

Integrated Marketing Communication
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Module No # 02
Lecture No # 10
Effectiveness of Communication Part-II

So welcome back to another session of integrated marketing communication, and here, we are referring to the effectiveness of communication since the last session. And, until now, you would have realized that as I told you in the first of initial most section. Wherein I called it magic, I emphasized that it is a mesmerizing thing. It is so much in our life. It drives us, so integrated marketing communications is effective, when we talk about it.

We try to understand how to foresee that effectiveness and actually how to realize this effectiveness. There can be fundamental models. There are several research papers on this, and then I would strongly recommend I go to Google scholar and try to find some articles on the effectiveness of integrated marketing communication. And you will find so many exciting researches associated with this.

I will give you a glimpse of a few of the most widely accepted researches to build upon the case. And then in due course of time I would be continuously referring to the great names like Daniel and several other people who have contributed effectively intensely for elaborating about the behavioral elements of humans.

There are several linguistics who have been talking about how to make the effective communication. These people worked upon that one, and then there are several other people I would not undermine anyone, or I would not emphasize upon any specific name to you exceptionally; high light that.

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But let us focus on how you get that effectiveness, but before that, what kind of decisions are required for an effective communication campaign. So, we have talked about this kind of thing earlier, but to recall, we must remember what business we are in. What business we are in does not mean what kind of product and service we are selling?

What business we are in means what is the business's purpose? For example, many people who

are into cement manufacturing, so they are not just cement manufacturers. They are contributing to infrastructure development. And that is how they usually project themselves. they give stability to the structure, and that is how they try to promote themselves.

Several other products suggest how intensely they are associated with lives. There are several food supplements. There are protein supplements that talk about your growth and your health. I remember to complain, remember Horlicks, that kind of messages in storyboards they talk about what they do for you.

So that is where what business you are in actual, and that is what we have to recall, whenever we talk off how to go for the effectiveness of or how to foresee the effectiveness of communication. What are our competitors? How are they differentiating themselves from us, or what are they projecting about themselves?

What kind of positioning are they generated in the eyes of the same customers we are targeting, for example. So what are they talking about themselves? So that makes things more interesting because here the customer would be comparing even if you do not think of that. So, before and we must, comparing ourselves what business they are into. So there comes the competition, and automotive manufacturers are just no competition with other automotive manufacturer; it is the competition how both of them project themselves in front of their customers.

Remember there was an advertisement by an organization with a parent. This young executive drives his mother back to their native home on that motorbike. And that is how they were trying to project reconnecting families with their old days and so on. That is how they project that they are the part of your sentiments.

One advertisement wherein a motorbike commuter or rider uses it for him. Daily life goes to the office, takes children to school, and goes on. So there they are trying to say that we are part of your everyday movement every time, almost the whole of the day kind off. So try and remember these things because defining this, what business we are into is, related to how we will project; ourselves in due course of time.

What is the fundamental entity we designed communication for? So what is our focus area? What is our goal? And what is our marketing goal kind off? How do we look into the complete marketing mix or the offering we are putting in front of the customer. So remember these, a beautiful example can be McDonald's.

How McDonald's is talking about experiencing happiness, and we have discussed happiness in the initial part of our discussion. So McDonald's, talks about family happiness within the meals.

They are not explicitly talking about the meals. Because they do not want the customer to de-market himself; in terms of the framed purchase capacity.

But they say that happiness can be achieved in these kinds of circumstances by anyone basically, and they are enabling those circumstances. They are bringing you onboard in that restaurant and then serving you, and you have all the choices in the world in front of you, and you are enjoying that kind. So that is where your marketing goal is, so recall this kind of thing you would have experienced altogether.

You go to movie halls, you watch movies basically, there is a clear differentiation between the categories of seats. But once the lights are off and you are comfortable in your seats, how often do you realize that you are especially sitting in one seat category. Not many times at that particular moment, the environment is universal.

So they are giving an experience despite the differentiation of the category of the seats, and this is what I mean. You go to a departmental store, whatever buying capacity you have, or a shopping mall; sorry, you are roaming around in a shopping mall. What kind of money I am carrying in my pocket does not matter. The shopping mall experience is almost identical for everyone fundamentally.

So, the differentiation of our marketing goal from someone else marketing goal, or a familiar chord between the goals can be understood. Now let us come to how to foresee the effectiveness of communication. So while recalling the goals and the reason for our business, we think about the worlds we would use to define our products.

