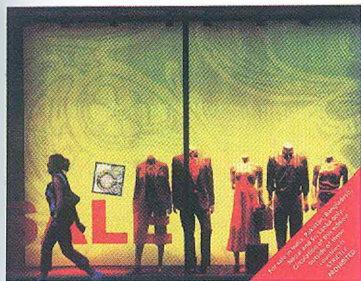


INDIA EDITION

ADVERTISING AND PROMOTION

An IMC Approach

Shimp



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# ADVERTISING & PROMOTION – AN IMC APPROACH

Within the context of marketing, we see that marketing communication plays an important role in the dissemination of information. Marketing communication is a term used in a broader sense for promotional strategy. So it is more of a planned promotional communication.

In a global economy with international markets and instantaneous communications, no aspect of marketing can be studied in a vacuum or in isolation if one expects to be accurate and relevant. Marketing tools, used as planned business-building techniques are more likely to facilitate attainment of organizational goals than current "silo" approaches.

Marketing Communication, thus, calls for a "big picture" approach to planning marketing and promotion programs and coordinating the various communication functions. It requires firms to develop a total marketing communications strategy.

IMC (Integrated Marketing Communication) is a communication process that entails the planning, creation, integration, and implementation of diverse forms of marketing communication (advertisements, sales promotions, publicity releases, events, etc.) that are delivered over time to a brand's targeted customers and prospects. The goal of IMC is ultimately to influence or directly affect the behavior of the targeted audience. IMC considers all touch points, or sources of contact, that a customer/prospect has with the brand as potential delivery channels for messages and makes use of all communications methods that are relevant to customers/prospects. IMC

requires that all of a brand's communication media deliver a consistent message. The IMC process further necessitates that the customer/prospect is the starting point for determining the types of messages and media that will serve best to inform, persuade, and induce action

The First Indian Edition of Shimp's "ADVERTISING and PROMOTION,- An IMC Approach" fully integrates all the aspects of marketing communication [MARCOM]. While continuing to focus on the time honored IMC methods, the text has undergone a significant revision to reflect new academic literature and practitioner developments in the field. In addition, a significant reorganization along with comprehensive treatment on the fundamentals of advertising and promotion are the focus of this edition. Some few changes over the previous edition includes a separate chapter on internet advertising, early coverage of ethical, regulatory, and environmental issues, and major condensing, combining, and adding of existing and new topics

Each chapter opens with a factual anecdote about a real company that relates to the coverage within the chapter serve to pique students' interest and set the stage for the chapter ahead by providing examples of advertising strategies for a range of successful products

The chapter 1 discusses the nature of marketing communications, particularly at the brand level. Integrated marketing communications (IMC) is the philosophy and practice of carefully coordinating a brand's sundry marketing communication elements, and five key features of IMC are discussed: (1) start with the

customer or prospect; (2) use any form of relevant contact or touch point; (3) speak with a single voice; (4) build relationships; and (5) affect behavior.

The basic issues addressed in chapter-2 are What can marketing communicators do to enhance the equity of their brands and, beyond this, affect the behavior of their present and prospective customers? Also, how can marketing communicators justify their investments in advertising, promotions, and other marcom (marketing communication) elements and demonstrate financial accountability? The concept of brand equity is explained from both the company's perspective and the consumer's perspective.

Ethical issues and governmental regulations that have considerable relevance to marketing communicators, consumers, and society at large. In chapter-3, few issues pertaining to ethics have been addressed: (1) ethical issues in marcom, (2) the regulation of marcom practices, and (3) environmental matters and their implications for marketing communications.

This chapter-4, focuses on the first fundamental decision in the marcom decision process—targeting. The chapter focuses on four sets of consumer characteristics that singularly or in combination influence what people consume and how they respond to marketing communications: behaviorgraphics, psychographics, geodemographics, and demographics.

Positioning is the central theme of chapter-5. A brand's positioning represents the key feature, benefit, or image that it stands for in the target audience's collective mind. In the theoretical discussion, semiotics, signs, and meaning are covered with the focus on how brands draw meaning from the culturally constituted world. To implement a positioning strategy, one must "know thy customer," so a discussion of the consumer processing model (CPM) and the hedonic, experiential model (HEM) is given very precisely in the book. Marketing Communication objective setting and budgeting, which are two fundamental decisions in the marcom process have been carefully examined in chapter-6.

Chapter-7 presents an introduction to the fundamentals of advertising management. The first section looks at the magnitude of advertising in the United States and elsewhere and discusses the concept of advertising-to-sales ratios. Five functions of advertising are discussed: (1) informing, (2) influencing, (3) reminding and increasing salience, (4) adding value, and (5) assisting other company efforts. The next section covers the advertising management process from the client perspective and the role of advertising agencies.

