

# Week 10 Communicating Value



Marketing in a Global Age M003LON

# Today's Learning Objectives

- Learn about the role and objectives of marketing communications.
- Discover key stages in developing effective marketing communications.
- Examine different strategies in designing marketing communications and how to communicate value.

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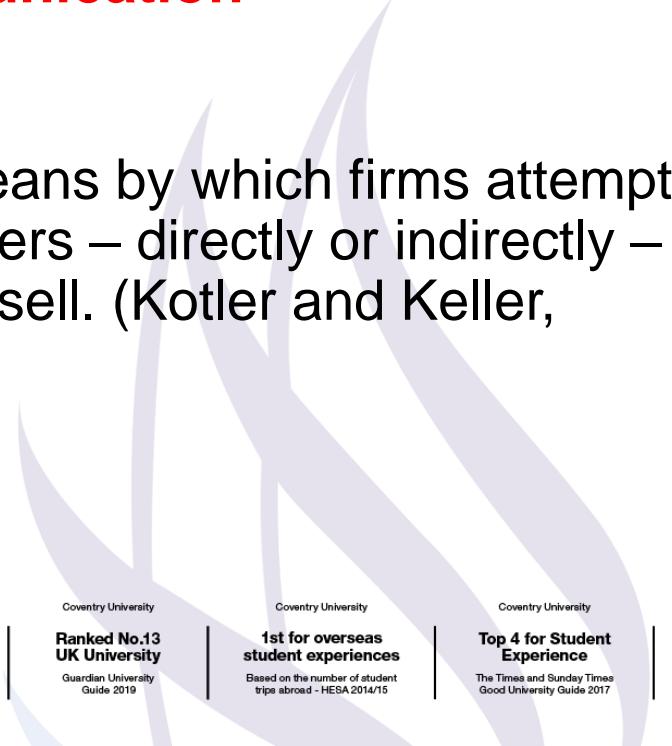
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# Objective 1

## What is marketing communication

**Marketing Communications** are the means by which firms attempt to inform, persuade, and remind consumers – directly or indirectly – about the products and brands that they sell. (Kotler and Keller, 2016).



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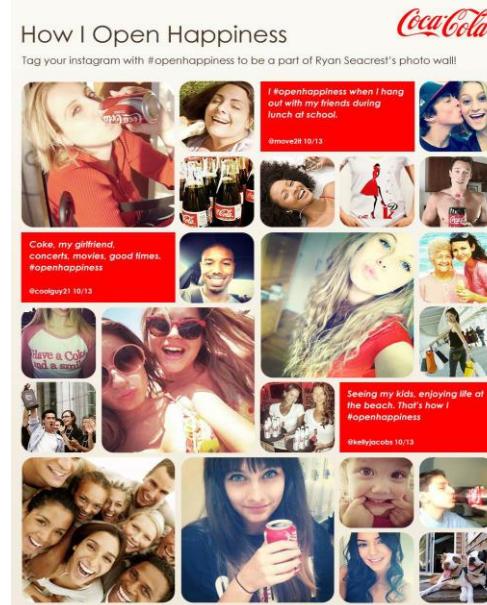
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# The role of marketing communications

- The voice of the organisation and the brand....establish a dialogue and build relationships with consumers.
- Technology has profoundly changed the way consumers process communications.
- Tone of voice.



