

**Integrated Marketing Communication**  
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**Emerging Trends in IMC Part 1**

So, welcome back, friends; until last, we talked about how things are working in integrated marketing communication. There are some definitional aspects which we tried to look into. There are elements of integrated marketing communication that we looked into broadly, and we looked into the purpose of integrated marketing communication; as such, I will not go into the complete recap; it has not been long.

So, now, we will focus on two elements related to the trend. And how can movement be influenced or can be capitalized upon? That is design thinking. So, let us talk about the direction of integrated marketing communication or, let us say, the emerging trend of integrated marketing communication. But first of all, let us try to wonder whether communication has a trend at all?

Communication is wherein there is a message for the receiver, and logically it should solve the purpose of the sender and receiver. So, broadly we will talk about these things along such lines. But we will be elaborating on all those elements later on as well. But let us follow up on what is happening around these days? So, emerging trends, what is going on?

And design thinking, I think, has something to do with integrated marketing communication as well. So, I will be focusing on design thinking, which we have talked about in other subjects and are broadly aware of.

But I will be introducing this element a little bit. You must have heard of these terms; branded entertainment is exhilarating.

You must have heard this; you must have read in newspapers that some organization focuses on branded entertainment and influencer marketing. Acupuncture marketing is also a term many people use now, and mobile marketing has become a part of our lives. I do not think anyone of you is away from this ample, especially those listening to me.

Many people are yet to be influenced by this tool. But essentially, the whole of the world is

affected by internet marketing. Mobile and internet marketing can now also be used as words that can be interchanged and let us go on and on.

And several other terms have evolved in due course of time and are continuously changing. But what does that mean? This means two things, primarily marketing, which is deeply associated with the communication. When you say branded entertainment and influencer marketing, when you say mobile marketing.

Do you imply that mobile enables the marketing, or is it mobile marketing? They are so messed up. They are so associated with each other. You do not differentiate marketing from communication at this moment. People commonly say this is marketing when they look at an advertisement or a message.

So, marketing is so associated. I would not say dependent. I am refraining from this word because I am a marketing scholar. And I understand that dependence is entirely a different thing. But in a commoner's vocabulary, it depends on communication. So, marketing gels wherever a particular kind of communication is there.

So, the first thing is marketing is essentially communication. As of now, when we are talking about integrated marketing communication. And then effort and more gets the attention mode, mobile for example. So, mobile usage receives the marketers' attention because you are using it; marketers have to reach there.

I will discuss this, and marketers put in all the effort and energy to capitalize on these things. So, these enablers keep on coming, marketer wants to reach you, and that is where mode gets the attention. So, I will not be deciphering all the terms used in marketing these are easily accessible.

There are several authentic sources on the internet; I suggest you go to Google or other search engines. And then, as I told you last time, American Marketing Association also has a website. You can use their lexicon; you can use their sources. There is a vast repository wherein you will find several kinds of terminologies and those things to be used for your purpose.

So, you will find several things there, and they are well defined. So, we are open to all your questions regarding that. But, divulging much deeper into this might not be healthy for this kind of subject to be focused upon.

If you look at it broadly, the emerging trends impacting marketers and the market in the

twenty-first century. So, globalization has influenced integrated marketing communication; why? We should not be talking about it anymore. Because today sitting anywhere, you watch an advertisement, message, anything from anywhere.

So, the connectivity is a result of globalization, or it got initiated, or it got impetus because globalization was foreseen. Globalization was to develop in due course of time, and the rest is history—several market forces are working right now. The communication we are talking about this consumer or customer behavior.

Several elements have developed in due course of time regarding consumer behavior. You talk to any marketer or consumer himself or speak to someone around you about the consumption-related behavior pattern. For example, now, if you are married and have kids. So, you definitely would be finding this change very frequently.

And, if you talk to your elders who have watched you grow for a long time now. And they will be definitely in a position to tell you about the changing patterns you are having in your consumption or choices and so on. And how those choices have been influenced. When you were in school, what kind of influences were there? And when you grew up, how did college life change you?

And then, there were preferences related to your choices in terms of the products you would be using and even the career you would be choosing. In your early days, slightly before college, many of you would have said that I would like to become this or become that. And I am not talking of consumer behavior here but behavior at large. And, your choices have been influenced by some communication.

That might be peer communication, some influence through some narrative, or some advertisement you would have seen. Last time we talked about a tagline of the Indian Navy, that might have attracted you those days. And now, in due course of time, some good large organization with lots of brand equity on lots of communication around and we all know about Apple, Google and so on.

They might be attracting you to be a part of their journey. So, you see, changing behavior pattern, but someone else would be able to tell you this more, emphasizing how it has gone through? We will talk about the relationship between integrated marketing communication and consumer behavior in due course of time. There is a specific section on this subject, as you all know.

We have all seen the interactive environment, dislocation of labor, workforce, and COVID-19

have taught us several lessons regarding this. Workforce migration, reverse migrations, switch back to their workplaces, etc. and how this relocation or dislocation has also affected communication.

