

# Warwick Summer School

Dr Simon Jones

Customer Experience



# Objectives

- Define 'integrated marketing communications' (IMC) and explore the role and tasks of IMC
- Explain communication theory and sequential models of IMC
- Explore examples of information-based and emotion-based messages
- Consider the relative strengths and weaknesses of the different IMC tools
- Provide an overview of the main forms of media
- Analyse a well-known campaign

# Marketing Communications

Requires us to identify and understand our customers, to build relationships with them, as well as to drive and manage expectations as part of the process of creating satisfaction. Moreover, mass media and contemporary communication technologies have, in many cases, replaced the door-to-door salesperson and the hard sell.

# Defining 'Marketing Communications'.

## **Marketing Communications**

Can be defined as a management process through which an organization attempts to engage with its various audiences. By conveying messages that are of significant value, audiences are encouraged to offer attitudinal and behavioural responses (Fill, 2013).

3 main considerations:

**Engagement** – one way or two-way dialogue?

**Audiences** – who and what behaviours?

**Responses** – what are the desired outcomes of the communications? Changes in perception, values, beliefs and/or behaviour?

# Marketing Communications mix (Old approach)



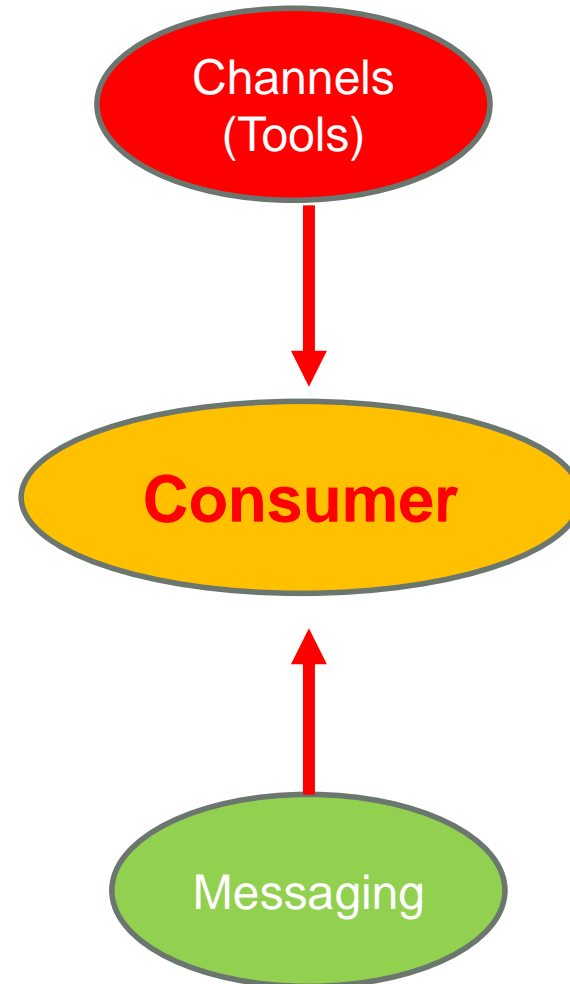
# Marketing Communications as a mutual relationship

...a process through which organisations and audiences engage with one another.

Through an understanding of an audience's preferred communications environments, participants seek to develop and present messages, before evaluating and acting upon any responses. By conveying messages that are of significant value, participants are encouraged to offer attitudinal, emotional and behavioural responses

(Fill, 2013, 18)

# Marketing Communications mix (New approach)



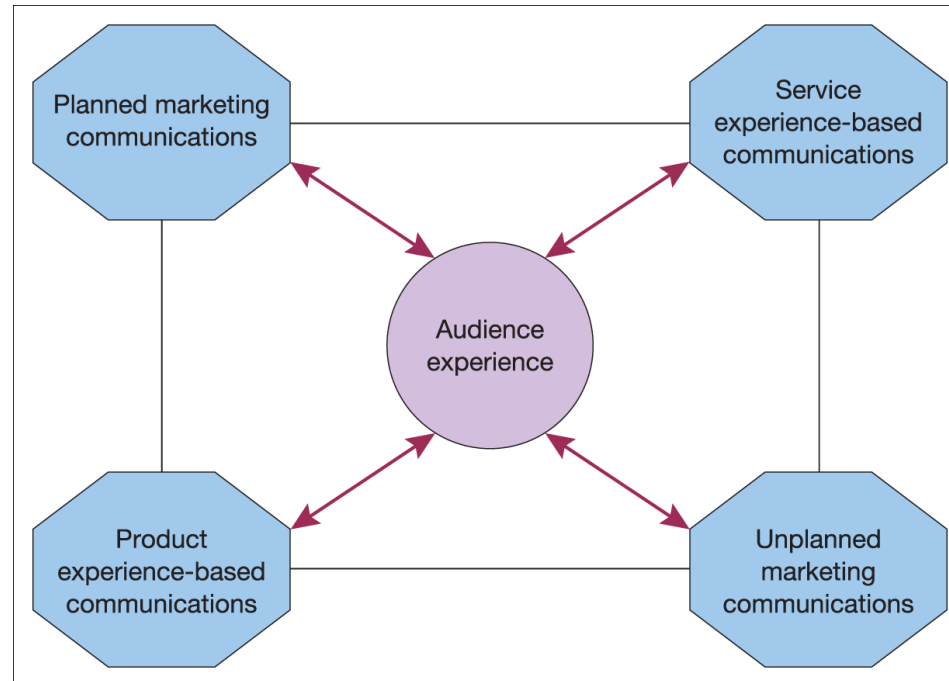
# The scope of marketing communications

- Planned communications to promote offering to an audience.....but also
- Unplanned or unintended communications  
Communications occurs regardless of whether we intend it to
- Experience - based communications through use of the product or service:
  - Product provides extrinsic and intrinsic cues
  - Price signals quality and value
  - People articulate brand values
  - Place conveys availability, convenience and value
  - (how good the service was)