Coca Cola on Instagram



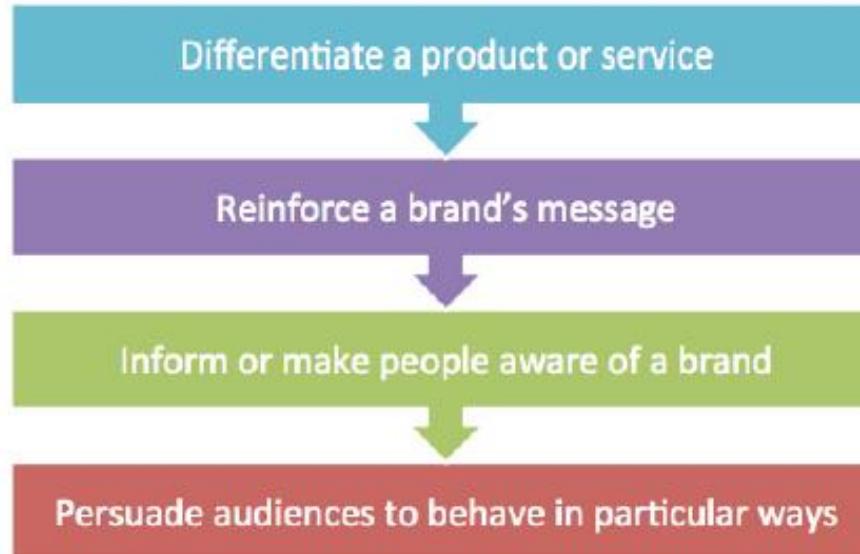
# Goals of marketing communications

## Response Hierarchy Models

Stages	Models			
	AIDA model <sup>a</sup>	Hierarchy of effects model <sup>b</sup>	Innovation adoption model <sup>c</sup>	Information processing model <sup>d</sup>
Cognitive stage	Attention	Awareness Knowledge	Awareness	Presentation Attention Comprehension
Affective stage	Interest Desire	Liking Preference Conviction	Interest Evaluation	Yielding Retention
Behavioral stage	Action	Purchase	Trial Adoption	Behavior

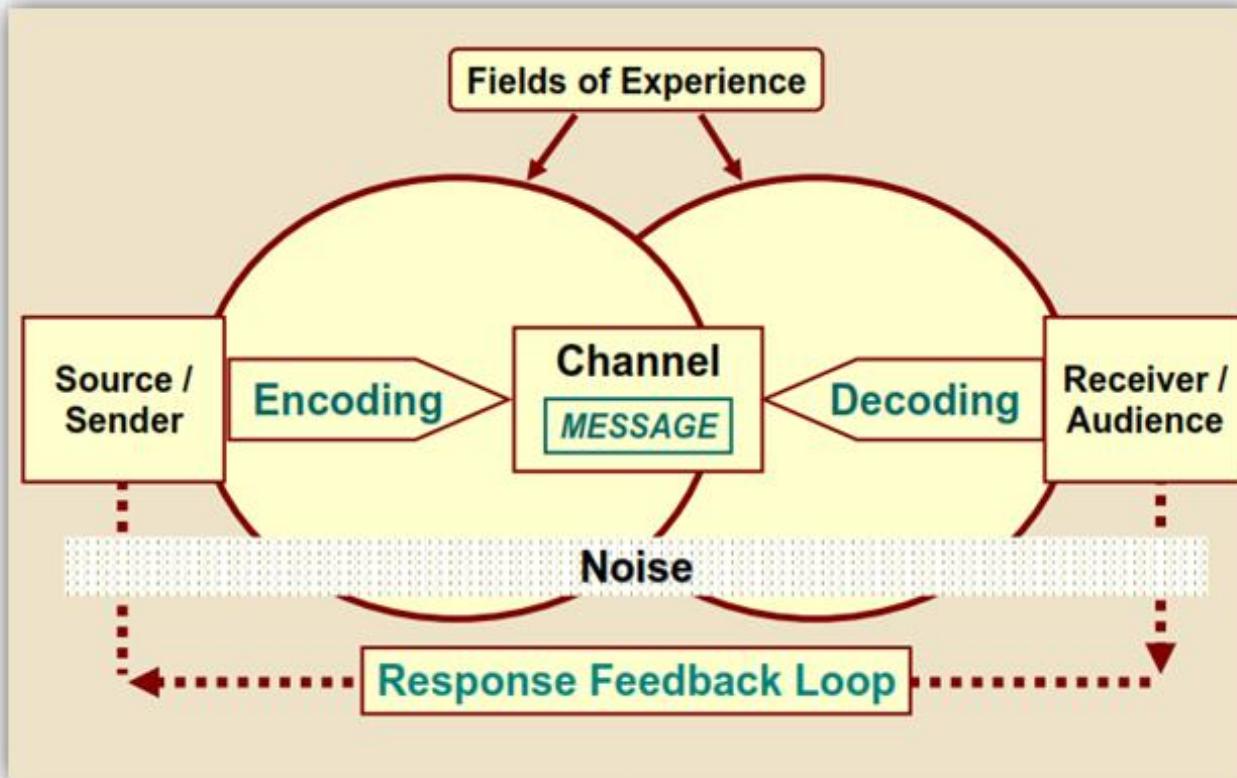
# Objectives of marketing communications

