

IMC Project

The primary goal of Building an IMC Campaign is to provide an integrated learning experience that allows you to apply the theories and concepts presented in various chapters and to help you produce an IMC plan that can be placed in a portfolio.

1- Pick a product:

- An effective Integrated Marketing Communications program involves applying the concepts and techniques contained in your textbook.

2- Developing a Brand Name and an Image Management Program:

- You should develop a corporate image and a brand strategy (IMC Campaign outline). A brand name and an accompanying logo should be designed and chosen. Also, a corporate name, which may or may not be the same as the brand name, should be selected.
- An introduction of your product and corporation as well as a summary of the section. This will provide the reader background information.
- Positioning strategies discussed.

3- Inducing Consumers and Business to buy a product:

- Developing a high quality IMC program requires an understanding of consumer buying behavior.
- You should gain a solid understanding of how consumers make product-purchasing decisions along with the factors that might influence those decisions. It is important to recognize that the more you know about your customers, the more effective your IMC program will be.

4- Constructing an Advertising Program:

- You will be performing a number of tasks from selecting an advertising agency to developing your advertising goals for each objective.
- A critical decision to be made in this chapter is the choice of an outside advertising agency. Begin by exploring whether or not an outside agency is desirable, or if the work can be performed in-house.

5- Choosing the Correct Appeal for Your Advertising:

6- Selecting an Executional Framework for Your Advertising:

- Think about the various message strategies you can employ, such as cognitive, affective, and conative strategies. You will also need to decide on an executional framework format, such as animation, slice of life, testimonial, dramatization, or one of the others.

7- Selecting Traditional Media for the Advertising Campaign