

#20_Managing Communication: Advertising, Personal Selling, Direct Mktg, Sales Promotions, PR, Sponsorship, Events & Unconventional Communication

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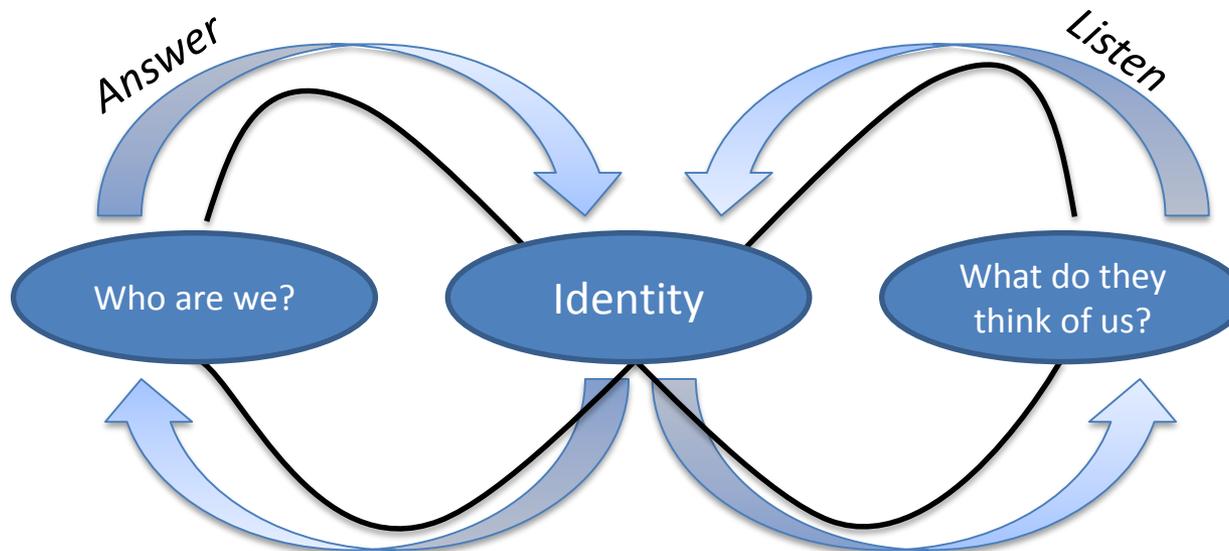
DPT. OF MANAGEMENT AND LAW
UNIVERSITY OF ROME TOR VERGATA
ITALY

What is communication? Why companies communicate?

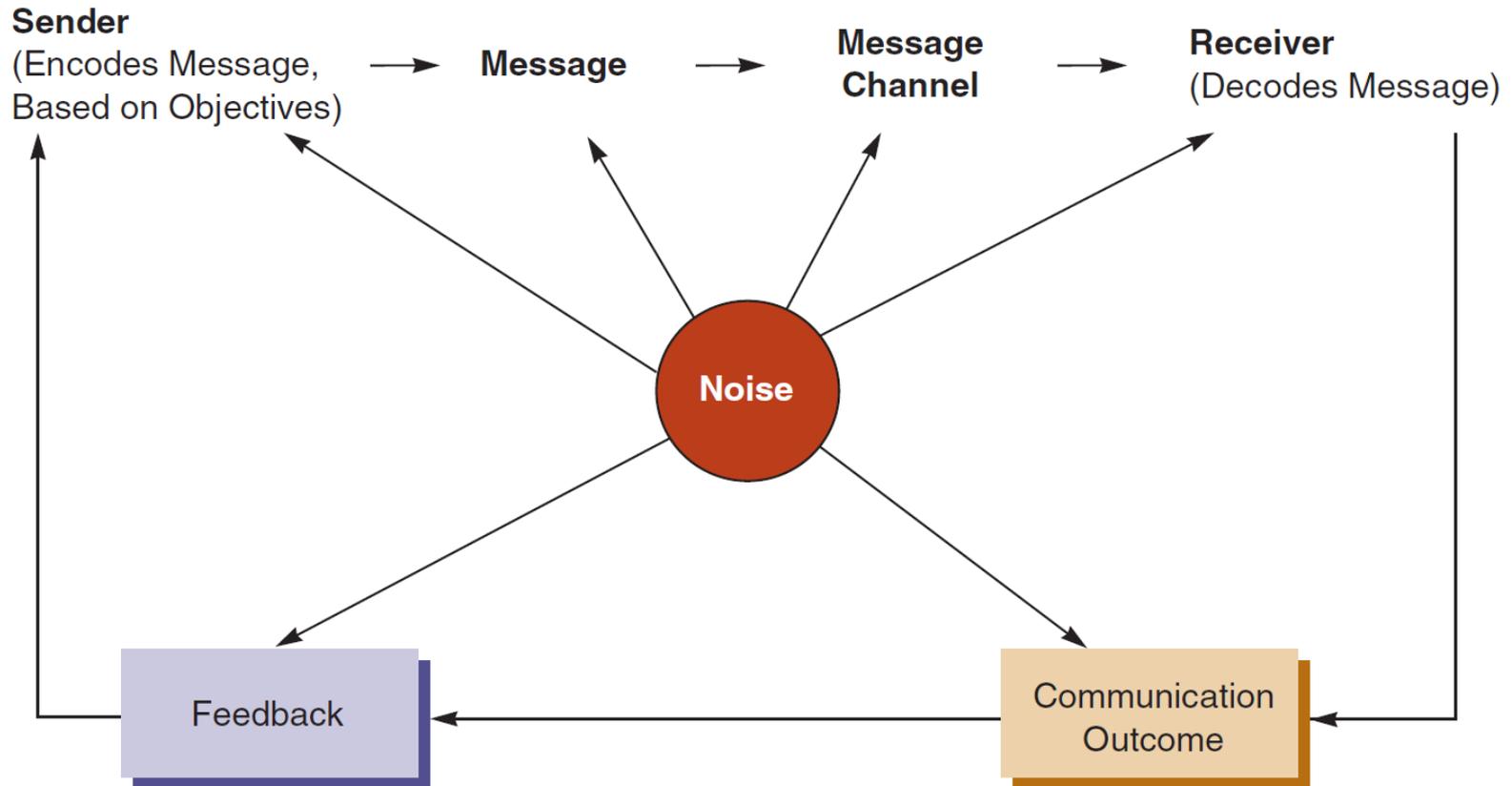
Ethimology: from latin “cum” and “munire”, to put in common
“To achieve efficacy a marketing strategy has to communicate its product/service”
(Lambin, 2004)



Corporate identity tells the world just what the corporate strategy is (Olins, 1989)