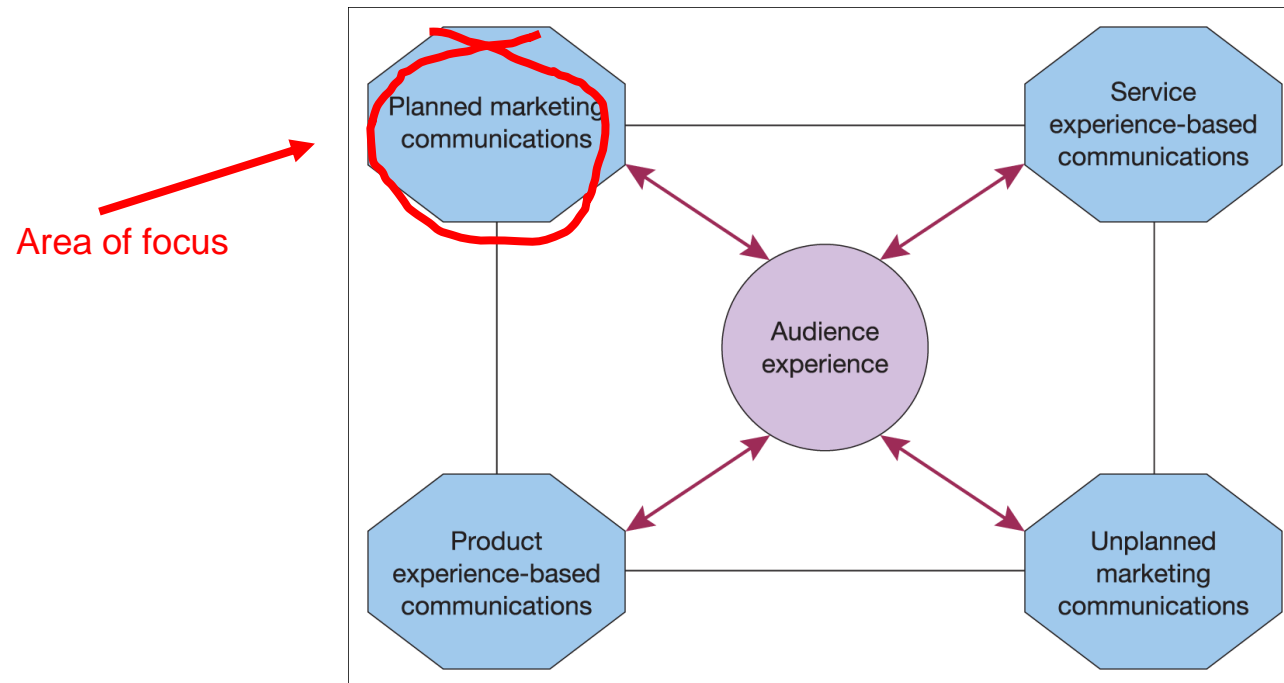
# The scope of marketing communications

Source: Hughes and Fill (2007).



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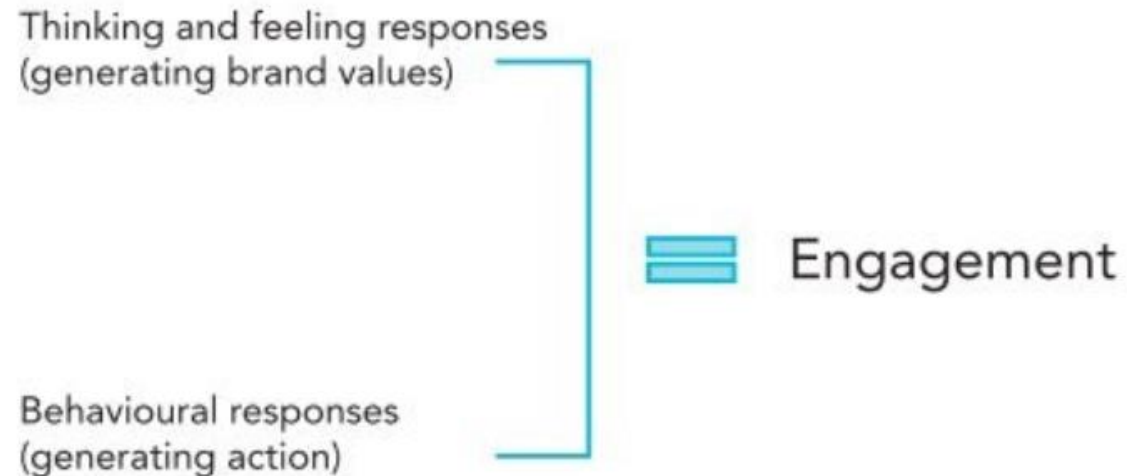


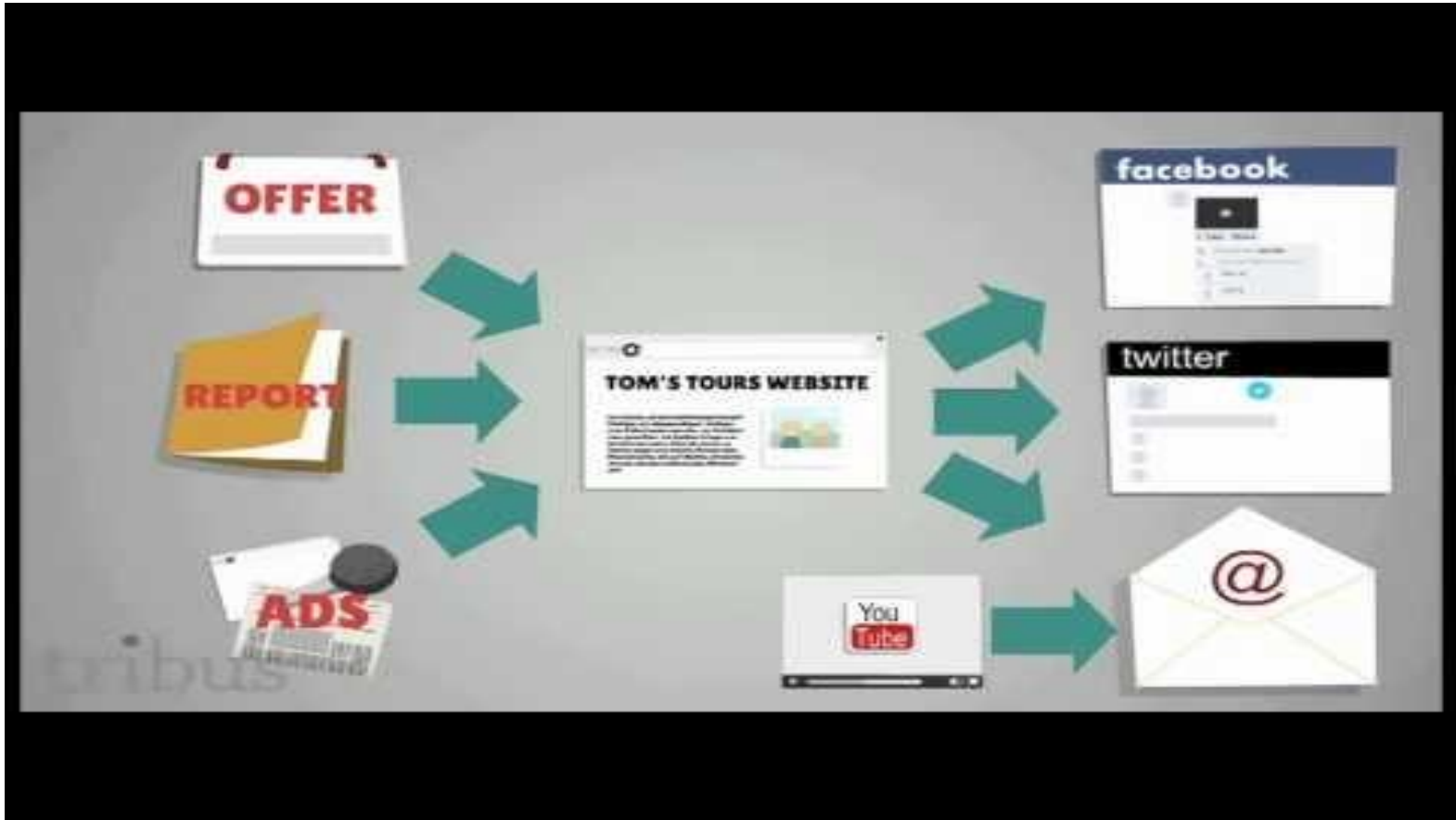
# Integrated Marketing Communications (or IMC)

“Promotion is one of the elements of the marketing mix and is responsible for communicating the marketing offer to the target market. While recognising that there are implicit and important communications through the other elements of the marketing mix (through a high price, for example, symbolic of high quality), it is the task of **a planned and integrated set of communications activities** to communicate effectively with each of an organisation’s stakeholder groups.” (Fill and Turnbull, 2016, p.10)