- Before you start communicating, always have an objective: **DRIP**

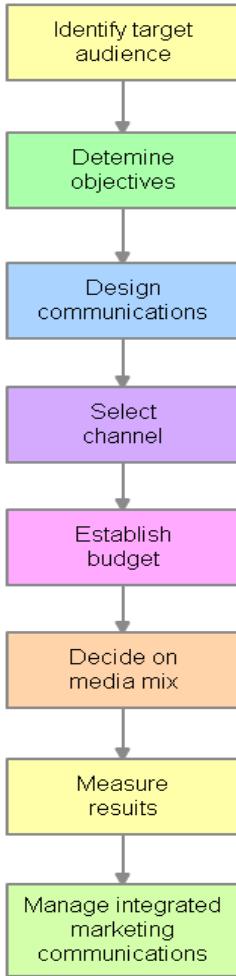


## Objective 2

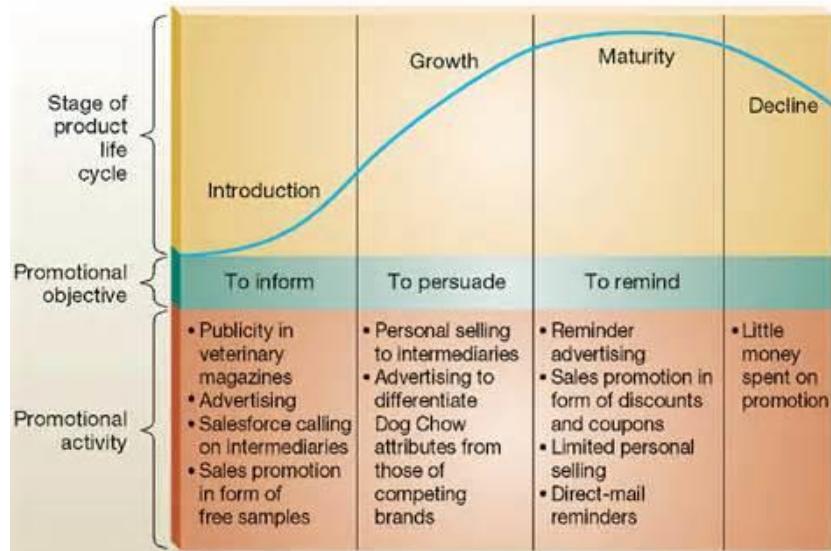
# The communication process



## Developing effective Communications



**OBJECTIVES:** category need? Brand awareness (recognition/recall), brand attitude, brand purchase intention....

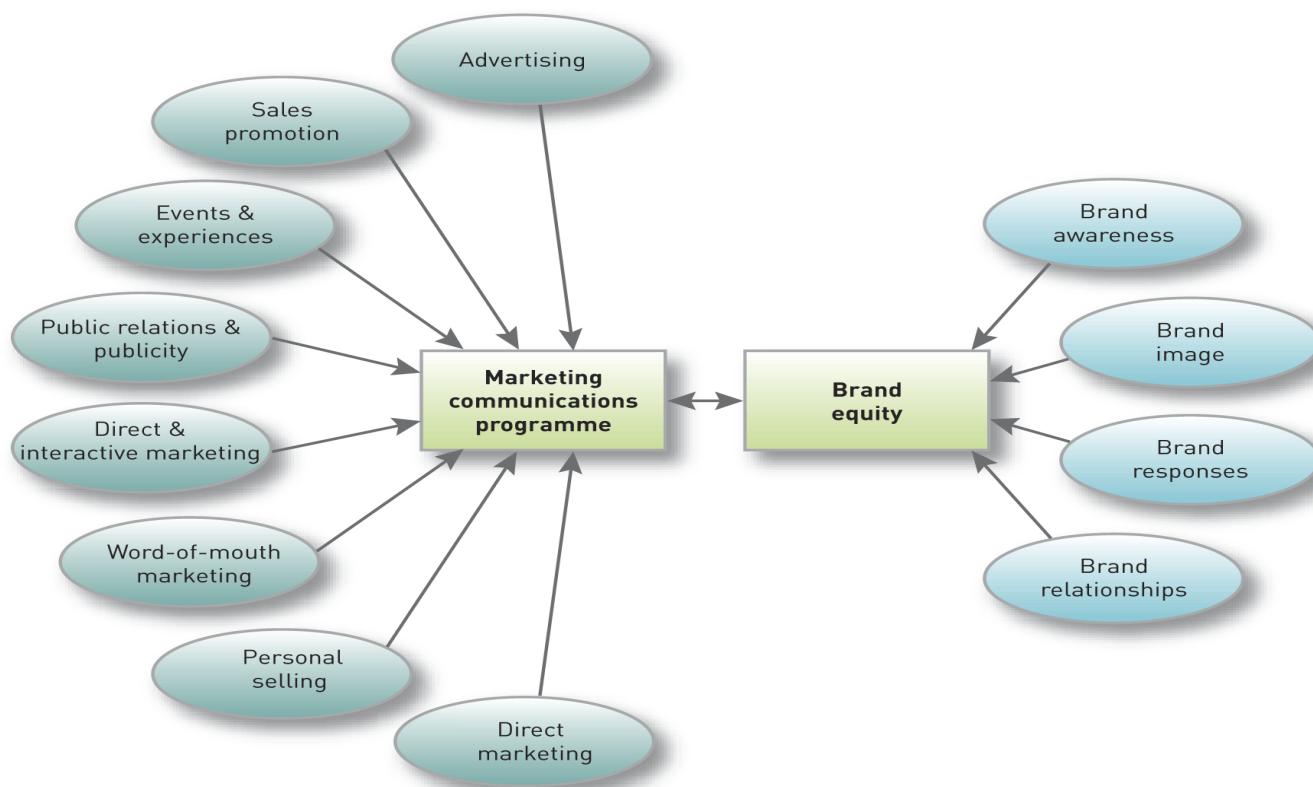


### TOMA

- Which is your favourite brand in category X?