Marketing Communication Process



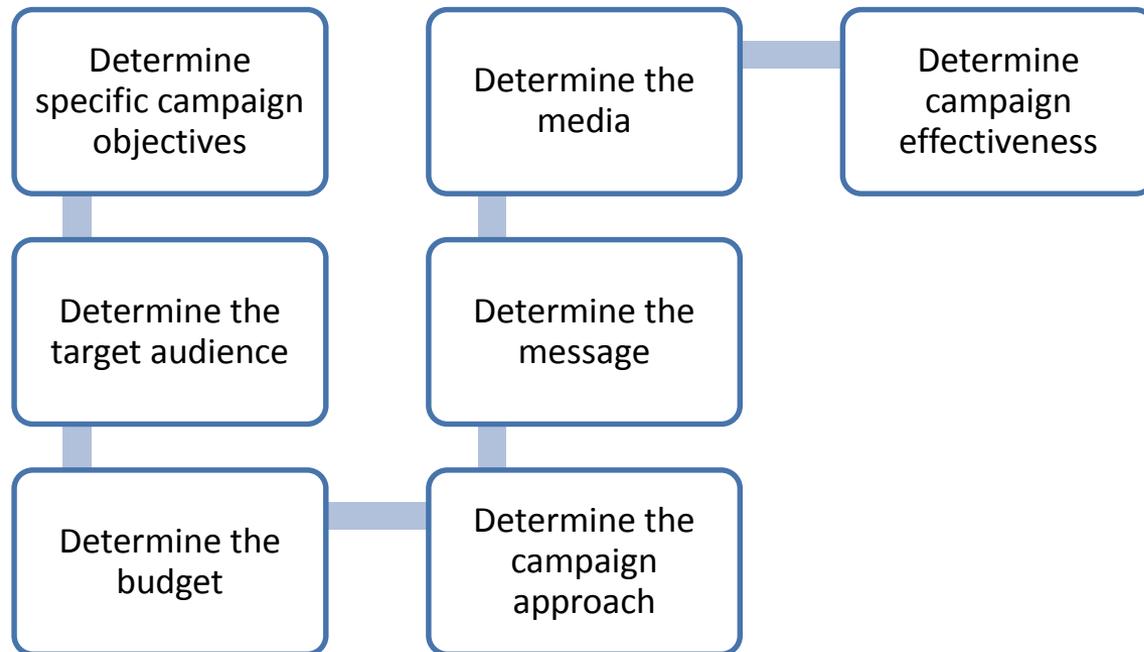
DEVELOPING AND MANAGING AN ADVERTISING (**COMMUNICATION***) PROGRAM (COMM. CAMPAIGN)

* It becomes a communication campaign/program if we include all the communication tools

Advertising (AMA)

Any announcement or persuasive message placed in the mass media in paid or donated time or space by an identified individual, company, or organization.

