

Week 10 Communicating Value

Coventry University  | London



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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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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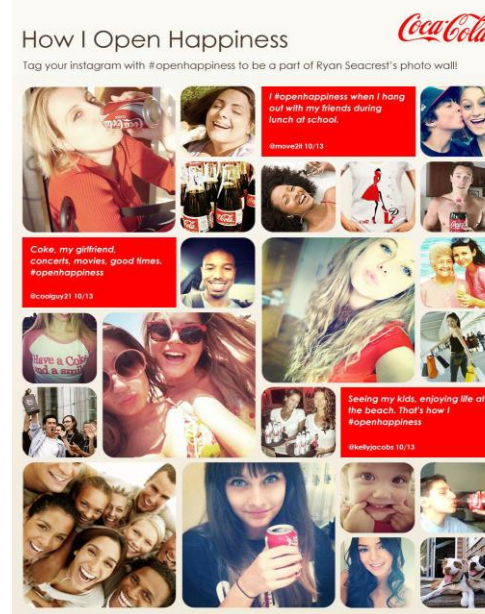
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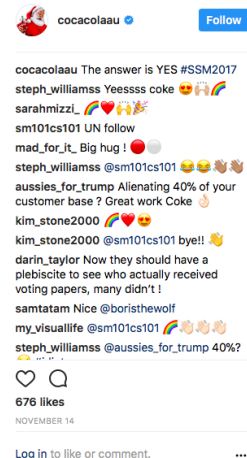
The role of marketing communications

- 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

Love is the answer.



