

Integrated Marketing Communication
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Lecture – 03
Relationship with Marketing and IMC

Welcome back, friends; I am sure up till now, you have started getting a feel of the magic of integrated marketing communication. And if you are going by my advice to notice those magical words and the associated impact which we have discussed in the preceding sections, then definitely you have started seeing that magic happening around you. Let's go deeper and further into that.

Let's start building the concept. And let's begin understanding the methodology associated with that. Let's start finding how to generate relevance which we have talked about in the last sessions. Let's start understanding how consistency is maintained in the due course of time when we refer to that as an essential element of communication. Let's start with the definition. As I said last time, a strategic business process is used to plan, develop, execute, evaluate, and coordinate measurable and persuasive brand communication programs. It is not that complicated; try and simplify this and focus on the elements of coordination, measurability, and the influence part we have referred to. And when we talked about persuasion and its further influences as I emphasized.

So, persuasive brand communication over time with consumers, customers, prospects, employees, associates, and other targeted relevant external and internal audiences, talks about

all the stakeholders. You see earlier definition which we discussed given by the American Association of advertising agencies talks about the modes, the vehicles, the methods of reaching the respondents, public relations, or promoting direct response. Here it is talking of the types of targets. It emphasizes other elements as well. It is speaking of coordination, which means coordination between different modes and methods to reach the target.

So, that coordination will become the reason for us to understand the integration of those methods, which is why it is called integrated marketing communication. Because, until now, whatever we have been discussing, some part of our understanding of the integration element has been missing in our discussions.

But that integration is associated with this coordination, which is referred to here, those methods

or modes referred to in the earlier definition. And again, the support is given by Professor Philip Kotler that the company carefully integrates and coordinates many communication channels. So, that is again talking about integration and coordination.

So, this coordination perspective, then measurability because, remember that the earlier definition talked about the impact, which communication is going to generate. So one must measure impact. Because otherwise, we won't be able to restructure our communication, or we won't be able to change the words or the perspective associated with that. We won't be able to change the tune simply if you want to say that; we would be going on with the same music, same flute. Although it works well, sometimes we feel that it is not working anymore. So, we have to think about consistency, relevance, and impact. And then, it talks about communication programs over time with consumers, customers, prospects, and people who are not thinking about your products and services in the organization.

Or whom you want to think about your organization later on. It is exciting; there is a compelling advertisement by an automotive manufacturer I remember, and do surf it on YouTube or Google somewhere. This young kid aspires for a beautiful automotive and goes to the showroom. And the salesperson in that showroom demonstrates the features of that car in front of that child, he tells what this car is all about, and promises when you become eligible to drive, you may come back, and we will be happy to serve you. That particular advertisement shows or communication shows that this automotive company is looking for prospects from that age onwards. That message in that beautiful campaign may have brought aspirations to the young minds for that kind of a vehicle.

So, they are trying to connect that generation with their vehicles or their organization from the onset itself. Now, it is beautiful. You must have seen several messages of, Let's say, Disneyland or several organizations who look for including almost everyone on this earth as far as their products and services go. And that is where they keep expanding and generating connections with all sorts of people. To present consumers or customers or specific targets or prospects and employees. People should like to work with your organization. And that is why customers would find it more relevant or the products more relevant if you have those kinds of people working with you. And it happens all the time with us wherein several organizations aspire to hire from this institution where I am standing, IIT Roorkee, one of the finest institutions in this country. When several organizations line up to hire our graduates, they wish to try to convince them that their organization is the best place for them to work because they know not only the fact that these students have several options in front of them, but on the other side, they want their organizations to be positioned in front of these students as the dream organizations.

So, that is where employees get associated, for example, people like me, have always aspired to

come here and work as academician and be part of this family. And fortunately, I am here. So, these organizations have this, even if they are not structurally delivering those messages. But that message is out there, through someone's mouth, through some mode, through some narrative, through some story, it is there.

That is why I thought that I probably get selected here. I have so many Ph.D. scholars with me who aspire to do their doctorate or research at this place. They go through rigorous processes to get admitted; they work hard to prove themselves. But again, we are talking of the communication generated by such organizations in a structured or unstructured mode or by someone associated with this or these kinds of organizations.

