

Integrated Marketing Communication
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Lecture – 01
Integrated Marketing Communication (IMC)

Hello everyone, and welcome to this first session of integrated marketing communication. It will be an exciting journey, and this journey will take us towards many aspects of marketing and integrated marketing communication with a fresh perspective. Communication is the backbone for all that we will discuss in due course of time. In addition, how things integrate, especially the types of communication that brings us close to the customer, and upon which a marketer relies.

How are all the modes of communication integrated? That is going to be quite a substantive part of this discussion. Still, in the end, I wish that, we must realize that most of whatever is going around us is related to not just the integrated part but the effectiveness of communication, the beauty of it, the creativity of it, and let's see what comes out? So, let's find out what it is all about, just for week one, although the description and the learning outcomes are related to two weeks at a stretch. But for week one, we will try to resort to what is integrated marketing communication at large. Role of integrated marketing communication in marketing: broadly, we would summarize week one but that also depends upon how it goes ahead. We may also participate in the emerging trends and what is going on as far as the whole scenario goes.

And then, in week two, we would be resorting to the design thinking part, which is also associated with integrated marketing communication at the core. However, it now accounts for a significant portion of how we think about communication, particularly market communication. People have been talking about communication design for quite some time now, which is a separate branch that design thinkers are talking about, and then we would be talking about how to enhance the effectiveness of effectivity of communication.

So, let's begin, and let's start with a thought about what comes to the mind when we wish to hear something. You see, I want to put up an idea in front of you. I want you to think at this moment when you are hearing this that what hits our mind when we want to hear something, for example, you wake up in the morning and what do you want? What kind of sound do you want?

Probably, birds chirping around, wind whistling around, or whichever way, the perspective here is that we want to hear something we are searching for. Nowadays, FM is getting very common, and most of the time, people switch on FM. Radio has been a part of our lives for 'n' number of

years. I don't know when, but people do want to switch on the radio other electronic devices and nowadays television and people resort to their mobile phones as well. But we want to, want someone to tell us something dear to us which we feel happy about, a song, a note, a good morning note, many a times I have found these, people from different radio stations wonderfully wishing good morning.

I remember there was a movie wherein good morning was a kind of a sound, and everyone was waiting for it. I do not remember which movie I am referring to exactly.

But you see, it puts you in a position where you feel happy, elated when you go somewhere people wish you good morning. I cannot talk about this endlessly again. So, we want to listen to something we are searching for, desire for, and want to feel, and it would be irrelevant for me to talk about communication and things without referring to the period we are witnessing.

Because this period has taught us so many things, COVID-19 has brought devastation; it is a unique event that has taught us many things. We never were prepared for this. We never knew how we would behave during this, and we still don't know how we would act after this. And I am precisely referring to the kind of communication we are doing with each other.

You see, we are at a distance now; this is the dearest kind of communication we are currently doing from a distance. I am recording this for you, and you will be listening to it after some time. People stopped meeting each other; although things are changing now, communication changed its form, and this period, there is a particular thing that I have noticed. I do not know if you have seen that or not. This period has changed the connotation of the word 'optimistic' itself. Earlier, when we used to say positive meant something positive, but today, positive means something of which we may feel afraid of. So, the connotation itself is changing, and it relates to what we would be talking about in the subject of marketing communication, where the sense of words matters the most.

We need a way to speak those words; then convert them into sentences that follow or constitute those, which include those words and the sounds, the music, the scenario associated with those words, and the way to interpret the related observations. So, this is all related to when we think of words.

Again, this will initiate a thought process in your mind, and that is the whole purpose of this first slide that talks about several things apart from the stage we are passing across. But in the end, the point is that all of us wish to feel happy, and that is the whole purpose of marketing communication: bringing things closer to the customer.

I will be talking about this later on, but to start with, when we want to feel happy, where do we find such words? We listen to those we think make us glad most of the time, and even if they do not make us happy, they connote happiness. They bring up joy as a subject around us. They initiate that thing basically, and I will be coming to that in a short while.

I would be putting such kind of words in front of you wherein, connotation at least, would be related to happiness. So, look around; those words are all around us. Most of the time, those words are magically found in advertisements, marketing communication. Randomly pull up any advertisement, randomly look at any advertisement which brings up something which assures you, which makes you happy, which makes you comfortable, which initiates a desire for something in you.

