



Integrated Marketing Communications Campaign

Robyn Blakeman



Integrated Marketing Communications Campaign:

Integrated Marketing Communications with Online Study Tools 12 Months Bill Chitty, William Chitty, Edwina Luck, Nigel Barker, Anne-Marie Sassenberg, Terence A. Shimp, J. Craig Andrews, 2017-11-16 Organisations continually use integrated marketing communications to achieve a competitive advantage and meet their marketing objectives This 5th edition of Integrated Marketing Communications emphasises digital and interactive marketing the most dynamic and crucial components to a successful IMC campaign today Incorporating the most up to date theories and practice this text clearly explains and demonstrates how to best select and co ordinate all of a brand s marketing communications elements to effectively engage the target market Chapters adopt an integrative approach to examine marketing communications from both a consumer s and marketer s perspective With a new chapter on digital and social marketing addressing the development of interactive media in IMC and new IMC profiles featuring Australian marketer s along with a wide range of local and global examples including Spotify Pandora Snapchat Palace Cinemas Woolworths KFC Old Spice Telstra Colgate and QANTAS this text has never been so relevant for students studying IMC today Unique to the text is a series of new student and instructor IMC videos showing students how key objectives in IMC theory are applied by real businesses

Marketing Campaign Development Mike Gospe, 2008 This book is a practical pragmatic how to book designed for hi tech marketing operations regional and corporate marketing leaders at every level This unique book takes you step by step through the disciplined yet practical process of architecting truly integrated marketing communications plans that work In it you will find a prescription for building a successful repeatable campaign development process including the necessary templates and helpful practical techniques This book is your guide that will show you how you can optimize your marketing efforts and achieve an even greater return on your marketing investment While many of us will recognize a good well thought out marketing campaign when we see one the single basic truth about world class marketing campaign development is that it is easy to say but hard to do It is hard to do because we all like to take short cuts I hear the lament all too often I m over worked don t have the time to think strategically or Planning is overrated I just need to get these projects done As a result we take short cuts like ready fire aim Lack of planning is the slippery slope that leads to wasteful marketing Then one day we get the call from the corner office to come and explain why our marketing efforts did not produce the desired results Luckily architecting world class campaigns is achievable for any marketing team Successful marketing requires following a disciplined systematic approach to working cross functionally and cross regionally in order to prioritize marketing objectives design a customer engaging go to market strategy and execute the plan

Integrated Marketing Communication Robyn Blakeman, 2018-02-01 Now in its third edition this comprehensive text offers a classroom tested step by step approach to the creative processes and strategies for effective integrated marketing communication IMC Blakeman covers key areas from marketing plans branding positioning and creative briefs to copywriting design and considerations for each major media

format Throughout she explores visual and verbal tactics along with the use of business theory and practices and how these affect the development of the creative message This user friendly introduction walks students through the varied strands of IMC including advertising PR direct marketing and sales promotion in a concise and logical fashion Integrated Advertising, Promotion, and Marketing Communications Kenneth E. Clow,Donald E. Baack,Professor Donald Baack,2012

ALERT Before you purchase check with your instructor or review your course syllabus to ensure that you select the correct ISBN Several versions of Pearson s MyLab check with the seller before completing your purchase Used or rental books If you rent or purchase a used book with an access code the access code may have been redeemed previously and you may have to purchase a new access code Access codes Access codes that are purchased from sellers other than Pearson carry a higher risk of being either the wrong ISBN or a previously redeemed code Check with the seller prior to purchase Examine advertising and promotions through the lens of integrated marketing communications The carefully integrated approach of this text blends advertising promotions and marketing communications together providing readers with the information they need to understand the process and benefits of successful IMC campaigns The fifth edition brings the material to life by incorporating professional perspectives and real world campaign stories throughout the text *Strategic Integrated Marketing Communication* Larry Percy,2008 Integrated Marketing Communications is planning in a systematic way to determine the most effective and consistent message for appropriate target audiences This comprehensive new textbook deals with all aspects of Integrated Marketing Communication from a strategic perspective *Strategic Integrated Marketing Communications* Larry Percy,2023-03-03 This book provides a disciplined systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications IMC programme Throughout attention is paid to balancing theory with practical application how to successfully implement theory for effective communication Step by step knowledge and understanding builds through the book starting by laying a foundation to provide context looking at the role of IMC in building brands and strengthening companies The book then considers what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media A detailed practical overview of the strategic planning process is provided illustrated by numerous examples and cases along with desktop tools and worksheets for developing and implementing an IMC plan The 4th edition of this classic textbook has been fully updated throughout and includes Updated and expanded coverage of digital media including issues relating to privacy and media strategy New sections on setting campaign budgets brand architecture target audience action objectives social marketing communication and such practices as gamification and experiential marketing Extended content on international advertising and shared cultural values The introduction of a channels based typology of marketing communication Updated international examples and case studies throughout A comprehensive and accessible guide to the steps of planning and developing an effective IMC campaign this book should be core reading for students