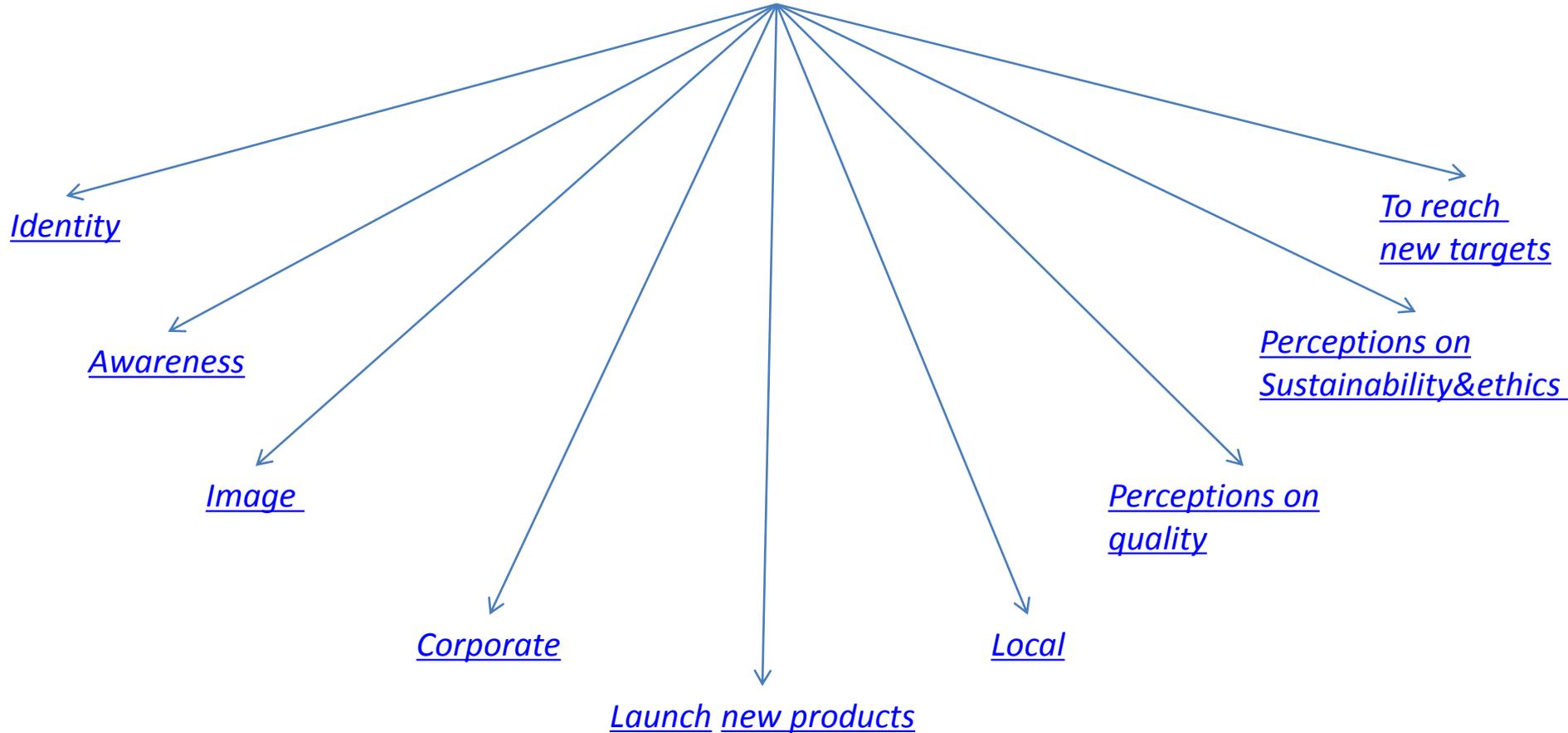
Campaign Process



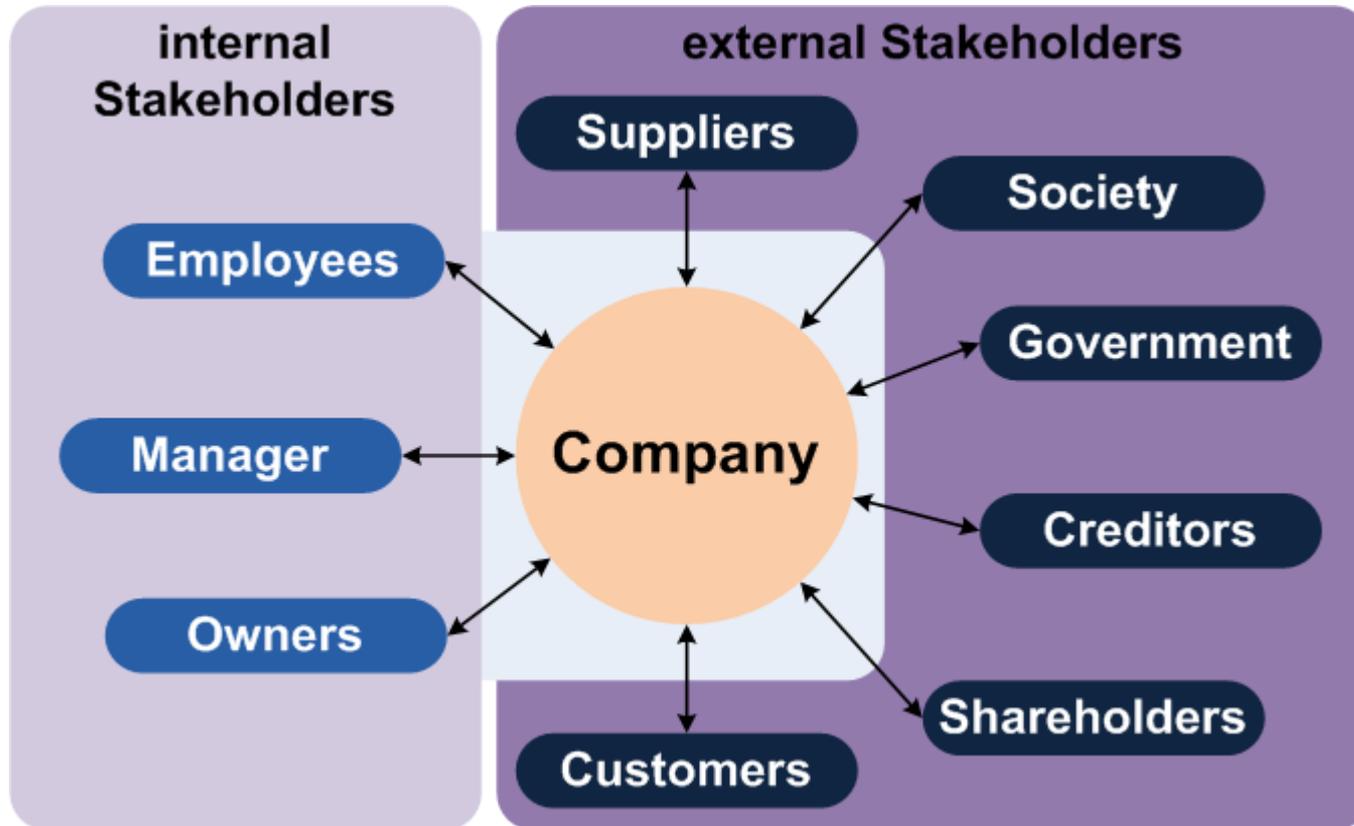


DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

1. Determine the objectives



2. Determine the target audience

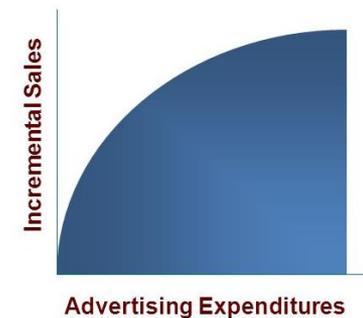


DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

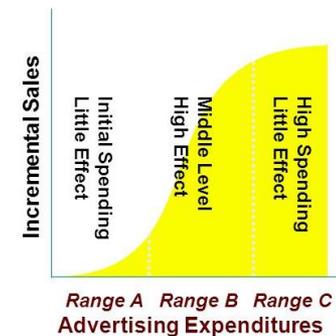
3. Determine the budget

Budgeting Method	Percentage of Respondents Using This Method*	Major Differences	
		Lowest Percentages	Highest Percentages
Objective and task	64%	Sweden (36%) Argentina (44%)	Canada (87%) Singapore (86%)
Percentage of sales	48	Germany (31%)	Brazil (73%) Hong Kong (70%)
Executive judgment	33	Finland (8%) Germany (8%)	United States (64%) Denmark (51%) Brazil (46%) Great Britain (46%)
All-you-can-afford	12	Argentina (0%) Israel (0%)	Sweden (30%) Germany (25%) Great Britain (24%)
Matched competitors	12	Denmark (0%) Israel (0%)	Germany (33%) Sweden (33%) Great Britain (22%)

A. Concave-Downward Response Curve



B. S-Shaped Response Function



DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

*It becomes a communication/campaign program if we include all the communication tools

4. Determine the campaign approach

OUTSIDE SERVICES

How many/which type of agencies?

SAATCHI
&
SAATCHI



DECISION MAKING AUTHORITY

Debate
centralization vs. decentralization

TBWA\

Colgate World of Care

Welcome to the World of Colgate-Palmolive



DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

5. Determine the message:

It must contain the **UVP (Unique Value Proposition)**, the **reason why (benefits)**: the **brand payoff & claim/slogan** must mirror both. The **visual identity** must mirror the **corporate identity**



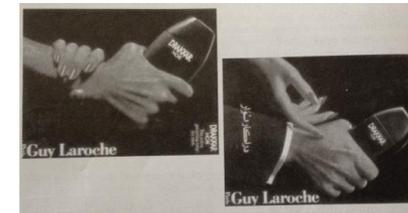
Pay attention if you go global

LINGUISTIC FEATURES

SYMBOLIC ELEMENTS

They represent a **barrier** for standardized marketing strategies

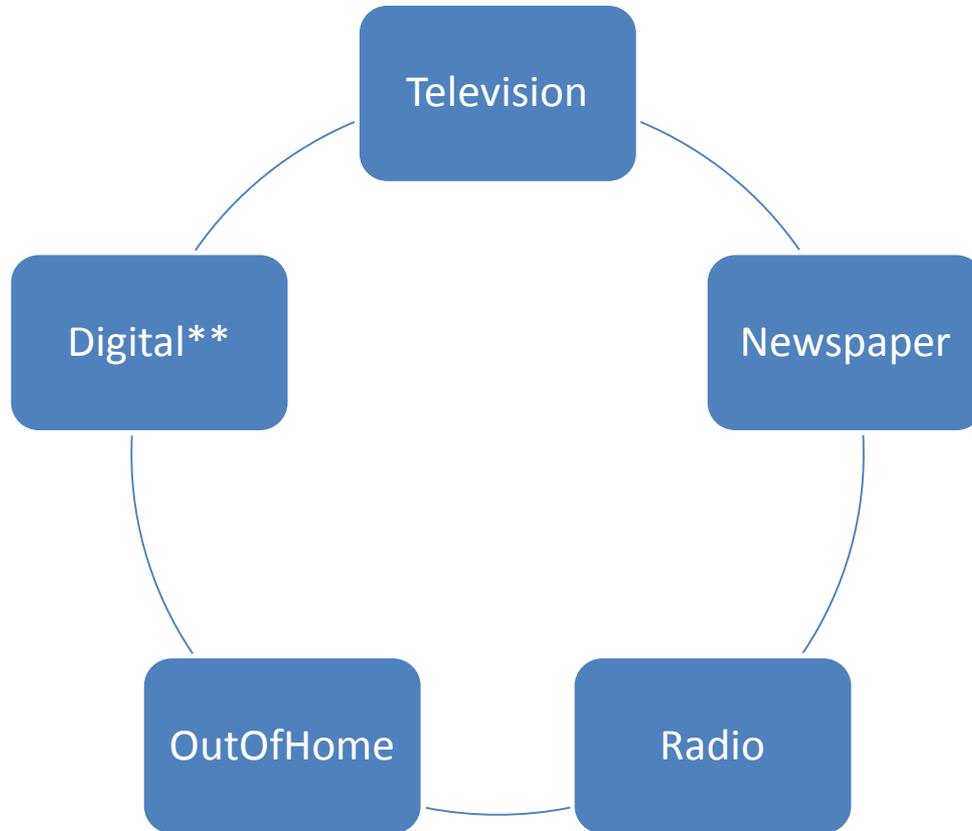
Parker Pen: "It won't leak in your pocket and embarrass you" (USA) & "No te embarazará chorreándose en tu bolsillo" (Mexico).



