

# **Lecture 8**

## **Design Thinking in IMC**

### **Part-II**

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*‘Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.’*

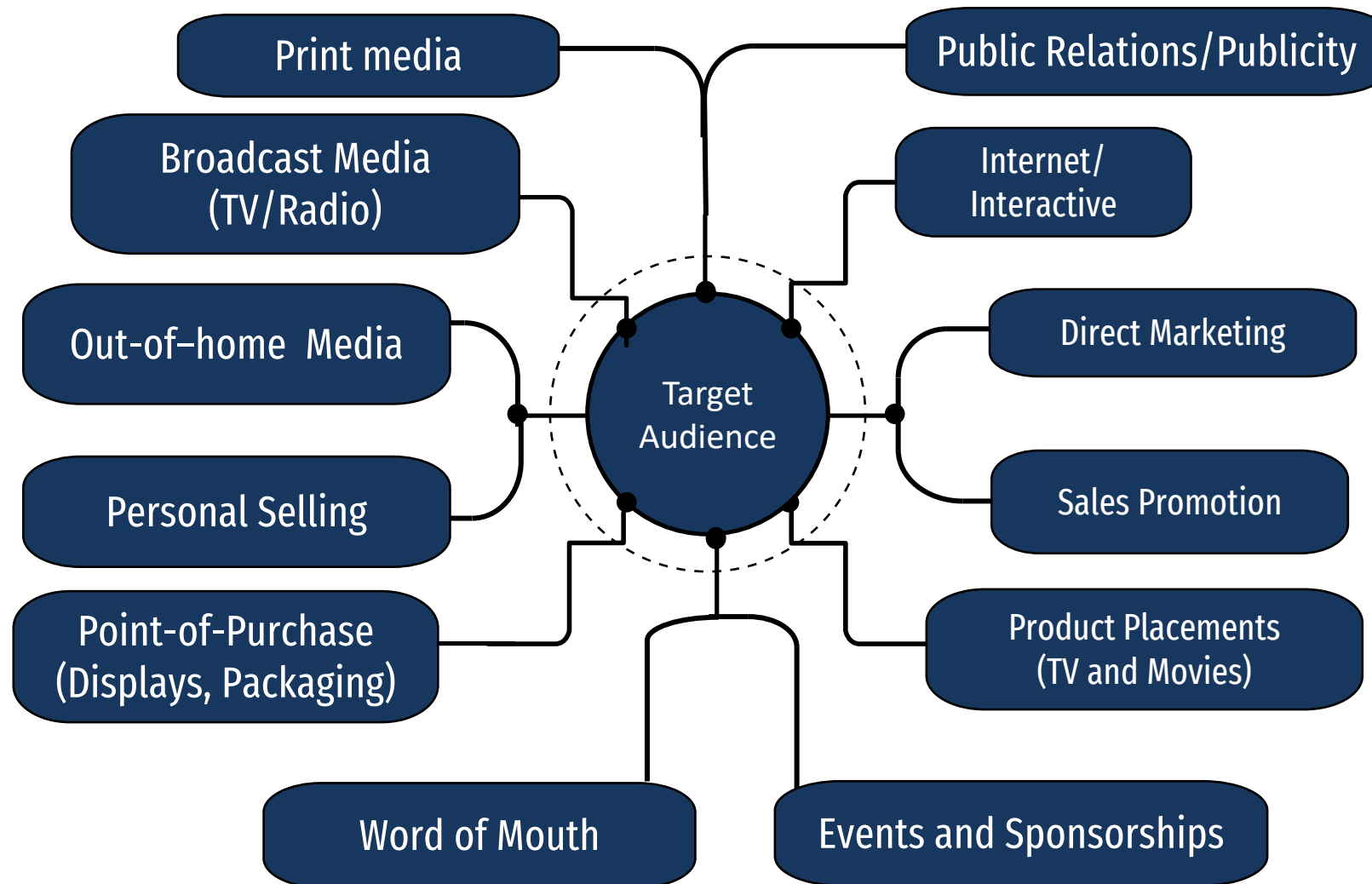
*- Tim Brown, President and CEO, IDEO*



# Design Thinking and Integration of Modes

- Effect of modes on each other
- Which should be the better mode for retaining communication in the mind of the customer.
- Relationship of IMC with design thinking and elements of marketing mix.

# IMC Audience Contact Tools



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