

Lecture 20

Integrated Marketing Communication & Branding

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BRAND

- A **brand** is an identifying symbol, mark, logo, name, word, or sentence companies use to distinguish their product from others.
- **Brand image** is the perception of the brand in the mind of the customer. It express how the company is known in the marketplace.



Role of IMC in building brands & strengthening company image

Role of Brand Image

Consumer perspective

- Provides confidence regarding purchase decisions.
- Provides social acceptance of the purchase to the consumer.
- Reduces search time in a purchase decision.

Company perspective

- Creates positive customer feelings towards new products.
- Strengthens consumer's loyalty.
- Positive word of mouth
- Consumers often associate brands with better quality.

Role of IMC in building brands

- **Creates brand awareness:**
 - ✓ IMC helps in building attention & awareness for the brand.
- **Delivering the brand message:**
 - ✓ IMC coordinates in delivering the brand message in a correct and consistent way.
- **Positioning a brand -**
 - ✓ IMC creates a link between the brand & the category need in the mind of consumer. So, when a need arises, brands come to mind.
- **Encourages brand loyalty:**
 - ✓ Encourages brand loyalty and helps nurture good customer and stakeholder relationship.

Case study : Pampers

- The disposable nappy market is dominated by two major competitors, Pampers and Huggies.
- The Pampers marketing team faced several critical issues, despite it having been the brand leader for many years.
- The proliferation of information channels forced Pampers to explore a new approach to cut through the background noise to reach prospective customers.
- Pampers decided to introduce a one-to-one approach in addition to their traditional TV-driven campaigns.
- New channels were appropriated, and existing ones enhanced.

Pampers change its IMC approach:

- Pampers changes its IMC approach to beat the competition.
- Pampers decided to send a direct mail communication to mothers at eight points in the mother and baby's life: three pre-birth and five post-birth.
- Two CDs were also sent to mothers. One CD gives mothers an insight into how babies experience the world while still in the womb. A post-birth CD of baby massage was also sent.
- Appropriate nappy samples and discount coupons were also included to encourage first purchase.

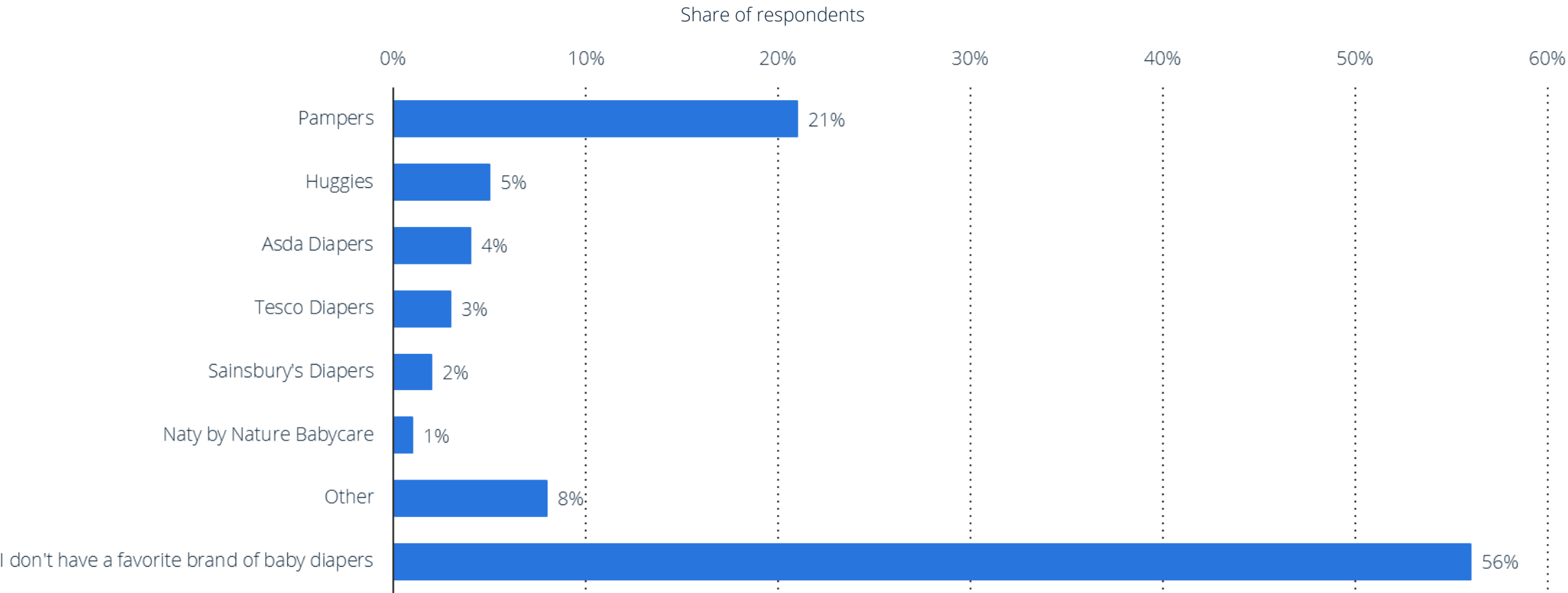
- [Pampers.com](https://www.pampers.com) is built around three areas covering the aspects of childhood development that are of most interest to mothers: *learning, playing and sharing*.
- Parents can opt-in to receive a monthly newsletter that updates them about the development of their baby.
- Interactive digital TV (iDTV) was used as a bridge, combining the emotive strength and visual quality of traditional TV advertising with the depth and personalisation available through the Internet.

