

## Week 7 Media

### The 6 M's of IMC plans – Mission

#### Screen 1

##### Screen Visual:

The 6 M's of IMC plans: Mission  
(Images: Icons for Market, Mission, Message, Media, Money, and Measurement; Mission icon is highlighted)  
What is the communication objective?

##### Audio Script:

You've done your situation analysis and consumer research and should have a good understanding of the challenges and opportunities your brand is facing and of your target audience. The next step is to decide what the communication objective of your marketing communication plan will be.

#### Screen 2

##### Screen Visual:

The 6 M's of IMC plans: Mission (Image: Mission icon)  
Brand Launch; Brand relaunch, reposition; Build brand equity; Build, defend brand position; Change brand image; Develop, revitalize market; Drive web traffic; Employee relations, recruitment; Financial, shareholder relationships; Gain new customers; Gain trial; Global, multinational branding; Increase awareness; Increase brand loyalty; Increase sales, volume; Maintain price premium; Market share – increase; Retain existing customers; Social, political and non-profit aims; Support event, sponsorship; Support promotion; Support trade channels

##### Audio Script:

Here are some examples of communication objectives. How do you choose?

#### Screen 3

##### Screen Visual:

Defining your communication objective

1. Where is your brand in its lifecycle?
2. Is it a low or high involvement product?
3. What is your market position?

**Audio Script:**

The SWOT analysis from your situation analysis should guide your choice of communication objective. If you are still unsure, here are a few questions that may help. Let's look at each of these a bit closer.

**Screen 4**

**Screen Visual:**

1. Where is your brand in its lifecycle?  
(Chart: terms in descending sequential order - Unaware, Awareness, Knowledge, Liking, Preference, Conviction, Purchase (or other transaction))

**Audio Script:**

First, where is your brand in its lifecycle? Remember the seven stages of consumer awareness. At what stage are your target consumers? Keeping in mind that your overall mission is always to move consumers closer to purchase, what is your communication objective?

**Screen 5**

**Screen Visual:**

1. Where is your brand in its lifecycle?  
(Graph: During development and introduction sales are low and losses are high. During growth and maturity sales are up and profits are up.)

**Audio Script:**

You could also look at it this way. At first, you would want to inform consumers about your product. Then you would move them through the seven stages from awareness to preference. Then as the product hits maturity you may want to reinforce your target audience's relationship to the brand. And finally, when it begins to decline, you may want to either re-position, re-target, or re-invent it.

**Screen 6**

**Screen Visual:**

The Brand Value Pyramid  
(Pyramid: Base is labeled Features and Attributes, middle is labeled Benefits, and top is labeled Values, Beliefs)

**Audio Script:**

Take a look at this Brand Value Pyramid. If your brand is early in its life cycle, you would focus on the brand's features and attributes. These are

easy to deliver and imitate. As a brand matures you would focus on the benefits, and later in its life cycle you would focus on the values and beliefs for which the brand stands.

### Screen 7

#### Screen Visual:

The 6 M's of IMC plans: Mission (Image: Mission icon)  
Instructor populated dynamic example screen. Contact your instructor for specifics.

#### Audio Script:

This case study demonstrates how a brand's communication objective changes as it matures over time.

### Screen 8

#### Screen Visual:

Defining your communication objective

1. Where is your brand in its lifecycle?
2. Is it a low or high involvement product?
3. What is your market position?

#### Audio Script:

Let's look at the next question you would want to ask to define your communication objective.

### Screen 9

#### Screen Visual:

2. Is it a low or high involvement product?

(Chart: Rows are Level of Involvement; Columns are rational or emotional)

High Involvement

- Rational
  - Usually high cost. Technology and electronics, financial services, appliances, home, car.
- Emotional
  - Usually high cost. Jewelry, weddings, and holiday travel, home, car.

Low Involvement

- Rational
  - Usually low cost. Bought out of habit. Groceries, fast food, office supplies.

- Emotional
  - Usually low cost. Bought out of impulse. Gratification is emotional but fleeting. Movies, candy, magazines.

**Audio Script:**

Think back to Involvement Theory. Involvement is the amount of time and effort people are willing to invest in a purchase decision. Take a moment to read through this chart and consider where your brand would fit, then click the 'Next' button to continue.

**Screen 10**

**Screen Visual:**

(same as above)

High Involvement, Rational is highlighted

**Audio Script:**

Here we see how this would translate into your communication objective. High involvement rational should be clear, and focused on features and benefits. High involvement emotional would instead focus on visual and emotional appeal. Low involvement rational should be enticing. Low involvement emotional should convey the promise of pleasure and gratification from consuming the product.

**Screen 11**

**Screen Visual:**

The 6 M's of IMC plans: Mission (Image: Mission icon)

Instructor populated dynamic example screen. Contact your instructor for specifics.

**Audio Script:**

Here we have examples of low and high involvement advertising. See how this translates to the communication objective.

**Screen 12**

**Screen Visual:**

Defining your communication objective

1. Where is your brand in its lifecycle?
2. Is it a low or high involvement product?
3. What is your market position?

**Audio Script:**

Let's look at the last question you would want to ask to define your communication objective.

**Screen 13**

**Screen Visual:**

3. What is your market position?
- Is it the industry leader?
  - Is it in second place?
  - Is it last place in the market?

**Audio Script:**

Is it in first place, the industry leader? Second place? Is it last in the market?

**Screen 14**

**Screen Visual:**

The 6 M's of IMC plans: Mission (Image: Mission icon)  
Instructor populated dynamic example screen. Contact your instructor for specifics.

**Audio Script:**

Here we have examples of how market position affects the communication objective. A market leader often reinforces its leading position without acknowledging the competition. A brand in second place may want to convince consumers that it offers a competitive advantage over the market leader. A brand in last place may need to look outside of the box to recapture consumers' attention and interest.