

Lecture 19

IMC as a Strategic Tool- II

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IMC Strategy

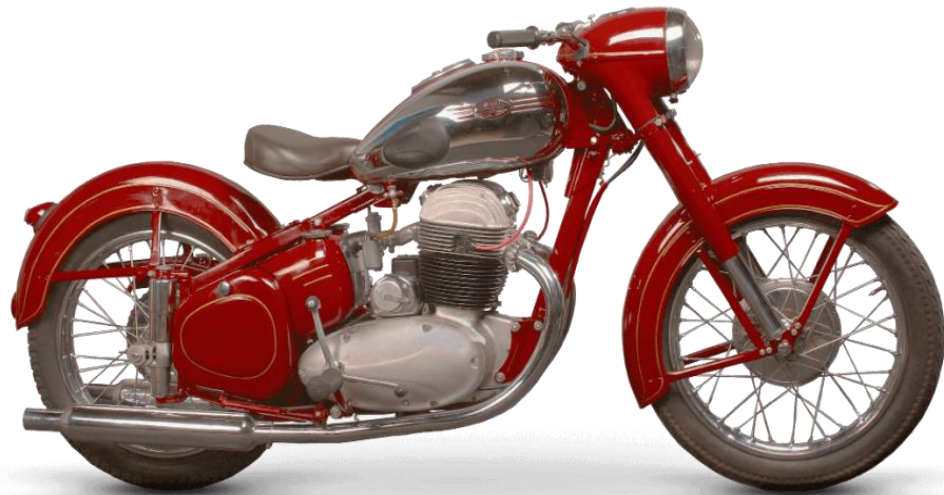
- Step 1: Identify and select the appropriate target audience.
- Step 2: Determine how that target audience makes product and brand decisions.
- Step 3: Establish how the brand will be positioned within its marketing communication and select a benefit to support that position.
- Step 4: Set communication objectives.
- Step 5: Identify appropriate media options consistent with the communication.



- Forest Fragrance,
- Gharat Organics,
- Pine Fuel



Jawa Motorcycle



Royal Enfield



- Dant Kanti, Coca-Cola, Mountain Dew, Gujarat



DANTKANTI



BIBLIOGRAPHY

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- Coco-Cola- [[Coca-Cola, 1971 - 'Hilltop' | "I'd like to buy the world a Coke" - YouTube](#)]
- Mountain Dew-[[Darr ke aage jeet hai | Mountain Dew | Hrithik Roshan - YouTube](#)]
- Gujarat Tourism- [[GUJRAT TOURISM KUTCH 15 SEC - YouTube](#)]
- [JAWA Motorcycle Company Official Website](#)
- [Royal Enfield – Official Website](#)

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