studying Integrated Marketing Communications Strategic Communications Principles of Advertising Media Planning and Brand Management Integrated Advertising, Promotion, and Marketing Communications Kenneth E. Clow, Donald Baack, 2007 This volume takes a broader approach than Advertising or Promotions surveys and gives readers an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project with free Advertising Plan Pro software in every copy The volume addresses integrated marketing communications corporate image and brand management consumer buyer behavior business to business buyer behavior promotions opportunity analysis advertising management advertising design both theoretical and executional frameworks IMC promotional tools and integration tools For marketing professionals and ad agency account executives Advertising Campaign Design: Just the Essentials Robyn Blakeman, 2011 Brand Storytelling Keith A. Quesenberry, Michael K. Coolsen, 2023-02-14 This innovative new text introduces students to the power of storytelling and outlines a process for creating effective brand stories in a digital first integrated marketing communications plan From the earliest works on storytelling to the latest research this text explains why and how storytelling works the forms storytelling takes and how to develop an integrated advertising PR and strategic marketing communications campaign that leverages the power of story within the reality of today's digital first media landscape Keith A Quesenberry and Michael K Coolsen present a balance of research and theory with practical application and case studies within a classroom friendly framework for undergraduate or graduate courses or for the marketing communications professional looking for a guide to integrate storytelling into their brand communications Emphasizing digital and social media perspectives in the strategic planning and campaign process Brand Storytelling also surveys TV radio outdoor print opportunities as well as earned shared owned and paid media Features Chapters introduce discipline foundations through key figures main content sections explaining concepts with examples templates and stats a main case study questions for consideration and list of key concepts for review Coverage of new technologies in Web3 such as NFTs cryptocurrency media streaming CTV and the metaverse ChatGPT and DALL E 2 Key terms are bolded and defined throughout and featured in a glossary along with an index of key concepts figures companies and cases for easy reference Plan campaign research addresses evaluation and optimization of IMC execution including descriptive predictive and prescriptive analytics Instructor resources include chapter outlines learning objectives test banks slides forms template worksheets example assignments and syllabi The Walt Disney Company : an IMC Plan Megan Latshaw, Basil J. Valente, St. Bonaventure University. Jandoli School of Journalism and Mass Communication, St. Bonaventure University. Division of Graduate Studies, 2012 As supporters of The Walt Disney Company's mission and goals Latshaw Marketing has created a well researched aggressive integrated marketing communications plan and program that will promote the addition of a fifth theme park at the Walt Disney World Resort The plan is designed to potentially increase the number of males in The Walt Disney Company's target market and provide the Disney experience along with thrill action and adventure by utilizing the

newly acquired Marvel Comics Executive summary p 6

Marketing in the Round Gini Dietrich, Geoff

Livingston, 2012-04-24 Drive more value from all your marketing and communications channels together Demolish your silos and sync all your messaging strategies and tactics really Optimize every medium and platform from iPad and Facebook to TV and direct This book is a must read for every senior marketing communications and PR decision maker It s not about social media Or new or old media It s about results and there s only one way to get results You must finally bite the bullet tear down your silos and integrate all your marketing and communications That s how you choose the best platforms and messages for each customer That s how you make research and metrics work That s how you overcome today s insane levels of complexity and clutter You re thinking Oh that s all I need to do Just integrate my whole organization Are you nuts No We re not It can be done This book s authors have done it They ve shown others how to do it And now they re going to show you Step by step Strategy Tactics Research Metrics Culture Social Mobile Direct Broadcast Print All of it With you the marketing communications decision maker right at the center right where you belong Even now organizational silos prevent most companies from conversing coherently with customers delivering the right targeted messages and building real synergies across all their marketing and communications programs Now Gini Dietrich and Geoff Livingston show how to finally break down those silos bridging traditional and newer disciplines to drive more value from all of them You ll learn how to create a flexible marketing hub with integrated spokes including sales PR advertising customer service HR social media and the executive team Then you ll learn how to use your hub to speak cohesively with each customer through the tools and platforms that deliver the best results at the lowest cost Dietrich and Livingston guide you through hands on strategic planning illustrating key points with real case studies and offering practical exercises for applying their principles You ll learn how to perform baseline analyses of media from iPad apps to radio optimize resource allocation change culture to overcome siloed behavior use measurement to clear away obstacles and gain more value from every marketing investment you make Pull it all together finally How to successfully integrate your tactics tools messages and teams Better goals better results beyond SMART to SMARTER Specific measurable attainable relevant time bound evaluate and reevaluate Better listening stakeholders customers and research that works How to make sure you hear what really matters Four powerful ways to market in the round When to go direct come from above use the groundswell or execute flanking maneuvers

