**An Integrated Marketing Communication (IMC) Campaign Plan**

**The Course Project has four(4) deliverables:**

Week 1: Topic Proposal Form

Week 4: Course Project Outline

Week 7: Final Report

Week 8: PowerPoint Presentation

**The 4 Key Objectives of this Project:**

1. Demonstrate a good understanding of a typical marketing opportunity/issue, through a clear identification of the opportunity/issue and careful analysis.
2. Application of marketing concepts associated with the marketing mix, branding and communication.
3. Provision of implementation steps that are sufficiently clear and detailed for effective execution (- is your plan feasible?)
4. Presentation of your work/plan in clear, compelling and relevant documents – the business document and the business presentation.

**The Course Project**

The course project will involve you in developing an integrated marketing communication (IMC) plan for a product/service of your choice.  [The product/service can be a brand itself, such as Tide, or it can be in the portfolio of a banded “house” such as Apple.](http://intheimage.com/blog/branding/branded-house-vs-house-of-brands-vs-house-blend)  Integrating marketing communication entails identifying a message/position for a product/service and then conveying that message through a series of touch points that connect to the target customer. Best Practice suggests to use at least three separate channels for each target. Early in the marketing planning process, we establish who the target customer is, what the target customer wants from the product/service, where the customer is, and then we think about how we will reach the customer in the space they are in, with what message, and which media/tactic. The IMC plan focuses on what we traditionally refer to as the Promotion-P/communication-C.



Select a product/service/brand that you feel passionate about - you are going to live with it for the next 2 months. You might select a product/service/brand that you can see has an obvious problem/opportunity that can be advanced by an IMC - for example the brand may be organic but nobody that matters knows this - and as this is a growing market there may be considerable growth potential that could be realized with a campaign that creates awareness, interest, desire and gets action.

Follow the process presented in the Week 1 lecture carefully. Give extensive thought to the topic proposal worksheet that can be downloaded from DocSharing, and completed in week 1. Use the brand analysis document to gain an understanding of your selected brand. Work on gathering data and map out your ideas for the Week 4 deliverable the Course Project: Outline. The outline should help you determine what you know and where gaps still exist. This document will guide you through to successful completion.

|  |
| --- |
| **Situational Analysis** |
| Opportunity/issue: |  |
|  | **Current** | **New** |
| Target Customer |  |  |
| Product/service offered: |  |  |
| Competitive advantage: |  |  |
| Brand name (e.g. Nike): |  |  |
| Brand tagline (e.g. Just do it): |  |  |
| Symbol (e.g. Swoosh): |  |  |
| Functional benefits (basic benefits relating to performance – e.g. Nike – a good quality shoe): |  |  |
| Emotional benefits (benefits that make the customer feel good – e.g. Nike – makes you feel fit and healthy): |  |  |
| Brand concept (essence of the brand – e.g. excellence in performance): |  |  |
| **Brand Identity:** |  |  |
| Physique – tangible form, sound, smell, color, feel |  |  |
| Personality - character |  |  |
| Relationship – what is exchanged, shared |  |  |
| Culture - the system of values represented by the brand  |  |  |
| Reflection – what is the aspired image? |  |  |
| Self-image – what is the image of actual customers?  |  |  |

**The Written Report – Outline**

The following outlines the sections/headings of the IMC business document you must prepare. This outline makes up the Table of Contents in the written report.

**Executive Summary/abstract**

**Introduction/situational analysis**

**IMC Goals/Objectives**

**Market Analysis/Channels**

**Communication Strategy/ Plan**

**Traditional Media**

**Digital Media**

**Contingency plan/recommendation conclusion**

**Section/heading Detailed Descriptions**

**Executive Summary/abstract**

The Executive Summary summarizes the key points of the integrated marketing communication plan. While it does come first in the plan, it is usually written after the other sections of the plan. The length of the Executive Summary should not exceed one page. The summary should include the key points from each section.

Competency: Executive Summary format

**Introduction/situational analysis**

Describe the opportunity/issue for the product/service/brand and how the organization has gotten to this point, a brief history. What is the vision and mission of the company? How does the product align with the mission of the company?