# Role of IMC

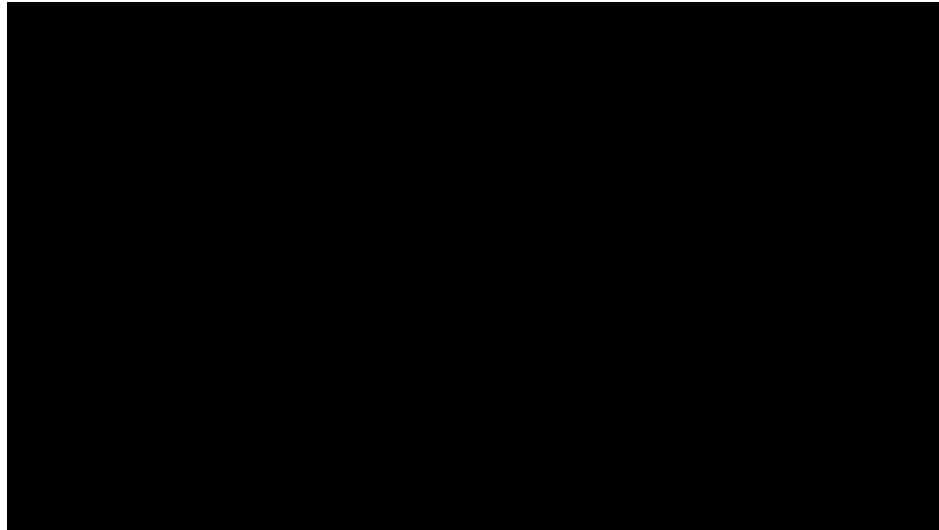
- Organisations use IMC to engage with a variety of audiences in ways that meet their individual needs and encourages them respond to the organisation





# Role of IMC

- Responses might be *immediate* (e.g. generates a purchase) or *deferred* (e.g. information remembered for future use)



- Multiple, different types of communications may be needed to get to the point of purchase

(Adapted from Fill, 2011)

# Tasks of IMC

Task	Sub-task	Explanation
Differentiate	Position	To make a product or service stand out in the category



(Fill and Turnbull, 2019, p.14)

# Tasks of IMC

Task	Sub-task	Explanation
Reinforce	Remind, reassure, refresh	To consolidate and strengthen previous messages and experiences





# Tasks of IMC

Task	Sub-task	Explanation
Inform	Make aware, educate	To make known and advise of availability and features



**dyson**

**FREE 5 Year  
Guarantee**

on selected Dyson Cleaners



(Fill and Turnbull, 2019, p.14)

# Tasks of IMC

Task	Sub-task	Explanation
Persuade	Purchase or make further enquiry	To encourage further positive purchase-related behaviour



**Poundland** **Get £2 off**  
When you spend £12 or more on any products

TERMS AND CONDITIONS: 1. You are advised to read and understand these Terms and Conditions. 2. The voucher is valid from 29 April 2013 to 8th May 2013 inclusive. 3. Purchase necessary. This voucher entitles the holder to £2 off your shopping when you spend £12 or more, in a single transaction. 4. Only one voucher may be redeemed per transaction. Voucher may not be redeemed after purchase. 5. Voucher may not be used in conjunction with any other voucher, offer or discount. 6. Please print out a copy of the voucher and bring it with you when you shop. Amended, damaged or defaced vouchers will not be accepted. 7. Vouchers may be redeemed at all Poundland and Dealz stores that accept sterling in the UK (including Northern Ireland, Isle of Man, and Orkney). Goods remain subject to availability in individual stores. 8. Excludes the purchase of Health Lottery Tickets. 9. Voucher may not be redeemed online. 10. Exchange or sale of this voucher is prohibited. 11. This voucher remains the property of Poundland and is not for re-sale or publication. 12. Poundland accepts no responsibility for lost or damage coupons and reserves the right to modify or terminate this promotion for circumstances beyond its control.

9 925066 000744 >

Store Use: 000074 Starts: 29/04/13 Ends: 08/05/13



**BUY ANY PIZZA GET ONE FREE**

**Domino's Pizza**

**COLLECTION ONLY**  
Buy any large pizza at regular menu price and get a 2nd pizza up to the same value absolutely FREE!

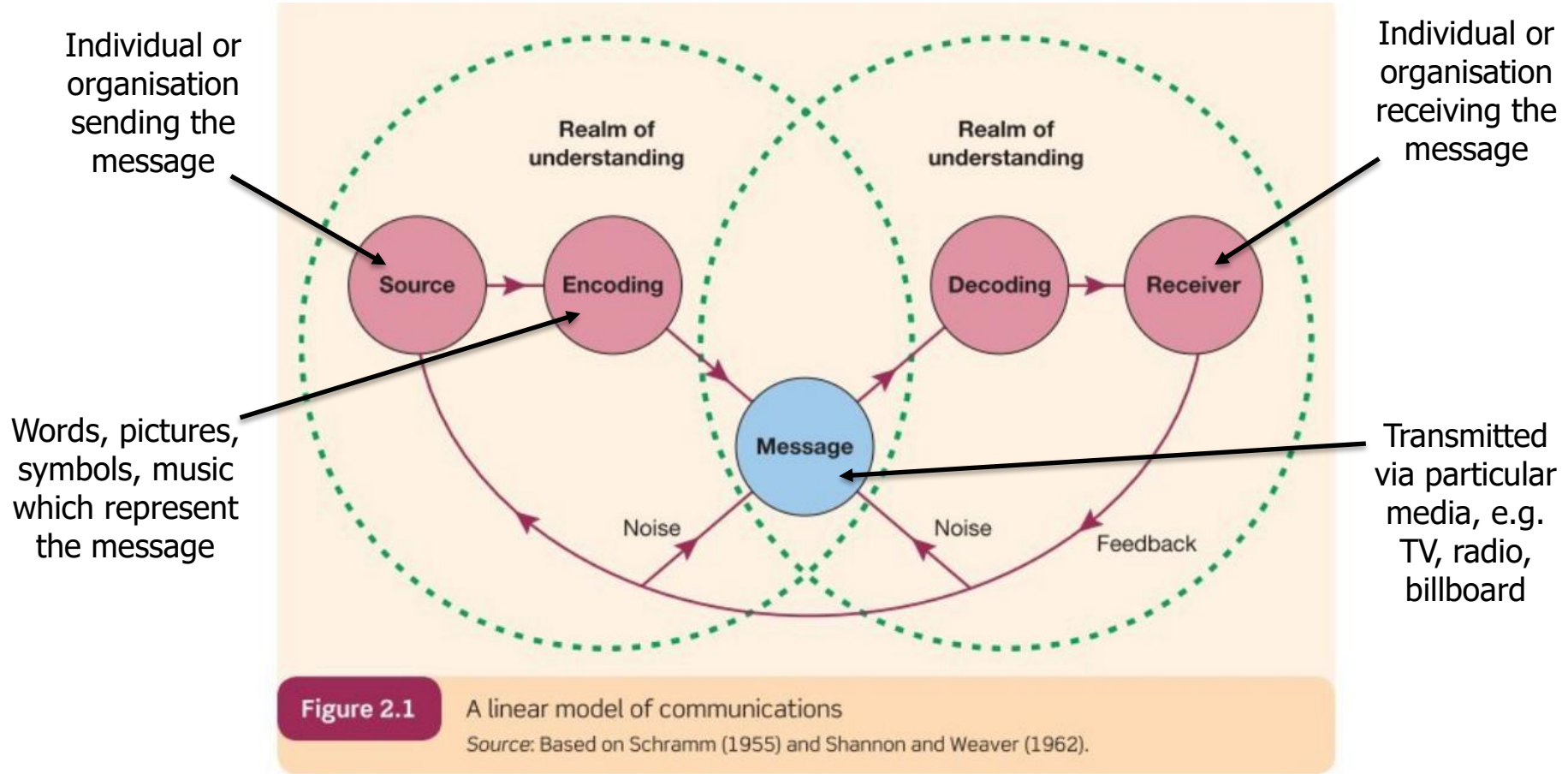


**Oak furnitureland**  
easter **sale**  
**NOW ON**  
FREE Delivery on everything

No veneer in 'ere!

