

**Integrated Marketing Communication**  
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**Lecture - 20**  
**IMC and Branding**

Welcome back, friends. And now, we will discuss the role of integrated marketing communication in building brands and strengthening company image. Let us have a brief thought on the brand.

We all know a brand is an identifying symbol, mark, logo, name, word, or sentence companies use to distinguish their products from others. You may visit the American Marketing Association website to detail several brand terms further. But it is all around you; it is all around you. There is a symbol on the shoe which you are wearing.

You know there is a symbol on the watch, a symbol on the television channel, or the movie you are watching. So it is everywhere. There is a symbol; there is a logo somewhere on your laptop at this moment. There is a logo on your mobile phone. And half of you know, Apple, you know, is there on the back, and it is a sought-after kind of a thing.

And that is where the brand image comes in, which is the perception of the brand in the minds of the customer. It expresses how the company is known in the marketplace. And you see, how do we create that brand image. That is where integrated marketing communication comes in.

So just to simply put these two things and drawing your attention back towards integrated marketing communication is the focus of this session. Enjoy it, and let me take you further.

Now you see how brand image's role is related to consumer and company perspectives. So, looking at it from the consumer's perspective provides confidence regarding purchase decisions. So yes, we go, and we know this brand. So it is, you know, we are confident about it. Many times you look at actors as brands, you know.

They have brand power. They have a particular kind of brand image perception built up over time about them in your mind, and you find their movies good even if they are not so good. And you have confidence in, you know, spending money on that movie basically, even if somehow the comments and the rating is not so high. And that same happens with the institutions.

Many times, you know, you feel confident about being admitted into a particular kind of institution. You often feel confident in going to a particular kind of hospital because there is a perception that hospital carries in your mind. So, the trust factor, you know, is there, and confidence is gained through that existing trust factor or whichever way you want to look at it.

Now again, it also provides social acceptance of the purchase to the consumer, you know, kind of. We all are driven by the that automotive is an industry that has been capitalizing upon that. What kind of a car you are driving in your driveway and coming out of your gate on that particular vehicle, whatever.

You know it is exciting; someone told me that it is one of the most differentiated kinds of product. It is one of the most kinds of you know, visible kind of a product, which you have. So, you know, people have that kind of a or carry that kind of a value. And definitely, it reduces the search time.

If you have a brand perspective brand image in your mind and you carry that image, and you have that confidence, you will straight away go, and if you have several choices to go through, you will choose the most reliable one that is obvious basically. And we have seen that in psychological and sociological elements, which we discussed in the consumer behavior section. So, revisit that video and return to this one wherein the consumer perspective is strengthened.

Company perspective. You know it creates positive customer feelings towards new products. So, they focus on developing a brand image because they want a positive element or feeling in the minds of their customer about their brands. They want that kind of confidence to flow towards the customer. McDonald's, Dominos, Pizza Hut, you know.

And it is essential in many cases and vital in all cases. Still, it is essential, consistently crucial in many cases, and should not be shaken up at any cost. And it is susceptible in some cases, for example, food products or products related to children or let us say, and we have seen several examples, that kind of confidence getting loosened up, products getting a beating somewhere.

Then it strengthens consumer loyalty, the dream of almost every marketer. Have loyalty strength for their products. Positive word of mouth. Everyone is talking good about you, and everyone is happy. Everyone wants to use your services or products. That is the only thing you want in your life.

You want your product to keep growing and your organization to grow despite whatever is happening in terms of economic ups and downs, environmental changes, technological changes, or whatever is happening around you. If it is positive, it is good for you. Consumers often

associate brands with better quality. Yes, consumers look at that.

And many times, it is true also. I would not go into the details of how quality can be seen as a relative term in terms of pricing. Branding has a relationship to that.

So, you see, IMC creates brand awareness. And a positive or let us say, you know, an intelligent awareness spree, or let us say, an intense awareness in the minds of the customer, that things are on the minds of the customer, always. The customer is aware of it. Even if he is not the user, he is talking about that.

He talks about the, you know, speed or capability of automotive engines, for example. So someday, when he is going to buy, or he is going to recommend that to someone, that will work. So, awareness in terms of the product, the utility of the product, the capacity of the product, the capability of the product, awareness about the product itself, who does that?

Integrated marketing communication does that, and awareness contributes to an image and perception; later, we have discussed it. IMC delivers the brand message we all know. Positioning of the brand, definitely we have talked about it, and it encourages brand loyalty. See after a particular stage, however familiar the product is, for example, a simple ball pen.