- Which brand comes to mind...?

# Objective 3

# How to communicate value

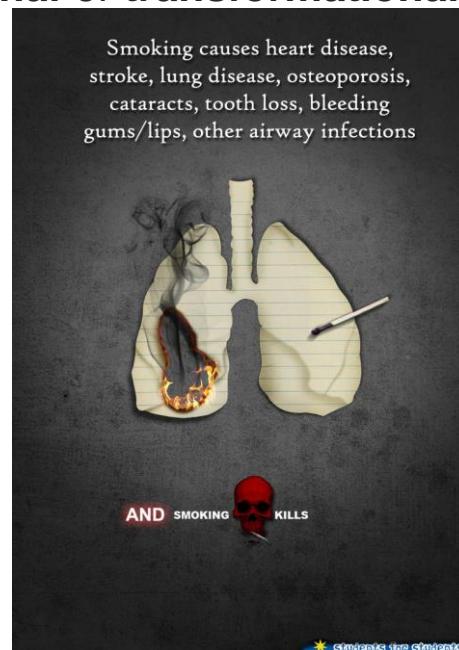


- 8 elements of the marketing communications mix
- IMC – Integrated marketing communications
- Value proposition – create a process, interaction and dialogue with customers

## Design the Communication

- (1) Message strategy (rational, sensory, social or ego satisfaction)
- (2) Creative strategy (**informational or transformational appeals**)
- (3) Message source