(Fill and Turnbull, 2019, p.14)

# Communication Theory



(Adapted from Fill and Turnbull, 2016)

# Communication Theory

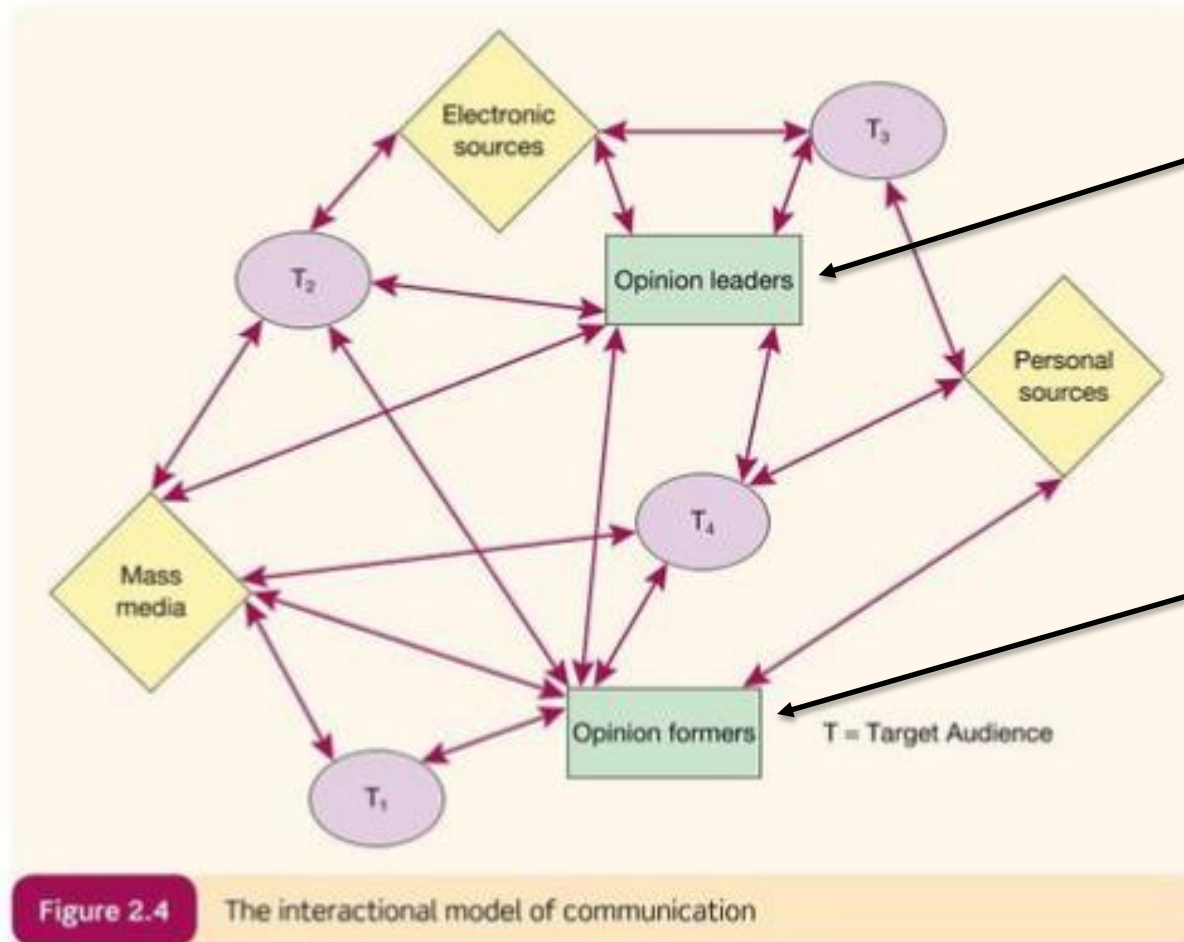


Figure 2.4 The interactional model of communication

An ordinary person who has a heightened interest in a topic and belongs to your peer group. They have the capacity to be more persuasive than information received from the mass media (Katz and Lazarsfeld, 1955)

Someone who is not part of your peer group but exerts influence because of their profession, authority, education, status or expertise (e.g. celebrities, influencers)

(Adapted from Fill and Turnbull, 2016)

# Sequential Models of IMC

Stage	AIDA <sup>a</sup>	Hierarchy of effects <sup>b</sup>	Information processing <sup>c</sup>
		Awareness	Presentation ↓
<b>Cognitive</b>			Attention ↓
	Attention	Knowledge	Comprehension ↓
	↓	↓	↓
	Interest	Liking	Yielding ↓
	↓	↓	↓
<b>Affective</b>		Preference	
	↓	↓	↓
	Desire	Conviction	Retention ↓
<b>Conative</b>	↓	↓	↓
	Action	Purchase	Behaviour

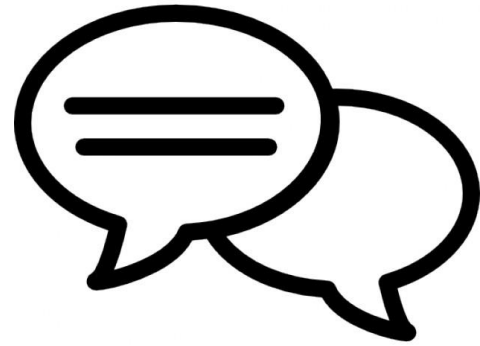
Sources: <sup>a</sup>Strong (1925); <sup>b</sup>Lavidge and Steiner (1961); <sup>c</sup>McGuire (1978).

(Fill and Turnbull, 2019, p.174)