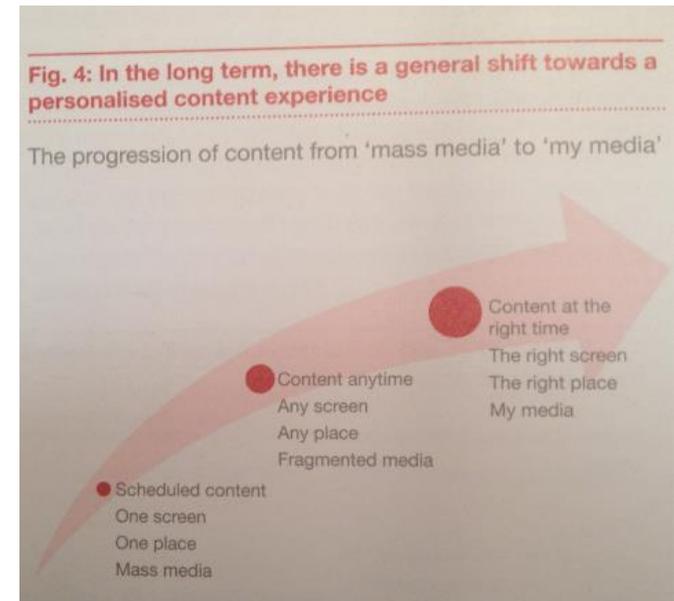
And pay attention to legal and social issues!

Advertisers must not: make false claims; use false demonstrations; create ads with the capacity to deceive; use bait-and-switch advertising

6. Determine the media strategy (Above the Line)



***Careful! Include also the other communication tools!**

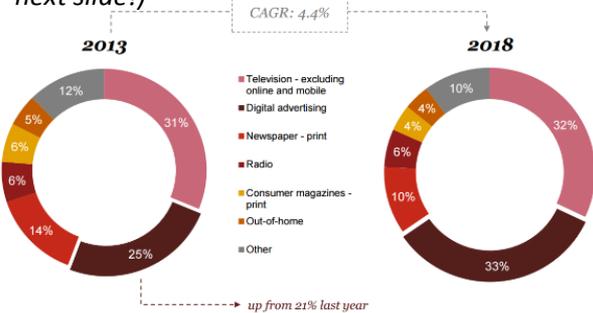


DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

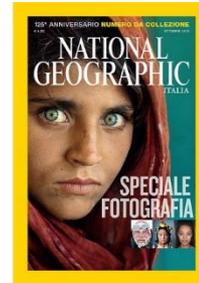
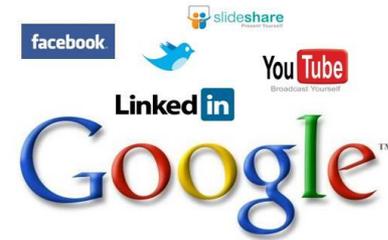
Determine the media strategy

Actual & future

Distribution (update in the next slide!)



Global media



Product influences

Audience characteristics

Country	Cigarette and Tobacco Products	Alcoholic Beverages	Pharmaceutical Products
United Kingdom	Banned in broadcast; approval required for showing brands of tobacco companies in any sponsored events	Banned in broadcast during or adjacent to children's programs Broadcast permitted in non-children's program airtime, with many regulations	Advertisements for prescription drugs prohibited Restrictions apply; e.g., no promotion by celebrities allowed
Ireland	Banned for all cigarette and tobacco products in all forms of advertising, including any sponsorship of events	Broadcast targeting adults is allowed with many rules	Advertisements for prescription drugs prohibited Strict guideline applies to non-prescription drugs
Denmark	Banned in all forms of advertising	Permitted for beverages with alcohol content of less than 2.8% Strict conditions apply	Banned in TV broadcast for both prescription-only and nonprescription medicines Radio broadcast is permitted with strict guidelines
Portugal	Banned in all forms of advertising, except in automobile sports events with international prestige	Banned in TV and radio broadcast between 7 A.M. and 10:30 P.M. Banned in sponsoring events in which minors participate	Advertisements for prescription drugs prohibited Strict guideline applies to non-prescription drugs





DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

Entertainment and media spending by segment

Category		Historical data					Forecast data					CAGR %
		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2016-21
Books	●	2,229	2,132	2,077	2,082	2,085	2,076	2,062	2,041	2,015	1991	
y-o-y growth			-4.4%	-2.6%	0.2%	0.2%	-0.4%	-0.7%	-1.0%	-1.3%	-1.2%	-0.9%
Business-to-business	●	3,008	2,870	2,800	2,782	2,795	2,823	2,852	2,880	2,911	2945	
y-o-y growth			-4.6%	-2.5%	-0.6%	0.5%	1.0%	1.0%	1.0%	1.1%	1.2%	1.1%
Cinema	●	671	675	625	687	713	706	719	736	757	781	
y-o-y growth			0.6%	-7.5%	10.1%	3.7%	-1.0%	1.8%	2.4%	2.8%	3.2%	1.8%
Internet	●	8,874	9,556	10,212	10,961	11,757	12,610	13,456	14,314	15,203	16112	
y-o-y growth			7.7%	6.9%	7.3%	7.3%	7.3%	6.7%	6.4%	6.2%	6.0%	6.5%
Magazines	●	2,456	2,190	2,064	1,974	1,952	1,921	1,897	1,876	1,855	1837	
y-o-y growth			-10.8%	-5.8%	-4.4%	-1.1%	-1.6%	-1.2%	-1.1%	-1.1%	-1.0%	-1.2%
Music	●	773	778	801	881	902	943	984	1022	1058	1088	
y-o-y growth			0.6%	3.0%	10.0%	2.3%	4.5%	4.4%	3.9%	3.5%	2.9%	3.8%
Newspapers	●	2,208	2,054	1,978	1,912	1,862	1,825	1,800	1,782	1,770	1764	
y-o-y growth			-7.0%	-3.7%	-3.3%	-2.6%	-2.0%	-1.4%	-1.0%	-0.7%	-0.3%	-1.1%
Out-of-home	●	180	170	165	181	176	170	175	178	182	187	
y-o-y growth			-5.3%	-2.8%	9.6%	-2.6%	-3.6%	2.8%	1.9%	2.2%	3.0%	1.2%
Radio	●	493	458	451	480	489	493	504	513	519	527	
y-o-y growth			-7.1%	-1.5%	6.4%	2.0%	0.7%	2.3%	1.8%	1.2%	1.6%	1.5%
TV	●	8,400	8,066	7,951	8,068	8,602	8,787	9,064	9,277	9,527	9706	
y-o-y growth			-4.0%	-1.4%	1.5%	6.6%	2.1%	3.2%	2.3%	2.7%	1.9%	2.4%
Video games	●	726	819	970	1143	1,329	1,541	1,770	2,000	2,235	2345	
y-o-y growth			12.8%	18.5%	17.8%	16.4%	15.9%	14.9%	13.0%	11.7%	4.9%	12.0%
VR	●	0	0	0	0	18	114	219	233	265	285	
y-o-y growth			-	-	-	-	546.0%	92.8%	6.4%	13.6%	7.6%	74.5%
E-sports	●	0	0	1	1	1	2	2	3	4	5	
y-o-y growth			-	173.9%	65.3%	36.4%	45.3%	41.6%	34.7%	30.7%	25.2%	35.3%
Total		28,803	28,604	28,949	29,982	31,476	32,764	34,212	35,513	36,904	38,126	
y-o-y growth			-0.7%	1.2%	3.6%	5.0%	4.1%	4.4%	3.8%	3.9%	3.3%	3.9%



DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

Determine the media strategy

Television

- ☺ Vividly demonstrates product attributes
- ☺ Persuasively explains consumer benefits
- ☺ Portrays usage imagery/brand personality
- ☹ Easy to ignore or forget ads
- ☹ Product/brand can be overlooked

Newspaper

- ☺ Provide detailed product information
- ☺ Newspapers popular for local ads
- ☹ In steady decline
- ☹ Can be fairly passive
- ☹ Poor reproduction quality
- ☹ Short shelf life