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Words which we have just seen, while talking about in the last section we saw that how words they remain with us. How do you know, how Amara Bajaj remains with us, Darha remains with us, and only Vimal remains with us. So, those words defined us that is the most critical part then comes in words along with the pictures and it is exciting basically. It might be a vague for you if you do not associate a word with the picture.

That is why specific names are given. It is essential, for example, if as an experiment to a small child you do not tell that table means a flat surface on with legs or without legs whatsoever you call a table. So if you do not tell the child that this means table child only knows the name and he is unable to associate with the picture basically, it would not matter, and that is where association words and pictures come in.

All of us have a name. There are two things. One is names; they have meaning that means the

literal meaning of our name most of the time. And then our names they give a recall to someone, for example, you take my name in front of someone who knows me he would have my picture in mind. Then third part, you take my name in front of the person who has known me for a long time, and there you will get a different kind of perspective associated with my name.

Although my name is expected, so there would be so many people like having to say names every time you say that X and his picture and other elements associated with him would come, and that is where words and pictures matter. There are several automotive like Bajaj, Hero, and some other name, Honda. And though they are two-wheelers, they have almost the same technology. I should not claim that but almost the same technology.

They have almost similar power, but then the name differentiates the whole thing, getting associated with different kinds of pictures generated in the customers' minds. You go a building two identical flats are their people would have a different reason to look at those flats differently, and the marketer projects that reason. To create a difference for two people who would be buying that flat for a different kind of purpose.

And there would be two buildings almost identical constructed by two different builders, and they would give different names and identities to 2 similar or identical buildings. You would have a different kind of resonance in your minds. So that is where words and pictures come in. There was a time when all the cars were black, so that was the perspective, wherein Ford motors used to get a different kind of response from someone else to get a different kind of response though both the cars were black.

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So by now, you would have got this idea of what I am trying to say, then how a narrative comes around names and pictures in the story. How to do it; you generate a perspective around those through a narrative through a storyboard while associating environment characters some other pictures a scene of a room. A scene of a hilltop or a seaside, now remembers those advertisements we have just played the tune for.

And in the last session wherein, Dhara Sudhhdh Dhara or whichever you want to look at it, a family cooking at home and a child enjoying Jelabi kind of, Bajaj, two people who are riding the same scooter. Someone is possessing that Bajaj, cleaning that Bajaj every morning just as a part of his life because he wants to ride that scooter to the office. And children riding at the backside sitting at the back of their father who would leave them at school in time the Bajaj is becoming the mode for that and so on.

And that is where the storyboard comes in. How? It is basically associated with everyone's life,

and within the storyboard, what you wish to emphasize upon “Har Ghar Kuch Khetha Hai” is emphasized. Despite this, colors would be universal for so many people you would also have cleaning your home, and someone else would also have green in your home but Har Ghar Kuch Khetha Hai.

So there would be different statements every house would be putting on us. You would be visiting your neighbors; your neighbor would be visiting you many times, the color of the wall would be the same, but then they will project their home differently. You will project yourself with a difference not just because the difference with the furniture would be there.

But definitely, you would have this internal feeling that my house has a different statement to project. It has a different narrative. It has a different story. So, that is where “Har Ghar Kuch Khetha Hai”.

You want to touch that particular chord. Their other reasons would be similar, but now you want to touch that particular chord as far as the customer goes. And this is how you reach a projection point. This is what precisely I want to project. And, I have talked about this earlier wherein I have tried to put up a perspective around highly differentiable and less differentiable products.

For example, cement, you put two kinds of cement in two jars at least, I cannot recognize which kind of cement I am looking at. A person like me would be unable to differentiate it so quickly. Tea, for example, but the message associated with tea is the packaging wherein that messages in with particular kind of a name and the perspective.

How you want to project basically remember Tata tea “Jago Re” another tea Waah Taj another tea. So there are several kinds of projections specifically associated with that particular kind of a product. And what it does? This generates or this may generate an associative chord here associative memory, and that is where I mentioned the name of you know one of the greatest authors and thinkers of our times.

Wherein he has talked about associative memory, I would have already mentioned thinking fast and slow, and his work. So read that, and you will realize what is being mentioned about here associative memory. It is generating a chord. Remember that beautiful campaign by Master card for everything else? It is a master card.