And, here I welcome you to the mesmerizing world of integrated marketing communication. It definitely should mesmerize you because once you enter into this world and start looking towards the messages all around us, the advertisements all around us and the way organizations and products and services want to reach you.

Once you step into it, you will feel that there is so much creativity, there is so much thoughtfulness; we can say that, it is magic. We can call it magic because it propels, it motivates. We start desiring for things; we start aspiring for something; we go and convert that thought into a purchase. We come back home happily after purchasing that thing which we started desiring for. So that magic is found where?

Start watching some messages today, and you are already doing that; Messages surround our life. As I said, from morning till the end of the day, till the last time you look at your mobile, for the one last time when you put off your eyes. I have seen so many people telling me that whenever they open up their eyes in the night also because of any other reason, whatever it may be, like they want to sip water, they still want to look at their mobiles.

So, we will talk about this if we go towards that kind of mode but again, the point is that you want some message that is why you are looking at your mobile, you want to look at some words coming to you. Might be from where they might come, might be you do not know, but again you have this in mind that I want something, basically in that hour of your life wherein the whole of the world is sleeping and so on. So, watch some messages and try to realize that many of those mention "Zindagi." Now, this is one of the most effective words you must have heard of, you must have heard of this, you must have spoken this word many-many times, and then one realizes, that, it elevates you.

Remember "Zindagi" and imagine a television set switched on in a hospital and a patient

watching something, probably an advertisement that talks of Zindagi. Imagine a mother carrying her infant in a line of an immunization program in a hospital. She is taking her infant for two drops of the polio vaccine, and then suddenly the sound comes; Mr. Amitabh Bachchan is saying, "Do Boond Zindagi Ki."

You see the kind of effect that the word 'Zindagi' puts on the mind of that mother who wishes for a very long life for her child, and Mr. Amitabh Bachchan has done his work basically, and that was one of the most successful campaigns ever made "Do Boond Zindagi Ki" to support the polio campaign, the campaign against polio and India did very well. We all know about that.

We would be talking of several other kinds of such campaigns to which we would be referring. I urge you to look into television now and then and find such things for you. And now, onwards, try looking at the communication and the effect it has brought to you, the impact it brings to you always when you hear "Do Boond Zindagi Ki." Talk to someone who has gone through the process of getting polio drops for her child or infant and speak to her, what did she feel and what this word has initiated in her mind? What kind of thought comes to her mind after those two drops, when these "Do Boond Zindagi Ki" flow in, and after those two drops fall into a child's mouth? The mother feels safe that now the child would be away from polio.

That is the kind of impact this communication brings in; this is all about the magic it carries, for example, "Khushi." Again, whenever the beautiful word Khushi is spoken 2 or 3 times, "Khushi," and "Happiness," and suddenly you find an advertisement on television saying "Khushiyon Ki Chabi." How beautiful you see "Khushiyon Ki Chabi," you have a key to happiness; it is a lovely thought.

Someone who has written these three words is a magician because the kind of impact this tagline has brought on people is mesmerizing. When I mentioned that you want to start your day with something beautiful, some sound, there is one tune I want you to hear.

And let's see and then remember that there are thousands of such tunes and they are part of several kinds of advertisements all around us but to bring the point to you, listen to it and then I will go further.

You see, "Ho shuru har din aise" and this little ah sound, Shankar Mahadevan has sung that and Shankar, Ehsaan, Loy all three are filmed in this advertisement, and they are playing this beautiful tune. They are initiating this thought that the day should begin like this. So, this is a Nescafe advertisement; watch it on YouTube and realize the kind of an impact it brings. Just play it in the morning, let's say, every morning for three, four, five days; I am not saying that you would start drinking Nescafe if you are more for tea rather than coffee, but you would get

attracted towards this idea, you would feel like looking at Nescafe with a different kind of a perspective after this. Probably yes. So, I am not saying that this is the only reason you would start drinking Nescafe, or you might start liking it, but this will create an impact, which is what this magic is all about. Then you must have heard of Dil and more, and I do not have to tell you what I am talking about when you say "Dil Maange More."

So, it is beautiful again. You see, the thought process associated with the tagline, look at the impact it has created in our minds. There are thousands of such tag lines, and then I can keep repeating these things. However, at this moment, I am talking about words, such as "Aao Chalein," let's go; you see, it again brings something to our mind, which is related to going ahead, aspirations.

