

Integrated Marketing Communication
Prof. Vinay Sharma
Department of Management Studies
Indian Institute of Technology-Roorkee

Lecture - 60
Conclusion

Hello friends, welcome back to this last session of integrated marketing communication. First, I wish to thank you for bearing with me for this long and for being patient enough to reach this culmination. But the sole objective was that we could appreciate the art of integrated marketing communication. You can appreciate all the communications coming your way, and you can methodically and strategically look at those communications. You can appreciate the storyboards, the creativity and the context.

You can relate that message to the perspective of the marketer and can visualize how an advertising agency is working on that, has worked on that. You can visualize how the organization concerned has been thinking about it. When you hear "Desh ki dhadkan" by Hero Motors, you may easily connote the perspective of that kind of campaign.

Wherein several models are shown, and the organization is trying to put up a perspective that they are part of this nation, the incredible journey of the development of this nation. They are associated deeply with the consumers. Think about the thought process behind it. Then you may easily relate it to several other associated aspects. Let us look at the scenario in a slightly sequential manner.

Integrated marketing communication is power. Why? Because it has the power of words and vocabulary. It has the power of pictures, visuals, and colors, it can address people, influence minds. The sole objective of marketers is to influence the customers' minds to bring them on board.

For example, when a tourism organization is communicating about their tourist destination, their intensity is related to that. The customer should immediately start thinking about flying to that destination, reaching that place, and enjoying that holiday. And airlines talk about so many things. We have used several examples like, foreign airlines telling us that they understand India.

We talked about a beautiful campaign, wherein the crew member narrates a story about how she is associated with India. That's what British airlines want to say. I remember a beautiful campaign by foreign airlines wherein a grandfather is flying with his grandson to meet his son

abroad.

And this grandchild was saying that, we are going to by foreign airlines and they are serving Indian food. The airline suggests they serve Indian customers with Indian orientation and Indian learning. And that is the clear-cut message that we belong to you.

You may choose any message. Har ghar kuch kehta hai. Every house says something; painting is talking about. Nerolac, Nerolac, Nerolac, the beautiful tune, the message, the music. I never got attracted to a painting that much before that particular tune, although I do not know if my painter used that paint. Fundamentally it is an attractive proposition. And in most cases, invisible products, starting from paint to automobiles. You feel like using that when a beautiful advertisement by BMW , invites a prospective customer and visualizes you to think about that.

A full-page advertisement for a beautiful car with a beautiful color comes to your doorstep. You open up the newspaper. Your eyes probably get off the news and stick to the campaign. “Tide hai toh white hai.” That is again a wonderful thing. Procter & Gamble worked effectively through that. Gillette did wonders. Your name, you name it.

Incredible India has been one of the most successful campaigns. We have talked about it. And they have done exceptionally well, showing India the way many could not have, and the whole world knows about India. But again, the point is how we express India in its true colors. And when Mr. Amitabh Bachchan talks about Gujarat, when Kerala talks about God’s own country.

These beautiful campaigns have brought in exceptionally excellent results, that is where IMC is power. It propels, it drives. When I say it propels, it drives; observe yourself. Observe the influence of communication around yourself. Look at your recent buying behavior. Look at the role of messages in influencing that buying behavior.

"Aapki Apna Dukan." How many of you have started purchasing from Aap ki Apna Dukan? Probably everyone. And if that is going the right way, then that means it has worked very well. That is where the driving force of integrated marketing communication works. And that is the magic of integrated marketing communication.

There are many statistics available on databases like Statista, wherein you would get to know what kind of money has been infused in particular kinds of messages for particular industries. And you would realize how they are emphasizing communication to reach their customers. “Khushiyon Ki Chaabi.”

When you hear this tagline, you imagine a key, which opens up happiness. That is amazing. All

of us are looking for happiness. And remember, we initiated our discussion with hope and happiness. And I am taking you towards the end with these words of hope and happiness.

Advertising and integrated marketing communication aim to reach the customer, retain the customer, and gain customer loyalty through hope and happiness. It should be like that. And it is ethical also if you generate hope and happiness. But with caution, we have talked about that earlier. And as I am saying, hope is the keyword.

It generates hope, and during, during these testing COVID times, I should give lots of credit to marketers and advertisers and creative writers, and , creators, all the people involved in the advertising world who have been propelling hope. Their sole purpose was not to sell the products.

As a marketing scholar, I believe their intent as human beings were to bring brightness to your day. Watch the advertisements around you. See a few of those right now. And you would realize the music, the element, the songs, Mr. Shankar Mahadevan would have sung, Mr. A.R. Rahman would have sung. Their contribution, the tunes they have developed, the lyrics, all those things they have contributed, would have worked for bringing hope to all of us. And not just because of that, but that became an enabler for us to propel our thoughts.