An advertisement comparing Ryanair and easyJet. The top text reads 'Who loves flying you to the place you actually booked?' in orange. Below it, a blue box lists Ryanair's destination mappings: 'Barcelona' = Girona, 'Paris' = Beauvais, 'Milan' = Bergamo, and 'Venice' = Treviso. To the right is an orange heart containing easyJet's mappings: 'Barcelona' = Barcelona, 'Paris' = Paris, 'Milan' = Milan, and 'Venice' = Venice. A black arrow points from the Ryanair text to the easyJet heart, and another arrow points from the easyJet heart to the Ryanair text. The background features a border of orange flowers.

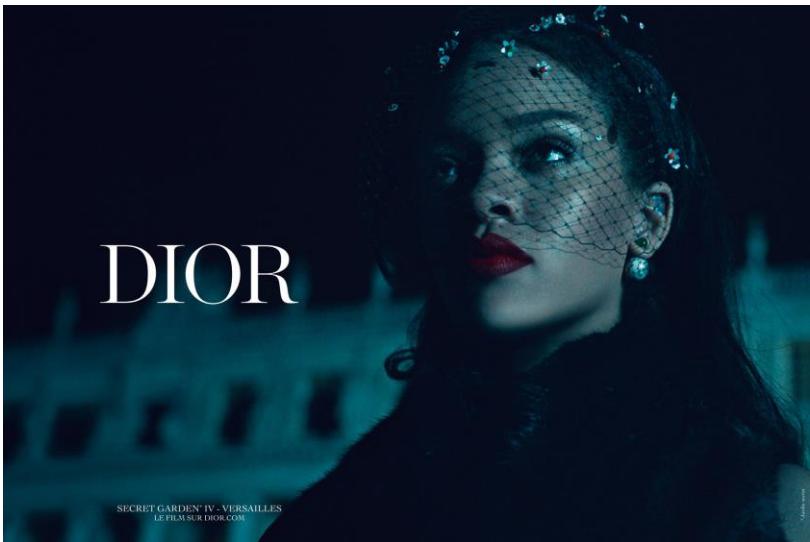


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# Design the Communications (continued...)

- (3) Message source



# Select the Communications Channels

- Fragmentation and clutter
- **Integration** is vital!!
- Monitoring is essential...



## WORDS and Content Marketing

- **KEY:** Write about solutions....not about your products/brands....
- It is WORDS that make the web work...not visuals (not so much yet anyway...it's coming ☺)
- The most recent update is all about rewarding sites that focus on improving the user experience and pushing quality content (and punishing those that have not)....and remove clutter

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# The Power of Storytelling

- Humans love stories
- Brands can utilise storytelling as value proposition to co-create values, experiences and symbolic meanings with customers.

A love story – CHANEL N°5

<https://www.youtube.com/watch?v=f5r5PXBiwR0>

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## Important elements to consider for stories and storytellers...

- Likeability
- Conflict
- Emotion
- Humour



What stories come to mind?  
Which brands are good at  
storytelling?  
RECALL and TOMA  
in marketing

### Netflix Watch

Although the launch of the Apple Watch was known before, this can still be considered agile marketing in a sense; as it was developed with the idea it would manage to steal the spotlight from the main event of the Apple Watch launch.

The buzz of the Apple Watch paired with the widespread online enthusiasm for Netflix created a nice amount of brand awareness, even if the product in question is a joke. It makes fun of itself, the Netflix viewers, and wearable tech; despite the fact I would bet there are many people who would genuinely like a Netflix Watch.

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# Vodafone: The T-Mobile Royal Wedding



<https://www.youtube.com/watch?v=KavOFEhtLug>

Humour, gossip, emotion, likeability, relevance, timing...you name it!

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## Don't forget...SOCIAL MEDIA !

- Use the effective channel(s) to target your audience
- Who/how/where/when to communicate values





A photograph of the Millennium Bridge in London, with St. Paul's Cathedral and the Gherkin building in the background. The bridge is illuminated with blue lights, and the sky is a warm orange and yellow at dusk.

Any questions?