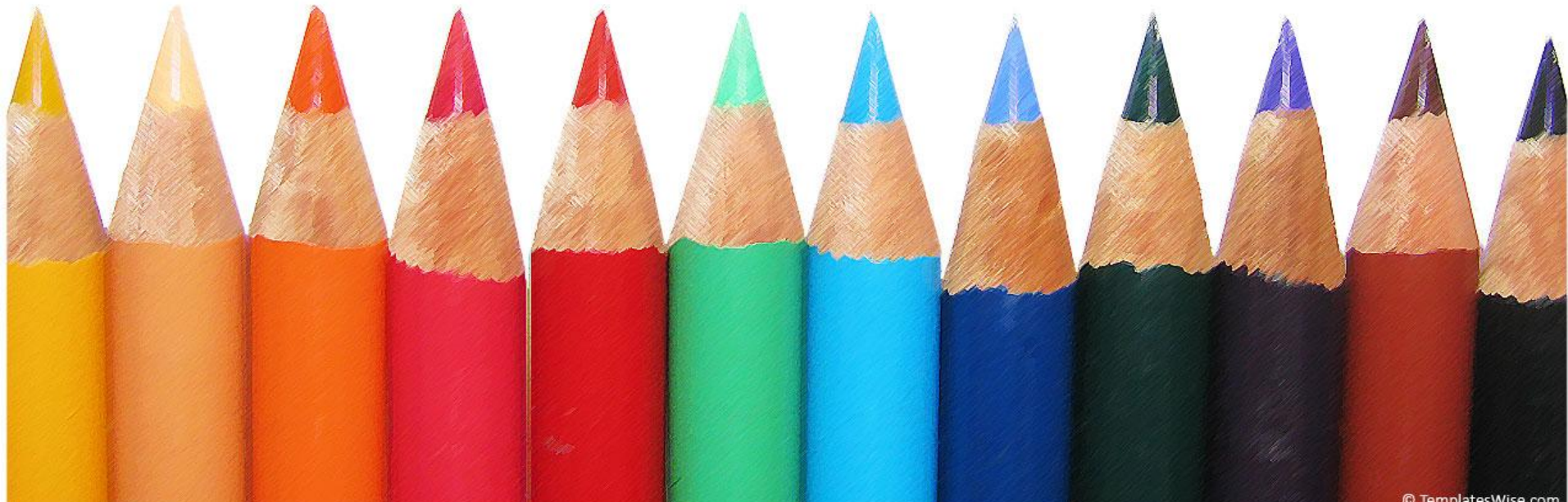


Marketing Communication:

