

Lecture 27

IMC Planning- Part I

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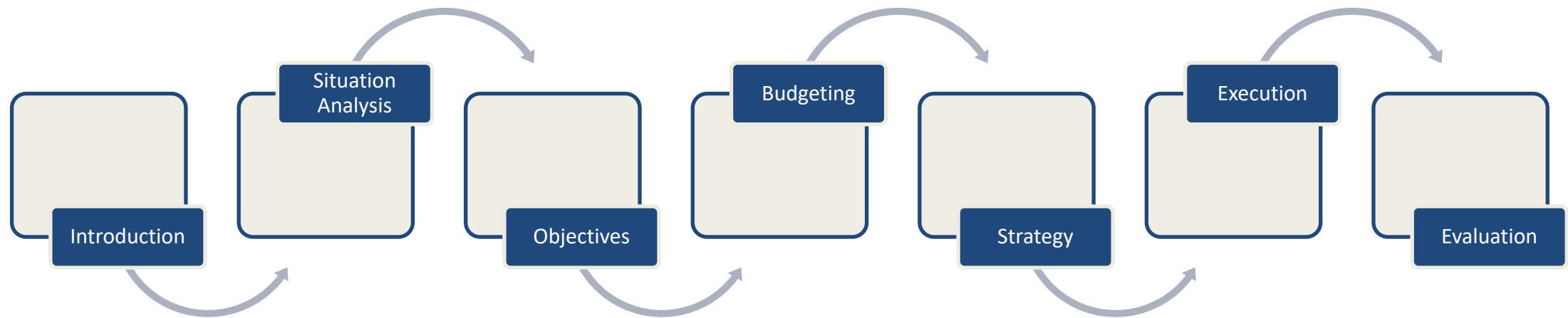
Marketing communication planning -

- Marketing communications is a conversation between a brand and its audience.
- The performance and integration of all promotional marketing communications activities into a programme designed to achieve interrelated goals.
- **Marketing communications plan:** Document that summarizes the main issues and details of marketing communications activities, including relevant background information and marketing communications decisions.



Marketing communication planning :

- Marketing communications planning can be considered a continuous cycle that consists of a number of activities.



Should it be Aggressive? Proactive?

It depends on:

- Philosophy
- Orientation
- Need
- Production
- Capacity
- Positioning
- Hurry
- Business Plan
- Recognition of What Business we are into?

Let's take examples of 2 automotive and 2 Television manufacturers from different parts of the World



Objectives

- To create or maintain brand awareness --- A Coaching Institute/ A Consumer Product
- To change consumer beliefs or attitudes---Food Products and Cosmetics
- To influence purchase intent ---Tourism Package, A Book
- To stimulate trial use---A software Package, An Antivirus, Consumer Products
- To convert one-time users into repeat purchasers---An Ice-cream, A Restaurant
- To encourage brand switching---Mobile Communication, Internet Entertainment



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