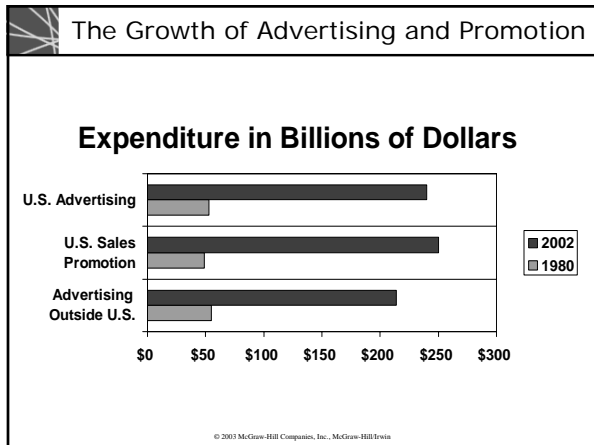
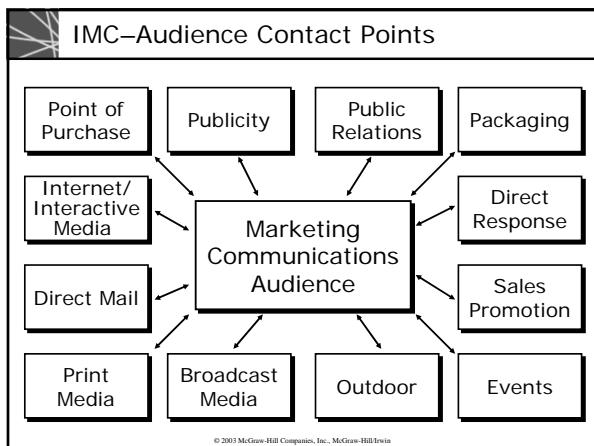


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An Introduction to Integrated Marketing Communications

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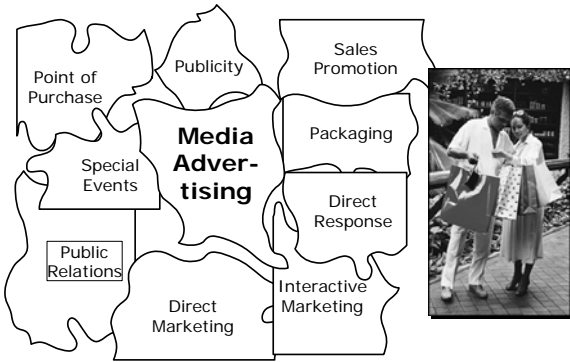
IMC Principles Extend Worldwide



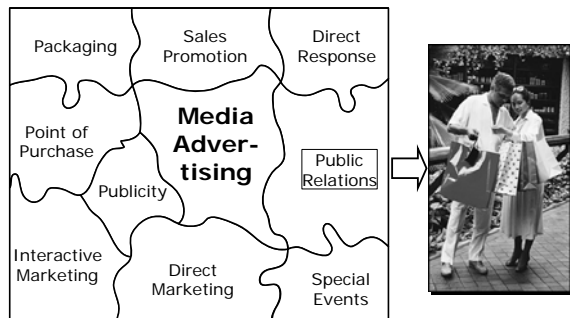
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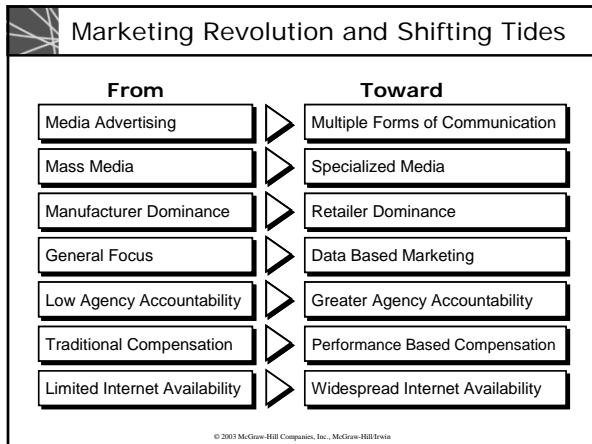


Traditional Approach to Marketing Communications



Contemporary IMC Approach





IMC and Branding

Brand Identity is a combination of factors: Name, logo, symbols, design, packaging, product or service performance, and image or associations in the consumer's mind.

IMC plays a major role in the process of developing and sustaining brand identity and equity.

