

Advertising and Sales Promotion

Module 1 - Assignment

1. Define Integrated Marketing Communications (IMC).

Integrated Marketing Communications (IMC) coordinates all promotional activities like advertising, sales promotion, public relations, direct marketing and personal selling to create consistent message for customer. IMC optimize the impact of each element of the marketing mix and enhance the overall effectiveness of the marketing communications program.

2. How has digital media impacted marketing communications?

By providing new channels for businesses to reach and interact with their target audience digital media has significantly impacted marketing communications. Some of the ways digital media has changed marketing communications include are Increased reach and accessibility, Interactive and Engaging experiences, Real-time data and analytics, Personalization, Multi-channel integration.

Overall, digital media has transformed the way marketers communicate with their target audience providing new opportunities for creativity, targeting, and measurement.

3. What are the components of an IMC?

The components of an Integrated Marketing Communications (IMC) plan include topics like Message development, Budget allocation, Media planning, Creative development, Campaign execution, Evaluation and adjustment. These components listed before work together to create a unified and consistent message for the customer.

4. Describe the concept of a brand image.

The brand image is the overall perception or impression that consumers have of a brand in their minds. It is created by a combination of factors, including the brands visual identity, messaging, products, customer experiences, and associations with other brands or cultural phenomena. The brand image influences how consumers perceive a brand and can impact their purchasing decisions. A strong brand image can create positive associations in

the minds of consumers and set a brand apart from its competitors. It can also increase customer loyalty, since customers may feel a connection to the brand and its values. On the other hand, a weak brand image can negatively impact a brand's reputation and sales.

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

A strong and effective brand name is one that has the following characteristics, Memorable, Unique, Relevant, Versatile, Protectable, Emotional Connection, Easy to Pronounce and Spell.

6. What ethical issues are associated with brand management?

Deceptive advertising, Cultural insensitivity, Privacy concerns, Greenwashing, Price fixing, Exploitative labor practices.

It is important for brand managers to be aware of these ethical issues and to ensure that their branding and marketing practices are transparent, honest, and respectful of the interests of their customers and stakeholders.

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.

At first glance, the website doesn't seem like anything special to me. It looks relatively simple, so the name of the site probably won't stick in my head for long. In my opinion, the effort that works is because they offer to tell you what the number of calories is in a meal. This marketing tactic is very good, but I have to say that this is nothing new and is now being offered by many different companies and restaurants.

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?

When I think of an advertisement that belongs to a company that holds its image very high, I have to think of Audi straight away. Audi is a German brand that places great value on quality and is nevertheless quite simple. Audi's advertisements on YouTube or on TV are

always quite short, but illustrate the model and show that it is simple, yet looks elegant and has a lot of quality and power behind it. That's exactly what I found on the website. This is very clear and structured and kept simple for a car dealer, but you can find a lot. Through the combination of sober colors, the website also has a simple, elegant and very beautiful style. This in combination fully represents their ideals.