

CONTENTS

About the authors xii

Preface xiv

About this book xv

Key features of this book xix

Acknowledgements xx

PART ONE Communications background and theories 1

01 New integrated marketing communications 3

Introduction to integrated marketing communications 4

Integrating left-brain and right-brain thinking 7

The 4th Industrial Revolution 14

10 hot marketing topics 19

The perfect plan: SOSTAC® planning framework 25

Top 10 tips for world-class marketing communications 26

Key points from Chapter 1 26

Endnotes 26

References and further reading 27

Further information 29

02 Branding 31

Introduction to branding 32

Brand components 41

Branding is simple but not easy 47

The branding process 47

Brand summary and the challenges ahead 61

Conclusion 64

Case study: UEFA brand identity refresh 65

Key points from Chapter 2 72

References and further reading 72

03 Customer relationship management 75

Introduction to CRM 76

The power of CRM 79

What causes CRM failure? 81

What drives CRM success?	83
Databases	93
CRM implementation and agile planning	101
Key points from Chapter 3	107
References and further reading	107
Further information	109

04 Buyer behaviour 110

Introduction to understanding customer buying behaviour	111
Models of buyer behaviour	126
Psychological variables	134
Summary and conclusion	148
Key points from Chapter 4	149
Appendix 4.1: Hofacker's online information processing	150
Appendix 4.2: The post-PC and, soon, post-mobile customer	151
Appendix 4.3: Unilever's five steps to change behaviour	152
Appendix 4.4: Use and convenience replace trust and security	152
References and further reading	153
Further information	155

05 Communications theory 156

Introduction to communications theory	157
Communications models	163
Key points from Chapter 5	178
References and further reading	178
Further information	180

06 Marketing communications research 181

Introduction to market research and decision-making	182
The market research process	188
Types and costs of research	191
In conclusion	204
Key points from Chapter 6	205
References and further reading	205
Further information	206

07 Marketing communications agencies 208

Agency types	209
Agency structure	213

Agency remuneration	217
Agency selection	220
Ongoing agency–client relationships	229
Agency issues	233
Summary and conclusion	234
Key points from Chapter 7	235
References	235
Further information	236

08 International marketing communications 238

The globalization of markets	239
International difficulties	244
International mistakes	251
Strategic global options	252
Agencies in the international arena	258
In conclusion	260
Key points from Chapter 8	261
References and further reading	261

09 The marketing communications plan 263

Introduction to the SOSTAC® marketing communications plan	264
Situation analysis	265
Objectives	268
Strategy	272
Tactics	280
Actions	280
Control	283
Key points from Chapter 9	292
References and further reading	292
Further information	294

10 The changing communications environment 295

Introduction	296
Political change	297
Economic change	303
Social change	307
Technology	311
Summary	314
Key points from Chapter 10	316

References and further reading 316

Further information 318

PART TWO Communications tools 321

11 Selling, social selling, marketing automation and martech 323

Introduction 324

Managing the sales force 334

Extending the sales force 341

Advantages and disadvantages of a sales team 346

Summary 346

Key points from Chapter 11 346

References and further reading 347

12 Advertising 348

Introduction to the changing nature of advertising 349

Data-driven ad campaigns 353

Creativity in ads 358

Case study: Rotating videos PPC sales funnel boosts ROAS: Ashley HomeStore Facebook ad campaign 362

Case study: PPC ads boost ROI: Cover My Cab 375

Case study: Location-based ads: Managing a campaign 377

Unique device identifier 380

Visitor tracking 380

Case study: Behavioural mapping: Mini Countryman car (micro-case) 381

Case study: LBA rich media ads using weather data: Gillette (micro-case) 382

Case study: LBA remarketing ads and OOH billboards: Thomson Holidays (micro-case) 382

Case study: Viral TV ad reduces road deaths: DOE 383

Advantages and disadvantages of advertising 386

Key points from Chapter 12 387

References and further reading 388

Further information 390

13 Publicity and public relations 391

Introduction 392

New and old PR tools 396

Advantages and disadvantages of PR 412

Case study: The gnome story that went viral 418

Case study: The Snack Dash viral game 422

Case study: Virgin Mobile's new tariff 423

Key points from Chapter 13 425

References and further reading 425

Further information 426

14 Sponsorship 427

Introduction 428

Managing a sponsorship programme 432

Advantages and disadvantages of sponsorship 438

Case study: Sponsoring the national tour of Tim Peake's spacecraft 440

Case study: Liberty Insurance and GAA 444

Key points from Chapter 14 447

References and further reading 447

Further information 448

15 Content marketing and other sales promotion 449

Content marketing 450

Managing content marketing 450

Sales promotions 462

Managing sales promotions 470

Sales promotion, ads, AR, engagement and gamification 474

Case study: Burger King's 'Burn that ad' 474

Case study: Content marketing delivers competitive advantage:
Kelly HR 475

Case study: Topline's advertising boosts Christmas promotion 479

Advantages and disadvantages 483

Key points from Chapter 15 484

References and further reading 484

Further information 485

16 Direct mail, email, messaging and chatbots 486

Introduction 487

Objectives 488

10 success factors 491

Issues and challenges 498

Managing a direct mail campaign 501

Action 502

Case study: Personalized videos for British Heart Foundation bike ride 505

- Case study: PayPal: Helping Britain's online retailers to go mobile 512
- Case study: Acronis automated marketing campaign 513
- Advantages and disadvantages 517
- Key points from Chapter 16 518
- References and further reading 518
- Further information 519

17 Exhibitions, events and experiential marketing 520

- Introduction 521
- Managing exhibitions 522
- Case study: The RSA's shockingly immersive VR experience (that saves lives) 531
- Case study: Google's Curiosity Rooms: Experiential branding 538
- Advantages and disadvantages 544
- Key points from Chapter 17 545
- References and further reading 545
- Further information 545

18 Merchandising and point of sale 546

- Introduction 547
- Augmented reality in store and at home 549
- Merchandising challenges 551
- Retailer empathy required from brands 555
- Retail strategy 556
- Measuring merchandising effectiveness 561
- Case study: Campbell's soup: Where packaging and point-of-sale form a foundation for an integrated campaign 562
- Case study: Thomson Tours 564
- Case study: Useful shopping apps can help 565
- Advantages and disadvantages 566
- Key points from Chapter 18 566
- References and further reading 566
- Further information 567

19 Packaging 568

- Introduction 569
- The designer's tools 573
- The packaging design process 580
- Case study: Packaging with added value on-pack promotions 583
- Case study: Brand range development in India 587

Advantages and disadvantages	590
Key points from Chapter 19	590
References and further reading	591
Further information	591

20 Owned media – websites and social media 592

Introduction	593
Owned media	593
Website purpose	593
Successful websites	595
Successful social media	606
SEO	609
Case study: Social media content seeded cross industry influencers: Zip World	611
Case study: Social media launches luxury fashion brand LOVI Ceylon	616
Case study: Integrated social media: New York Giants	625
Case study: Brazilian football club creates immortal fans via social media	626
Case study: <i>The Damned United</i> , Brian Clough microsite	628
Case study: American Greetings e-cards optimized landing pages	630
Case study: Social media helps stop smoking: Using social media (and UGC movies) to help 11- to 15-year-olds to stop smoking	632
Advantages and disadvantages	635
Key points from Chapter 20	635
References and further reading	636
Further information	637