

CONTENTS

Preface	ix
CHAPTER 1	
Overview of Integrated Marketing Communications	1
What Is Integrated Marketing Communications?	2
A Strategic Approach to IMC	8
Planning Tools	13
A Sustainable Competitive Advantage	13
CHAPTER 2	
Initial IMC Planning Considerations	17
Target Audience Considerations	17
Relative Communication Strengths of Advertising and Promotion	23
The Importance of Brand Awareness and Brand Attitude	34
CHAPTER 3	
IMC Planning Tools	43
IMC Planning Worksheets	43
Developing a Behavioral Sequence Model	56
The IMC Task Grid	66
CHAPTER 4	
Integrating Advertising and Promotion	75
Market Characteristics That Determine the Relative Effectiveness of Advertising Versus Promotion	76
The Advantages of Using Advertising and Promotion Together	81
Advertising and Promotion Consistency	86
CHAPTER 5	
Selecting Promotion Tactics	95
Basic Types of Promotion	96
Six Basic Consumer Promotion Techniques	98
Brand Equity Implications for Consumer Promotion	104
When to Use Specific Consumer Promotions	107
Three Basic Trade Promotion Techniques	110

CHAPTER 6	
Direct Marketing and Channels Marketing	119
Direct Marketing Overview	119
When to Use Direct Marketing	123
Planning Direct Marketing	124
The Database in Direct Marketing	130
Channels Marketing	133
CHAPTER 7	
Integrating Media Strategy	137
Selecting Appropriate Media for Marketing Communications	138
Matching Communication Objectives to Media Selection	141
Selecting Advertising Media	143
Selecting Promotion Media	144
Selecting Direct Marketing Media	149
Minimum Effective Frequency	151
The IMC Media Budget Allocation Grid	157
CHAPTER 8	
Identifying IMC Opportunities	163
When IMC IS Likely to Be Needed	164
Recognizing IMC Opportunities	165
Using the BSM to Pinpoint IMC Opportunities	169
CHAPTER 9	
Problems in IMC Implementation	173
The Decision-Making Structure	174
Manager Perceptions of IMC	177
Compensation	179
Trends in Marketing	180
Overcoming the Barriers	181
CHAPTER 10	
IMC Applications: Three Case Studies	185
Lichtwer Pharma U.S.	186
PAGETIME	197
Transitions Comfort Lenses	210
Index	235