Radio

- ☺ Flexibility
- ☺ Ads are relatively inexpensive
- ☺ Can be schedule to air quickly
- ☺ Effective when run in morning

OOH

- ☺ High conversion rate
- ☺ It is relatively inexpensive
- ☹ Product/brand can be overlooked



DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

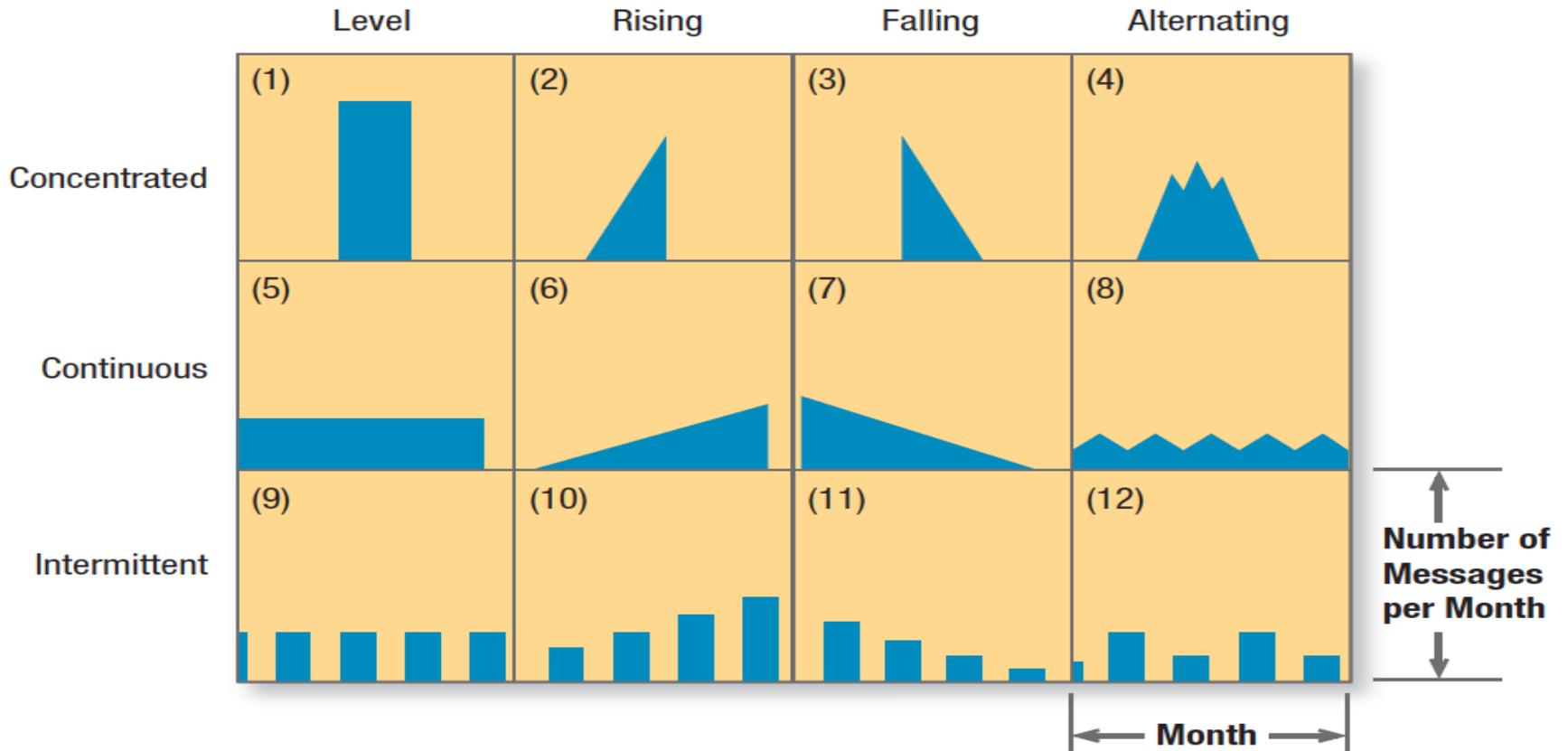
Determining the media strategy: Media (time and location! But also budgeting..) planning

Attività Web MKTG / Timing	03/05/12	04/05/12	05/05/12	06/05/12	07/05/12
Coordinamento					
Interno	X	X	X	X	X
Esterno	X	X	X	X	X
Sito Web CCSM					
Interventi SEO	X	X	X		
Workflow Redazione Contenuti				X	X
Interventi Google Analytics					
Monitoraggio					
Report					
Sito Web CCS					
Interventi SEO	X	X	X		
Workflow Redazione Contenuti				X	X
Interventi Google Analytics					
Monitoraggio					
Report					
Email MKTG					
Invio prima newsletter					
Invio seconda newsletter					
Invio terza newsletter					
Monitoraggio					
Report					

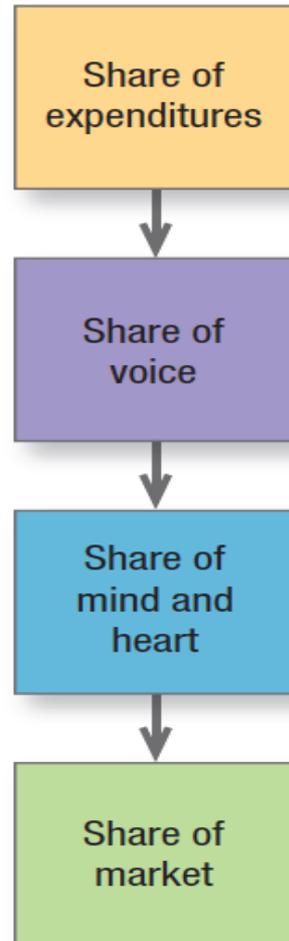
Facebook						
Editing e pubblicazione contenuti	x		x		x	x
Moderazione dibattito (risposta a mes						x
Contest Living Seminar						
Contest Come vedi CCSM						
Contest esterno Cinema						
Monitoraggio				x		
Report						
Twitter						
Pubblicazione contenuti	x		x		x	x
Diffusione profilo					x	
Contest Living Seminar						
Contest Come vedi CCSM						
Contest esterno Cinema						
Monitoraggio					x	
Report						
Youtube						
Attività 1						
Attività 2						
Attività 3						
Monitoraggio						
Report						
Media Planning ATL / Timing	03/05/12	04/05/12	05/05/12	06/05/12	07/05/12	08/05/12
Stampa						
Dinamica						
Affissioni						

DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

Advertising timing patterns



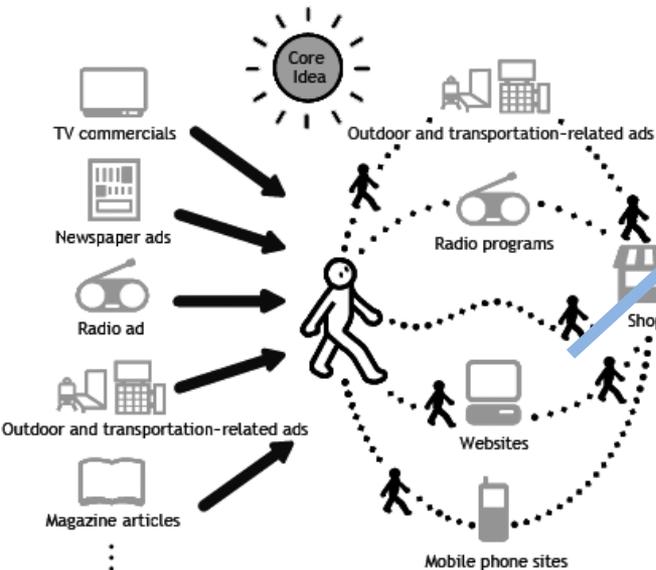
7. Evaluating advertising effectiveness



DEVELOPING AND MANAGING AN ADVERTISING (COMMUNICATION*) PROGRAM

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Objectives, target, message and media should be coherent



Personal selling

Personal selling involves a direct relationship between the seller and the buyer.