# Marketing Communications Mix

Message

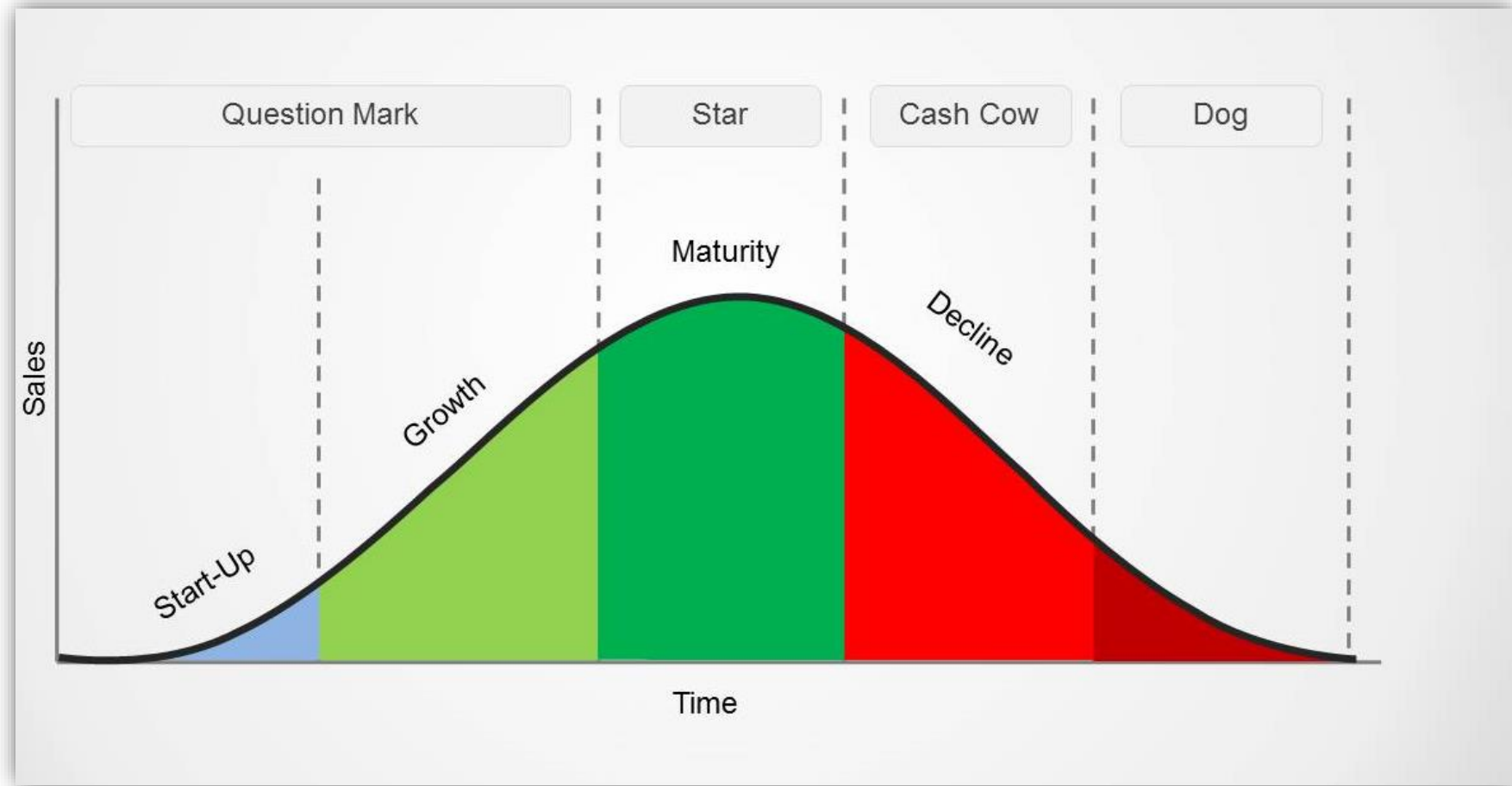


Tools



Media/  
Channels

# Event Life Cycle & BCG



# Promotional Objectives Across the Product Life Cycle (PLC)

- Introduction
  - Advertising and public relations → *awareness*
  - Sales promotion → *trial*
  - Personal selling → *distribution*
- Growth
  - Advertising and PR → *brand loyalty*
  - Less emphasis on sales promotion
- Maturity
  - Advertising → *persuasion, reminder*
  - Sales promotion → *market share*
- Decline
  - Reduction in advertising and PR
  - More emphasis on sales promotions → *temporary sales*



## Communications Objectives

- Informing
  - Awareness
  - Interest
  - Benefits
  - Other information
- Persuading
  - Preference based on competitive advantages
  - Brand switching or prevention of brand switching
- Reminding
  - Trigger memories
  - Maintain preference and buying habits

# Message

## **Needs to be relevant to the target audience:**

- Which specific audience(s) do you need to communicate with?
- What are their communications needs?
- What is/are the desired outcome(s) of your communications?

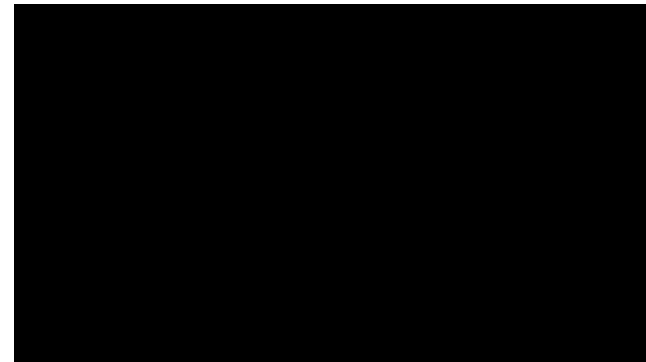


# Information-based Messages

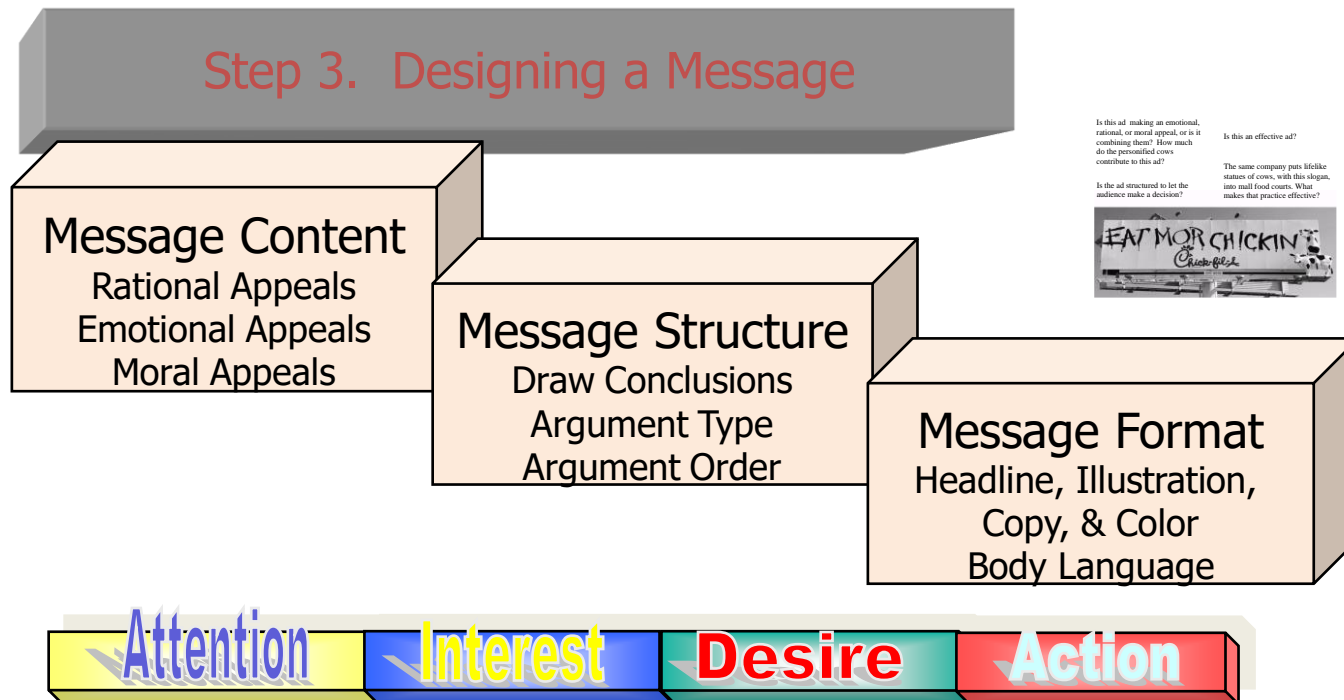
- **Factual** – Involves, sometimes detailed, information; often used for high involvement decisions, e.g. Vango tents



- **Slice of life** – The receiver immediately identifies with the scenario and the product/service represents the solution, e.g. Calgon



# Steps in Developing Effective Communication



# Designing the Message - Content

- Rational Appeals
  - appeal to audience self-interest
- Emotional Appeals
  - fear, guilt, shame, humor, joy, love, pride
- Moral Appeals
  - what is right or proper

# Rational advertising appeal

## Typical Bases for Rational Appeal

- Price
- Quality
- Performance
- Taste
- Nutrition
- Warranties
- Special Offers
- Safety
- New ideas
- Reliability
- Efficiency
- Convenience