Integrated Marketing Communication Robyn Blakeman, 2007 Robyn Blakeman s Integrated Marketing

Communication offers a classroom tested approach that lays out creative processes and strategies for effective IMC Blakeman covers key areas from marketing plans branding and positioning and creative briefs to copywriting design and media format considerations She also looks at visual and verbal tactics and business theory and practices in relation to the creative message IMC trends require students to become well rounded professionals understanding not only advertising but also marketing public relations sales promotion and direct marketing

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Integrated Marketing Communications Philip J. Kitchen,Marwa E. Tourky,2022-01-03 Integrated Marketing Communications A Global Brand Driven Approach 2nd edition presents an integrated and global framework to marketing communications delivered in a highly readable cohesive and succinct manner Co written by the internationally acclaimed leading experts in the field Philip Kitchen Marwa Tourky this core text explores the best ways to communicate effectively both in the present and in the future Taking a rigorous approach the textbook provides a critical overview to the modern communications issues found in industry and society today It offers a concise stimulating approach in its coverage of IMC and combines insightful knowledge of trends in the global marketplace consumer and stakeholder issues with wider adoption of a consumer driven perspective as well as a roadmap through the bewildering maze of marketing communications Comprehensively updated and revised throughout to take into account recent industry developments this new edition also offers a plan for brand building post pandemic This textbook is ideal for upper level undergraduates and post graduate students who would benefit from insightful knowledge of key trends and sharp insights into the important theories and considerations around marketing communications and IMC Cases in Advertising and Marketing Management Edd Applegate,Art Johnsen,2007 Cases in Advertising and Marketing Management offers readers whether new managers or students opportunities to practice their abilities on realistic business situations The authors a professor of advertising and an agency executive draw on their experiences in forty scena Integrated Marketing Communications Edwina Luck,Nigel Barker,Anne-Marie Sassenberg,Bill Chitty,Terence A. Shimp,J. Craig Andrews,2020-11-12 Organisations use integrated marketing communications to help achieve a competitive advantage and meet their marketing objectives This 6th edition of Integrated Marketing Communications emphasises digital and interactive marketing the most dynamic and crucial components to a successful IMC campaign today Incorporating the most up to date theories and practice this text clearly explains and demonstrates how to best select and coordinate all of a brand s marketing communications elements to effectively engage the target market Conceptual framework models demonstrate the integration of theory and practice to help students to better understand the whole IMC process and concept connections Chapters adopt an integrative approach to examine marketing communications from both a consumer s and marketer s perspective Premium online teaching and

learning tools are available on the MindTap platform Learn more about the online tools cengage.com/au/mindtap

The Bare Bones Introduction to Integrated Marketing Communication Robyn Blakeman, 2008-12-16 Integrated marketing communication IMC focuses on communicators employing the correct message being able to place it in the most appropriate media and using the most advantageous communications approach Advertising in today's economy crosses communication boundaries as well as societal and cultural norms making accurate targeting media selection and consistency of message more critical than ever before Marketing and advertising are no longer separate entities they are the results of all parts working as a cohesive whole Integrated marketing communicates using one tone of voice or message that is successfully delivered through multiple media and disciplines The Bare Bones Introduction to Integrated Marketing Communication is an in depth yet concise discussion of the business and structure of integrated marketing communication This brief inexpensive text focuses exclusively on introductory issues concerning IMC as both a communication device and as a profession Robyn Blakeman's step by step approach offers an extensive and exclusive look into how agencies work the areas of specialization that make up IMC how advertising affects our lives and the diverse arsenal of media options that give IMC its visual verbal voice Both integrated marketing and varied media vehicles are dissected one topic at a time creating an invaluable reference tool that students professors and small business people alike will refer to time and again for information on the field of advertising integrated marketing communication