For example, "Aasmaan" and "Aakash" bring openness, blue, and beauty into our minds. Have you heard someone saying "Aapki Apni"? Yes, probably "Aapki Apni Dukan" is coming to your mind; find out which organization is trying to promote themselves through this tagline "Aapki Apni Dukan." You must have heard of "Dosti" again, the wonderful, wonderful word which talks about, compassion, closeness, dependence and so many things.

So, if a product tells you that we are your friends, "Dost hain hum aapke," it brings you closer to themselves. We are there for you, "Har Kaam Desh Ke Naam" this is what Indian Navy says. Go to their website, and you will find this tagline there, and this enhances your spirit that whatever am I doing, if I am of that age and that caliber, I should be thinking too to join the defense forces, and then suddenly those distinguished gentlemen come to your mind, walking in their uniforms, and then suddenly your mind goes towards that kind of a thing. People like me start thinking about why I did not do that; I do not know, but I still aspire to go back in time, when I could have joined the forces.

So, then "Raksha," "safety." Again, it brings assurance. Any insurance company or any bank, if they talk of these kinds of words related to security, safety, "Dosti," creates dependability in your mind. It makes you realize that this is where I should get associated.

And this is one of my favorites, basically, "Ghar Jaisi Koi Jagah ho hi Nahi Sakti" now; this is such a mesmerizing statement wherein every one of us universally, almost all of us, think of homes. A health care organization gives this tagline, and again, I would like to play a beautiful tune for you to give you a feeling of how this works. That will probably make you realize how music plays an equal part as far as the words go.

This is a beautiful advertisement, one of my favorites, and once you visit this website and see the ad, you will realize the kind of comfort it generates in the minds of patients and their families.

The type of assurance it causes is also related to a particular tune imbibed in that storyboard. And there this tag line comes in the end. They generously and beautifully say, "Ghar Jaisi Koi Jagah ho hi Nahi Sakti," it is that there is nothing like home, "Jaldi Ghar lautein," go back home early. A health care organization talking about going back home as early as possible is such a significant assurance to a patient because you see, no one in this world who goes to a hospital does not want to go back home. So, everyone wants to go back home, and this is a time which has proven this kind of a thing more than anything else, these past two years or so, wherein COVID-19 broke and in India, it started spreading in March 2020, it is almost 18 months when I am talking to you.

So, last 18 months so many people had to go to the hospital. This simple assurance through these kinds of words definitely, matters a lot. And this is what we are talking of, and I am not saying that one should rely upon and follow, start following these kinds of things, but here we are talking of the power of communication and how effectively it can be associated with marketing.

And then, we will talk about the integration part later on. So, ladies and gentlemen, essentially, this magic takes you towards Hope.

And this is one of the most important words associated with integrated marketing communication, Hope. Why is it so important? We will realize this in due course of time, but by the end of this course, you will learn that almost the whole of the world of integrated marketing communication is associated with the word Hope broadly; not saying other keywords are not there, but primarily, it is associated with Hope basically.

And, I will talk about this more, but then somewhat there is fear as well, and that fear tells us that this may happen, if this is not taken care of, "Do Gaz doori mask hai zaroori," now, this is again Mr. Amitabh Bachchan. Kind of it might be coincidental, but that sound is definitely assuring, but then, it generates a caution, not fear. However, 'alert' definitely is also related to hope that you are safe and bound to be safe more or less if you follow this.

So, now, look at what we have been talking about for the past few minutes? We are talking of the power of words hence the power of communication. How is it working around us? Why is it working around us? Because we want it that way. Why? Because we resort to hoping every morning, we wake up, "Ummeed pe Duniya kayam hai" Hope is propelling this world.

We hope that this situation will pass away and we will have our life back; we are urging COVID-19 to go away, leave us alone; we have lost enough, and we are fighting. We want to carry on, we want to carry forward, and what is propelling us? Hope. And during this time also, you will look into the messages which are coming all around from all the organizations. And

most of them are responsible enough to deliver news related to flaring Hope amongst the customers' minds. Every communication is telling us that things would pass, hold on, hold on, and that is what this marketing communication magic is all about. So, I will pause here; I will be talking to you once again in the next session. Thank you.