As we see it

-Presented by Aly Zaker



Communication practice dates back to the beginning of recorded history

- The sign on walls
- The town crier
- The 'mark' on the goods



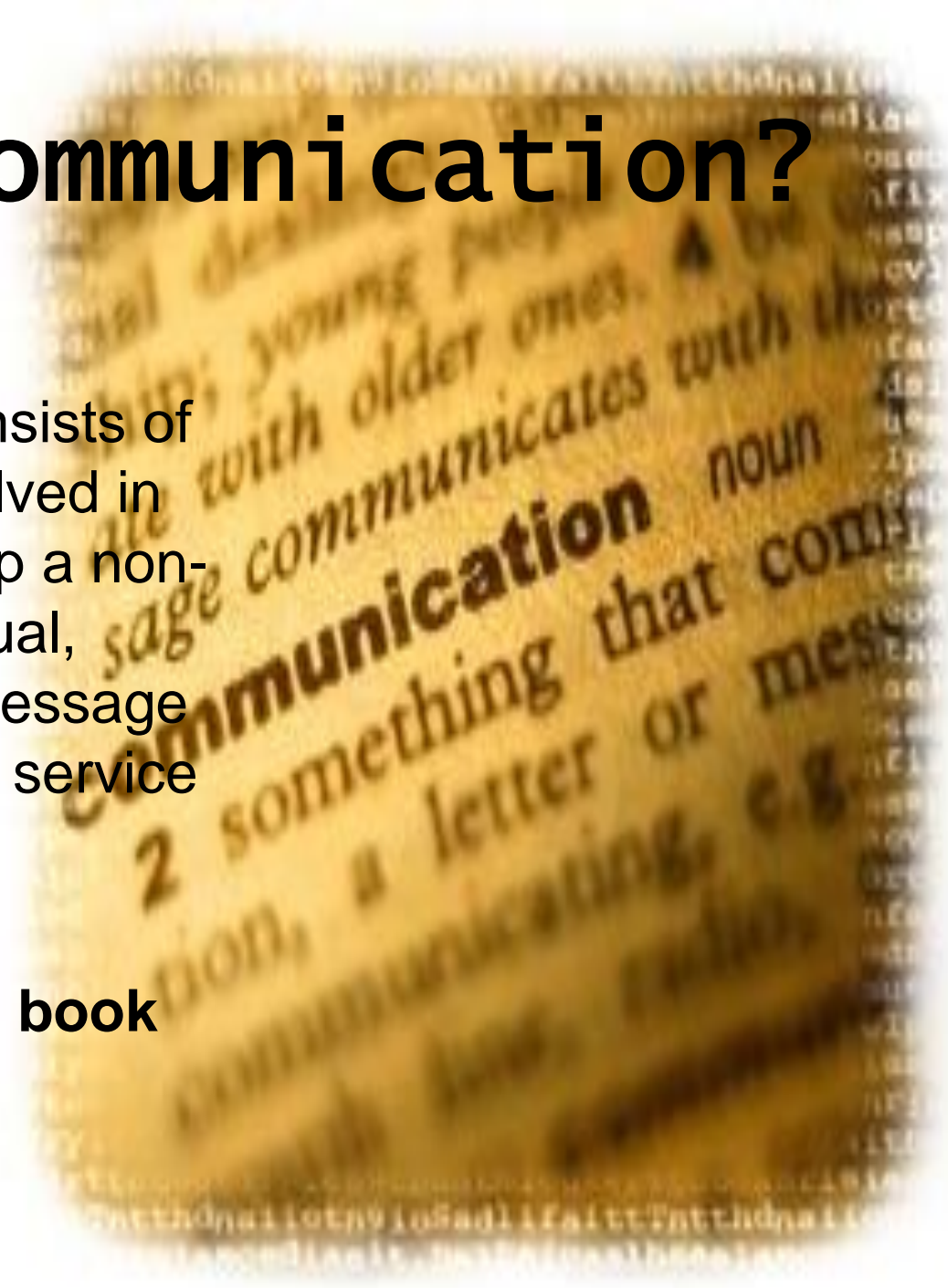
In the modern world, the niche of communication in the total marketing mix can hardly be over-emphasized.



what is communication?

“Communication consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea”

- the text book



The Practitioner

“I do not regard communication as an art form, but as a medium of information. When I write an advertisement, I don't find it 'creative'. I want you to find it so interesting that you buy the product”

- David Ogilvy

When Aeschines spoke, “How well he speaks.”

But when Demosthenes spoke, they said, “Let us march against Philip”.