Now you do not remain loyal to a particular product until and unless it is a brand. So even if it is not such a price, the high-priced product, price sensitivity is not in question, but still, you go and ask for that product by name. Pilot Pen. You want that particular pen. Because IMC has created a brand or supported, encouraging brand loyalty, and the product itself has done the rest. Definitely.

And the organization, the sales force, and so many things. So here you have that kind of, you know, the relationship established. I will just enumerate a briefcase study here. And we will come back to some of the points later on after deciphering this case study.

Pampers, we all know. So, we all understand that it was not so common in India. I am talking of, letting us say, two decades back. Then it started flowing in, and today, you know, disposable diapers, they have reached into almost every household. It was not, so you know, house made solutions were widespread. Nappies were commonly made out of clothes, the case for young children.

But then diapers have taken their place, and it is a significant selling product now. And it has gone into, you know, for elderly usage, which is very useful and essential. We can talk about it. But especially in the case of Pampers and Huggies, we realize that, you know, they have gone a

long way in terms of, you know, developing this market all through.

And you see, the Pampers marketing team faced several critical issues at one part of the time, despite it having been the brand leader for many years, you know, the proliferation of information channels forced Pampers to explore a new approach to cut through the background noise to reach prospective customers.

At this moment, I want you to remember the discussion we had. You know about a message going from sender to receiver, and you remember that there was a block saying noise in between, wherein, you know, there is so much of you know, distortion, which the receiver is facing, for many reasons. And the other day, we talked about advertising clutter also.

And the other day, we talked about cognitive resistance, wherein we mentioned cognitive response; a few sessions back, we talked about consumer behavior. So that is precisely what we are talking about now that, you know, the marketing team of this product, you know, despite them being leaders at one part of the time, they have been neck to neck many times, Pampers and Huggies.

So, they explored a new approach to cut through that background noise. They decided to introduce a one-to-one approach to their traditional TV-driven campaigns. Now they wanted to reach the household directly. Now that is very innovative because customer relationship management has become a different stream of, you know, discussion and you know to understand altogether.

But again, that sort is deeply related to integrated marketing communication. I should not overstep and say that it emanated from integrated marketing communication. But definitely. So, they wanted to, you know, go for a one-to-one approach. And they sort of initiated, you know, different channels of communication with their competitors.

So, they decided to send a direct mail to the mothers at eight points in the mother and baby's life, you know. So, they started describing, you know, a mother's and the baby's life. A desirable proposition. Mothers, they love it, you know. They want to be guided on how to always take the best care of their babies. That is an exciting part. So, they wanted that.

They somehow wanted to hear that. So now, they created a storyboard and communication related to those eight points, which are essential in a mother's and a baby's life. Three pre-birth and five post-birth. Now you see mother gets associated with her baby before birth. So, she is a mother before even the child is born. So that is where you have to guide her.

And in today's era, it is essential because many mothers go through the process of motherhood just their husbands by their sides and often alone when they are working somewhere else. So it is, you know, a lovely thing when someone is guiding them. So, Pampers started this communication, and they liked that.

And what did they do? They sent CDs; in those days, CDs were ordinary. So compact discs, you remember. So those CDs were sent to the mothers. And the CDs gave an insight into how babies experienced the world while still in the womb, and a post-birth CD, how to massage the baby, how to nurture the baby, and so on was also said.

So, two packs kind of or two sections of a communication wherein, you know, they can watch it, they can enjoy that as well as while learning that and you see what kind of an effect this organization was making on the minds of the mothers. That is where, you know, building a brand image and perception is going on, and this is what integrated marketing communication is.

And then samples and discount coupons were also included there. Because you are sending them, a gift has to be sent to them, that should encourage them to buy Pampers after all. And it is also essential because if you send them a message, a story, a narration and you are not attracting them with some coupons or discounts, or you are not encouraging them with some samples, at the end of the day, they might desire for a nappy.

And whichever they will find in front of them while coming out of their house or they might see another advertisement of some other company and the need is there, and desire is there, and they might end up purchasing some other alternative. So, that is prudent when you are thinking about integrated marketing communication, and we have just talked about this kind of a thing in IMC strategy.

And Pampers.com was built around, you know, three areas covering the aspects of childhood development that are most of interest to mothers; learning, playing, and sharing. This is how they started developing on. And then you know parents can often receive a monthly newsletter that updates them about their baby's development.

