

Guidelines for the Project

The Integrated Marketing Communication Plan

- ✚ **Executive Summary** (The executive summary should include a concise statement of the problem, a short summary of the major points arising from your analysis, and the major recommendations from your analysis including total cost of the proposed plan). (OR: **What I Know, What I Sought, What I Found, What I Learned**).

- ✚ **Situation Analysis.**
 - Company and Product History
 - Product Background. (first phase)
 - Past Advertising Themes.
 - Significant environmental (legal, social, etc) influences. (first phase: governmental but you have to look if there are any social influences)
 - Current Brand SWOT (including problems and unique features of the brand).
 - Relevant Marketing Data (Sales, Market Share, etc). (first phase)
 - Product Evaluation
 - Comparison to direct and indirect Competition. (listing their main competitors) in terms of how do customers perceive the different brands in the market, their creative themes and marketing efforts and the product features
 - Consumer Perceptions and Satisfaction.
 - Retailer Perceptions.
 - Distribution.
 - Consumer Evaluation
 - Demographic Profile (occupation, marital status, education, age, gender, etc).
 - Psychographic Profile (VALS – Values and Lifestyle)
 - Behavioral Profile (consumption level and situation, where is it used, attitude toward product, loyalty).

- ✚ **IMC Plan Target Market Specifications for the campaign that you are designing or evaluating in case it is a sub segment from the original segment.**
 - Demographics
 - Psychographics
 - Behavioral
 - Buying situation
 - Purchase occasion
 - Benefits sought

- ✚ **Brand Positioning.**
 - The location you want to occupy in customer's mind
 - What you want the customers to perceive on you
 - The image you want to convey to your customers

- ✚ **The IMC Objectives (SMART objectives integrated in AIDA Model).**
 - You will mention the time period, the product and you would follow the AIDA model

- ✚ **The USP (Unique Selling Proposition).**
 - It should be ONLY ONE USP
 - Make a proposition (offer) to the consumer. What's in it for me? Why should I buy from you?
 - A proposition that competition either can't or doesn't offer or if it exists it can be defended
 - It has to be very strong to move the consumers towards your brand

- ✚ **The Creative Strategy**
 - Based on USP (Campaign Theme).
 - Promotional Appeal (Rational vs. Emotional).
 - Execution Technique (Factual Message, Comparison, Slice of Life, Fantasy, etc).

- ✚ **The IMC Program (Below-the-line and Above-the-line)**
 - Advertising
 - Packaging
 - Direct Marketing
 - PR
 - Personal selling and e-communications

- Sales Promotions
- Exhibitions and Trade Shows
- Sponsorship

Advertising Schedule (Sample Discussed in Class)

The Promotion Budget

- Affordable method
- Percentage of sales
- Competitive promotion budgeting
- Objectives and tasks

Evaluation