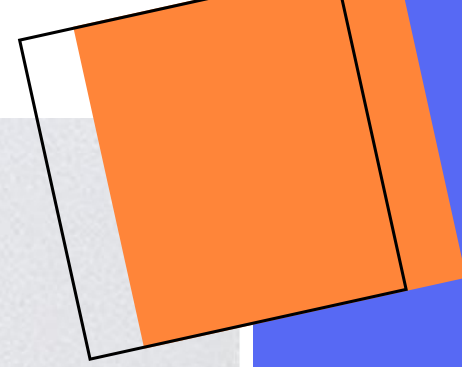




Chapter 14

Integrated Brand Communication



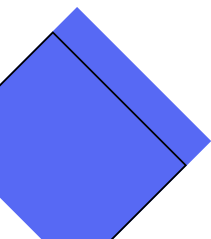
Content

14.1. Definition of Integrated Brand Communication

14.2. Objectives of Communication

WE'RE LIVE

#HERRERLIVE



Objectives

- Select the best 360° strategy to fulfil a specific objective of communication
- Integrate all the brand communications
- Identify the best technique for the communication objective

Abstract

In this chapter the Integrated Brand Communication is explained, as the integration of all the messages conveyed through the different touch points with the purpose of “speaking with one and a unique voice”.

When developing the message to be transmitted in one specific tool of communication, the objective of the communication is the first step to decide on, together with the target and the strategy. The diverse objectives of the communication are explained in this chapter, linking them with the most effective technique.



14.1. Definition of Integrated Brand Communication



Integrated brand communication is the coordination and integration of all marketing communications tools, avenues, and sources in a company into a seamless program designed to maximize the impact on customers and other stakeholders (Hutton, 1996)

14.1. Definition of Integrated Brand Communication

Communication tools

Media advertising

- Television
- Radio
- Newspaper
- Magazines

Direct response advertising

- Mail
- Telephone
- Broadcast media
- Print media
- Computer-related
- Media-related

Place Advertising

- Billboards and posters
- Movies, airlines and lounges
- Product placement
- Point of purchase

Point of purchase advertising

- Shelf talkers
- Aisle markers
- Shopping cart ads
- In-store radio or TV

Trade promotions

- Trade deals and buying allowances
- Push money
- Contests and dealer incentives
- Training programs
- Trade shows
- Cooperative advertising

Consumer promotions

- Samples
- Coupons
- Premiums
- Refunds and rebates
- Contests and sweepstakes
- Bonus packs
- Price-offs

