

International Marketing

Eleventh Edition



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第四部 發展全球行銷策略

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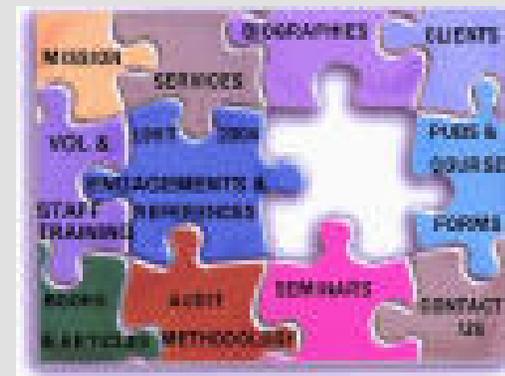
Chapter
16

**Integrated Marketing
Communications and
International Advertising**

第十六章 整合的行銷傳達及國際廣告

Chapter
16

整合式行銷溝通及國際廣告 Part I



芭比戰木蘭-全球化或本土化



樂高玩具的主題樂園. 目前於美國加州. 歐洲...等地共有四個園區

Mattel等著名的玩具公司傳統上相信, 不同國家地區的兒童偏好不同的玩具, 因此, 他們為世界各地的兒童設計生產不同的玩具.

三年前的一項研究, 才讓Mattel了解到, 世界各地的兒童並不在意芭比的膚色.

此些玩具公司逐漸轉向設計單一版本的玩具, 並行銷全球

芭比戰木蘭

單一版本玩具行銷全球

Rapunzel Barbie

去年秋天, Mattel於全世界59個國家同時推出上市. 這是Mattel公司有史以來最大的一項產品上市計畫. 自上市後, 娃娃及相關產品已為Mattel帶進2億美金的營收, 而一半的營收是來自海外.



Rapunzel Barbie
長髮芭比



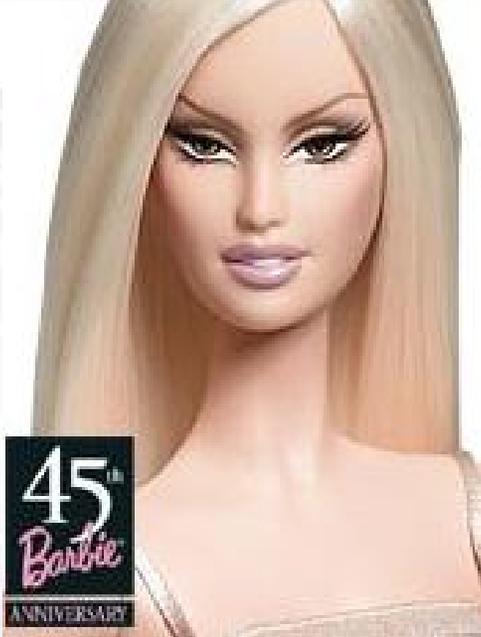
Barbie今次飾演格林童話中著名的長髮姑娘Rapunzel, 被巫婆詛咒後囚禁在守衛森嚴的叢林。她無意中發現一支神奇畫筆, 引領她巧遇年輕英俊的王子, 踏上變幻莫測的奇妙旅程.....

芭比戰木蘭-全球化或本土化



影響兒童偏好改變的
的二十大因素:

1. 傳播媒體的國際化: 有線電視台. 衛星電視. 電影. 與網路... (促銷管道)



2. 大型零售商的國際擴張: 如 Wal-Mart, 玩具反斗城. 家樂福... 等提供了玩具公司全球性的通路管道. (通路管道)

芭比戰木蘭



芭比的網站



「Barbie 長髮公主」DVD

長髮芭比於全球推出時，電視廣告是以35種語言於各地播放，而Mattel芭比的網站也以8種語言推出長髮姑娘的故事及遊戲；「Barbie 長髮公主」電腦動畫DVD也同時推出，更於某些國家的電影院上映。

芭比戰木蘭-全球化或本土化



Jeff Gordon 24

歐洲兒童偏好Formula One
賽車模型而美國兒童則喜歡
Nascar賽車模型



有些玩具.遊戲.或卡通人物
並不適合全球化.