And then, there are capital flows and fragmentation of traditional media. First, it was consolidation; there was a time when every television wanted to reach almost everyone. And then every television wished to get specific people to a particular part of the time through specific fragmentation of programs, relay systems, transmissions, or newspapers.

There was a copy wherein the local page was probably one or half of it, and now, there is a copy wherein local pages are a vast number. And there, you will find a sports page and then a local sports page. You will find that local news, and then you will see national information and regional news. And on the front cover, you will find an advertisement for a good product for a larger population of this country.

And just inside that cover, you will find an advertisement valid for some people. So, front-page advertisements were not the call. You will have two or three pseudo pages, and then comes the front page. So, everything is changing, and then that pseudo front page is different in different regions for the same newspaper. So, fragmentation definitely, FM has created considerable fragmentation.

Massive fragmentation You just start driving, and within five hundred kilometers, you will cross three-four channels. And you are probably run by the same company and address pin-pointedly different kinds of customers and different kinds of people. And communicating with them one to one through phone lines and these radio people are very interestingly trying to contact you in real-time.

And then putting things in front of you, choosing subjects to discuss, etc. Integration of networks definitely, and I would not refrain while discussing the integration of networks with colossal impetus. I am not sure about the readily available statistics on sites like Statista. But you would realize that networks or intensity of networks has increased during the past eighteen months or so.

Talking about me, I would have spoken to my students for more than three-four hundred hours on different platforms, WebEx, Google meets or several kinds of media. Yes, MS teams, basically, and several platforms are there. So, I would have spent four-five hundred hours on that in the past eighteen months. And, and if I, an individual, spends four-five hundred hours.

You multiply it by several individuals, and you would realize what kind of validity networks

have. All of it is supported by the continuous generation of data. And lots of intelligence is associated with the algorithms developed in due course of time for analyzing the data and segregating that data and that intelligence is usually termed artificial intelligence.

But when it takes the mainstream, the word artificial would be removed from there, and people would start calling it intelligence as search. I am not sure I am not an expert in the field. But as a marketing scholar, feel, or novel person influenced by artificial intelligence thinks that it is coming very soon to us.

Now we know, and we have discussed this earlier as well. Marketing communication is supposed to and tries to reach the customers wherever they are.

This is very obvious, and it is usually also. Still, many times, customers also try to reach the communication when they might have something in mind. A customer is searching for something; for example, a customer is searching for a movie. So, the customer would go to a website that might or that Google might take you to book my show, for example.

And then it will tell you which city you belong to, prompt you, and say give us your location. And for obvious reasons, you would give your city, and then it will show you what kind of movies are being shown and where and so on. And you are continuously entering into it and, on the run, that algorithm that AI or intelligence is tracking your search.

So that next time when you are not seeking the movie, they will come after you telling you that this movie is available. The last time you searched for this kind of movie, you looked for such things, and they categorized you. So, once you say no, I just searched it for a while because of someone, and I am not into these movies.

So, they will keep on track by asking you what else you like? So, for example, do you like this? you want this? And then they will start profiling you. And it is such a process basically, and then there are several subjects being run on this platform wherein you will find the logic of how it is done.

But again, communication is looking for a customer, a customer looking for contact. And as I said, marketing diligence works for you here, but as I said, most of the time, communication is looking for the customers. Because customers are unaware of many things, a customer might not be aware that he would like this particular kind of product or is there any such kind of product itself.

For example, there are many consumer products, many food items, and many types of donuts. You would like donuts, or many new pizzas are being introduced. And for example, the subway is launching a different kind of burger or many foot-long things.

So, you might not know, they would like to instigate that thought process in your mind. Let me try this, ice creams are coming up, and children look forward to new tastes every time. So, here comes the emergence of a new communication pattern related to. The fact is that the essential criteria for an organization to search for you is because you are their target.

And the essential criterion is that wherever you are. Do you see the point we are discussing here is how they would search for you? Wherever you are, for example, but where are you? Where is their target? They do not know where you are sitting. Okay, they will try to identify your location. They would track or like to get in touch with you through your time spent on something.

Are you watching TV? So, if you are watching TV, what time are you spending on television? Time and again, you look at your mobile phone while watching TV. So, they want to know how many times you look at your mobile phone and so on. So, the time you would spend on a particular type of device, the type of focus they would give to that specific mode of communication.

And then they would throw a message prominently to that mode. So, it depends upon what kind of choices you are developing in due course of time. And they will try to reach those kinds of options. We all understand that there was a time when hoardings were very prominent. Because people were reading newspapers at specific times and there were particular kinds of people reading newspapers.

Do you not believe me? You asked your grandparents, for example. And then, newspapers started becoming prominent, and hoardings were given a complementary role. So, earlier, it was the reverse; you used to watch something on a hoarding. You might pause there because you are not rushing up in your car, and there is no heavy traffic.