Digital marketing

- Search
- Display
- Social Media
- E-mail
- Video
- Blogs

Event marketing and sponsorship

- Sports
- Arts
- Entertainment
- Fairs and festivals
- Cause-related



Mobile

- SMS & MMS messages
- Ads
- Location-based services

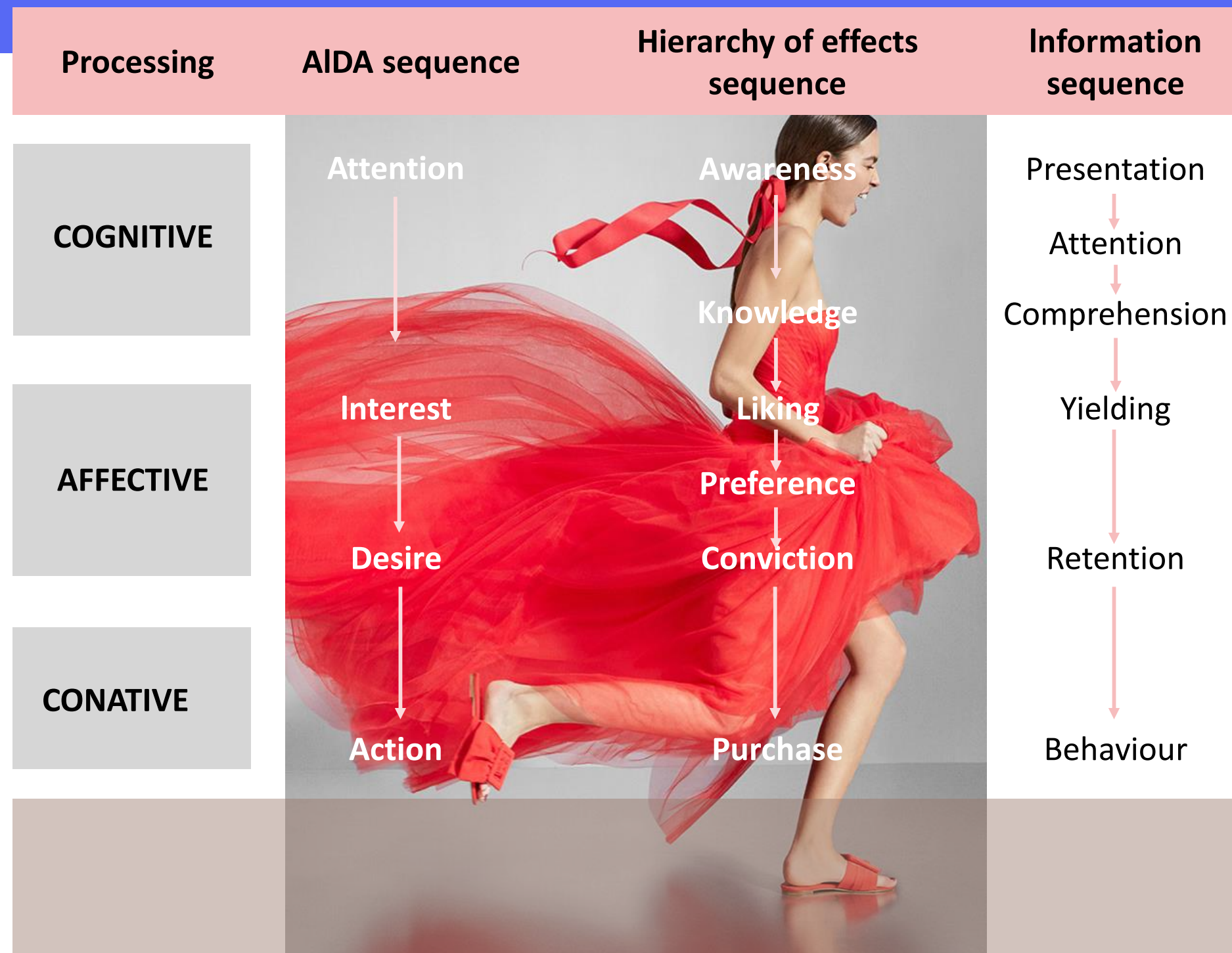
Publicity and public relations

Word-of-mouth

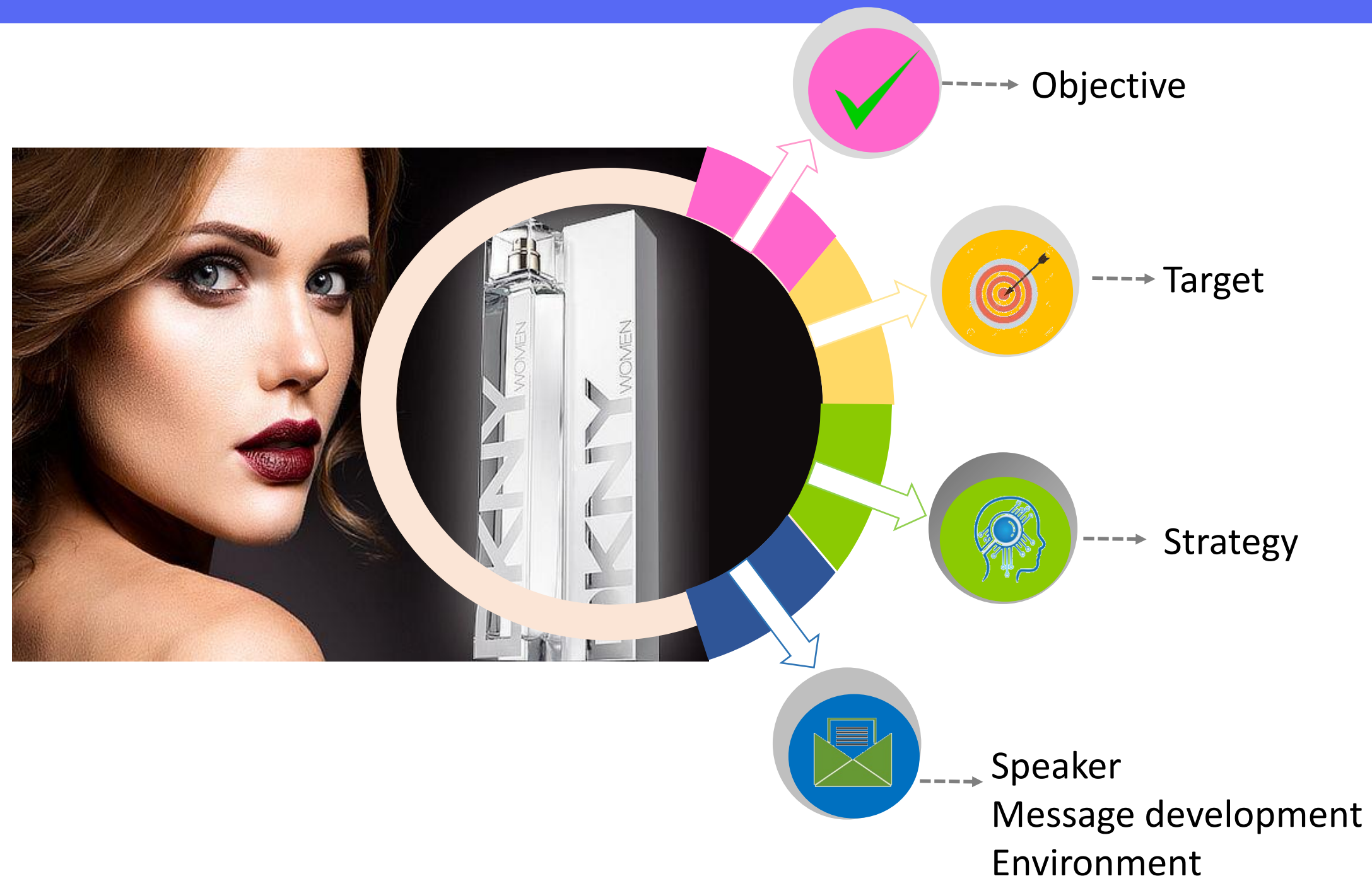
Personal selling

Source: Keller and Swaminathan (2020, pp. 215).

14.1. Definition of Integrated Brand Communication



14.1. Definition of Integrated Brand Communication



14.2. Objectives of Communication

Objective: What the advertiser hopes to achieve

Promote brand recall: To get consumers to recall its brand name(s) first; that is, before any of the competitors' brand names



Link a key attribute to the brand name: To get consumers to associate a key attribute with a brand name and vice versa

Persuade the consumer: To convince consumers to buy a product or service through high-engagement arguments

Affective association: To get consumers to feel good about the brand

Scare the consumer into action: To get consumers to buy a product or service by installing fear

Method: How the advertiser plan to achieve the objective

Repetition
Slogans and jingles

Unique Selling Proposition (USP)

Reason-why ads
Hard-sell ads
Comparison ads
Testimonials
Demonstration
Advertorials
Infomercials

Feel-good ads
Humour ads
Sexual-appeal ads

Fear-appeals ads

Source: O'Guinn et al. (2019, p. 206)

14.2. Objectives of Communication