They are living along with that experience of getting into parenthood and early parenthood. A beautiful kind of thought basically when you want to live with your customer. You want to be present there with them in all the cases. Ikea furniture has done this successfully. ACC cement has done this successfully. CMX has done this successfully.

There are several examples of this sort wherein you would be finding those stories wherein, you

know, cement organizations guiding their customers, how to construct or to repair their houses and when they would be required, you know, cement for repair and how to store it and so on. Several kinds of inputs all through.

Several automotive companies guide their customers on how to maintain their automotive well. They live along with as far as the product goes in the customer's house. And, you know, then interactive digital television was used as a bridge combining the dynamic strength and visual quality of traditional TV advertising with the depth and personalization available through the internet.

So now they were putting up one communication through mass media or one-way media and then going through interactive media and, you know, customizing that message or strengthening it all through. This way, they reached into the household with the customers at the time when they were asking for some help and advice. And you see, there are some results, which can be mentioned about them.

There have been some qualitative consumer researches, you know, that there has been a turnaround in the brand's perception and how mothers relate to Pampers now. And as I told you, the results of advertising or integrated marketing communication must have measurability in terms of the objectives; we have discussed that. So, Pampers did that because they were going for an exercise.

They want to know what results they are getting from it. So, they effectively did that. Market share rose obviously, although not so obvious, when you touch the customers' hearts, then definitely there is an effect and you know, that can be measured as well. So, they went for a clear market leadership position at the time. And it became a favorite brand for baby diapers.

Consumers consistently gave positive feedback showing that the right message was being communicated. So, customers appreciated the communication they were getting from the side of Pampers.

And the subsequent slides are from Statista wherein, you know, you can refer to this source, wherein the question was asked in the United Kingdom in 2019 about consumers' favorite baby diaper brands. So, what is your favorite brand for baby diapers? And the answer is evident. There were so many who said that I do not have a favorite brand of baby diapers. And Pampers was 21% out of the total sample that was taken.

And brand awareness of diapers in the US in 2017 was Huggies and Pampers were neck to neck. So, a good game as far as this organization goes. I will take you through one or two critical

narratives and stories.

But before that, I will take you to, you know, the perspective we were trying to build around building brands and strengthening company images. Just go through this quickly. Providing confidence, Pampers did that. Providing social acceptance amongst the peer group. What kind of brand are you using? Are you using a reliable brand for your babies? Pampers did that to the customer.

Reduced search time; Pampers did that. And company's perspective created a positive feeling, strengthened consumer loyalty, and positive word of mouth. And the better quality was also associated with the exercise Pampers did. They focused on their quality as well.

And then remember these four elements; they created awareness amongst the expecting mothers. They delivered the brand message well. They positioned the brand even before the babies were born. And they are encouraging brand loyalty in due course of time.

Let me take you through two or three examples wherein I would talk about Gillette. And you see, we have tried to understand the brand image and the role of IMC in developing and establishing that brand image. I might be revisiting that in due course of time, wherein I would focus on one specific mode contributing to that. But that would be, you know, slightly on the deeper side.

Gillette India, when they realized that many people do not shave, they went to understand consumer behavior related to shaving. They talked to people like me as well. They could not find a particular reason for that. So, they put me aside as an exceptional customer, a prospective customer, who might be cracked with some effort, but they did not want to waste their time on me.

And they focused on several young people. That is the prime target or people who want to remain clean-shaven, and you know, they want to look good. They want that kind of appearance. So, they focused on that kind of people. And people like me, you know, were analyzing what they are doing actually, you know.

Because we have to give examples of that sort in such situations, they realized that somehow, people must be motivated to shave. Who motivates them? A woman in the house. Now that can be a mother who motivates her young son to look good, clean, happy, fresh, and so on.

So, whenever a young son is shabby and going to college, just like feeling that he is, you know, looking good in that kind of rough look, he is carrying on his face. Mother says no, you are not looking good. You were so beautiful and so handsome at your young age. And now you are

ruining your face. So mother, sisters, girlfriends, of course, wives.

Very powerful, very powerful as far as you know. That does not mean my wife is not so motivating, but she is mighty. And then there are several motivations, and a beautiful motivation is your daughter. Many times, she tells you to remain clean. I remember those days when my daughter was young, and I had to go along with her to her school to some parent-teacher meetings.

And she used to tell me that you have to look nice today. And you have to shave. That does not mean that I have been shabby ever. But she used to motivate me. So that was a huge motivation. And then those days, her grandmother was with us, and she also used to reinforce and strengthen the thought that yes, you should look nice while going to your daughter's school.