As I told you last time also, last Diwali, lots of sales came in. Integrated marketing communication played a vital role. And nowadays, it is marriage season in India. It is a celebration in itself. And it may be wrong, do not take it otherwise. But, I have no good source for that. I read in some of the newspapers that probably 2.5 million marriages are going to take place in a few days.

It is a huge number in terms of revenues for several kinds of organizations, which are associated with that. If that number is incorrect, please forgive me. A large number of marriages are going to take place, several organizations are looking at this event in one's life as a target, and they would be pursuing it with happiness. That is where IMC plays a particular, very important, and pertinent role. What did we see during our journey? We saw the role of creativity, colors, music, words, relative aspects of words, and reflexivity of all these elements. Then we emphasized and talked intensely about behavioral understanding.

We discussed that without understanding behavior, we could not reach the consumer's mind because if we understand the behavior well, then only we can create the right kind of communication, which the consumer would admire. And then subsequently, we focused upon the right kind of research, which is used in understanding such kind of, in understanding human behavior should I say.

How do I pursue the research to read the consumers' minds and reach their hearts? Because ultimately, at one point in time, one feels the limitation of words. Many organizations are saying similar words. Khushi, hope, and happiness Zindagi are words in many advertisements and messages. But with different connotations and contexts, which are associated with lots of understanding, comes our way.

So then, as I said, we discussed researching how to analyze what we get from our consumers. how to ask them questions and analyze the results. And then a lot of strength was given to understanding different forms of media. Power of television, power of newspapers, hoardings, FM radios. We used several examples to demonstrate that.

Personal selling, direct marketing, and so on. And a few last sessions, we focused on digital marketing communication and social media, the power of social media. We understand how that is taking a very prominent and a firm place as far as a lot of marketing communication goes.

I should not say that viral is because of social media, but viral marketing. I remember a song, Kolaveri di becoming viral overnight. And that was discussed in several B schools as a case study. They came in the context of viral marketing, although the virus is not the right kind of word we should often use, God forbid.

We have passed through a very rough phase. The marketing context of this term is associated with spreading. And then social media has enabled that spread. Then we talked about planning. Because we are developing an understanding, we want to foresee where we will go. How we should go there is related to planning.

We emphasized on objectives and the art of pursuing those objectives. We emphasized putting every piece in front of us and then generating a connective chord between all the pieces and giving it a solid structure to be pursued. We also emphasized budgeting because cost is a directive factor.

Someone told me in one of my earlier classes when I was a very eminent professor-student that if you have a drum, which can generate a particular kind of sound you want, . That sound can reach anywhere, then you do not require budgets and costs, you have to play the drum, and it depends upon how long you can play the drum.

But this is not like that. Integrated marketing communication requires lots of costs. It is a costly affair. Organizations must bring results to compensate for that cost. It is part of marketing; , the cost of marketing. Budgeting is essential for us to analyze to what extent we want to go ahead

and how to distribute the context of the budget into different modes of integrated marketing communication to get the best results.

And that can be guided well by our evaluation methodologies and understanding of evaluation. While witnessing different modes of communication, we looked into the individual value of those modes as well. And the most crucial element while we were talking about the individual value of those modes because our objective was to look into them as a single unit at the end of the day.

Remember when we were talking about evaluation, we were wondering how to evaluate the complete integrated marketing communication process in one go. Because ultimately, for us, it is, a united integrated process. It has to be planned that way, it makes all the sense if we focus upon that element in a structured manner in a longitudinal fashion.

And that we have emphasized in our evaluation, discussion as well and all through for that matter. Now the most exciting part, which is one of my favorites, when I conclude such kind of sessions is that we look into different modes while talking about integrated marketing communication. Then we look into the sub-boards. That means the part of the vehicles within that particular mode, for example.

Now, for example, print media, newspapers, magazines, and so on and here in social media or Facebook, LinkedIn, and so on. Now the most crucial element which comes to the fore while we are discussing, these separate vehicles. First of all, we have to generate an integration amongst the vehicles. The same procedure of generating logic in terms of integration, amongst the vehicles.

That means intensity on one of the vehicles, and then it has to be surrounded by other vehicles. For example, how much to focus on Facebook, Twitter, LinkedIn, and so on. And then, once we have gone for this complex exercise because this again requires budgeting, this again requires, marketing research or I should say, integrated marketing communication research.

