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Class: BUS 346

Answer the following questions (single-space using a common style and font size - i.e. Times New Roman 12) on a Word doc and upload to the appropriate dropbox.

Short Answer (4 to 5 sentences)

1. Define Integrated Marketing Communications (IMC).
2. How has digital media impacted marketing communications?
3. What are the components of an IMC?
4. Describe the concept of a brand image.
5. What are the characteristics of a strong and effective brand name?
6. What ethical issues are associated with brand management?

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.
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?

Integrated Marketing Communications (IMC) refers to a holistic approach to marketing communication that integrates various promotion tools and channels to deliver a consistent message. IMC is designed to ensure all elements of the promotion mix work together in harmony to create a consistent brand image.

Digital media has significantly impacted marketing communications by providing new and more diverse channels for reaching customers, such as social media, websites, email, and mobile apps. This has created new opportunities for marketers to reach and engage with their target audience, but also increased the need for a cohesive IMC strategy to ensure a consistent brand image across all channels.

The components of an IMC strategy include advertising, personal selling, sales promotion, public relations, direct marketing, and event sponsorship. Each component is designed to support and reinforce the overall brand message and image.

A brand image refers to the perception that customers have of a brand and how it is differentiated from its competitors. A strong brand image can create a competitive advantage and foster customer loyalty.

A strong and effective brand name should be memorable, meaningful, and easy to pronounce. It should also convey the essence of the brand and differentiate it from competitors.

There are several ethical issues associated with brand management, such as false or misleading advertising, endorsement of harmful products, and cultural insensitivity. Brands have a responsibility to their customers and to society to act in an ethical and socially responsible manner.

Long Answer

1. The Lean Cuisine effort to shift consumer perceptions of frozen products is commendable. The firm's website and marketing messages presented aim to position the brand as a healthier alternative to traditional frozen food. They highlight the use of quality ingredients and highlight the convenience of the products. Whether the effort is successful in changing consumer perceptions will depend on individual experiences with the brand and their perception of frozen food. Some people may still perceive Lean Cuisine to be "diet" food, while others may view it as a healthier alternative to traditional frozen food options.
2. Websites play an essential role in projecting a brand's image. It's the virtual representation of the brand and serves as a hub for all the company's marketing activities. The image projected on the website should be consistent with the brand's advertisements and other marketing materials. If the image is inconsistent, it may cause confusion and harm the brand's reputation. For example, if the brand's website portrays a premium image while the advertisements show a more budget-friendly approach, it may create a disconnect in the customer's mind. Therefore, it's crucial for the brand to ensure that the image projected on the website is consistent with the image portrayed in other marketing materials.