So, Gillette realized this element. They went for shavathon, a vast movement wherein they engaged very well-known models of India, and they went for, you know, motivating males to shave through their female influencers. And they went for one-to-one campaigns in cities all around. They did not utilize mass media or, you know, lots of television or newspaper at the time.

Because somehow, budgeting was looked into carefully because Gillette was not gaining profits and revenues then. So, they went for that. And it is a beautiful thing because, up until now, we have covered the objectives and budget, and you can, you know, somehow correlate this discussion with that. So, they went to all the cities.

They motivated, and they motivated a large number of people to shave together. So that entered into some record book if I remember correctly, and hundreds and thousands of people shaved on one day during some events and wanted to look good and clean. And you know, that was picturized, that was video graphed.

They were told how good they looked and so on. And it started working, and Gillette started rolling on. The sales figures for that particular period show that they doubled the sales within one month if I am not wrong. It might be here and there by some percentage. But you can find it out; you can go to Statista. You can look into the campaigns, such as those with which they engaged or engaged for themselves.

And during that period, you can also monitor the sales in a particular region. They did well. Then they realized that they must return to single-blade systems over time. And Gillette Guard came in, which was a brilliant move, and then it became consistent.



Somehow sales, you know, went ahead, Gillette is back on track doing very good and now their integrated marketing communication, you know, includes several kinds of efforts, several kinds of, you know, campaigns and messages and they have engaged sports stars also, sportspersons also and so on. And they have done well. So good for them.

Now I would take you towards a very successful campaign, which I have mentioned earlier, Incredible India. And you see, Indian tourism had to be developed; it had to be further strengthened in the eyes of the international visitors. Because tourism and not only enhances you know, economy or strengthens the economy, I should say, but it brings in employment, and you know, or essentially when I mentioned that it strengthens the economy, it covers almost everything.

But you see, the point is from where to start. You have to tell people you are doing well in developing infrastructure. Your tourism is, you know, ready to welcome people, and you have strengthened your ways, your process, and operations, and you know, everything is in place now.

You are developing your airports; you are developing your infrastructures, hotels and you know, in road systems and inland travel systems or internal airlines and so on. But no one knows. So, they started with a beautiful campaign. Just visit their website. They went abroad; they started advertising there as well. They utilized local media; they utilized local channels; they utilized local modes, hoardings, and even buses in New York.

And then they drew the attention of people who projected I of India through different beautiful colors, through beautiful symbols of India, like Tiger and Taj Mahal and the Himalayas and Mount Everest and you know, and Kanchenjunga. Mount Everest is beyond India. So, and then they projected so many, you know, places to visit in India and southern parts of India, seaside, and so on.

And then, through that beautifully integrated campaign, they developed this image of India as a tourism destination. I am happy to share that international tourism got a considerable impetus, and a beautiful thing came; it should not have come as a surprise, but it was. For a while, it was a surprise that Indians staying abroad who were going to different places as tourists rather than returning to India started coming back to India as tourists as well.

This means that they are visiting their homes, and they started planning their vacations to visit India when they are visiting their homes. So, you see not only pure international tourists, who are citizens of different countries, they started coming in a more significant number, but those Indians who are staying abroad also started planning their trips. You know trips to India to visit within India apart from their homes.

And that was a very welcome and beautiful change that Incredible India brought in. Next, we have recently seen that has gone for a very systematic integrated marketing communication to develop the brand image of Maruti Suzuki's reach to the customer through retail and service outlets. Nexa is a brand in itself now. Scorpio, we have talked about.

I want to leave you with this thought, Scorpio and Nexa. And I wish for you to go into these stories deeper and find out how when in 2004 or 5 somewhere, you know, if I am not wrong, when first Scorpio was launched, how they built up their campaign and that contributed to the brand image which we are referring here, building the brand of Scorpio.

So just go back; I mentioned that earlier as well. Now specifically, go to Nexa. And it is a critical case study because this has become a mode for taking Maruti Suzuki into a different trajectory at a different level, bringing them, you know, close to the customer. Repositioning them as an organization that cares for their customer apart from developing suitable products for them.

I do not know if they were losing on that, but this is helping them and the campaigns associated with Nexa, the showrooms they have opened up, the kind of ambiance they have created there, and the kind of communication they have made through from all the sides is working for them. And it has contributed well as far as the development of their brand image and contributing to their brand equity, as well.

So, I will leave you with this thought. Wish for you to go into this. Think of this. Read this. Study this and prepare notes for yourselves. Goodbye for now. Thank you. See you next time.