Guidelines
for a successful
marketer-intermediary
Interaction
(internationalized
company)

- Know the sales scene
- Research the customer
- Work with the culture
- Learn from your local representatives

Direct marketing

OLD MEDIA

Direct mail



Catalogues



Telemarketing



NEW MEDIA



Database marketing

Customers			
Photo	Name	Job Title	Work Phone
	Country	Company	Address
	City	Email	ZIP
	Jennifer Wisler	Call Center Operator	(206)831 0024
	United States (US / USA)	IT Shape	100 Forest Ave
	Seattle	lwisler@it-shape.com	90210
	Lucas Davidson	Marketer	(401)523 4430
	United Kingdom (GB / GBR)	Link Master, Inc.	100 Main St
	Los Angeles	ldavidson@linkmasterinc.com	90001

Social networking service

Pay attention to **permission marketing!**

ADVANTAGES

Increase of presence and easy communication of information

24-hours source of Information and multiple interactions

Improve customer service

Source of customer insights

Allow sales (e-comm)



Sales promotion

A collection of **incentive** tools, mostly **short term**, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade (establishing objectives, selecting tools,* developing, implementing and evaluating the program).



Coupon



\$8.98 Meal!
Two Big Mac® sandwich, medium french fries, medium soft drinks for you

\$6.98 Breakfast Meal Deal
Two Egg McMuffin® or Sausage McMuffin® with egg sandwiches, two hash browns, and two small Premium Roast Coffees for just \$6.98!

Valid at Corvallis, Philomath, Lebanon, Sweet Home, and Stayton, Oregon. *McDonald's. Not valid with any other offer, discount, coupon or meal. Limit one coupon per person per visit. Cash value 1/20 of 1 cent. Expires June 30, 2015.



Sampling



FREE SAMPLE
COVER FX CC CREAM
TIME RELEASE TINTED TREATMENT

CONGRATULATIONS!
YOU GET A DELUXE SAMPLE
OF THIS OIL-FREE CC CREAM THAT TREATS, CORRECTS, AND PROTECTS SKIN.

USE CODE **BFS1C3CC**
WITH YOUR NEXT ONLINE PURCHASE.*

SHOP NOW

ONLINE ONLY. ONE-TIME USE. OFFER EXPIRES 10/31/15.

Demonstration



Cent-off packs



SAVE 50¢
STRIDE
on any ONE (1) single pack of STRIDE Gum (14 Piece Pack)

Walmart

Contest



IT'S YOUR TURN
ROUND ONE
Selfie Showdown

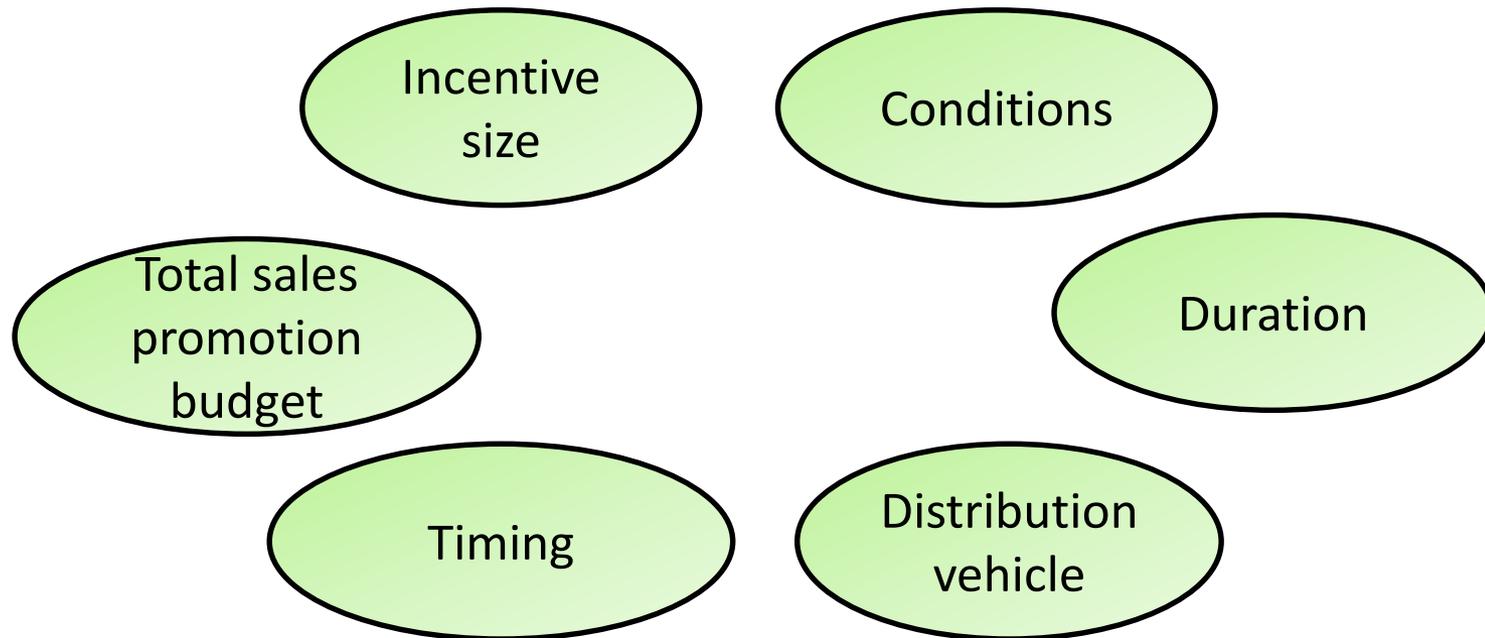
Don't be selfish. Share your selfies with the world. Show us your favorite, creative, or unusual selfie!

Share your magnifying photograph with fellow O-Fans for a chance to WIN a brand new O-FAN with your own custom selfie!

These weeks! These selfies! These selfies!

Win O-FAN

Sales promotion: developing the program



Implementing and evaluating the program: Lead time; Sell-in time; Sales/scanner data; Consumer surveys; Experiments

OTHER COMMUNICATION TOOLS: PUBLIC RELATIONS (PR)

Public Relations

That form of **communication** management that seeks to make use of **publicity** and other **nonpaid** forms of promotion and information to **influence the feelings, opinions, or beliefs** about the **company**, its products or services, or about the **value** of the product or service or the activities of the organization to buyers, prospects, or other **stakeholders**

(American Marketing Association)



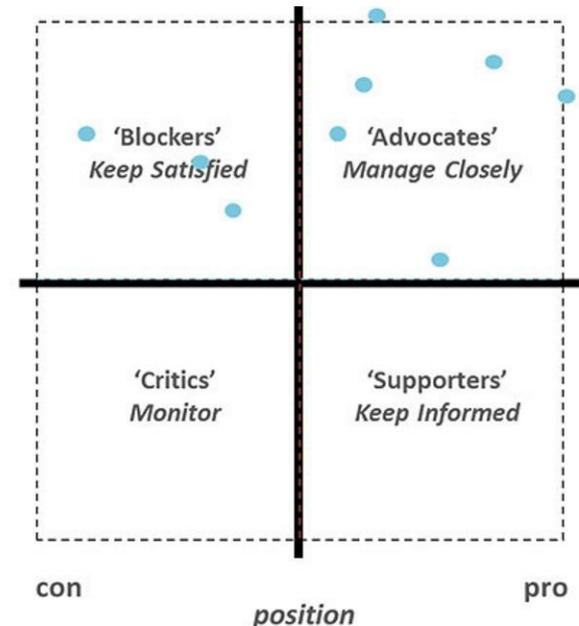
MAPPING STAKEHOLDERS



high

influence

low



Press Relations (and publicity)

ANALYSIS

STRATEGY

TOOLS

- Database: media, journalists
- Segmentation

- Selection of primary targets
- Message

- Relationships
- Website
- Press release
- Conference press
- Press review
-



PRESS RELEASE

6th January, 2009
FOR IMMEDIATE RELEASE
33 TOP WEBSITE TIPS
Sydney, Australia
ORBITAL's software is their first product and their first 'ORBITAL' is released on 6th January.