Pampers success of IMC approach

- Latest qualitative consumer research showed that there has been a turnaround in the perception of the brand and the way in which mothers relate to Pampers.
- Market share has risen, and a clear market leadership position has been established.
- Pampers has become favorite brand for baby diapers.
- Consumers consistently give positive feedback, showing that the right messages are being communicated.

What is your favorite brand for baby diapers?

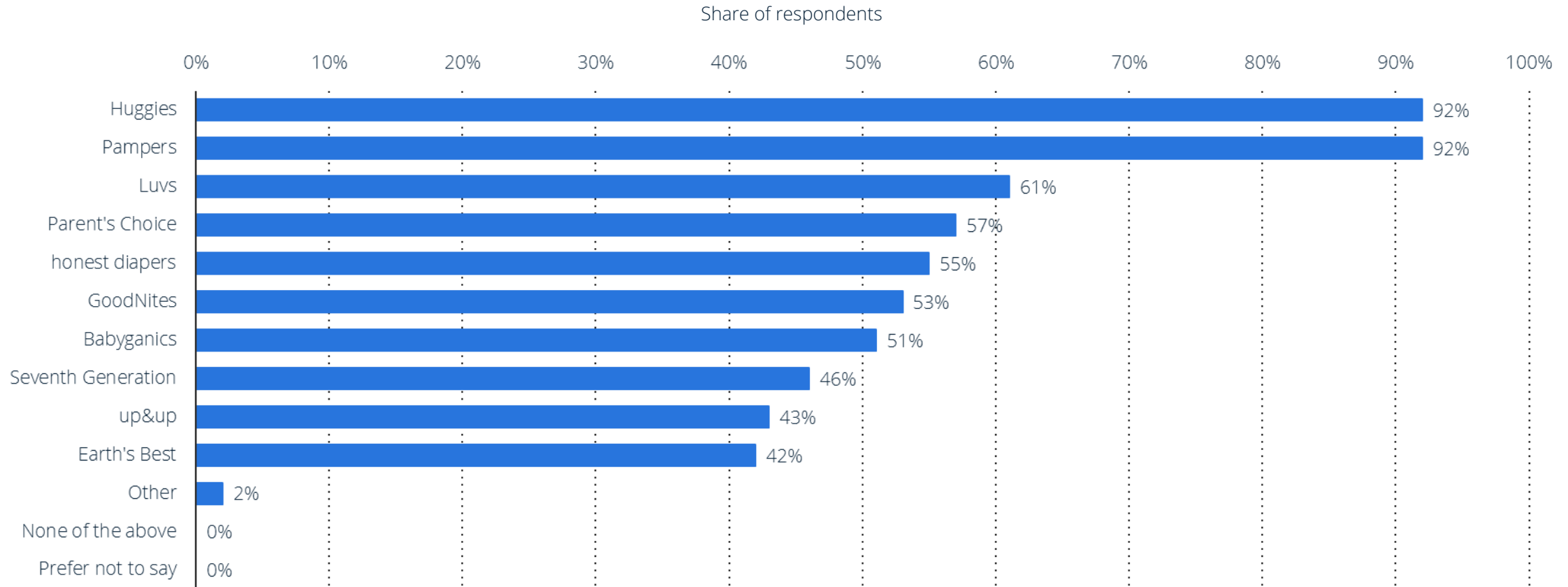
Consumers' favorite baby diaper brands UK 2019



Note(s): United Kingdom; February 1, 2019; 6218*
Further information regarding this statistic can be found on [page 8](#).
Source(s): Swagbucks; [ID 971702](#)

Which of the following diaper brands do you know, even if just by name?

Brand awareness of diapers in the U.S. 2017



Note(s): United States; October 4 to 27, 2017; 18 years and older; 581 respondents; U.S. online population; persons who are responsible for purchase decisions in their household; birth of the youngest child is not earlier than 2014 (max. 4 years old)

Further information regarding this statistic can be found on [page 8](#).

Source(s): Statista Survey; [ID 986736](#)

- Gillette
- Incredible India
- Scorpio
- Nexa

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- Statista- What is your favorite brand for baby diapers?, Which of the following diaper brands do you know, even if just by name?

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