

Lecture 25

Association of Research with IMC

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It's natural to think, find, analyze and conclude
WHY?

Effort, Resources especially Financial Desired Impact PLUS
Someone else is reaching out to the same customer

- Any research that helps in the development, execution or evaluation of IMC.
- Used to assist in determining the Target Customer.
- Plays a key role in helping creatives understand the audience.
- Used to make Go/ No Go Communication decisions and when to pull the Communication/IMC as a whole/in part.
- Used to evaluate the effort.

Key Issues related to Research:

- **Reliability:** The research method produces consistent findings over time. It may happen to an extent.
- **Validity:** The information generated is relevant to the research questions being investigated. It may also depend upon the execution later on. Remember the IMCs which could not do good for the organizations/products.
- **Trustworthiness:** Does the data seem to make sense? Is it the source that is important?
- **Meaningfulness:** An assessment of limitations of the data. Why is the question of meaningfulness relevant?

Purpose of Research

- **Touching the Hearts is Important**
- **Idea Generation**
- **Concept Testing:** Seeks feedback to screen the quality of new ideas or concepts.
- **Audience Definition:** Once a target segment have been identified, IMC planning can proceed with a developing a message that will be meaningful to the consumers.
- **Audience Profiling:** Creatives need to know as much as they can about the people to whom their communication will speak to.

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