And then they're on a red signal; there is a vast hoarding telling you something. For example, a biscuit and you are attracted towards that painting. And those were painted, which is not too long back. I am talking of the mid-70s to even somewhere, let us say mid-90s when television was becoming prominent. So, hoardings you watch and then you reach someplace your office.

Students reached their libraries, and they saw a newspaper spread there. And then that

advertisement in a different form and a smaller version was there, and the newspaper played a complementary role. But within no time, the newspaper became prominent, and hoardings became complimentary. Suddenly television came in, television was always there, but television was for a minimal time, then the transmission was for a specific duration.

But then came cable TV, and it changed almost everything. And along with that came different kinds of software. Software means tele serials or those kinds of things. And you remember the soaps or serials which were so popular those days. Humlog on Doordarshan was trendy, and many people watched that but that had a particular time, and specific coverage was given by particular sponsors there.

But after that, when cable came in. Popular serials like Ramayana have recently been relayed again because of their popularity. So that series got attention, and then suddenly, television took a vital or more significant stage. And then newspaper was, people started looking at newspapers with complementarity and slowly internet started coming in.

No one knew that the internet would become the most significant mode of marketing communication, wherein the rest would become complementary. And people would be watching advertisements much before. Particular messages are not released on television in newspapers. And those effective, beautiful advertisements people tend to on the internet only.

And many times, it has graduated to a further step wherein you would say that I have watched this advertisement specifically sent to me. And then there is another person besides you who has been sent an advertisement very specifically. That does not mean that they are making different advertisements for every individual. But they are categorizing people based on their choices.

And you are sending them particular categories of advertisements for the same product and same kind of brand. That is what we are referring to when you say that. For example, you watch a game news program on TV or mobile. Again, it is very, very interesting if you look at this trend. From this trend perspective, you are watching, or you can watch the same program or thing on several kinds of modes.

So, you can use your mobile phone and stream on the television through your mobile phone. You can also go for Internet TV; then, you can use cable TV and several modes of transmission. So, you are watching television or let us say Internet TV or let us say mobile or in cases of games and so on, specifically or live shows, you are personally there.

For example, you are watching some standup comedy show and so on. So, you are personally there. And COVID-19 situation has enabled several kinds of modes with prominence. So, they

are trying to focus on you with different elements individually at that particular moment. How are they looking into your choices? That is, again, a matter of intelligence, and I will not divulge too much into that.

But as a marketer trying to track your habits, you will immediately know how they are dwelling on them. For example, just look at the pattern you are following in the programs you choose to watch. And in the meanwhile, try and pause at some messages or try and discuss some notes with someone, you are watching those programs with.

Then you will realize that AI enables those messages whenever you watch those kinds of programs thrown at you. So that is how the whole system works. It is wholly associated; they use this word called sync. It has synced with everywhere, everything. Everything is synced with everything.

So, they will keep asking you if you want to sync this with something. And you keep on saying yes, yes. Why not? Why not? Do I want to sync my mobile with my television, computer, or laptop? And you do not know, what does that where it would end basically? And then it keeps on doing that. And suddenly, the marketer sees everything around you with a universal kind of streaming possibility.

So, you are communicating with someone, and they know, how do they know, this? I do not think that we should be discussing the nitty-gritty of electronic devices or how networks work. But I remember that I was attending a seminar by a very learned person long back; I would not name him here on this platform.

And he explained how devices work on understanding the person while being used. And, you can experiment with this. You keep your mobile bedside and talk to someone or talk to yourself or talk to your mobile. And you will realize that whatever you are thinking, similar kinds of messages are being thrown at you, time and again.

So, the essential criteria are customer, prospective employee or prospective customer, or beneficiary. To search for is, wherever the marketer is. Now, I am coming to the second side, wherein first, we focused on how a marketer looks at you. And now, we look at this picture where, how, or when the customer is looking for the marketer.

They look for keywords when you put up something to search for, you are looking for, For example, curtains. Just a simple example, you have just visited a website or even if you do not go to a website. If you are looking at curtains, they would either ask you the following question or, start putting up choices in front of you.



So, they can categorize those choices as in when you move forward, and then there are references you would use while putting up that search further. Some filters are a ubiquitous part of our lives now. Every website, every place we go to through the internet, has filters. And it is exciting, for example, watching Netflix.

While streaming on your television through your mobile phone or directly through internet television, you forget the name of a movie. Now, you do not know what movie I am looking for. You have a vague idea of that. I have seen that clipping somewhere. Now, you start searching it either with the name of the actor. So, it will start throwing your words and synchronizing and categorizing your past choices.

As well as your current search, and keywords, and believe me, it will take you there within a few minutes without remembering the name of that movie, you will reach what you were looking for. So, then physical searches also basically, you are looking at specific clues as far as your search goes. So, we are talking about here that you have a want and a desire, and here you are.

Wherein you throw an idea towards the marketer, the marketer follows that, and the marketer is throwing an idea or words at you and then is trying to match things with how well he would be able to capitalize upon your future choices.

So, I will end this session here. I will come back to you in the next session with different elements of how trends are emerging? How are things working for us? Thank you. Goodbye for now.