State the opportunity/issue that the organization has earmarked and the role for communication. Use the SWOT (strengths, weaknesses, opportunities, threats in a matrix) analysis and organizational goals and objectives to align communication with the organization’s direction. Cite key milestones that must be reached. In the final paragraph, list the goals and objectives of the communication plan. There should be at least one goal with at least two objectives for each goal.

**IMC Goals/ Objectives**

1. Identify the communication goal – Is it to attract new customers, retain existing customers, or might it be to enhance awareness of the brand.
2. Develop objectives for the goal using the S.M.A.R.T. format for writing.

Examples[: Goals and objectives](https://canadacollege.edu/adminservices/docs/tips_writing_smart_objectives.pdf), [SWOT](http://www.google.com/imgres?imgurl=https://upload.wikimedia.org/wikipedia/commons/thumb/0/0b/SWOT_en.svg/2000px-SWOT_en.svg.png&imgrefurl=https://en.wikipedia.org/wiki/SWOT_analysis&h=2250&w=2000&tbnid=WUCtawLzA6f0fM:&tbnh=160&tbnw=142&usg=__JriyPq_a4FgA0UUeghdjoR7SHAk=&docid=jSZAdLbzHf1nXM&itg=1&sa=X&sqi=2&ved=0CCMQ9QEwAGoVChMI3Izl0pbZyAIVAVweCh1KXwwR), [Industry classification](http://www.naics.com/us-business-directory/)

Competency: research, SWOT, goals and S.M.A.R.T. objectives, industry classification – NAICS

**Market Analysis**

A detailed analysis will provide the specific details for decision-making:

* Segmentation and Targeting – Attractiveness Analysis
* Positioning – Product category & core benefit; Points of parity/points of differentiation, Positioning statement
* Product/Service – BCG/McKinsey matrices, Product life cycle, Ansoff’s growth strategy, description of the product service
* Customer Profile – consumer demographics and business characteristics
* Marketing Mix – describer the product, its pricing and where/how the product can be purchased.
* **Marketing Communication Channels** – how the message gets to the target. IMC plans should use at least three channels.
	+ Traditional - A paid for, mass-media attempt to persuade, use to build brand identity. Usually requires paying for space.
		- Television
		- Print
		- Radio
		- On-site end-caps, taste testing, etc.
	+ Digital - As traditional marketing communication tactics became more expensive and the Internet grew – online communication has become a cost effective option with the added benefit of being measurable.
		- Search engine optimization (SEO) strategy: Google AdWords
		- Online advertising: Banners, reciprocal links
		- Social media channels: Facebook, Twitter, YouTube, Pinterest, Instagram…
		- Website

Competencies: [attractiveness analysis](http://hispanic-marketing.com/wp-content/uploads/2008/06/segment_characteristics.gif), [product category & core benefits;](http://www.toolshero.com/marketing/five-product-levels-kotler/) competition, [points of parity/differentiation](http://www.segmentationstudyguide.com/understanding-perceptual-maps/points-of-difference-pod/), BCG/McKinsey matrices, product life cycle, [Ansoff’s growth strategy,](https://www.google.com/search?q=ansoff's+growth+strategies&biw=1258&bih=578&tbm=isch&imgil=oESiuCbnjLGpqM%253A%253Bsx8RkR48eEjF-M%253Bhttps%25253A%25252F%25252Fwww.edrawsoft.com%25252Fansoff-matrix.php&source=iu&pf=m&fir=oESiuCbnjLGpqM%253A%252Csx8RkR48eEjF-M%252C_&dpr=1&usg=__o3aUUh52dHW35wBubi2vYanwRVY%3D&ved=0CDUQyjdqFQoTCPir1LGb2cgCFYYdHgodqogFVA&ei=MHsqVvjTD4a7eKqRlqAF#imgrc=oESiuCbnjLGpqM%3A&usg=__o3aUUh52dHW35wBubi2vYanwRVY%3D) consumer/business profiles, traditional and digital marketing communication channels

**Integrated Marketing Communication Strategy Plan (See the matrix on the next page that is a nice visual compliment to the plan content.)**

Listed here are the typical **tactics** that form the marketing communication strategy mix – marketers must think about how they need to match competitors or grab attention. How is the target reached, how often and how many times? Generally, a target must be hit at least three times, successively.