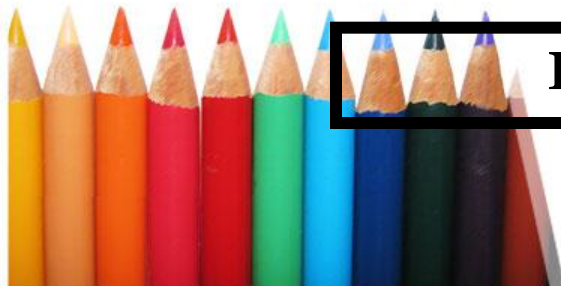
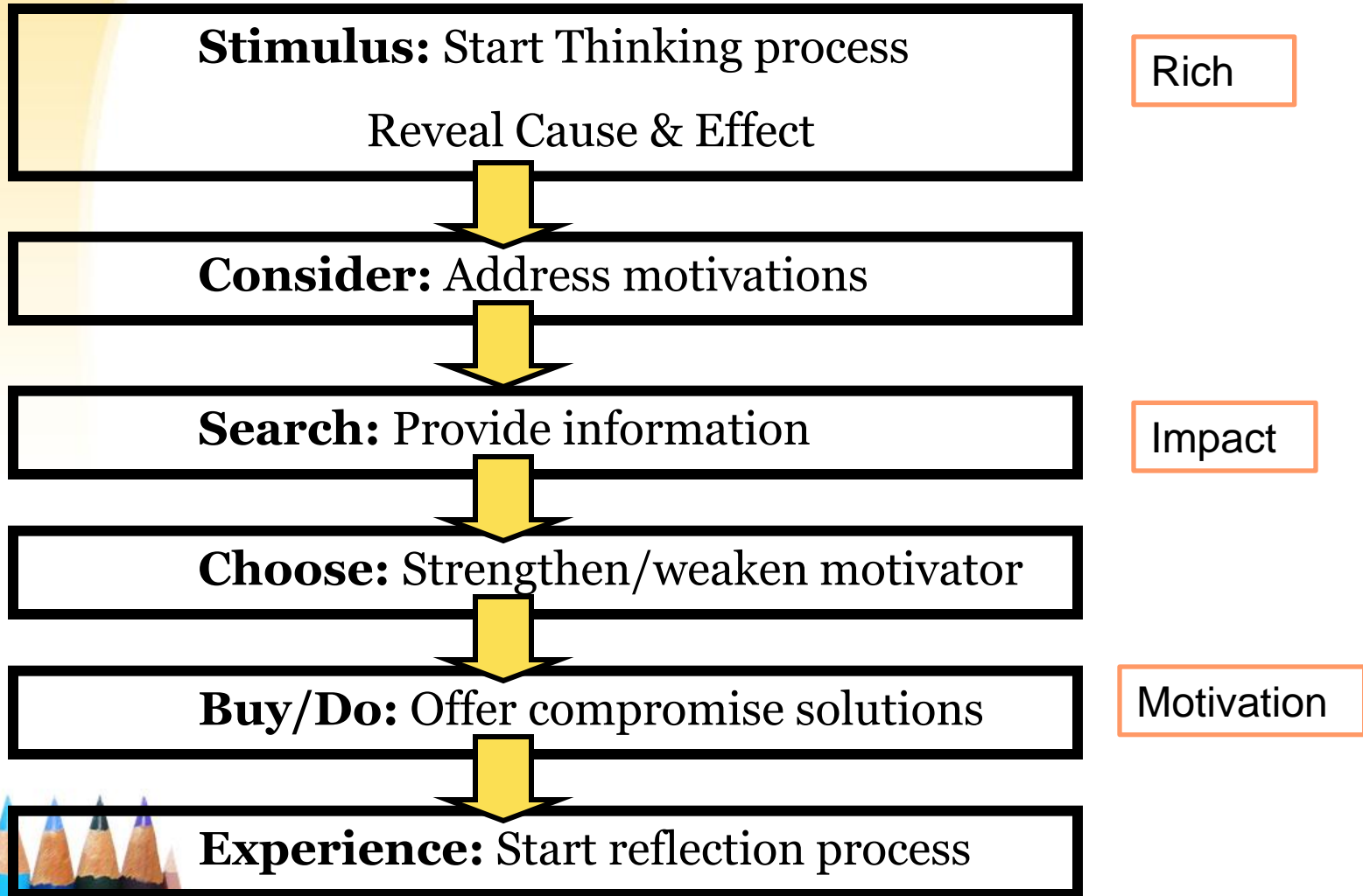


Some Important Considerations: ...

- **Reach**
- **Impact**
- **Motivation**



To evoke...



- And the most important individual in the whole process is **the consumer**.
- Therefore, it is essential to know the Product or Service offered and their target audience thoroughly, even before the product is manufactured.

This is precisely where the process of communication begins.



Communication often has to be supported by Total Communication effort...

- The integration process:
 - Advertising
 - Events
 - Participatory Research
 - PR & CSR
 - Below-the-line activities



**Some relevant points for
developing an effective
communication
programme...**



The Planning process

- **Where are we now?**
- **Why are we here?**
- **Where do we want to go?**
- **How do we get there?**
- **Are we getting there?**



- **Where are we now?**



The key facts...



Marketing aims should be:

- Believable
- Achievable
- Understandable
- Measurable



Communication objective

What do we want our communication to achieve?

Not too much...

- Realistic (**Believable**)
- Limited (**Focused**)
- Viable (**Achievable**)





Target Group

- Let us be specific.
- “All adults” will not do!
- Age, Education, Enlightenment, Lifestyle – all these are necessary.
(demographic, psychographic, ethnographic)

He must be a recognizable person –
not a cardboard cutout!



Positioning

- How we are viewed by our target audience now.
- How we want our target audience to view us after we have run our communication programme.



Consumer Promise

The Discriminator – the promise, brief and simple – the longer the promise the more difficult it is to fulfill.

“Marry me and I will fill your nights – with joy, your days with laughter, your bank account with gold, and your nursery with kids” **is over promising!**



Over Promising kills the Brand

It may result in:

- a) customer disaffection,
- b) disappointment,
- c) disbelief,
- d) often; permanent negation and/or cynicism.



Support

You can't make promises unless you have the support to back it.



Tone and Manner

- “Warm & Friendly” will not do.
- What is the alternative...

“Cold and Unfriendly”?

Be sensible!

