

Integrated Marketing Communications

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BUS346: Advertising and Sales Promotion

21/02/2023

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Part 1: Short Answer

1. Define advertising campaign management.

Advertising campaign management is tailoring an advertisement to suit a given target market. It is a process that starts with segmenting the market, which is done using factors like demographics. Then advertisements are designed to the taste and preference of a specific market segment (Clow & Baack, 2021). This is useful because it helps companies influence various categories of customers into buying their products and services.

2. Describe the 6 stages of the hierarchy of effects model.

Robert Lavidge and Gary Steiner 1961 developed the Hierarchy of Effects Theory. It demonstrates a sequence of steps that advertisements should make customers go through (Clow & Baack, 2021). The steps include; awareness, knowledge, liking, preference, conviction, and purchase. An ad should make the customer aware of the existence of a brand. Then provides more information about the brand/product. The knowledge will make the customer develop a liking for the product. This will influence the consumer to have a preference for the development and, in turn, have a conviction to make a purchase.

3. In the means-end model, what are the means? The ends?

The means refers to the product attributes or features. The end is the linked benefits of using the product. A brand with good features will entice the customer into buying because they believe the product is of high value. Marketers should seek to position their products to convince the customer of the positive outcome of using the brand.

4. Define the following terms: threshold effects, diminishing returns, and carryover effects.

Threshold effects are points where advertisements start affecting customer responses. Carryover effects are instances where a consumer has been exposed to a given brand's message such that they recall the information when making a buying decision. Diminishing returns is the decline in an advertisement's effectiveness after a long time of being broadcasted. The returns on an ad decreases as a result (Clow & Baack, 2021).

5. Compare and contrast wear-out effects and decay effects.

Wear-out effects are experienced when an advertisement becomes boring, or it has become old. This calls for the need to recreate the ad or reduce the frequency of advertising. At the same time, decay effects are experienced when an advertisement is forgotten after it was stopped. The company needs to find a way of creating an ad that makes a long impression on customers.

6. Why would a company use in-house advertising over an external advertising agency? Why would a company use an external advertising agency over in-house advertising?

A business should consider in-house advertising because it is more knowledgeable of the company's products and services and can create an ad that is more informative. Besides, in-house advertising will give the company 100% focus because the staff is employees of the organization. A company should use an external advertising agency because they are experts in marketing specific products. This will help the company to get value for its money through increased return on investment.

7. What is crowdsourcing, and why is it so popular nowadays?

Crowdsourcing is outsourcing the important part of advertising from the public. The process begins by setting the objectives. This is followed by scanning available advertising agencies, screening them, and selecting the best based on experience and expertise. It is common nowadays because it allows companies to access advertising services aligned with their goals.

8. Discuss cognitive message strategies.

Cognitive messaging strategies are used in advertisements to make the consumer understand the benefits of using the product. It is suited for a brand that is the industry leader, and direct promotion can be ideal for showcasing the advantages of using the products. The messages are designed to make the customer aware of the benefit they would get from using the product.

9. Discuss effective message strategies.

Affective messages are used in advertising to invoke feelings and emotions and relate them to the product. The aim is to make the consumers like the product. It is also a way of making the advertisement to be understood. This can be done by displaying a message that is emotional and giving an explanation as to why you should use the company's product.

10. Discuss conative message strategies.

Conative message strategies aim to influence the customer to make a purchase decision. This is done by displaying large discount offers on some big brands. Customers are affected to buy the product because they may not get the opportunity again. The conative strategies may use coupons and sweepstakes to influence consumers (Clow & Baack, 2021).

11. There are 7 main types of advertising appeals. Pick any three and briefly explain them.

Emotional appeals aim to make the target market attach feelings to your brand. The advertisement should focus on creating emotions like trust, joy, and love. Humor appeals are aimed at making the audience associate the brand with humor. Musical appeals are intended to create positive memories and associate them with the product (Clow & Baack, 2021). When a person listens to some catchy tune, in the future will associate it with the product.

12. There are 8 main types of execution frameworks. Pick any three and briefly explain them.

The slice-of-life framework shows how using a given brand will allow you to enjoy an everyday situation. The demonstration framework uses a daily scenario to demonstrate how using a given brand will lead to increased efficiency. The scientific framework highlights evidence from scientific research to show a product's superiority (Clow & Baack, 2021).

Part 2: Long Answer

1. **Pick any sort of advertisement (from TV, Facebook, print source, etc.). Discuss aspects of the ad and/or company using concepts learned from Chapter 5, or any prior chapter already covered.**



Coca-Cola's ad by McCann Worldgroup Hong Kong uses emotional appeal to associate the consumption of Coca-Cola with love. In the picture, the ad shows a happy family celebrating a grandfather's birthday while enjoying a coke (Li, 2012). The advertisement is aimed at influencing consumers to believe that commemorating a loved one's big day is unsuccessful without Coca-Cola. The ad also shows the family sharing meals and the need to consume Coke for a special feeling. This makes consumers believe that cokes make meals great. The streaming of the advertisement has music of kitchen sound effects of items like the dining table and the sizzling of a frying pan. This was done purposely to influence consumers into associating meals with Coca-Cola consumption. The advertisement will have a carry-over effect, making consumers remember to drink a coke whenever they share a meal.

2. **What determines why a company might choose 1 of the 4 types of spokespeople? What attributes should a spokesperson have?**

The primary reason why a corporation may pick 1 of the four types of spokespeople is to establish public relations and marketing. A company should seek a strong spokesperson because it creates a good public connection with consumers and other stakeholders. A good spokesperson

also acts as a way for the company markets itself as strong and an industry leader. A spokesperson is a person who will talk to the media when a company has a newsworthy issue. The attributes of a spokesperson include authority (Clow & Baack, 2021). The person should be high ranking, like company chief executives or other senior executives. The people should be able to make decisions by providing the right facts and leaving no questions answered. The person should have excellent communications skills. This is because of the need for clarity and conciseness when providing explanations to the media.

References

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- Li, B. (2012). *Coca-Cola promotes consumption during in-home celebrations*.
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