# Emotional advertising appeal

Typical Bases for Emotional Appeal		
Personal/Psychological		Social
▪ Excitement	▪ Sorrow	▪ Recognition
▪ Security	▪ Pride	▪ Status
▪ Fear	▪ Self-esteem	▪ Respect/approval
▪ Love	▪ Pleasure	▪ Embarrassment
▪ Happiness	▪ Guilt	▪ Belonging

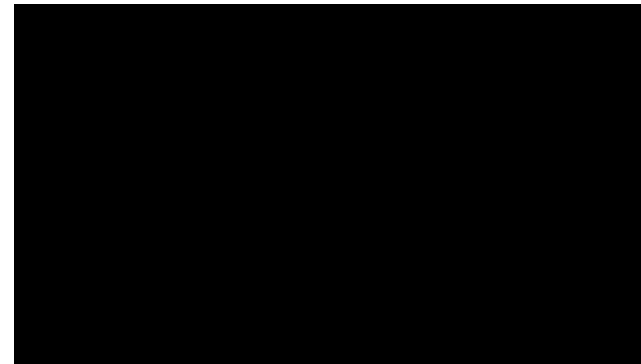
(Hornik et al., 2017)

# Information-based Messages

- **Demonstration** – Illustrating the product in action, e.g. G-Tech Air Ram



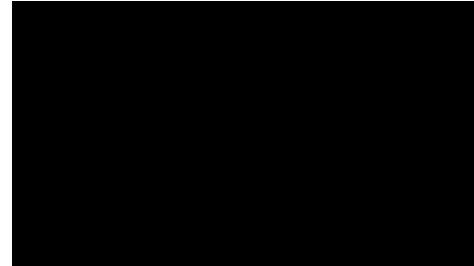
- **Comparison** – With the aim of establishing and maintaining superiority over competitors, e.g. Aldi



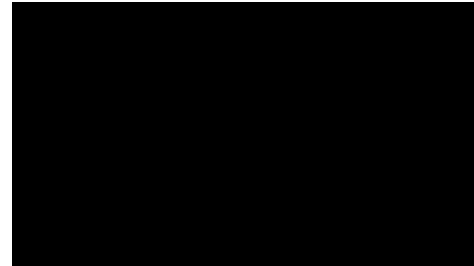


# Emotion-based Messages

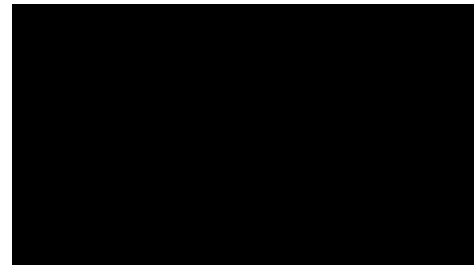
- **Humour** – Heinz



- **Shock** – NSPCC

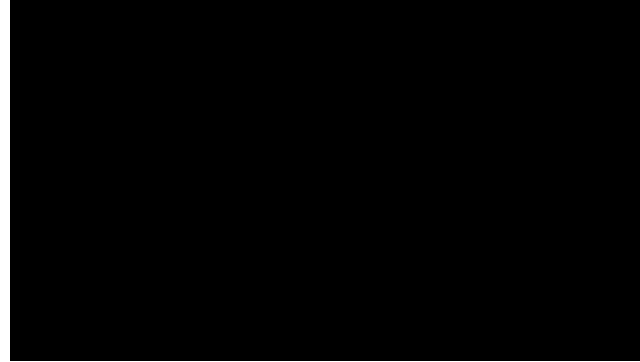


- **Animation** – Red Bull

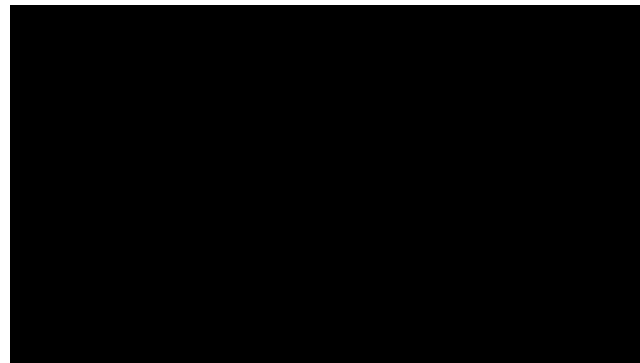


# Emotion-based Messages

- **Fear** – Government Covid-19 advertising

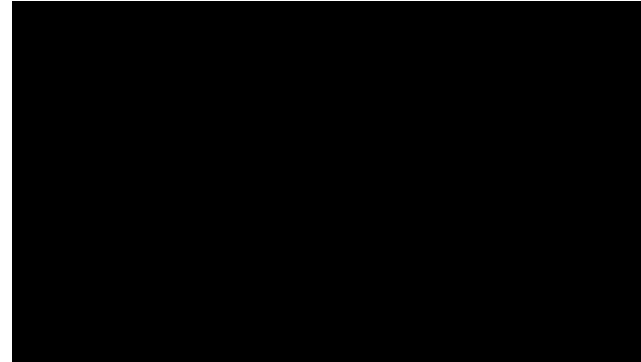


- **Sex** – Kim Kardashian's Sketchers Shape Ups' Superbowl advert

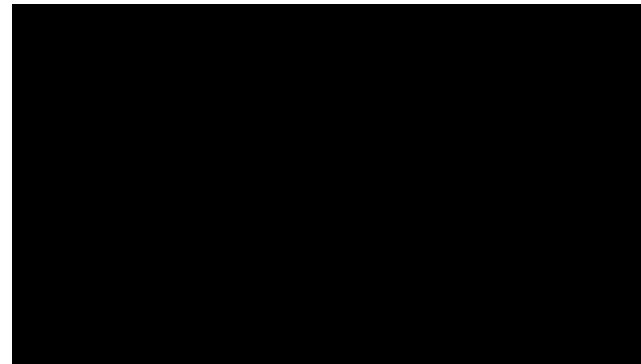


# Emotion-based Messages

- **Music** – VW Beetle



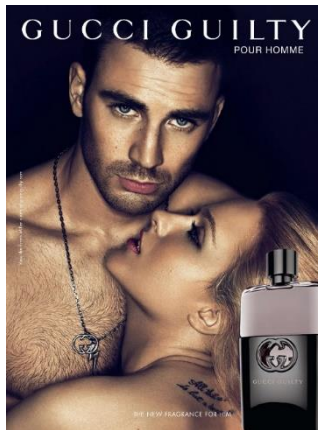
- **Fantasy/surrealism** –  
EasyJet



# Tools – Advertising

“A form of non-personal communication, by an identified sponsor, which is transmitted through the use of paid for media.” (Baines, Fill and Page, 2013, p.387)

## Examples of radio advertising



# Tools - Advertising

## **Strengths:**

- Capacity to reach large audiences
- Useful for differentiating (positioning) brands, reinforcing brand messages and values, and informing audiences by generating awareness
- Huge creative scope
- Greatest level of control