And that is why this definition talks about associates and other relevant external and internal audiences. Now comes a broader thing; remember when we talked about society at large in marketing definition. So, that referred to serving the community, communicating to the organization at large, and here it is talking of targeted, relevant external and internal audiences.

I remember, students telling me that they aspire to get into IITs, but their families also desire for that. They also desire that their children should go to these kinds of institutions. So, external and internal audience and several types of people get associated with this.

He was a distinguished gentleman when he passed out of the defence academy. So, it becomes a mode of happiness for almost everyone connected to that person, that defence person. And that is where the relevance of the whole of this definition comes in. And the goal is to generate both short-term financial returns and build long-term brand and shareholder's value. So ultimately, you may precisely decipher shareholder's value into stakeholder's value.

And we will talk about this because I am saying once again that we are talking about society at large and the marketing framework. So definitely, this shareholder's value is an essential element and brand value we will talk about at large in due course of time.

So, now I will move forward and take you to the next step, with a sort of connection, which I have just now built when I talked of students aspiring to come to IITs. So, you must have heard of this City called Kota. What do you call it? City of, I do not know, City has aspirations. So, for people who aspire to become IITians and part of other institutions as well or people who aspire to fight for a place in good institutions, engineering and medical science, and several other institutions, go to the City; how did this City become what it is today? That is what we have been referring to up till now. That is where the message is associated with Kota.

The names of eminent faculty members who have been contributing there. The big brands, which

sort of evolved in terms of educational setups there. Nowadays, there is a series on Netflix on this City. And, I have not watched it until now, just a few clips. And it reminds me of a storyboard that is carrying on how this City has taken this shape and structure of getting associated with aspirations.

But Let's focus on the communication which would have, got generated around this, and it became a brand in itself, and that is what this definition refers to, long-term brand value. Now, there are several next generations of students who are aspiring to go to this City. I do not know till what stage the City will remain to the levels, fulfilling students' aspirations.

Probably there would be a time when hundreds of institutions would be there in this country. And there would be many more seats available for those students, but would they probably stop going there? I do not think so. And that is where the long-term brand value perspective comes in. America, the land of dreams, people have been traveling from worldwide to this country.

And I am thrilled to share with you that the influx of students from all over the world is again developing towards India. What kind of a word goes from this place to the world that India should be a destination for students. India is a significant destination for tourists. How have you built up? If you look into the campaign that the government of India initiated, "Atithi Devo Bhava," A mesmerizing campaign and a very beautifully structured campaign in several stages for several years. And if you will just surf that website; you would realize that first, they initiated the concept through several kinds of beautiful pictorial messages wherein "I" of India was written in different forms, wherein different icons representing India, like the Tiger, Taj Mahal, Himalayas, are also shown.

So, a beautifully structured campaign Atithi Devo Bhava messaged the world that India is a beautiful tourist destination, and India is a destination of choice for tourists was very effective. When I refer to how IMC generates impact? And how to measure that? There are statistics associated with such campaigns.

And that statistics, I do have, although not in absolute numbers, but some specific graphs. So, I will be sharing that with you in the meanwhile; you can surf about it on Google. And you will realize that it generated a particular impact when the number of tourists rose, and a tourism campaign, desires for the number of tourists, that is all. So that is the sole purpose and that worked very well.

I have not explicitly written about the India tourism campaign because we all are Indians and proud of being Indians. And we know what kind of tourism influx we have. So this slide carries several references other than the India tourists campaign. But I am talking about it, I want you to

look into the beauty of how that message has been floated into targets' minds. Malaysia, truly Asia, also worked.

And in the end, the question is, how have they become what they are? Again, go back to the slide wherein we discussed the communication staying and then coming to being the referral point. Once the tourists started coming, because of that particular campaign, which the Government of India developed. There were several advertising people, several creatives, several kinds of people associated with that story, writers and directors and so on.

And cumulatively, the result was that tourists started coming in, and then they started referring that thing through their experience back home. Because that campaign specifically mentions those tourists who went back highly satisfied. And that again, started percolating down to the referral point, and then people started coming, or the number increased. For example, people have become icons, and you can name anyone starting from film stars to sportspersons.

So, how that communication flows in, and also now Let's go to products and services. At this particular moment when you are watching this video, your computer is one of your favourites which you have purchased through so much deliberation. But definitely, communication has worked for that.