Change behaviour by inducing anxiety: To get consumers to make a purchase decision by playing to their anxieties; often, the anxieties are social in nature

Anxiety ads
Social anxiety ads

Define the brand image: To create an image for a brand by relying predominantly on visuals rather than words and argument

Image ads

Leverage social disruption and cultural contradictions: To leverage disruption and cultural contradictions in society to the brand's advantage
Get consumers to see the brand as a way to resolve these tensions and contradictions

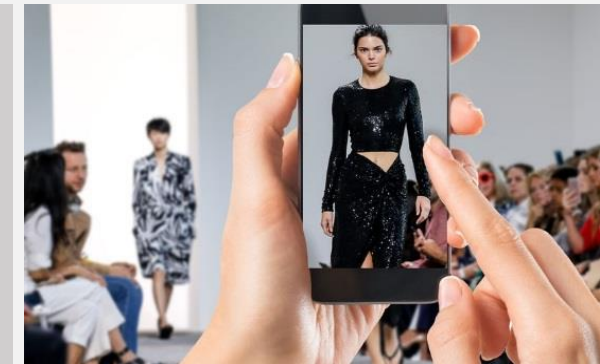
Tie brand to social/cultural movement as a way to resolve cultural contradictions

Situate the brand in a social context: To give the brand the desired social meaning

Slice -of-life ads
Product placement/short Internet films
Light-fantasy ads

Transform consumption experience: To create a feeling, image, or mood about a brand that is activated when the consumer uses the product or service

Transformational ads



Source: O'Guinn et al. (2019, p. 206)



Reflection

Identify examples of communication actions for the different methods presented in this chapter

Explain the objective they are trying to pursue

Would you make any improvement?



Test

Develop the communication plan for a brand

1. Define the final aim of the plan
2. Decide 3-4 consecutive objectives to get the final communication aim
3. Identify the method to be used for each objective

If you have a question,
contact our team



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