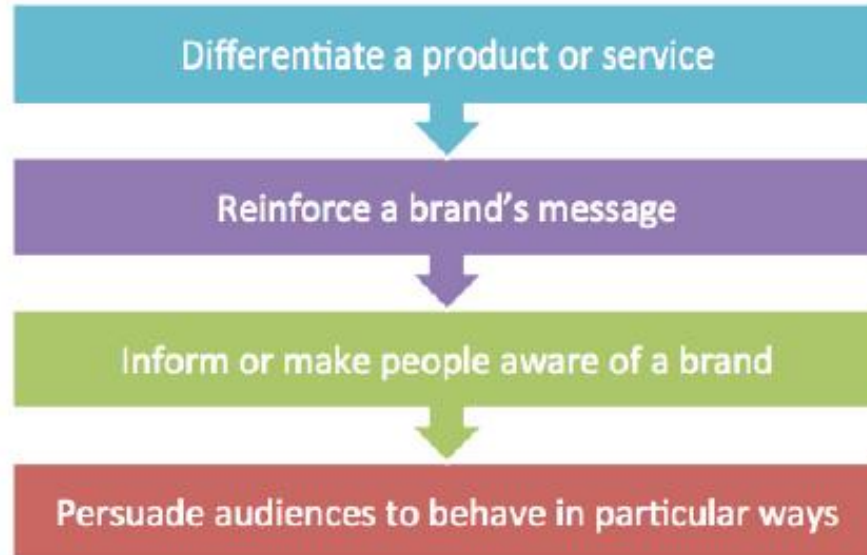
Goals of marketing communications

Response Hierarchy Models

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

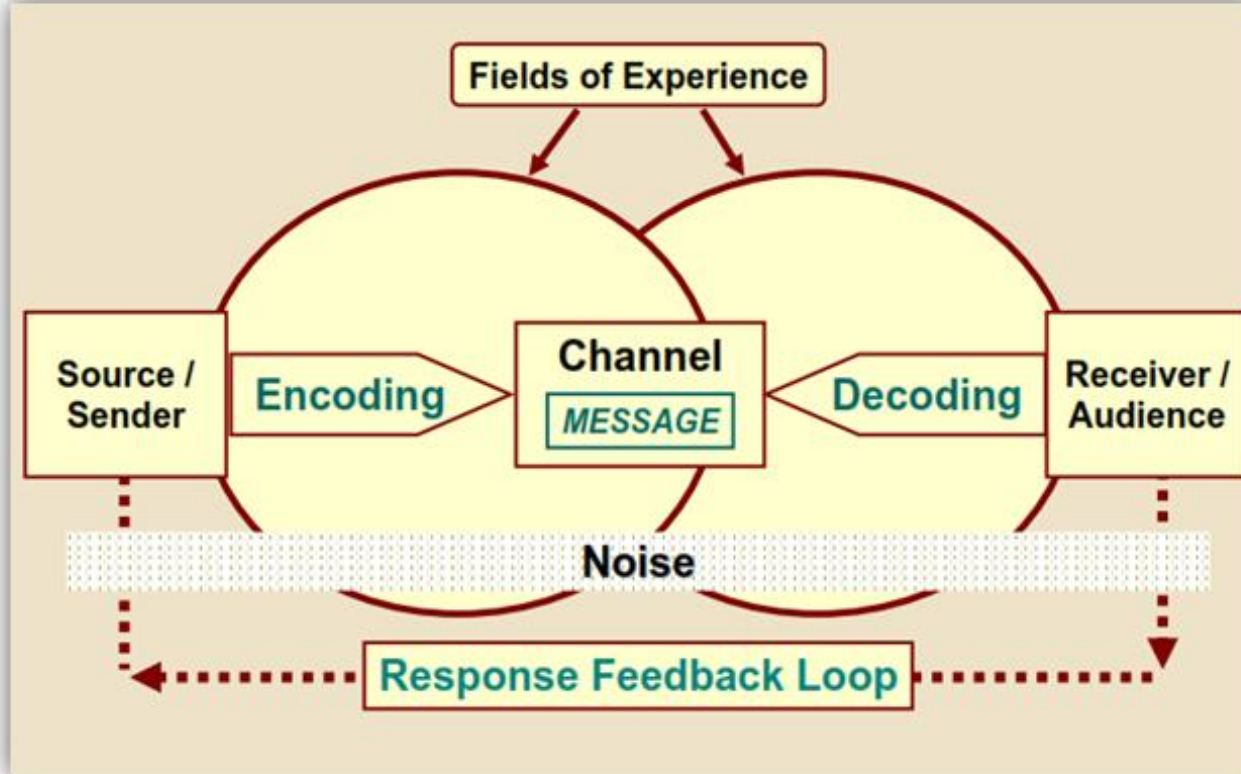
Objectives of marketing communications

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

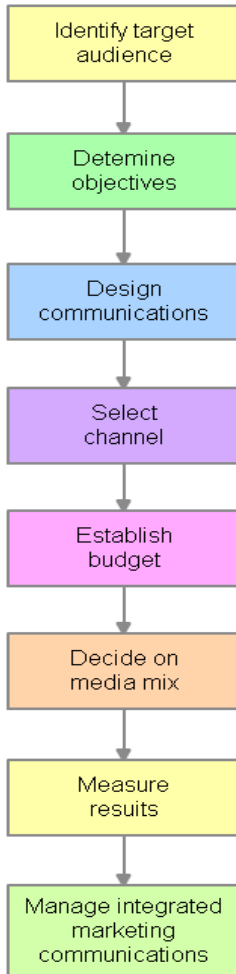


Objective 2

The communication process



Developing effective Communications



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

Stage of product life cycle	Introduction		Growth		Maturity		Decline	
	To inform		To persuade		To remind		To inform	
Promotional objective	• Publicity in veterinary magazines		• Personal selling to intermediaries		• Reminder advertising		• Little money spent on promotion	
Promotional activity	• Advertising		• Advertising to differentiate		• Sales promotion in form of discounts and coupons			
	• Salesforce calling on intermediaries		• Dog Chow attributes from those of competing brands		• Limited personal selling			
	• Sales promotion in form of free samples				• Direct-mail reminders			