2003 Brand Value (Billions of Dollars)	
1. Coca-Cola	\$70.5
2. Microsoft	\$65.1
3. IBM	\$51.8
4. GE	\$42.3
5. Intel	\$31.1
6. Nokia	\$29.4
7. Disney	\$28.0
8. McDonald's	\$24.7
9. Marlboro	\$22.2
10. Mercedes	\$21.4

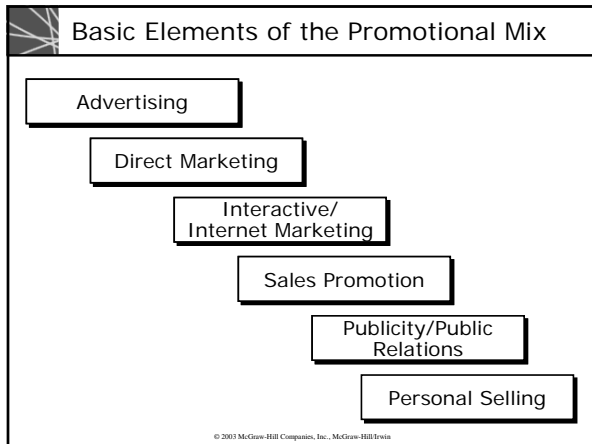
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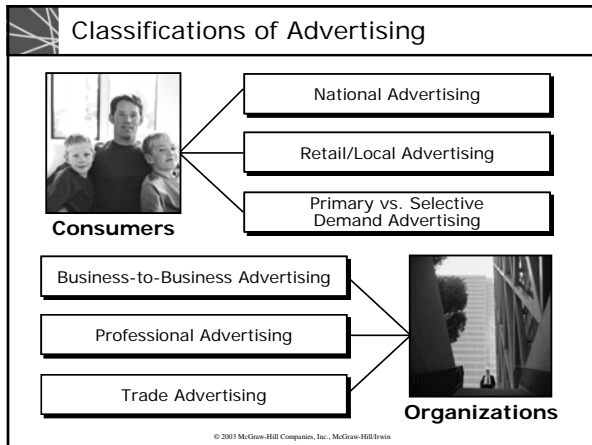
Coordinated Marketing Mix Elements Build Image

MONTBLANC
SILVER | GOLD | PLATINUM

THE ART OF WRITING YOUR LIFE

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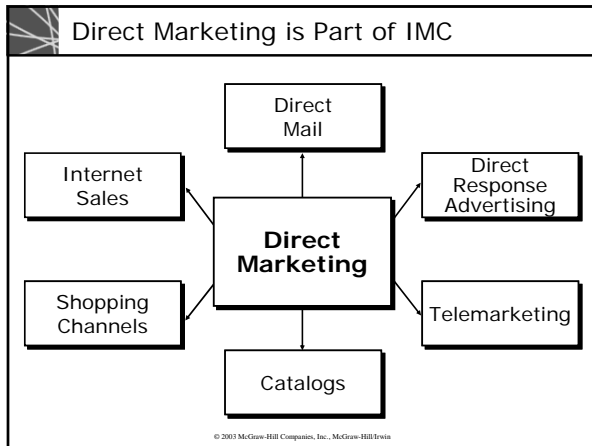


Great Advertising Can Strike a Responsive Chord with Consumers

Windows Media

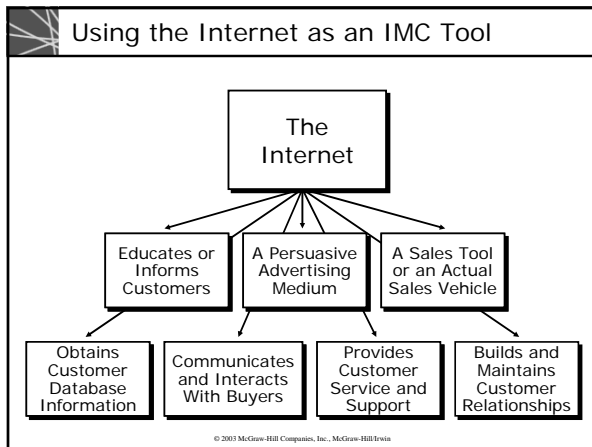
*Click outside of the video screen to advance to the next slide

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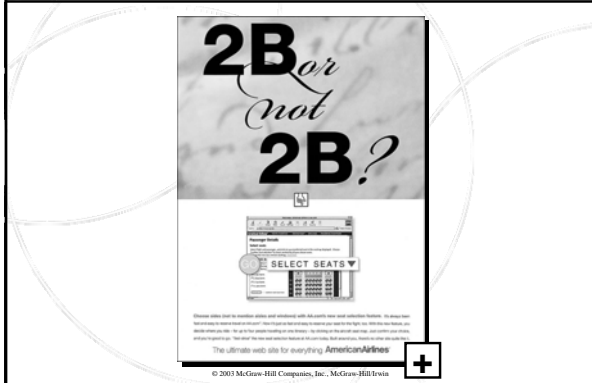