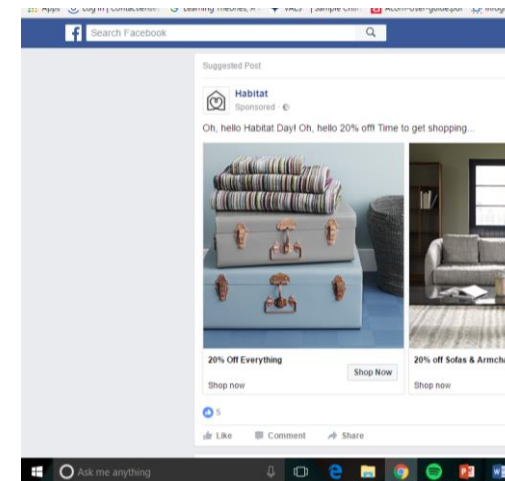
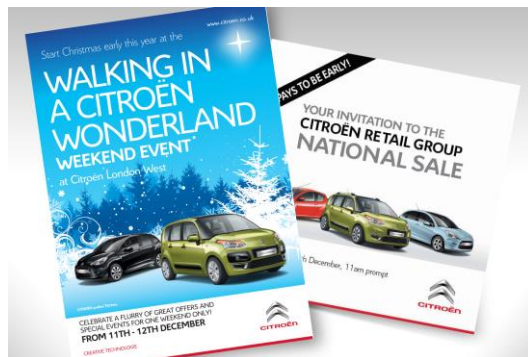
## **Weaknesses:**

- *Absolute costs* can be enormous (although with TV audiences of millions becomes more cost-effective – cost per contact)
- Needs a “call-to-action” to provoke behaviour or change
- Increasing skepticism of advertising

# Tools – Direct Marketing

“A marketing communications tool that uses non-personal media to create and sustain a personal and intermediary-free communication with customers, potential customers, and other significant stakeholders.”

(Baines, Fill and Page, 2013)



# Tools – Direct Marketing

## **Strengths:**

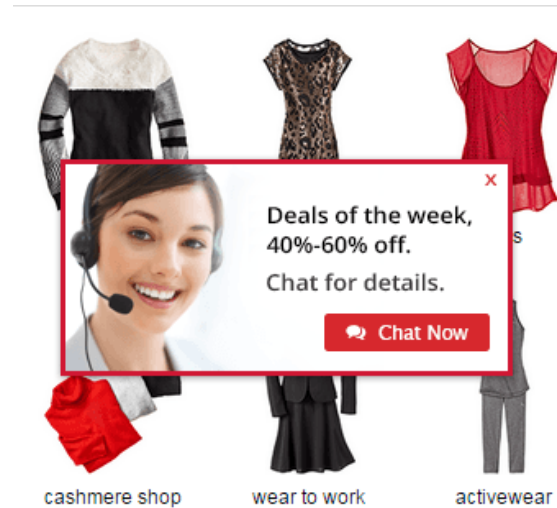
- Precision target marketing, therefore, reduced costs and minimised waste
- Supports customer retention (trust and rewards are needed)
- Improves the quality and speed of service (no intermediaries involved)
- Measurable impacts and scope for data collection

## **Weaknesses:**

- Intrusive (e.g. junk mail, spam emails, unsolicited phone calls, pop-ups etc.)
- [Guardian article: Poppy seller who killed herself got 3,000 charity requests for donations a year](#)
- Acquiring the necessary data and/or maintaining a database can be expensive and time-consuming

# Tools – Personal Selling

“The use of interpersonal communications to encourage people to purchase particular products and services, for personal gain and reward. Information is provided, positive feelings developed, and behaviour stimulated.” (Baines, Fill and Page, 2016, p.396)





# Tools – Personal Selling

## **Strengths:**

- Close enough to the prospective buyer to induce behaviour change (can overcome objections, provide information quickly and to adapt to the customer's needs)
- Useful when the number of potential customers is small, their information needs are high and the product/service is complex, expensive or important (high involvement purchase)

## **Weaknesses:**

- The most expensive tool in the communications mix and most limited in terms of reach

# Tools – Public Relations (PR)

“A non-personal form of communication used by [organisations] to build trust, goodwill, interest, and ultimately relationships with a range of stakeholders.” (Baines, Fill and Page, 2016, p.398)



KFC UK & Ireland  
@KFC\_UKI

Some changes at the top. Keep them coming, I'm having a lot of fun here. God I'm hungry... #RateMyKFC

**#RATEMYKFC LEADERBOARD**

 <b>9.5/10</b> @BLONDIEHAYLZ	 <b>9/10</b> @WAT652	 <b>8/10</b> @MRNICMOLE	 <b>HONOURABLE MENTION</b> @ONESECOFEJXNOS
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6:00 PM · Apr 8, 2020

146 41 Copy link to Tweet



# Tools – Public Relations (PR)

## **Strengths**

- Does not require the purchase of airtime or space in media vehicles, such as TV or magazines so costs are minimal
- The decision to transmit PR messages rests with those managing the media (not the organisation) so messages usually have greater perceived credibility than those transmitted through paid media
- Digital technology has improved the speed and reach of PR messages (word of mouth)

## **Weaknesses**

- Of all the tools, PR has the least level of control

# Tools – Sales Promotion

“A communication tool that adds value to a product or service with the intention of encouraging people to buy now rather than at some point in the future.” (Baines, Fill and Page, 2016, p.399)

**Savings and service come standard.**

Enjoy this special offer on your next rental.

Plus you get free pick-up, discounted rates for both business and leisure rentals, and award-winning customer service.

*Print this coupon and present at time of rental.*

**enterprise**  
We'll pick you up!

Valid on advance reservations made for Economy through Standard size vehicles at standard daily or weekly rates at participating locations. Participating locations are available by calling 1 800 rent-a-car. A 25-day maximum applies. Rental must end on or before December 31, 2014. The upgraded car class will not appear on your reservation, but will be applied free of charge upon arrival if a car in the next higher class is available. Offer cannot be combined with other coupons, offers or discounted rates. Standard rental qualifications apply. Other restrictions, including holiday and blackout dates, may apply. Pick-up and drop-off service is subject to geographic and other restrictions. Void where prohibited. Cash value: 1/100¢. ©2013 Enterprise Rent-A-Car. E20131

**BUY 2 CANS AND GET A MOVIE!**

**ON DIGITAL HD**

YOU DON'T JUST EAT 'EM!  
YOU MIGHT BE WITH 'EM!

Pringles Original

Pringles SOUR CREAM & ONION

Google play

©Frex 2014



**BUY ONE, GET ONE FREE**

**PAPA JOHN'S**

\*Excludes Deals, Minimum Spend for delivery £20.00

Your guide to interest free credit

From the experts at DFS

**Free gift**

Your free gift with love from N°7

when you spend £22 or more on selected N°7

# Tools – Sales Promotion

## **Strengths**

- A means to induce action and accelerate sales in the short-term
- Can be targeted at particular audiences who can be reached quickly and accurately
- Can reach new customers (trial purchase; brand switching), retain them (through data collection) and also to reward existing customers
- High degree of control

## **Weaknesses**

- Can backfire if retailers cannot keep pace with demand
- Can have a negative impact on sales in the medium-term
- Lack of credibility as organisation's motives are obvious

# Media (main forms)

Class	Type	Vehicles
Broadcast	TV Radio	X-Factor Kiss FM
Print	Newspapers Magazines	The Sun, The Times Cosmopolitan, Men's Health
Out-of-home	Billboards Street furniture Transit	96- 48- and 6- sheet Adshel London Underground
Interactive media	Internet Social media Search	Websites, email, apps Facebook, blogs Google
In-store	Point-of-purchase Packaging	Bins, signs and displays The Coca-Cola contour bottle
Other	Cinema Exhibitions Product Placement Ambient Guerrilla	Pearl and Dean Ideal Home Show Films; TV; books Litter bins; petrol pumps Flyposting

Adapted from Fill and Turnbull (2016)



# Answers...

**Message:** Emotion-based (animation, humour)  
**Tool:** Advertising (raising awareness of a sales promotion)  
**Medium:** Print (newspaper)

Take a look inside, you won't believe your eyes.