Their name derives as much from the fact that they live on (well, we actually 'are') the NET as from the orbit of their users.

Brothers Phil and Paul Horvath are ORBITAL and have been experimenting on their 4 month age machine all winter for only about 12 months. The experiments were made in their first single 'ORBITAL' which made them aware of their need to make as it was simply a case of the best man (brother) plus the rest of the year (Paul).

After the success of 'ORBITAL' the boys were able to buy better equipment, however their next release 'ORBITAL' is of a higher technical quality, but the single was still made in their living room and their mother at Sun Terrace Studios in London.

Little many radio heads (which are quite active on the live scene, enjoying playing live so much that they often lose money through playing sessions that are off the beaten track).

Phil and Paul are determined to bring their 4th ORBITAL a commercial band and a CD - it is particularly interesting to watch that because they play their music in general and longer (rather than using music with a set structure) it is a real amount of time to produce with very different, using techniques and sound manipulation.

"We would prefer to be in the forefront playing their releases from the 1st moment as people just love our music that they expect an entertaining show" explained Phil, who with his brother Paul is currently experimenting with other visual mediums such as film and light that are complementary to their music.

ORBITAL are keeping a low profile just now so to give their time to work on the better and on their forthcoming album album.

ORBITAL: Aard & Visual experiments
buildawebsitetonight.com



OTHER COMMUNICATION TOOLS: PUBLIC RELATIONS (PR)

PR at Mastercard

Press event to announce the campaign in Czech Republic, Serbia, Slovenia

Collaboration with Knihy Dobrovsky in Czech Republic



meet&greet with a famous children's author Ljubivoje Rsumovic at Delfi bookstore in Serbia



Collaboration with Mladinska Knjiga in Slovenia



Distribution of local press release – more than 100 articles

Examples of press releases and articles:

- Hebrew:** "תוכנית הנוצרת באמצעות לוגוהו, מציגה את מטרותיה..."
- Serbian:** "Salković u borbi protiv gladi" (Salković in the fight against hunger)
- Hungarian:** "Újabb nagyszabású kampány az éhezés ellen a Mastercardtól" (Another large-scale campaign against hunger from Mastercard)
- Other:** "Mastercard rolls out CEE e-Food Program" and "Trade magazin" (Trade magazine).

Blogger activation in Bulgaria, Hungary, Romania, Poland, Slovenia

Violeta Markovska actress and Milena Vitanova, lifestyle blog in Bulgaria



wmn.hu in Hungary



What Anna Wears, a leading lifestyle blog in Poland

Cristian China Birta & Dana Dragomirescu from Romania



Andreja's World in Slovenia

Hrvoje Salković in Croatia





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OTHER COMMUNICATION TOOLS: PUBLIC RELATIONS (PR)

PR at Mastercard

ALIANZA



Vitoria Ginja, representante PNUD; Marcela Carrasco de Mastercard; y Liliana Vásquez, de Bancolombia.

BANCOLOMBIA Y MASTERCARD, POR LOS NIÑOS DE LA GUAJIRA

La idea es que por cada transacción sin contacto, realizada con las tarjetas Mastercard y Maestro de Bancolombia, se done una comida.

Portafolio / Sep 1

Empresas anuncian alianza para apoyar programa de alimentación en La Guajira

Mastercard y Bancolombia anunciaron su compromiso por apoyar la labor del Programa Mundial de Alimentos de las Naciones Unidas (PMA), que tiene como propósito apoyar al gobierno colombiano en su meta de eliminar la malnutrición al 2030 y transformar las condiciones de vida y la seguridad alimentaria de las poblaciones más vulnerables.

Bajo la plataforma Priceless Causes y por medio de la alianza con el PMA, se busca que a noviembre de este año se entreguen aproximadamente 1 millón de comidas nutritivas a los niños de La Guajira.

Colombia es el primer país de América Latina en inaugurar Priceless Causes y, gracias al apoyo de las redes locales y comercios aliados, el objetivo es que, por cada transacción sin contacto, realizada con las tarjetas Mastercard y Maestro de Bancolombia, se done una comida a los niños de esta región.

La asociación que se emana en el concepto de valor compartido, el cual combina el esfuerzo realizado por la agencia de Naciones Unidas, la experiencia de Mastercard en tecnología e innovación digital y Bancolombia en el sistema de pagos electrónicos, demuestra cómo la tecnología puede ayudar a las poblaciones más vulnerables.

“Compartimos con millones de colombianos y con nuestros miles de clientes el propósito de crecer de forma sostenible y de crear en una región que trabaja para construir el futuro que sueña. Así, trabajamos en el desarrollo de mercados en los países donde tenemos presencia para

avanzar constantemente en la implementación de iniciativas que implican innovación, para alcanzar nuevos niveles de inclusión y promoción de equidad”, afirmó Marcela Carrasco, presidente de Mastercard para Colombia y Ecuador.

Así mismo, el Programa Mundial de Alimentos desarrolla un trabajo conjunto con entidades del Gobierno nacional y local, otras agencias de las Naciones Unidas, organizaciones de la sociedad civil y la academia, con el propósito de maximizar el impacto de sus acciones y disminuir el riesgo de inseguridad alimentaria y nutricional en el país. Solo en 2016 el Programa asistió a cerca de 260.000 personas en Colombia, en su mayoría víctimas de la violencia, afectados por emergencias y fenómenos meteorológicos.

“La estrategia del PMA representa una transacción de la asistencia humanitaria a proyectos de desarrollo a largo plazo, en los que podemos aportar nuestra experiencia para el fortalecimiento de los medios de vida, el acceso a alimentos y la construcción de resiliencia en la población vulnerable de doce departamentos del país, con especial énfasis en las mujeres y en las comunidades étnicas y desplazadas”, afirmó la representante del PMA en Colombia, Deborah Hines.

Gracias a la tecnología sin contacto, la cual permite realizar transacciones de forma rápida, fácil y segura, se promueven las ventajas de este sistema de pagos con un fin social.

“Hoy queremos hacerles un llamado a nuestros clientes para que nos ayuden a cumplir la meta de llevar aproximada-

Pasos para pagar con un bip y ayudar a la niñez de La Guajira

priceless[®] causes



- 1  Identifica si tu tarjeta tiene este ícono
- 2  Paga tus compras, simplemente acercando tu tarjeta.
- 3  ¡Listo! Sin pagar más, estás ayudando.

Terminos y condiciones en www.mastercard.com.co

Un millón de comidas nutritivas entregará Mastercard y Bancolombia para apoyar la labor del Programa Mundial de Alimentos de las Naciones Unidas (PMA).

mente 1 millón de comidas nutritivas a los niños de La Guajira.