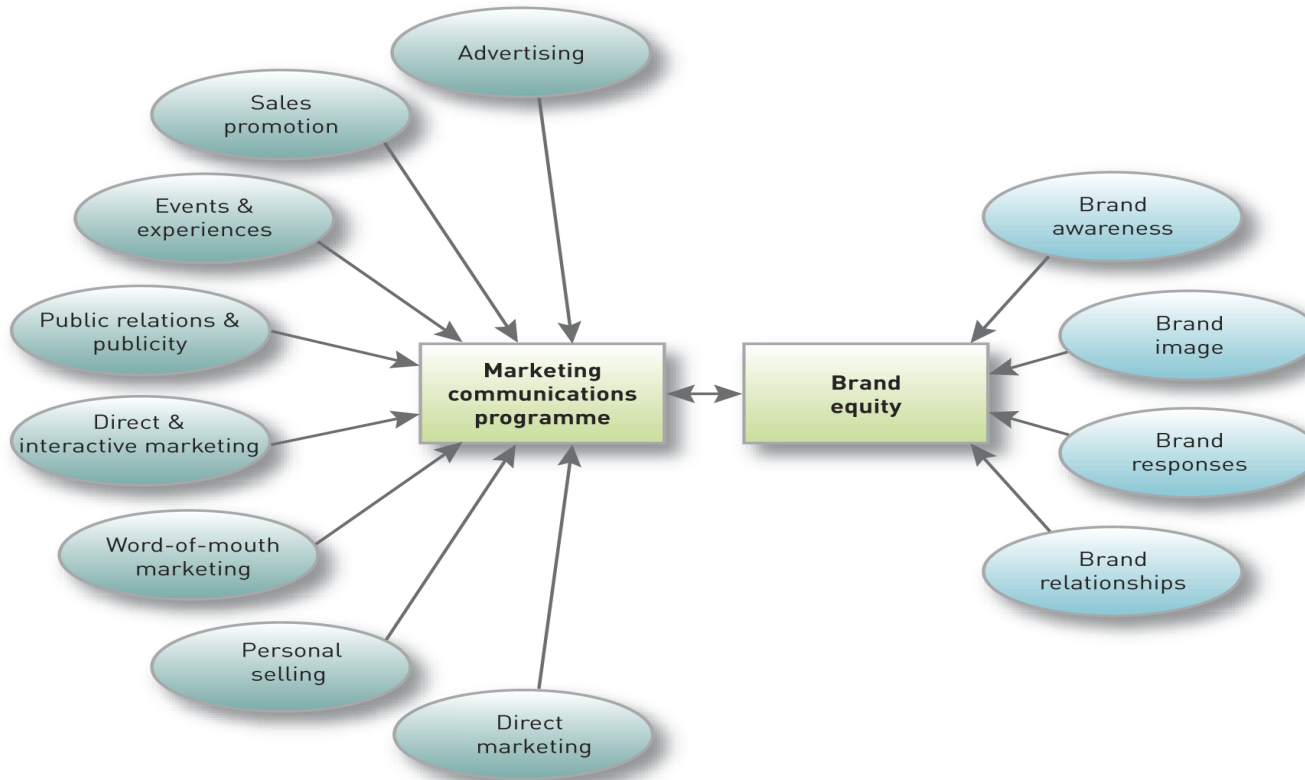
TOMA

-Which is your favourite brand in category X?

-Which brand comes to mind...?

Objective 3

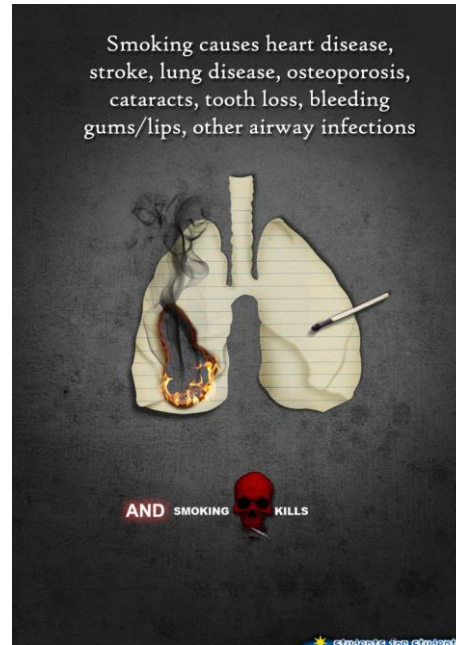
How to communicate value



- 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



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Design the Communications (continued...)

- (3) Message source



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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 smartwatch.

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Vodafone: The T-Mobile Royal Wedding



<https://www.youtube.com/watch?v=Kav0FEhtLug>

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

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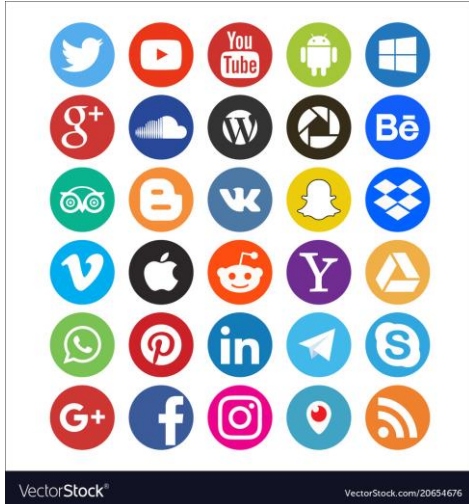
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Don't forget...SOCIAL MEDIA !

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





Any questions?