* Advertising
* Sales promotion
* Public relations
* Events/experiences
* Direct marketing
* Personal selling

Competencies: strengths/weaknesses of each tactic, use of three channels/three hits in IMC

**Content/messaging**

Develop the content/messaging focusing on the product positioning /differentiator and the benefits to the target. Describe the look, feel and/or tone of the piece. Creative?

Competencies: [positioning,](http://www.segmentationstudyguide.com/all-about-positioning/) persuasion, advertising pyramid, brand look, feel & tone alignment

**Communication Schedule**

Using a calendar that covers the timeframe of the proposed IMC indicate when the specific elements of the communication strategy mix will occur – including:

* Launch dates
* Key events

Competencies: target timing, market timing, project planning and management

**Budget, Measurement/tracking and Evaluation**

Develop a list of the planned communication strategy mix and estimate the costs of each component. Determine how output, outtake and outcome will be captured and measured. What is the basis of evaluation – output, outtake, or outcome?

Competencies: budget, communication measurement, evaluation of goal success

Use of a matrix in the business document at the beginning of the Marketing Communication Strategy Plan can be a powerful visual to accompany the written content of the plan.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Stakeholder Group** | **Opportunity/ Issue** | **Objective**  | **Message** | **Delivery Channel/ vehicle** | **Cost** | **Execution Date** | **Measurement / Results (Output, Outtake, Outcome)\*** |
| List the important groups of people with whom you mustsuccessfully communicate on the change.  | What are the opportunities/ issues, inorder of importance, that the plan addresses? | What is the measure- able objective for the program? | What message(s) do you wish to share with each stake-holder/ group regarding the opportu-nity/ issue? | How will you share your message(s) with each stake-holder? What tactics will you use to reach them? | What is the cost of each program or commu-nication activity | When will this message be delivered to the stake-holder? | How will you evaluate the success or failure of each of your expected outcomes? |

\*Output = the number, time, audience size of communication release.

 Outtake = the receptiveness of the audience to the communication.

 Outcome = the results of the communication in achieving its objectives

Consider these questions:

Do you want the audience to learn something? (Objective/message) Did they? (Measurement)

Do you want the audience to change how they feel about something? (Objective/message) Did they? (Measurement)

Do you want the audience do something? (Objective/message) Did they? (Measurement)

**Contingency Planning**

Looking at the SWOT, review the brand weaknesses and market threats. If one or more of these happen, how will you handle it? What steps will you take?

Competency: monitoring/adjusting management plans, understanding risk

**Recommendation Conclusion**

Close the plan by reiterating the goal the plan is designed to meet and your promise to “make it happen.”

 Your *final report* should be about 10-15 pages, please use the APA format for your paper and references. You must have at least five (5) sources)

Keep in mind that you should use a professional writing style, this should be based on business English, and involve the correct use of marketing terminology. Use tables to summarize your information - a report is more likely to be implemented effectively if it is brief, but sufficiently detailed, clear and relevant.

Remember to experiment with the Demand Metric Tools that are included in the Week 6 lecture, these may give you some ideas for organizing your campaign. For each of your communication strategy plans you should identify a specific objective, a media strategy, a media plan, and a budget. You are asked to provide the five typical options that form the communication strategy mix – marketers must think about how they need to match competitors or provide novelty, you may want to substitute a campaign for something different - check this out with your Professor.

**The PowerPoint Presentation**

Your *PowerPoint* presentation will be based on your final report and should include 10-15 slides. A professional PowerPoint presentation in marketing should be based on good quality content, your slides should be clear, and compelling - it is important to engage your audience and convey all of the important points that you have developed in your written report. Please include the artwork that you have developed - this is what your audience will want to see.

Good Luck and remember the acid test is - would this plan achieve the objectives that you outlined?