Con solo pagar con su tarjeta de débito sin contacto podrán aportar a esta gran causa. Por eso ponemos esta tecnología al servicio de la alianza, pues tenemos 2.800.000 tarjetas de pago sin contacto, lo que representa una gran oportunidad para que los clientes se sumen”, añade Liliana Vásquez, vicepresidente de Medios de Pago de Bancolombia, quien además hace un llamado a que quienes no la tengan, se acerquen a cualquier sucursal y la soliciten.

El Informador Santa Marta / Sep 1

ONU trabajará para frenar desnutrición infantil en La Guajira

Autor: EFE
31 agosto de 2017 - 08:00 PM

El programa de la ONU, el Gobierno en alianza con el sector bancario busca llevar un millón de raciones comidas a la población infantil del Departamento en los próximos tres meses.



Cortesía
Un nuevo programa público-privado busca llevar un ración de comidas en los próximos tres meses a los niños de la Guajira.

El Programa Mundial de Alimentos de las Naciones Unidas (PMA), en alianza con Mastercard y Bancolombia, trabajará para contrarrestar la desnutrición infantil en el departamento colombiano de La Guajira, informaron este jueves los promotores de la iniciativa.

La alianza tiene como propósito apoyar al Gobierno colombiano en su meta de eliminar la desnutrición en 2030 bajo la plataforma "Priceless Causes", indicaron los promotores en un comunicado.

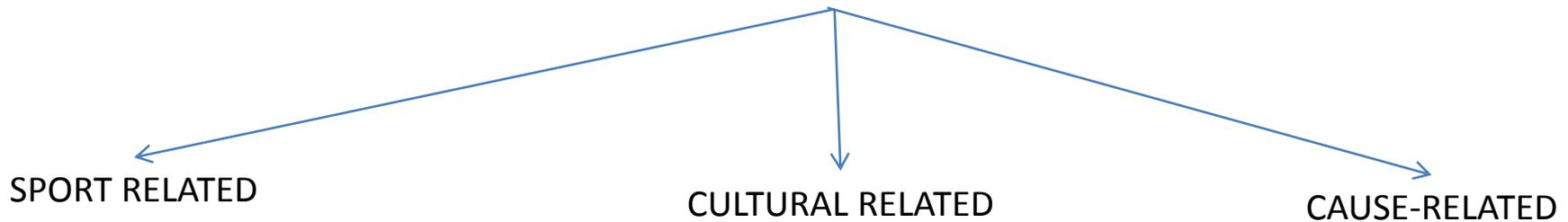
La iniciativa busca que para noviembre de este año se entreguen aproximadamente un millón de raciones de comida nutritiva a los niños de La Guajira.

El Mundo / Aug 31

OTHER COMMUNICATION TOOLS: PUBLIC RELATIONS (PR)

Sponsorship

Communication activity where a company obtain, after a payment, that its brand can be promoted by a famous person or by an event. In this way, **brands associate** their **image to the person's or event's characteristics.**



!



OTHER COMMUNICATION TOOLS: PUBLIC RELATIONS (PR)

Events

A successful event is a complex system that can create
Brand Engagement and increase *Reputation*

Objectives

- To create experiences and evoke feelings
- To create/reinforce key brand image associations
- To launch new products
- To express commitment to the community or on social issues
- To entertain key clients or reward employees
- To permit merchandising/promotional opportunities

OTHER COMMUNICATION TOOLS: PUBLIC RELATIONS (PR)

Events

Characteristics

1. It has to be technically qualified
2. It has to engage emotionally
3. It has to be technologically advanced
4. It needs participants
5. It can rely on the principles of the brand experience (sensory marketing)
6. It should be unforgettable and trigger WOM
7. It should be citable (PR!)

**HIGH-TECH
HIGH-TOUCH**

**It has to be highly
integrated with the other
marketing tools!**



Welcome Bambina!



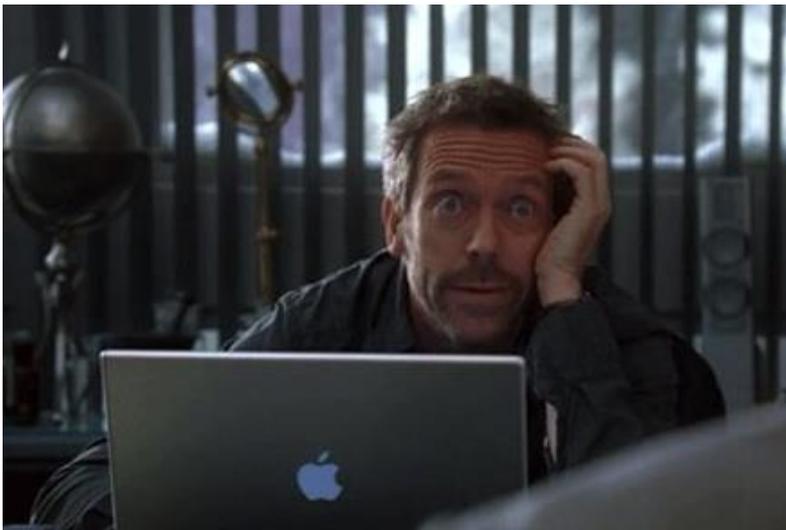
OTHER COMMUNICATION TOOLS: PUBLIC RELATIONS (PR)

Events (actors)

- THE COMPANY
- ORGANIZATIONAL AGENCIES
- SPONSORS AND PARTNERS
- TECHNICAL PARTNERS
- COMMERCIAL PARTNERS
- MEDIA and/o MEDIA PARTNERS
- SUPPLIERS
- GOVERNMENT
- LOCAL GOVERNMENT
- OTHER STAKEHOLDERS
- PARTECIPATING CONSUMERS
- INFLUENCERS (WEB)

“ NETWORK ”

Product Placement



Ambient Marketing



Un'immagine dell'originale atti
ambient marketing realizzata da E
Terribles per Chinò Sanpell



Guerrilla Marketing



WHEN A FOOD PLATE STOPS EVERYONE ON THE STREET

The Challenge

Israeli Food Bank wanted to shake people up and face them with a cruel reality they can no longer deny: Hundreds of thousands of Israelis live in hunger.

The Creative Solution

An innovative visual combination that creates an immediate response. For the first time, real food plates are placed in regular street sewer grates out on main streets and give an exceptional illusion of a kitchen plate dryer, lying on the dirty pavement. The plates don't just carry food anymore. They also carry a message.

The Message

The copy on the plate: Too many people eat on the street. For donation and information go to www.bankmazon.org

The Results

The effect is striking! No one can stay indifferent. Thousands of people feel they have to stop immediately whatever they're doing and take a plate in their hands. Food Bank's plates create an enormous buzz. The campaign led to a huge increase in the number of visitors to the website and in the amount of donations made to the organization.



Stickers





Flash Mobs



Common Communication Platforms

TABLE 19.1

Examples of the Eight Common Communication Platforms

Advertising	Sales Promotion	Events and Experiences	Public Relations and Publicity	Online and Social Media Marketing	Mobile Marketing	Direct and Database Marketing	Personal Selling
Print and broadcast ads	Contests, games, sweepstakes, lotteries	Sports	Press kits	Web sites	Text messages	Catalogs	Sales presentations
Packaging–outer	Premiums and gifts	Entertainment	Speeches	E-mail	Online marketing	Mailings	Sales meetings
Packaging inserts	Sampling	Festivals	Seminars	Search ads	Social media marketing	Telemarketing	Incentive programs
Cinema	Fairs and trade shows	Arts	Annual reports	Display ads		Electronic shopping	Samples



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BUSINESS ADMINISTRATION

Thank you for your kind attention!



(Have A Nice Day!)

(Have A Nice Day!)