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Module 1 Assignment

1. Define Integrated Marketing Communications (IMC).

The process of harmonizing a brand's messaging so that it is consistent throughout all media that the brand utilizes to reach its intended audience is known as integrated marketing communications. It is a tactical strategy that directs communication across all marketing platforms. For many businesses, concentrating on several marketing channels simultaneously is essential. To make this multichannel marketing effective in reaching marketing goals, a strategic approach is needed. IMC is used in this situation.

2. How has digital media impacted marketing communications?

The way mostly companies target their audience is way different to decades ago because of digital media. Nowadays, traditional channels have been surpassed by the enormous impact digital media can cause on people. Therefore, marketing communications approach potential customers on a wider way, where a good organization and harmony of it is essential to attract as many people as possible on a clear way.

3. What are the components of an IMC?

Integrated marketing communication is composed of several factors in order to attract the audience that a company is looking for. Therefore, the potential customer should pass through the next situations that IMC have to handle: awareness, interest, consideration and conversion.

4. Describe the concept of a brand image.

Brand image is the conception that people have to your company according to what you provoke to the outside. Therefore, it's essential for a company to work and establish a good brand image, since it's going to be what your company represents and what people take into consideration when being interested on you.

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

A key component of building any brand identity is coming up with a fantastic brand name. We are all aware of the power of strong brand identities to stand out in crowded markets for businesses, goods, or services. Therefore, a strong and effective brand name should be authentic, enduring, distinctive, memorable and defensible

6. What ethical issues are associated with brand management?

Your company or product can develop a theme and reputation with the help of branding, and consumers are more likely to recognize goods with strong branding. However, if a branding approach is unethical, it could backfire and cause a lot of bad press for your company. In some circumstances, unethical branding may even make you liable in court. Some ethical issues taking place nowadays are copyrights, dishonesty, marketing to children and controversial branding.

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.*

As an international student I wasn't aware of what Lean Cuisine was, so I believe it was a good example since I wasn't starting from a prejudged opinion. After looking to their website, I admit that the information was organized on a way where the potential customer can create a new point of view from frozen products. The way that is presented and combined with attractive colors, makes you fully open to what they want to propose. At this point, you can read the information exactly at the order they want you to do it, they already got your attention and possibilities for engagement are higher. For what I can say, I believe it's a good way to access to healthy meals which meet the necessary contribution of both micro and macronutrients. For what they show, there are less caloric options, but it's not the main message they want to transmit. I perceived as balance options for a simple and quick use.

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 believe that smart marketing campaigns are enough organized and structured to represent the same image on the various channels they want to approach. After taking a look of Spotify's website and additional advertisements, I recognized the same image they wanted to project. It wasn't difficult to find a correlation between the different channels, since their essence can be perceived everywhere they are announced. I believe that once a company recognizes their purpose, it's a way easier to achieve the optimal marketing campaigns, essential to keep giving them the clear image to the outside that I was able to get.