**THAT'S GRATE** Aldi's £4 Kevin the Carrot toy is selling for £500 on eBay as supernovae charity for

**Message:** Information-based (news, facts and figures)  
**Tool:** Public Relations  
**Medium:** Print (newspaper)

The toys were just a few out in

Alice Grahns  
 5 Dec 2018, 12:51 | Updated: 4 Apr 2019, 9:07

2 Comments

KEVIN the Carrot toys and other stars from Aldi's Christmas advert continue to sell for eye-watering amounts on eBay as shoppers are desperate to get hold of them.

Aldi Stores UK @AldiUK · 22 Dec 2020  
 We've teamed up with @ladbible and created a #KevinTheCarrot Instagram filter just in time for Christmas! Check it out and you could win!  
[bit.ly/3mKglah](https://bit.ly/3mKglah) 🍷 T&Cs apply.

**Message:** Emotion-based (humour)  
**Tool:** Public Relations (competition)  
**Medium:** Interactive (social media)

makes a dancing kevin appear on your shoulder, head or nose.

**Message:** Information-based (raising awareness of a sales promotion)  
**Tool:** Sales promotion  
**Medium:** In-store (point of purchase)

In Store 19 DEC

**Message:** Emotion-based (humour, curiosity)  
**Tool:** Advertising  
**Media:** Out-of-home (billboard) and interactive (social media, i.e. #KevinTheCarrot)

# Analyse this campaign!



## THAT'S GRATE Aldi's £4 Kevin the Carrot toy is selling for £500 on eBay as supermarket reveals 10 new toys for charity

The toys went on sale in November, but stores sold out in just a few hours and Aldi's website crashed

Alice Grahns  
5 Dec 2018, 12:51 | Updated: 4 Apr 2019, 9:07

2 Comments

KEVIN the Carrot toys and other stars continue to sell for eye-watering amounts as desperate to get hold of them.

You have 15 minutes for this activity

Aldi Stores UK @AldiUK · 22 Dec 2020  
We've teamed up with @ladbible and created a #KevinTheCarrot Instagram filter just in time for Christmas! Check it out and you could win! bit.ly/3mKglah 🍷 T&Cs apply.





# Digital - Promotion



**Online marketing metrics - BS detector**



# Digital Media

	<i>Owned</i>	<i>Paid</i>	<i>Shared</i>	<i>Earned</i>
<i>Definition</i>	Hosting, structure and content is under the exclusive control of the organisation	Message exposure in a specific place and time is rented by the organisation	Content which is designed to be viral	Public feedback on satisfying (or unsatisfying) customer experiences
<i>Examples</i>	Website, app, email, messenger	Advertising, affiliations, games, samples, coupons	Blogs, social media	Reviews, recommendations, links
<i>Purpose</i>	Global presentation of a consistent generic message	Promote a specific product or range in a limited timescale	Generate positive community engagement and feedback	Maximise positive customer and manage poor experiences before they damage community attitudes
<i>Effectiveness</i>	Low	Medium	Medium	High
<i>Efficiency</i>	High	Low	High	High



© marketoonist.com

# Word of Mouth Communication

- Verbal consumer to consumer communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product or service.” (Arndt, 1967)
- One of the most influential types of communication about products and services (Silverman, 2001).
  - Consumers view WOM as reliable and trustworthy.
  - Personal contacts provide a stamp of approval and social support for a purchase.
  - WOM is often backed up by social group pressure to comply with recommendations.

# Reference Groups

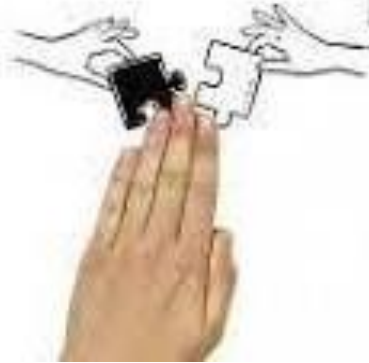
# Who are Opinion Leaders?

- Have higher social status within the same social class
- Have greater interest and knowledge in their area of influence
- Are more gregarious
- Have more innovativeness



# Customer Relationship Management

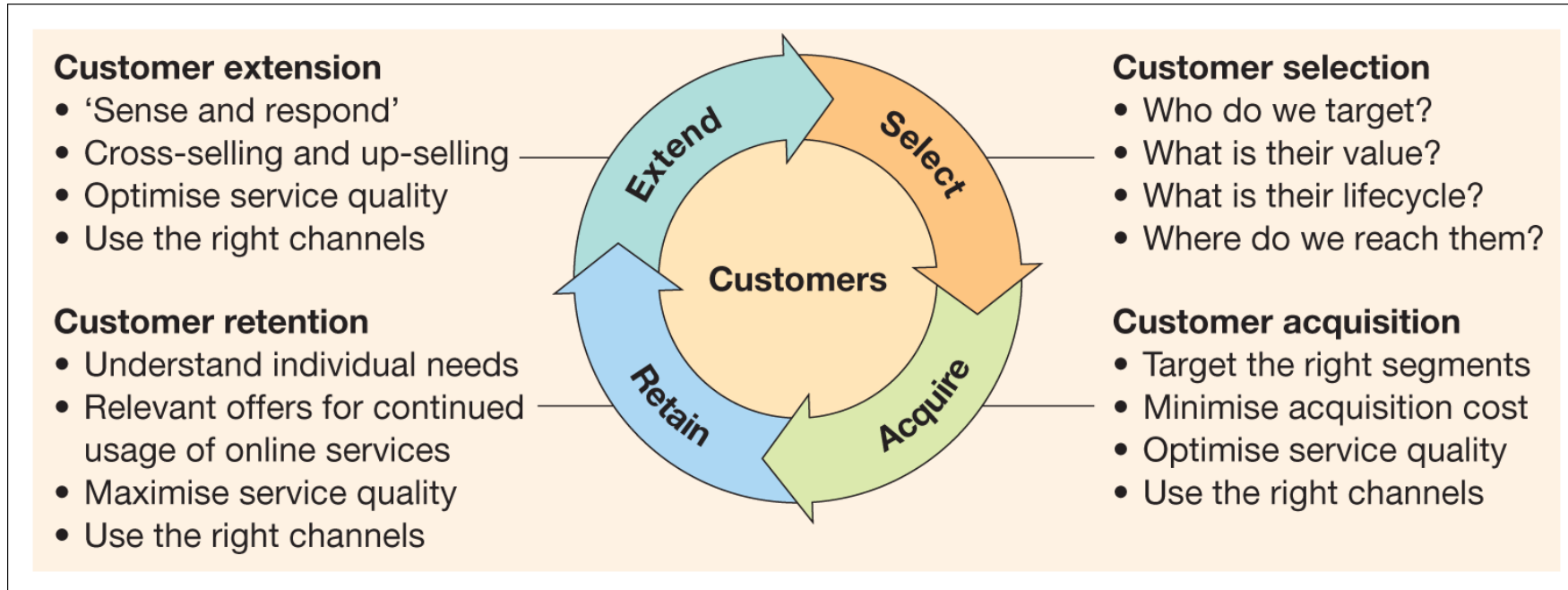
Dr. Nancy Hansen



## **Introduction to Customer Relationship Management (CRM)**

<https://www.youtube.com/watch?v=fbNPq-ZLzMM>

# Customer Lifetime Management



# Relationships, Technology and Change

## Mediators of the Customer Relationship



Disruptive Effects



## Key Technologies



**Any Questions**

# Conclusions

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