

## Integrated marketing communication example

This is the culmination of your marketing plan and will carry more weight in the grading. In this section you will detail the advertising and promotional activities you will use in your project.

You have many options regarding what IMC plans you create for your project and should select those that best fit your product/service/non-profit. You should also select those that interest you personally or professionally.

**You are required to complete TWO advertising or promotional IMC items for your product or service.**

**DO NOT ATTEMPT THIS UNTIL YOU HAVE COMPLETED MODULE 7! THE GRADING WILL ASSUME YOU HAVE THE KNOWLEDGE AND INFORMATION FROM THE MODULE AND ELDER CARE SCENARIO.**

There are two parts to your IMC assignment.

First, you will complete a creative brief for each of your activities. There is an example below.

Second, you will create an example or mock-up of your activity. You will find some examples in Module Seven. These examples will not cover all the options you might select for your IMC activities. They will, however, give you some ideas regarding what is expected of you. Generally, everything you need to do can be created in PowerPoint or similar applications.

**BE SURE THAT IF YOU USE ANY GRAPHIC PROGRAM OTHER THAN MS OFFICE YOU SUBMIT YOUR EXAMPLES OR MOCKUPS AS PDFs SO YOUR INSTRUCTOR CAN VIEW THEM.**

Note that you are not expected to be a graphic artist or Website designer. Nor are you expected to create an entire social media campaign. You ARE expected to demonstrate that you have a basic understanding of the IMC activities you have selected.

Some IMC Options:

Here are just some of the options you have for an IMC activity. Select any TWO of these or add ideas of your own. You may use any one option ONCE. You must select two different activities. **NO “flyers” allowed.** Flyers are not marketing, they are what you use to announce the school dance. These are ONLY suggestions – feel free to use your imagination.

Magazine print ad

Radio ad

TV commercial

Social media

YouTube ad

Guerilla campaign  
 Direct mail  
 Direct email  
 Press release  
 Outdoor ad (billboard, bus ad, car wrap)  
 Coupons  
 Trade show or event  
 Web site (create your landing page)

Regardless of which options you select, you will be required to complete a Creative Brief using a format similar to the one below.

**Creative briefs:**

Creative briefs are used as a standard template to communicate between those involved in a marketing communication project. This might be between an ad agency and their client or between marketing staff members and their director. The exact information and the template will vary from organization to organization, but the one below is fairly common.

In our class, you will use the brief to describe the IMC portion of your marketing plan. These will be included in your final written project and your presentation.

**Your brief will not include the middle column.**

The example below is for Puppy Palace, an upscale dog daycare facility (yes, there are such things).

Process Step	Description	Example
Project	What are you producing or doing? Keep this simple and short.	A 30 second video for our website and YouTube
Objectives	Use the SMART model, but be brief. Be very specific.	The objective of the video is to increase our visibility and create a differential advantage for our high-end product model. We want to

		increase time on-site for our website and see XXX views on YouTube.
Target Audience	Use the same metrics that you used in your segmentation plan.	Our target audience for the video is upper middle to upper income, media savvy, well-educated and status conscious. These consumers see their dogs as members of the family and spend on them accordingly.
Key message	What is the one true thing you want your customer to believe as a result of this IMC activity? What should they think, believe and do as a result of this activity?	Puppy Palace is the premier choice for families that want the same daycare for their dogs that they would select for their children. As a result, they consider PP as the only choice for “real dog parents” The tone should be fun, engaging and informal.
Deliverables	What are the deliverables for this IMC activities?	Storyboard Shoot/location schedule Equipment list Talent Budget  30 second video formatted for the web and optimized for portable devices.
Deadlines and Mechanical requirements	This is the “nuts and bolts”. It includes printing requirements, graphic design requirements, quantities, mailing details, deadlines, etc. It should include everything that the staff needs to execute the project.	Storyboard is due in 10 days. Production requirements in 15 days. Finished video in 30 days.  Video must be compatible with all major delivery modes. Backups must be secured. B-roll and raw footage to be delivered to the client.

Budget	What is this going to cost?	Project budget is \$7500

**Examples or mock-ups**

See the PowerPoint in Module 7 for examples.