Integrated Marketing Communications Cengage Learning Australia, William Chitty, Edwina Luck, Nigel Barker, Michael Valos, Terence A. Shimp, 2014 Organisations continually use integrated marketing communications to achieve a competitive advantage and meet their marketing objectives This 4th edition of Integrated Marketing Communications emphasises digital and interactive marketing the most dynamic and crucial components to a successful IMC campaign today Incorporating the most up to date theories and practice the text clearly explains and demonstrates how to best select and co ordinate all of a brand's marketing communications elements to effectively engage the target market Chapters adopt an integrative approach to examine marketing

Strategic Integrated Marketing Communications Larry Percy, 2023-03-03 This book provides a disciplined systematic look at what is necessary to the planning and implementation of an effective Integrated Marketing Communications IMC programme Throughout attention is paid to balancing theory with practical application how to successfully implement theory for effective communication Step by step knowledge and understanding builds through the book starting by laying a foundation to provide context looking at the role of IMC in building brands and strengthening companies The book then considers what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media A detailed practical overview of the strategic planning process is provided illustrated by numerous examples and cases along with desktop tools and worksheets for developing and implementing an IMC plan The 4th edition of this classic textbook has been fully updated throughout and includes Updated and expanded coverage of digital media

including issues relating to privacy and media strategy New sections on setting campaign budgets brand architecture target audience action objectives social marketing communication and such practices as gamification and experiential marketing Extended content on international advertising and shared cultural values The introduction of a channels based typology of marketing communication Updated international examples and case studies throughout A comprehensive and accessible guide to the steps of planning and developing an effective IMC campaign this book should be core reading for students studying Integrated Marketing Communications Strategic Communications Principles of Advertising Media Planning and Brand Management **Integrated Marketing Communications** Tony Yeshin, 2012-05-23 Integrated Marketing Communications is a new text which will answer the key questions of what marketing communications is how it works and why it is such a vital contemporary marketing function It is a comprehensive and authoritative overview of this complex and rapidly evolving area The author's long experience in the industry and as a senior academic ensures that the book is able to show how the communications process really works and how it can best be managed in a strategically and tactically cost effective manner Throughout the book the framework of analysis planning implementation and control is used to help the student organize their approach to the complex decision making in the present communications environment This is both an essential text and an indispensable reference resource and has been rigorously developed for undergraduates and postgraduates in Marketing and Business and for the new CIM Certificate and Diploma exams in Business Communication Promotional Practice and Marketing Communications

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Table of Contents Integrated Marketing Communications Campaign

1. Understanding the eBook Integrated Marketing Communications Campaign
 - The Rise of Digital Reading Integrated Marketing Communications Campaign
 - Advantages of eBooks Over Traditional Books
2. Identifying Integrated Marketing Communications Campaign
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Integrated Marketing Communications Campaign
 - User-Friendly Interface
4. Exploring eBook Recommendations from Integrated Marketing Communications Campaign
 - Personalized Recommendations
 - Integrated Marketing Communications Campaign User Reviews and Ratings
 - Integrated Marketing Communications Campaign and Bestseller Lists
5. Accessing Integrated Marketing Communications Campaign Free and Paid eBooks
 - Integrated Marketing Communications Campaign Public Domain eBooks
 - Integrated Marketing Communications Campaign eBook Subscription Services

- Integrated Marketing Communications Campaign Budget-Friendly Options
- 6. Navigating Integrated Marketing Communications Campaign eBook Formats
 - ePub, PDF, MOBI, and More
 - Integrated Marketing Communications Campaign Compatibility with Devices
 - Integrated Marketing Communications Campaign Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Integrated Marketing Communications Campaign
 - Highlighting and Note-Taking Integrated Marketing Communications Campaign
 - Interactive Elements Integrated Marketing Communications Campaign
- 8. Staying Engaged with Integrated Marketing Communications Campaign
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Integrated Marketing Communications Campaign
- 9. Balancing eBooks and Physical Books Integrated Marketing Communications Campaign
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Integrated Marketing Communications Campaign
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Integrated Marketing Communications Campaign
 - Setting Reading Goals Integrated Marketing Communications Campaign
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Integrated Marketing Communications Campaign
 - Fact-Checking eBook Content of Integrated Marketing Communications Campaign
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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