

## **Integrated Marketing**

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### **Short Answer (4 to 5 sentences)**

#### **1. Define Integrated Marketing Communications (IMC).**

Integrated marketing communication (IMC) integrates and coordinates all marketing communication sources, tools and avenues in a firm designed to maximize the impact on all stakeholders, including customers (Clow, 2013). IMC is a program that covers an organization's business-to-business, customer-focused, market channel and internally-directed communication. According to Rehman et al. (2022), IMC has been successful for businesses regarding the brand appeal, equity and performance. The IMC is influencing and dominating the firm's marketing and communication techniques.

#### **2. How has Digital Media Impacted Marketing Communications?**

The accessibility of digital media has restructured IMC as it offers methods and communication channels with customers (Rehman et al., 2022). Digital media enables customers to use it entirely while engaging with businesses. Digital media allows companies to maximize their marketing communication through customer interaction, information sharing and collaboration. Digital media has impacted communication as it provides significant opportunities for companies to improve brand awareness, increase sales, and influence customers' attitudes. According to Dwivedi et al. (2021), digital media enables companies to achieve marketing communication objectives at a relatively reduced cost

#### **3. What are the Components of an IMC?**

The first component of IMC is advertising, a promotion element capable of producing a response that adds tangibility to the company's product and service. Advertising evokes the audiences' action to purchase a particular brand (Rehman et al., 2022). Secondly, public relations focus on evaluating public attitudes, the company's procedures with the public interest, public

attitudes and executing an action program to attain public understanding towards a brand (Henia et al., 2021). Third, direct marketing encompasses directly communicating with the target clients to produce a response or transaction of any purchase. Forth sales promotion is a component of IMC which involves marketing activities that serve extra incentive or value to the sales team and customers to stimulate immediate sales (Henia et al., 2021). Lastly, personal selling constitutes person-to-person selling, where the salesperson persuades the consumer about their services or product to make a purchase

#### **4. Describe the Concept of a Brand Image**

Clow (2013) opines that brand image expresses what the firm and its product stand for and how it is known in the marketplace. Brand image contains intangible and invisible elements, and customers encounter these components as they integrate with a brand or a firm. A well-known brand offers consumers assurance about what to expect. The brand image can result in improved markup profit margins, enabling companies to charge more for products and services. According to Clow (2013), a positive brand image enables the business to enjoy consumer loyalty, resulting in more regular purchases.

#### **5. What are the Characteristics of a strong and effective brand name?**

A brand name initiates the general banner for operations because it is the cornerstone of a firm's relationship with its clients (Clow, 2013). The first characteristic of a strong and effective brand name is being distinctive. A brand name should stand out from the competition and be memorable among the target audience. Secondly, a brand name should be authentic and communicate the core values, mission and vision. Third, a strong and effective brand name

should be defensible from a legal perspective by obtaining full legal rights to the name within one's industry.

## **6. What Ethical Issues are Associated with Brand Management?**

Copyrights and trademarks are ethical issues linked with brand management. Copyrights protect creative works fixed in a tangible form, such as movies (The Lawyers & Jurists, n.d.). Trademarks provide legal protection to logos and identifying marks. Honesty is an essential ethical issue linked with brand management. Honestly enables a business to create a reputable brand without using false, misleading or dangerous advertisements.

### **Long answer (8 to 10 sentences)**

- 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.**

Lean Cuisine's website has made me reconsider my perception of frozen food products. Initially, I thought that frozen products were not fresh. However, reading through Lean Cuisine's website has enlightened me on the company's process to ensure frozen food products remain tasty, fresh, and safe from the minute they are made (Lean Cuisine, 2020). The marketing message efforts have given me a different perspective on what constitutes a healthy meal. I perceive Lean Cuisine as 'Diet' food as the marketing strategy focuses on minimizing fat, carbohydrates, and sugar to make it part of a weight loss program. The website marketing strategy enables consumers to adopt a simple, nutritious, balanced diet from various options. The firm's website enlightens consumers on changing their perception of frozen products. Lean

Cuisine's website sheds light on convenience, sustainability, and reducing food waste while consuming frozen products. The website indicates the different products, including high-quality protein, veggies, and grains, that are frozen and ready for consumers to enjoy. The company's brand focuses on giving consumers easy, balanced diet lunch options that will keep an individual full for lower and low cholesterol.

- 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?**

The brand I chose is Red Bull Energy drink. One of the marketing strategies portrayed on the company's website is Doodle Art to market its products. This marketing strategy elicits emotions among loyal and potential consumers on the underrated art that is timeless yet continually evolving. The company's website product page displays its energy drink product with an accompanying message "Gives you Wiings" (Red Bull, 2023). The image projected on the website's product page is similar to the YouTube advertisement. Both display doodle art and ultimately show the company's energy drink product and the message "Red Bull Gives you Wiings." The company's website indicates its target audience with its products, including highly demanding professionals, students, athletes, and during long drives (Red Bull, 2023). The company's advertising strategy is simple and passes a clear message to potential consumers concerning the benefit of consuming the drink, including vitalizing the body and mind both on the website and in YouTube advertisements or TV commercials.

## References

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