The first section of Chapter 8 focuses on certain minimum requirements that advertising must satisfy. The next section of the chapter describes six alternative styles of creative advertising. The chapter also discusses means-end chaining and the method of laddering as guides to creative advertising formulation. Even attention is given to the MECCAS model and finally, at the end, it briefly covers corporate image and issues advertising.

Chapter-9 examines how advertisers increase consumers' motivation, opportunity, and ability to process advertising messages. It further discusses the role of endorsers in advertising. At the end, different advertising appeals: humor, fear (and scarcity), guilt, sex, subliminal and symbolic embeds, and comparative advertising have been discussed. For each appeal, generalizations and/or recommendations are given.

Advertising research involves measures of media effectiveness and measures of message effectiveness, and the latter is the focus of chapter-10. Industry standards (i.e., Positioning Advertising Copytesting (PACT)), are provided, and the distinction between qualitative and quantitative measures is discussed. Message research is then categorized into four groups of measures: (1) recognition and recall, (2) physiological arousal, (3) persuasion, and (4) sales response. With respect to measures of recognition and recall, the Starch Readership Service, Bruzzone Tests, and Burke's Day-After Recall (DAR) Testing are highlighted.

The chapter -11 covers the media planning process and the various factors that goes into making media-selection decisions. Media is the general communications method that carry advertising messages (i.e., television, magazines, newspapers, etc.), and vehicles are the specific broadcast programs or print choices in which advertisements are placed

Four major mass advertising media: newspapers, magazines, radio, and television have been highlighted in chapter-12. Primary emphasis is devoted to each medium's strengths and limitations. No advertising medium is always best, and the value or worth of a medium depends on the circumstances confronting a brand at a particular time.

Internet as an advertising medium has been discussed in chapter-13. The two I's of the Internet - individualization and interactivity have been dealt in a elusive manner. The major Internet advertising formats and main tools of Internet audience measurement have been discussed in the latter part of the chapter.

The chapter -14 covers "other media," which include all forms of advertising that were not previously covered. These "other" forms of advertising are broadly delineated along two dimensions: whether the advertising is direct or indirect and whether it is delivered at home/workplaces or at any of a virtually infinite number of public venues. Direct advertising is delivered to individuals' homes or workplaces typically via postal mail in the form of printed materials or in a digital/electronic form. Indirect advertising is delivered either to home and workplaces or at a variety of public venues.

An introduction to sales promotion's role in the overall marcom function has been dealt in chapter-15 along with a special note on push and pull promotional activities. Consumer promotions can serve to gain the trade's support, inspire the sales force, and motivate consumers to commit a trial purchase or to purchase with greater frequency and perhaps in larger quantities. All promotion techniques provide consumers with rewards (i.e., utilitarian/hedonic;

immediate/delayed) that encourage certain forms of desired behavior. Sampling includes any method used to deliver an actual- or trial-sized product to consumers and is the premier sales promotion device for generating trial usage. Many consumer-oriented sales promotions and sampling & couponing tools have been covered in chapter-16

The chapter-17 covers the remaining consumer-oriented sales promotions techniques of premiums, price-off promotions, bonus packs, games, rebates and refunds, continuity programs, sweepstakes and contests, and overlay and tie-in promotions. Finally, techniques for evaluating sales promotion ideas and programs has been provided in the text.

Various issues related to Public Relation, Sponsorship Marketing & Cause-Related Marketing (CRM) have been addressed in chapter-18

The very next chapter begins by discussing general factors that influence the likelihood that new products will be adopted and diffused among potential customers. Marcom's role in influencing consumers in the context of consumer diffusion adoption model have been carefully examined in the chapter. Managing the diffusion process is covered next followed by an in-depth discussion of stimulating word-of-mouth influence and creating "buzz." The next section of the chapter covers brand naming and the final section of the chapter covers packaging.

The text covered in this last chapter-20 examines communicating with consumers at the point of purchase or close to it. Three general forms of marketing communications are covered: out-of-home advertisements (e.g., billboards), on-premise signage, and in-store point-of-purchase messages. Finally considerable attention is given to point-of-purchase (P-O-P) advertising. The chapter concludes by discussing several studies of P-O-P effectiveness.

The text of the book has very emphatically emphasized the role of Integrated Marketing Communication (IMC) in enhancing the equity of brands and provides thorough coverage of all aspects of an IMC program: advertising, promotions, packaging & branding strategies, public relations, P-O-P communications, WOM, event and cause related marketing etc. These topics are made accessible through use of adequate examples and applications. Also, appropriate academic theories and concepts are covered in the text to provide a concrete formal structure to the illustrations and examples.

This book is intended for use in undergraduate and post graduate courses in Business Management, Marketing Communications, Advertising Management, Promotion Management or other courses with similar concentration. This edition of the book focuses more on the managerial aspects of marketing communication and thus makes a nice treat to academicians, practitioners and students