This again requires evaluation whenever it has to be done pre-test or post-test. And once it is done, we take this bundle and associate it with other modes and also have bifurcations. So should we be focusing on the vehicle-to-vehicle association? Can we think of, Facebook correlating with a newspaper advertisement of that particular organization?

Or should we be thinking of first looking into a bundle and then going for the other bundle, another mode, and then associating a relationship between the two types of modes? Do I sound too complex here? It is like that. This art of integrated marketing communication is talked about

so much.

That is why we have so much of this; we emphasize all these things and know all the individual elements we have been talking about. Now there can be a more straightforward way for your thought process. The simpler way is that we are too creative, and everything favors us. Our products are excellent. Prices are right.

Distribution is doing very well. Targeting is precise. Positioning is correct, and we are propelling that in the right way. Then we go all around as we want; it seems to be working. But still, then also we have to justify whatever we have done in terms of proper evaluation. And that also may tell us that somewhere things were not so correct as they seem although we can, , put them aside because we are busy with as far as enjoying the success in propelling it further.

But if everything is correct, then things would be in your favor. But somehow, it is not always the case. And I should say many times it is not the case. That is why we have to be meticulous apart from being very creative and intense. So what we must do in due course of time is while we conceive, at that particular stage, we also start evaluating.

And at the same time, we are going for a reflexive research perspective concerning our target consumers. These three exercises are going simultaneously all along. And intelligent organizations devote lots of energy and time to pursuing these exercises in coherence with each other to bring in intermediary results for their thought process.

Because this thought process when, is collated with the creative intensity of the advertisers, people who focus on there, the beautiful world, once they are fed with this kind of insight, their creativity matches with this kind of, the whole picture, and it works. Kaam aisa karo ki dukan choti pad jaye. Now Facebook would have gone through all this process while propelling.

Sometimes you wonder if an organization is doing exceptionally well as many people are associated with their, , portal, this social media. Why are they focusing on such a beautiful emphasizing campaign? The same reason, which we are talking about. Because they want to justify that at the end of the day, everything falls right for them.

And they grow in the same direction while gaining future customer loyalty and gaining future customers as well. Now, as I briefly mentioned, , so it is to reiterate that when I said that, either things should be going right in terms of product, price, place, promotion, or we should be meticulous. Here is an essential element: the concluding part of my discussion that we understood in due course of time.

And it is now a very evident fact that integrated marketing communication is intensely associated with all the other three P's and targeting and positioning for an organization. All the other three P's mean Product, Price, Place, and promotion. And you can say product/service and so on. And when I say it is intensely associated, it is associated reflectively.

When I say it is associated reflectively, you must always keep in mind that once you have a product in place, let us say a new car is being launched, the company is very well known, but the car is being launched. So a new product is in place. So much exercise in defining the right kind of communication comes into being.

That communication goes. So here, the product is propelled by that communication. Then that product is used. And that product is a two-way reflexive relationship between IMC and the product. Here, the price would play a very specific role, that would play, , a price would play a particular role.

Because price would also get justified in due course of time, and then definitely the place where you would be reaching the customer. It is a two-way kind of relationship. For example, in the new product, we have seen that. In the case of an existing product, the product is justified and liked by several customers.

You want to go ahead; you want to expand. You want to grow in terms of not only the same kinds of customers but also add different kinds of customers to that product. There you reemphasize the positioning with a different kind of connotation. Here again, the product reflects on the kind of future communication you would make so as not to deviate your existing customers, but to add future customers as well, who would slightly be different in their perspective and approach to your product.

And the story starts slightly from the product side to the communication side and then justifies itself in the form of very creative communication and reflects upon future product sales. So it goes from this side to the side. And many times starts from communication and strengthens the product and so on.

It is related to establishing brand equity. And a product, when it gets established in terms of being a brand wherein overall recognition, overall association of the product or service with the customer, establishes itself, carries a value. Then things come to the fore wherein we say that purpose has been solved.

Integrated marketing communication has played a specific role. A search engine has become Google now. And Google is becoming googling now. The noun is becoming a verb now. That is

the power. That is the; , effect. That is the impact of integrated marketing communication. And I am repeatedly saying that it is not the sole reason, but it is a significant contributor.

Because it has different forms, it is beautiful. It can take an organization to that level wherein it becomes a unified part of one's life. And at the end of the subject, which we have gone through together, please listen to this tune again. And feel the power of integrated marketing communication once again.

So I leave you with this beautiful music and would not say anything else, but thank you for bearing with me for this long. Just enjoy this flute and write back to me about how you felt about this journey. Just listen to this music.