

Advertisement and sales promotion Module 1 assignment

Short answers:

1. Integrated Marketing Communications (IMC) is a strategic approach to marketing that combines all aspects of promotion, including advertising, public relations, direct marketing, personal selling, and sales promotion. The goal of IMC is to create a consistent and cohesive message that reaches the target audience through multiple channels and touchpoints.
2. Digital media has had a profound impact on marketing communications by creating new channels for reaching consumers, such as social media, email, and mobile advertising. It has also enabled companies to gather data and insights about consumer behavior and preferences, which can be used to create more targeted and personalized marketing campaigns.
3. The components of an IMC include advertising, public relations, personal selling, sales promotion, direct marketing, and digital marketing. These elements are integrated to create a cohesive and consistent message that resonates with the target audience and helps achieve marketing objectives.
4. The concept of a brand image refers to the perceptions and associations that consumers have about a brand. A brand image can be influenced by a variety of factors, including the brand's messaging, visual identity, and reputation. A strong and positive brand image can increase customer loyalty, influence purchase decisions, and enhance a brand's reputation.
5. A strong and effective brand name should be memorable, easy to pronounce and spell, and should convey the essence of the brand. It should be distinctive and unique, and should not be easily confused with other brands or products. A brand name should also be adaptable and able to evolve with the brand over time.
6. Ethical issues associated with brand management include false or misleading advertising, misrepresentation of product benefits, and use of deceptive or manipulative marketing tactics. It is important for companies to act with transparency and integrity when promoting their brands, and to avoid any practices that could be considered unethical or deceptive.

Long answers:

1. The Lean Cuisine effort to shift consumer perceptions of frozen products involves a multi-faceted approach that includes a variety of marketing messages on the company's website. The website highlights the quality of Lean Cuisine's ingredients, emphasizing that the brand uses organic and non-GMO ingredients, and includes a section on sustainability, which may appeal to consumers who prioritize environmentally-friendly practices. The website also features customer reviews and testimonials, which can help to build trust and credibility with potential customers.

Overall, the marketing messages presented on the website are compelling and could convince consumers to reconsider their views of frozen products. However, the success of the effort may depend on how effectively the marketing messages are conveyed through other channels, such as social media and advertising. While the website is a key touchpoint for potential customers, it is just one part of a larger marketing campaign.

2. A brand's website and advertising campaigns are both essential elements of its image, and it is important that they are consistent in their messaging and branding. For example, if we look at the website and advertisements for Nike, we see a consistent image of the brand as innovative,

athletic, and high-quality. The website prominently features new product releases and highlights athletes and their achievements, while advertising campaigns often focus on the motivational aspects of sports and physical activity.

The image projected on the Nike website is consistent with the brand's advertisements, as both emphasize the same key messages and values. This consistency is essential in building a strong and recognizable brand, as it helps to establish trust and credibility with customers. By presenting a consistent image across all touchpoints, Nike is able to create a cohesive and compelling brand that resonates with its target audience.