To elaborate upon associative memory is an exciting thing. Many of you would be passing or have passed college, or when I passed my college. So during those college times or those education days or school days, for example, we go to some canteen or cafeteria or wherein we have money restrictions with us, and we try to put up not to put up a perspective wherein refrain

from pain and let us someone else pay.

And then we generate memories there wherein understand that we have constraints and then or sometimes we pull and share, but memories get generated. After the particular stage, people get on to their lives they start earning well that times when they come back and those memories while sitting in the same restaurant or similar kind of circumstances ambiance wherein they get together.

And there, they are excited to pay. They want to pay their friend's head, and that is where the Master card is projected in one of the campaigns. So for everything else, it is the master card, there are a few things you cannot buy, and for everything else, it is a master card. So master card what they tried to do as they tried to capitalize or put up an associative memory chord in your minds.

That made it so enjoyable that I remember very clearly that before that kind of campaign, not many people, almost everyone knew about credit cards. Plastic money has become very common, and master cards played a particular role then. But after this particular type of campaign, they got a very prominent place in customers' minds.

So that associative memory element we must remember, have you visited your old school any of these days along with some of your friends. Or to mention, I have gone to those places many times where I used to be in my early days or childhood days with my daughter that is the particular point wherein you want to tell your child that this is how I use to do this is how we use to talk to each other?

How our life was, and that is where that associative memory chord comes in, and the organizations know this and generate the perspective. Then comes the essential element, and I will spend a few minutes on this wherein all the tunes we have heard, and I have been emphasizing that you watch these advertisements on Youtube or television or whichever source you like to go for.

And then try to realize two critical elements apart from the associative memory element within the storyboard.

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One is how you are primed. What are those words which prime you? For example, I mentioned such kinds of words with a different perspective earlier, but I will use similar words to give you a perspective on priming, for example, Zindagi. Now word probably gives you hope, comfort, happiness, or you become intense while hearing this word. Now this gives you a particular kind

of priming. It resonates with an element of life.

Remember when we talked about Kushi now, this particular word is associated with everyone's life. Because everyone desires this, as we talked about earlier, this also gives you priming for the desire for happiness, and that is where words and names are essential for us. They give us priming, suffering, journey, aasman, Nadi, Sagar, Himalaya, Parvat, Desh, and Rashtra.

And that is why we tend to rise whenever the national anthem plays somewhere. It is almost automatic. It is almost universal to feel you are part of this great nation. Whenever you see a national flag somewhere, you would have seen that million times. But for example, if I tell my feeling whenever I look at it, it gives me the courage and several other kinds of emotions tend to come in.

The other day I was passing by somewhere, and it was a vast pole with a national flag there, flying high gave me a wonderful feeling. It gives you comfort; it gives you the strength you might remember your breakfast, your food, or anything.

This is where priming comes in. I should not be taking to you there, but say hospital, and you get the difference what I am talking about. It gives you caution, and it gives you hesitation even if it is often the reason for your happiness, for example, if you would have a hospital for childbirth. You feel happy to associate a hospital's name with that kind of a perspective. But somehow still, it has an element of caution there.

So that is where priming comes in, and now the most beautiful part is Rhyming the name with a rhyme or chord or sentence with the rhyming. That is why poetry, jingles, and music play a vital role, and I remember we are talking about the reasons for or we are wondering why communication effectiveness is required.

So reasons for effectiveness and that is where rhyme place a very intense kind of role and I would not let you know the time and again say that advertisement to you. And we have just heard some tunes; remember that flute we heard a few sessions back, kind of. And it associates word with that flute, the lyrics and that rhyme definitely, they will help you.

So recall any rhyming sentence at this moment, and you will immediately get to know what we are talking about here. So that is where I would summarize this particular session and interaction wherein we started from talking about how to foresee effectiveness went for understanding the fundamental reasons, why effectiveness is required and we emphasize upon recalling the reasons for our business who are all competitors and how to look at them with the point of comparison in differentiation and so on.

And the business and marketing goals, then we focused on words and pictures story what we wish to emphasize in what we want to project. Then we talked about an associative chord, associative memory, which gets generated in time because of those words and pictures. And then how words prime us and how rhymes help us.

I will play several other tunes in time to give you a rhyming element. Once again, if possible, by that time, goodbye, for now, see you in the next session. Thank you.