

Lecture 29

IMC Planning- Part III

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Strategy

- Brand Name Recognition?
 - ✓ Repetition and frequency
 - ✓ Broaden appeal to new segments
 - ✓ Rhyming games
- Trial Use Stimulation?
 - ✓ Introductory offers
 - ✓ Product guarantees
- Brand Switching?
 - ✓ Value Propositions
 - ✓ Product comparisons

What is the strategy in this ad?

**WhatsApp– #ItsBetweenYou, Apna Sa Lagta Hai Apno
Ke Beech**



Advertising Plan Components: Execution

- ✓ Creative Brief
- ✓ Copy Strategy
- ✓ Media Plan
- ✓ Integrated Brand Promotion

Advertising Plan Components: Evaluation

- ✓ What was expected to happen?
- ✓ What did happen?
- ✓ What was the effect of each of the marketing communications elements as well as their collective effect? Can these effects be separated from other factors?
- ✓ What were the reasons for success or failure?
- ✓ What was learnt from the campaign?
- ✓ What should happen next? What does this tell us that we can learn for the next planning period?

Advertising Plan Components: Evaluation Methods

Methods	Relevant research
Retail sales	Retail audit/Consumer audit
Retail sales	%response to direct communications % conversion to sales
Consumer buying behaviour	Panel data/ Own transactional data
Attitude to brand	Survey research/qualitative research
Perceptions/image of brand	Survey research/qualitative research
Awareness of brand	Survey/qualitative research
Recall of advertising	Survey research
Exposure to advertising	Media research

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