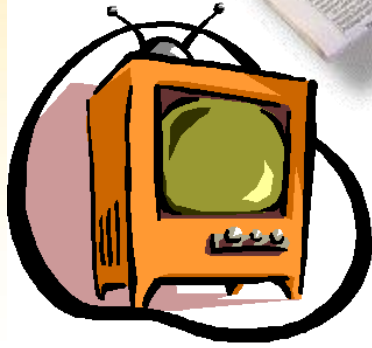
The exercise is to decide on a **‘Personality’** for **the message** which should be complimentary to the **‘Personality’** of **the brand**. And like people, these personalities must be definite and positive if they are to be memorable.



Continued...

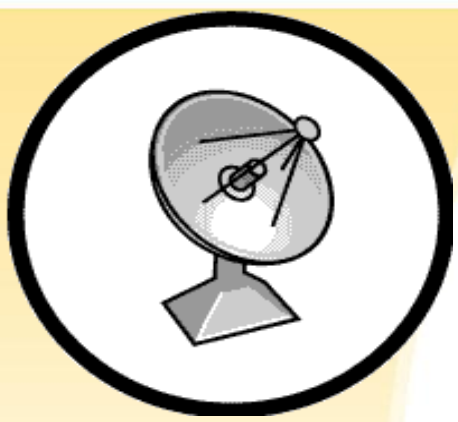
- **...the most important factor probably is that the offer has to be outstanding because it should be able to achieve trial.**





The Vehicle





Message and Media

- No message is a message unless it is carried by a medium
- Message and medium are integral elements of communication
- Greater the integration, better the effect of communication





Media and Forms

Mass

Non-mass

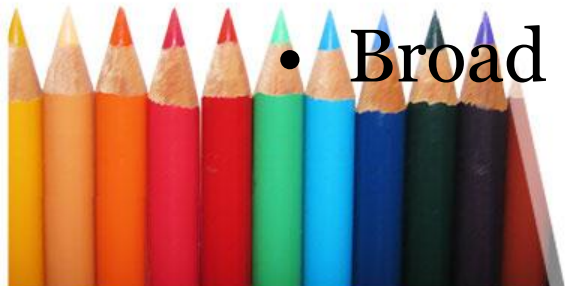


Mass Media...Objective and their characteristics

Growth, survival and existence is dependent on technology, people's interest and general development.

Characteristics

- Mostly one way therefore less interactive
- Relatively low involvement
- Audience segmentation difficult
- High unit cost
- Broad reach



Non - Mass Media...Objectives and their characteristics

Created to meet specific needs

Characteristics

- Can be participative therefore more interactive than mass
- Audience segmentation possible
- Relatively more expensive
- Narrow/In-depth reach
 - Can be one-on-one



How do we select media?

Through consideration of:

- the audience segments
- their location
- the task of communication
- desired response
- the communication programme
- media objectives



What should be our media mix?

Single media Vs two or more different media forms

Questions to be asked:

- Are we looking for synergy?
- How important is the need for audience segmentation?
- Is there any inadequacy of any medium in achieving the desired reach?

The final exercise: Inter-media Vs Intra-media



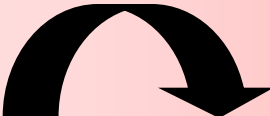

If you want both today's and tomorrow's buyer to notice you, be there where they will look for information.

Develop a programme that has a continuous appeal and not just a time-barred effect.

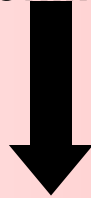


Social Vs Brand Communication



One utility  ***One sponsor*** = ***One message***  ***One response***

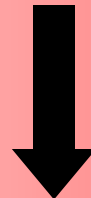
Multiple utilities



Multiple sponsors



Multiple messages



Multiple responses

The basic difference...

Branding is based on the premise that individuals make a choice. Brands exist to provide that choice.

Social communication on the other hand deals with issues that challenge societal belief systems. People don't choose belief systems; their rationality is limited by the scope of their belief system.

The challenge for social communication is to evolve new belief systems, conducive to desired behaviour.



**The purpose the marketing
communication programme
is to help
create a customer – of a
product, service or idea.**



A Point to Ponder

Should Brand Communication follow the path of Social Communication in our country?

E.g. One-on-One instead of multi-media bias?



The Challenges



Understanding of Communication



Limitation of Ideas

- Creativity**
- Vehicle**



Resistance to Innovation



Lack of ethical standards



The process of globalization-

The paradox



My personal take from experience

The lack of cultural sensitivity has to be addressed.



The element of insensitivity has happened because we have moved from:

International to Multinational to Regional



Can we be truly multinational?

Where each unit will work according to country-specific ethos? With a line to connect one country to the other 'round the globe.



**At the end of the day,
do we know each other
better?**



If we do....



Thank

Thank

Thank you!

THANK
You

Thank you