along with interactive websites, blogs, and social media networks. Smartphones, tablets, and text-messaging systems have created a new landscape and nearly a new language. Ingenious digital marketing techniques seek to create experiences with a brand rather than mere purchases with little or no emotional attachment. Many companies have cut traditional media expenditures, moving the dollars to digital media.

3. What are the components of an IMC?

The foundation of an IMC program consists of a careful review of the company's image, the buyers to be served, and the markets in which the buyers are located. Advertising programs such as advertising management, advertising design, and traditional media, are built on this foundation, as are the other elements of the promotion. These elements are digital marketing, social media, and alternative channels. The integration tools help the company's marketing team make certain all of the elements of the plan are consistent and effective.

4. Describe the concept of a brand image.

A corporate or brand image expresses what the company stands for as well as how it is known in the marketplace. A brand image are the feelings consumers and businesses have about the overall organization as well as its individual products and product lines. An effective integrated marketing communications program emphasizes a strong and positive brand image. A brand's image consists of the feelings consumers and business-to-business customers have toward the organization and each individual brand. Brands carry both tangible and intangible elements. Consumers encounter these elements as they interact with a company or brand.

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

A brand name provides the overall banner for operations. Brand names can be placed into four categories based on their actual, implied, or visionary meaning. These categories are:

1. Overt names: Reveal what a company does.
2. Implied names: Contain recognizable words or word parts that convey what a company does.
3. Conceptual names: Capture the essence of what a company offers.
4. Iconoclastic names: Represent something unique, different, and memorable.

Developing a brand name can generate a great deal of excitement and interest in a company. Brand names develop histories. They have personalities. A current trend in branding involves creating a human persona or personality for the brand.

6. What ethical issues are associated with brand management?

A variety of ethical issues are associated with brand management. For years, the most common problem, brand infringement, occurred when a company created a brand name that closely resembled a popular or successful brand. According to many sources, cybersquatting, or domain squatting, constitute another form of unethical behavior. The practice involves buying domain names that are valuable to specific people or businesses in the hopes of making a profit by reselling the name.

7. 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.

Looking at the marketing messages presented on the Lean Cuisine website, I would not be convinced that the products are not only "diet" food. It has been the first time; I have ever looked at the website of the company and the first time I have ever seen the products. All the different marketing messages include some type of message that for me are about diet. It either includes how many calories a product has, or much protein is in a meal. Furthermore, some messages are encouraging the customers to eat low-carb or

heart-healthy. I would say that is all about showing the customers how to reach their goals, which sounds like encouraging the customers to be on a diet. It encourages the customers to find a balance of delicious and nutritious, which again shows customers how to be on a diet and to use the products to live healthily. I would not say that the marketing messages are not successful, since they sound convincing regarding healthy food and “diet” food. However, the marketing messages are not convincing to reconsider the views of various products. Therefore, the effort of the company is not really working, and for me, the products still sound like “diet” food to me.

- 8. 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?**

Adidas's brand image is projected on the website as well as in the latest advertisement. Their image is that everything people do is rooted in sport. Sport plays an increasingly important role in more and more people's lives, on and off the field of play. It is central to every culture and society and is core to the people's health and happiness. In the latest advertisement that I have watched on YouTube, these characteristics are represented. It is the advertisement Adidas has made for the soccer world cup in Qatar in 2022. It shows multiple soccer players from different nations, playing different sports, and coming together in one bus to drive away together. This shows that sports bring people together, no matter where they are coming from and what their background is. Every culture and ethnicity is welcome in sports which can be used to change lives. This can be seen in Adidas's brand image, on their website, as well as in the YouTube advertisement I have chosen.