Bose Uses Direct Response Advertising

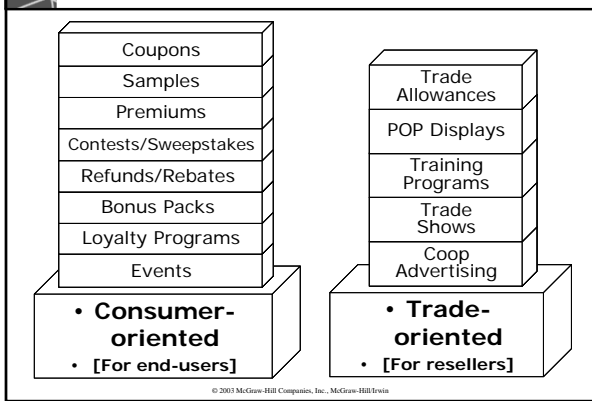
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American Airlines Encourages Customers to Do It All Online



Sales Promotion Tools

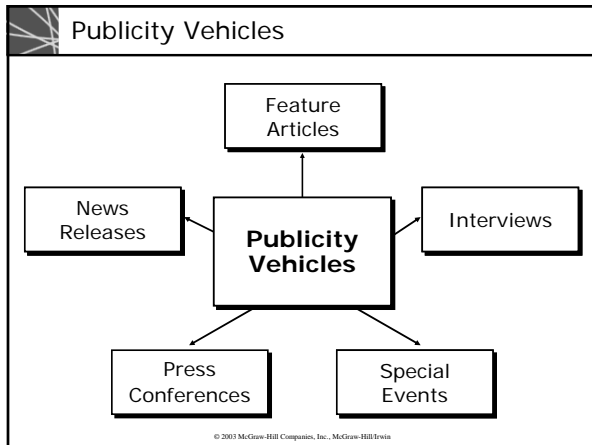


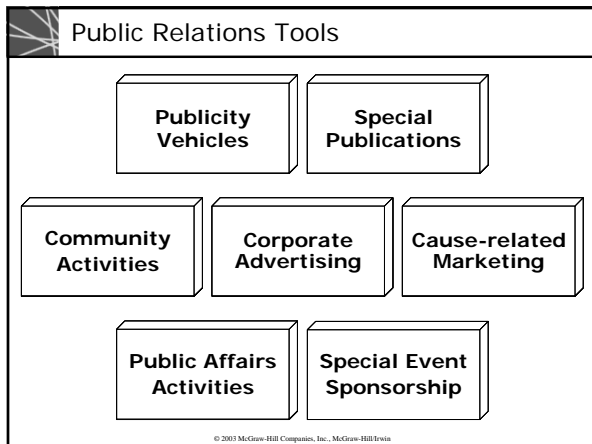
Various Uses of Sales Promotion



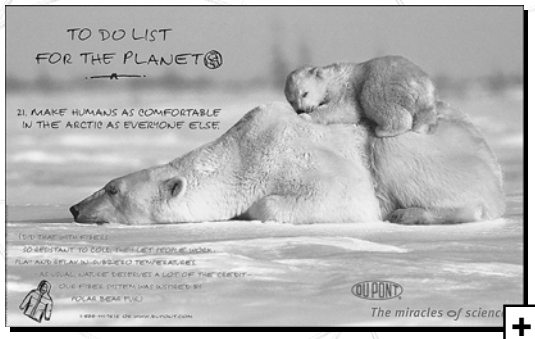
Advertising Versus Publicity		
Factor	Advertising	Publicity
Control	Great	Little
Credibility	Lower	Higher
Reach	Measurable	Undetermined
Frequency	Schedulable	Uncontrollable
Cost	High/Specific	Low/Unspecified
Flexibility	High	Low
Timing	Specifiable	Tentative

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DuPont Uses Advertising to Enhance Its Corporate Image



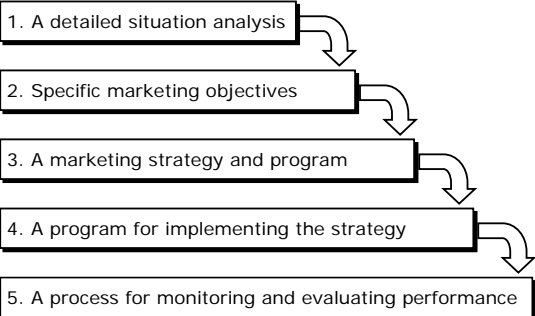
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Integrated Marketing Communications Planning Model



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The Marketing Plan



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MAC Triad

M
+P+T
A ————— C

M=Message A=Audience C=Channel
P=Purpose T=Timing

You are the Brand

- Brand
- Brand Equity
- Brand Extension
- Brand Expansion
- Brand Familiarity
- Brand Favorability
- Brand Identity
- Brand Image
- Brand Insistence
- Brand Loyalty
- Brand Power (Brand Champions)

Questions ???

**M. Larry Litwin, APR, Fellow
PRSA**

larry@larrylitwin.com
www.larrylitwin.com