Your mobile phone is just in front of you. And while watching this video, it is distracting you continuously, and you are peeping into that. If something urgent is flowing on, and someone is trying to track what you are doing, often you feel tempted to stop this video and talk to the person or respond to that message. So, that particular brand was so attractive for you that you took out the time, you made it a purpose to enter into your life and then all around you there must be some chair there must be some shoe nearby, which you have purchased with that kind of thing.

That is what it does to you, the marketing communication, the integrated marketing communication, and here it is. This is the section you will be focusing on for a few minutes. Wherein how integrated marketing communication is related to marketing at large. So, we saw that in the definition. But now, Let's decipher that with the elements of that definition with the other three P's, for example, pricing, place, and primarily the product.

Product, when I say, it is again service, all the stakeholders employ. So, you can take this 'P' and decipher that into the respondent that particular, kind of. Let's say, for example, you are looking for an employee. So, your job here should be looked at as a product or a service because of what you are offering at the end of the day. So, do not try to associate that because you would be paying for that job, it has a price. No, that should not be the understanding. But the limitation of

this marketing mix perspective is that it talks about customers. The several cost elements are there; the cost to the company is one of those things. And there is a cost associated with an employee as well that he would be leaving some other option to join this company with an aspiration, which should gel according to the expectations you have to build up in his mind. So that particular cost is there. But that is beyond the purview of the subject to be talked about. So I would not be referring to that.

But three P's broadly means there is a product identity offering service price; there is a cost element or price element. And then there is a place where it happens, it reaches. So, Let's simplify that. And for now, Let's look at it from the perspective of customers only. And Let's go back to a prime mode of advertising; television or newspaper advertising. And then realize how it is related to product, price, and place.

So, I will come to this, but Let's start talking about the target. How is communication associated with the target? And then we have been referring to this, but now Let's create a structure out of it. So, a marketer has a specific target in his mind, whose mind he wants to reach. He imagines, or I should say, the creator of that message imagines. Looking at the whole thing with the eyes of the marketer, he imagines that target.

"Desh ki Dhadkan," I will be talking about that. I am referring to what? a motorbike company. So, the creator talks about those motorbikes or that organization as Desh ki Dhadkan. He's targeting whom he's targeting almost all the stakeholders, but primarily the motorbike purchasers of all the ranges. And that is the perspective that can pinpoint a target, a customer who would be purchasing a particular product, or that target can be a set of customers essentially who would be purchasing several options given by that company.

I would not be taking you into the details of segmentation, targeting, and positioning. And I would not mention how segmentation is shifting towards targeting more in marketing literature and practice because that would change the course of our discussion in due period. But, to draw your attention, I start by telling that today companies or organizations are more focused on targeting.

Specifically, reaching to the minds of people they wish to, they have, they want to focus on. And they were then positioning their products. Look at this beautiful advertisement campaign by Lenskart; who do you think is the target of that campaign? If no single person comes to your mind, you are right. Because almost everyone is their customer, and they want to reach the minds of all those customers with a sequence of messages and many messages relating the elements of that storyboard to almost everyone. There is a campaign they show about when how that glass looks on your face. That is relevant for nearly everyone. The storyboard within different

advertisements on the same subject may connote different kinds of audiences. But the objective is straightforward we have something for everyone. And that is why they are expanding like anything.

Are you getting my point on how communication is working for Lenskart? If you still are not getting my point, go to their website. And I do not work for them. So, I am not promoting their product here. But, go to their website. And imagine that do you fit into their scope or not? If yes, that means their purpose is getting solved, that somehow they are targeting you, and you are getting attracted towards what they are saying, so this is what.

Now go to Nike's website, for example. Do you think that you would not find something for yourself? Just look into their campaigns. Do you feel that they have not been talking to you? And then after going to these two three four websites, and finding two-three different kinds of products. Start focusing on specific models or products you would like to purchase. Do you think that there is a price option for you? Do you believe that there is a color option for you? Do you feel that they have something precisely for you? If you think that, then the purpose is solved. Because finally, that is what we have been referring to targeting, positioning, and getting associated with the three Ps. I will again elaborate upon this section with a slightly different view in the next session.

Goodbye for now.