武打造型或啦啦隊主題
的玩具, 美國兒童欣賞;
歐洲兒童則不感興趣



芭比戰木蘭-全球化或本土化



迪士尼的“公主系列”主要即是瞄準的芭比所主宰的玩具娃娃市場

迪士尼以文化內涵來對抗芭比的高根鞋和手提袋



整合式行銷溝通 (IMC; Integrated Marketing Communications)

廣告

促銷

貿易展

人員銷售

直銷

公共關係

The Marketing Mix

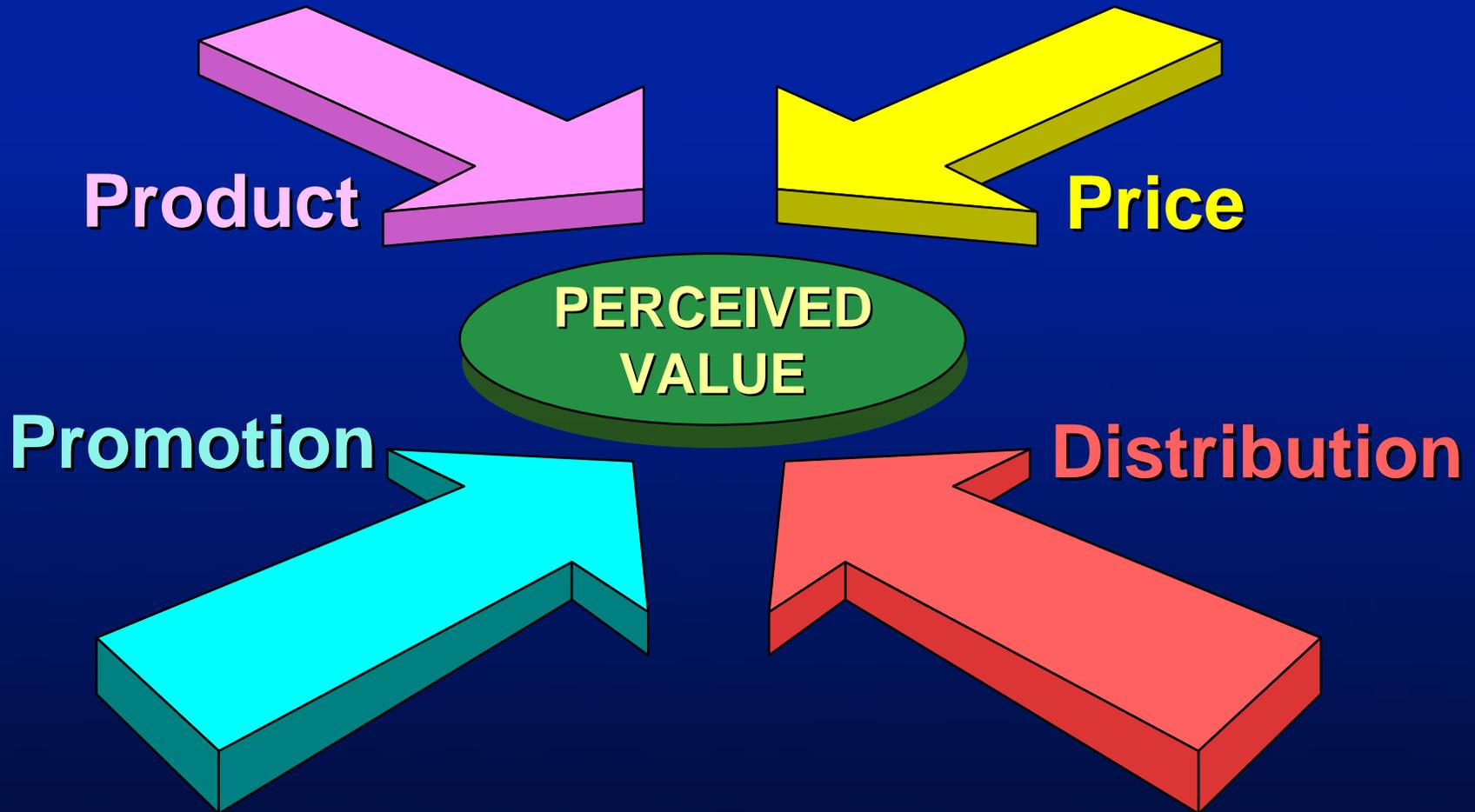


Fig 17.1

促銷(溝通)組合

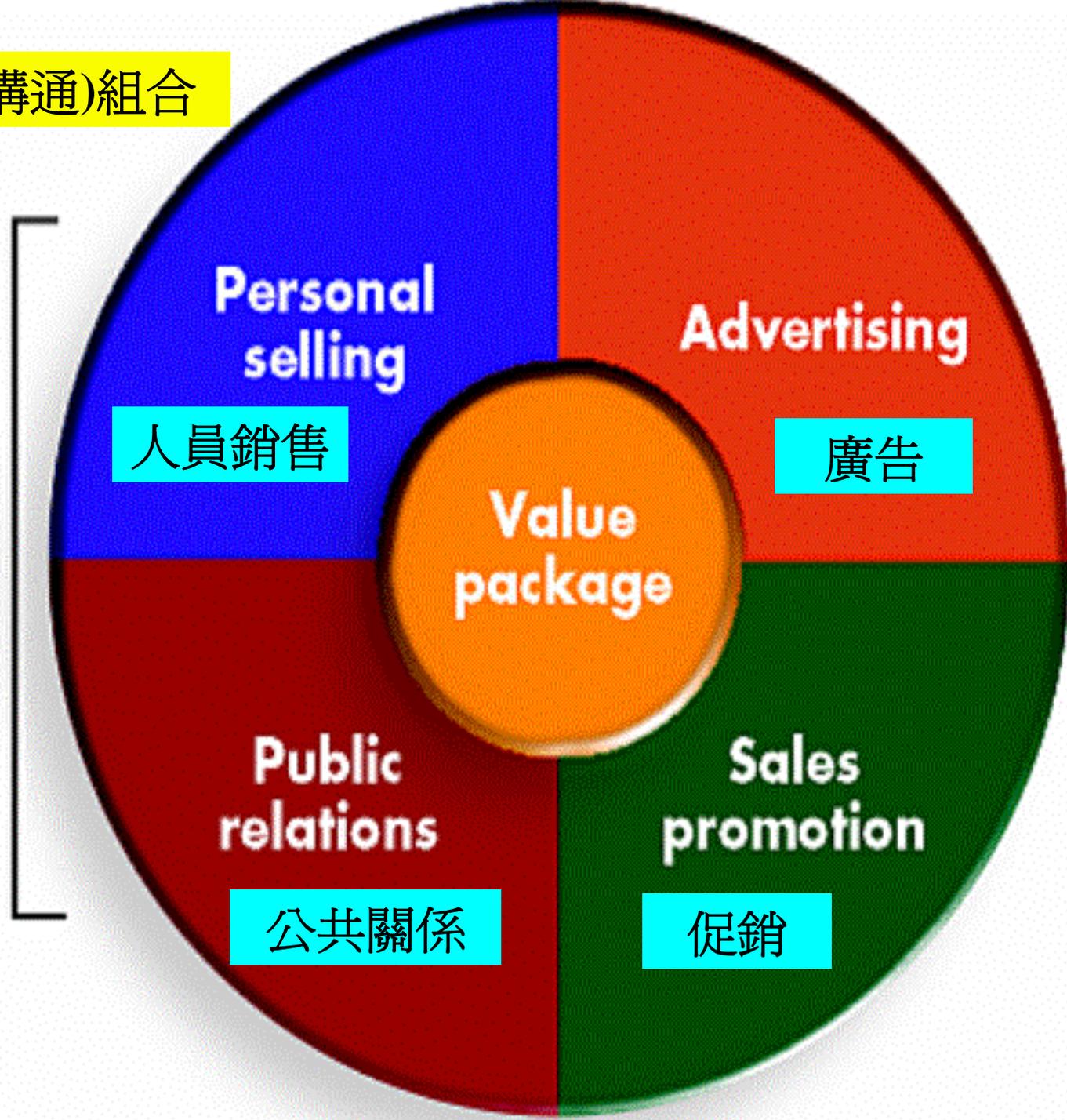
Marketing Mix:

Product

Price

Promotion

Place



Personal selling

人員銷售

Advertising

廣告

Value package

Public relations

公共關係

Sales promotion

促銷

The Changing Communications Environment

影響今日行銷溝通的兩大因素

市場精細區隔的結果
使媒體亦零散化

企業逐漸揚
棄廣泛行銷

Marketers Have Shifted
Away From Mass
Marketing
Less Broadcasting

2 Factors
are Changing the Face of Today's
Marketing Communications:

通訊技術的
進步使區隔
行銷更精確

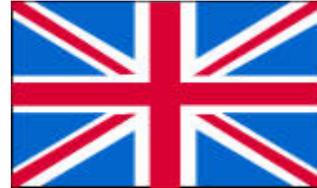
Improvement in
Information Technology
Has Led to
Segmented Marketing
More Narrowcasting

Market Fragmentation Led to
Media Fragmentation

Media Fragmentation (媒體零散化)

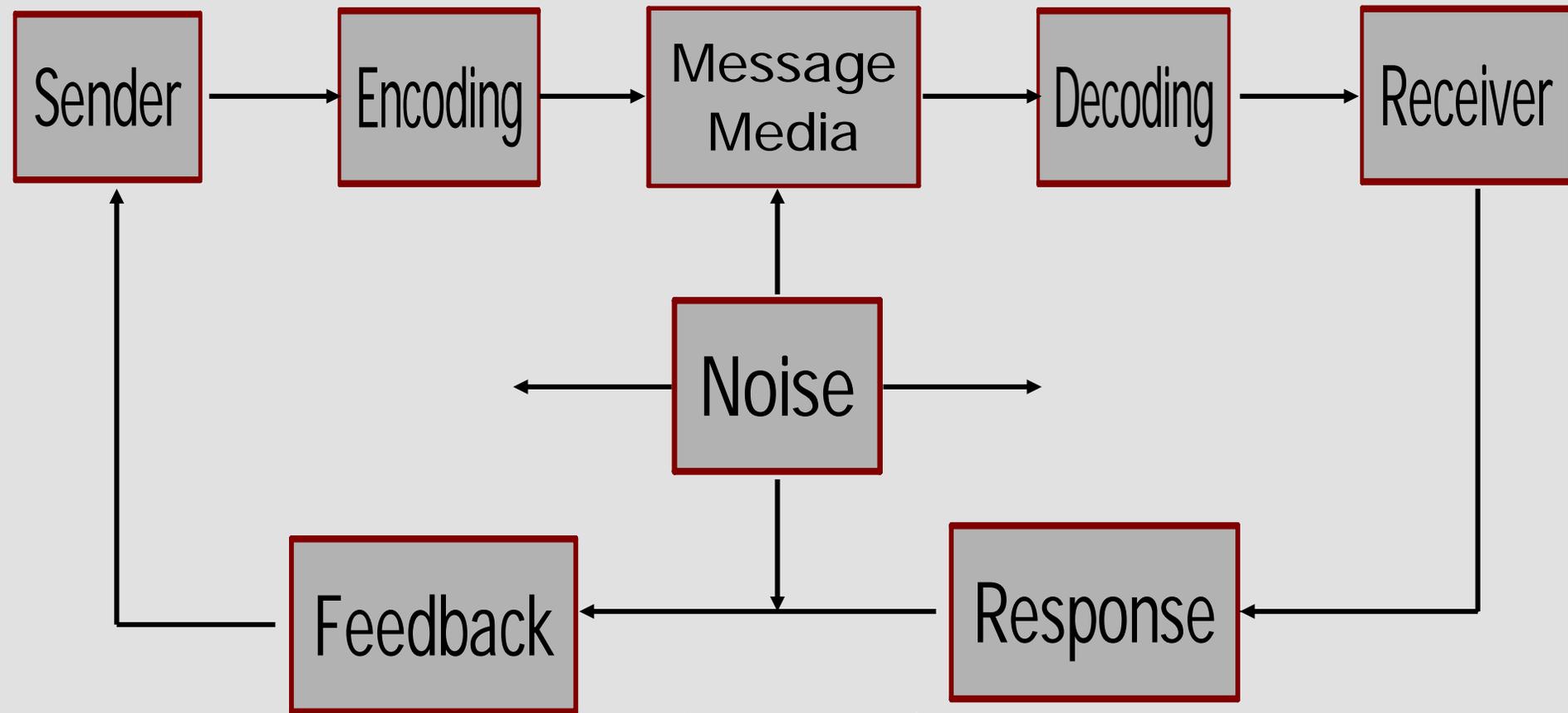
In the UK:

- 230 UK commercial TV channels (230個商業電視頻道)
- 250 commercial radio stations (250個電台)
- 3130 consumer magazines(雜誌:3130)
- 1300 regional and local papers(1300區域性與地區性報紙)
- More Sunday / daily supplements
- 136% increase in the volume of DM pieces
- 140,000 poster panels (140,000廣告看板)
- Incalculable numbers of websites
- Numbers of cinema screens up 80% in ten years
- Plus more music, video games and CD-roms....



溝通理論-基本模型

The Communication Process

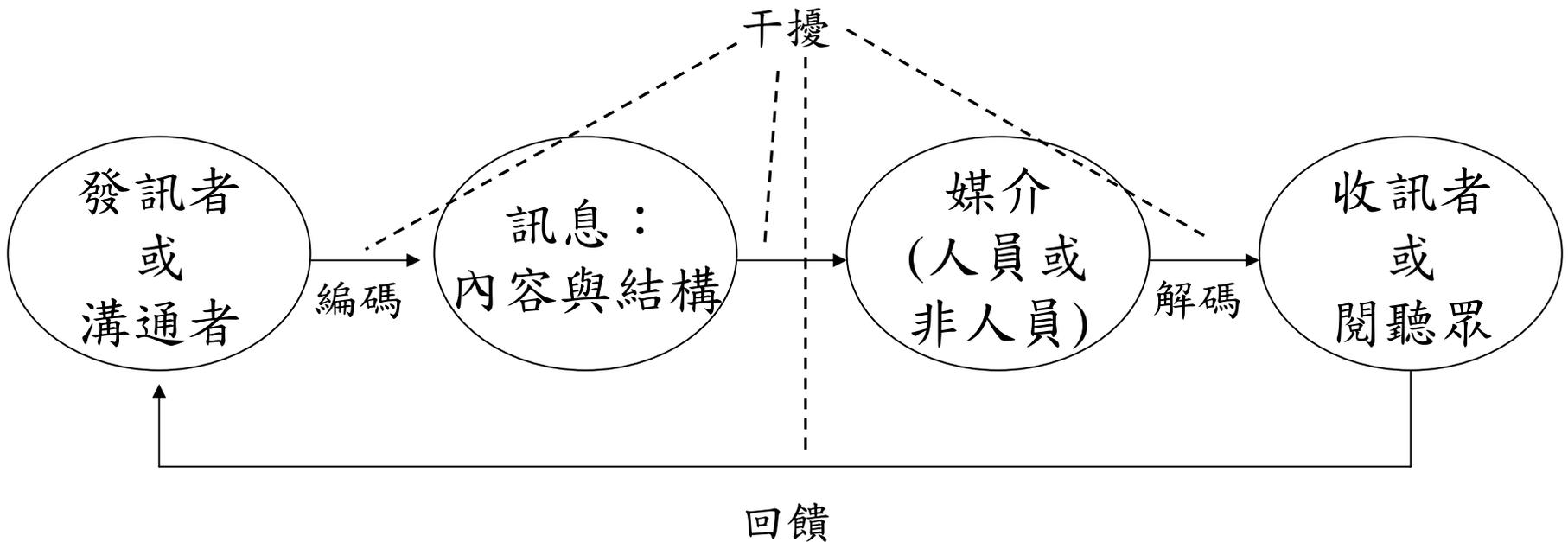


行銷溝通模式

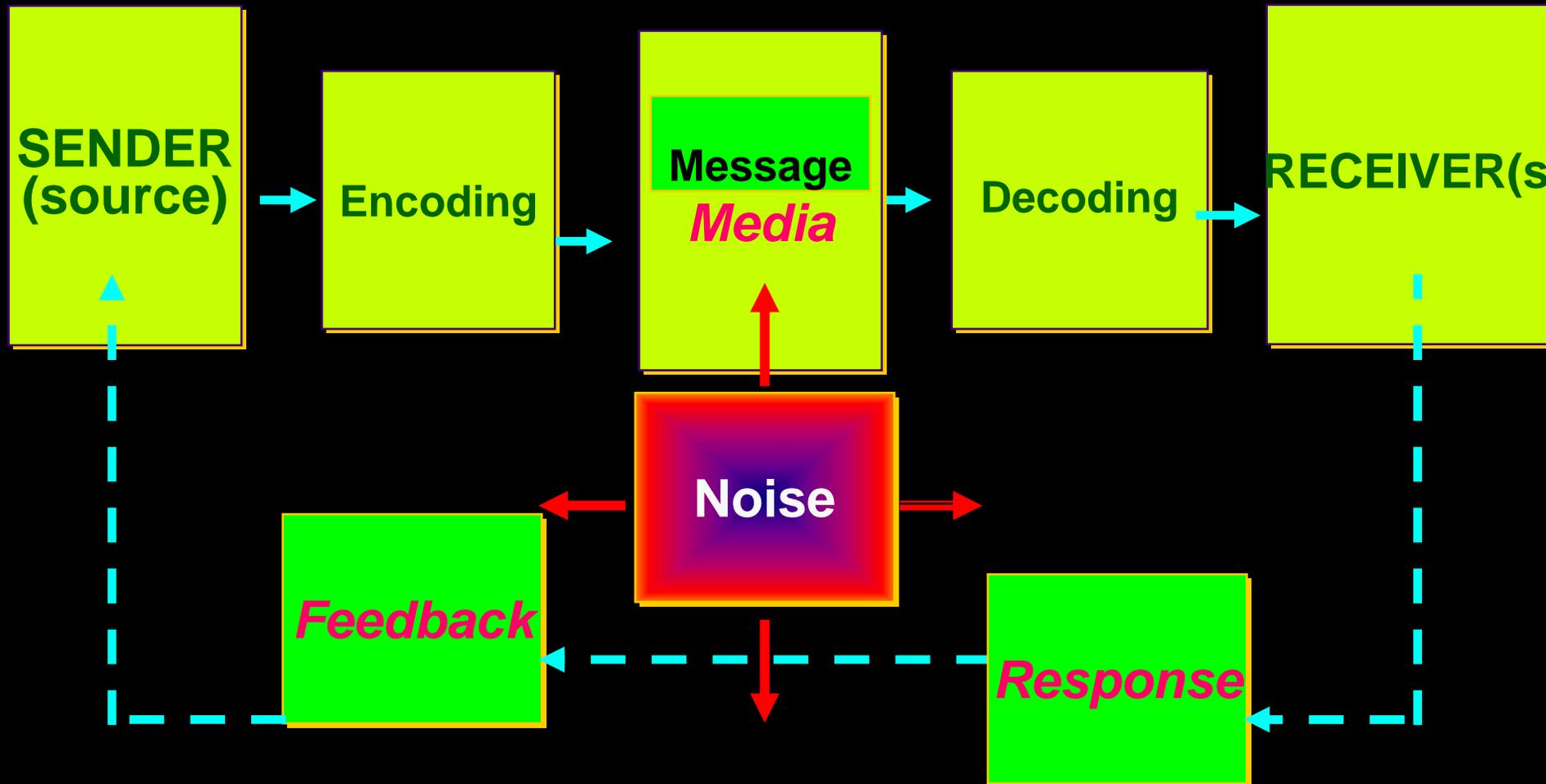
發訊者與收訊者、編碼與解碼、溝通訊息設計、溝通媒介選擇、干擾與回饋

行銷溝通模式

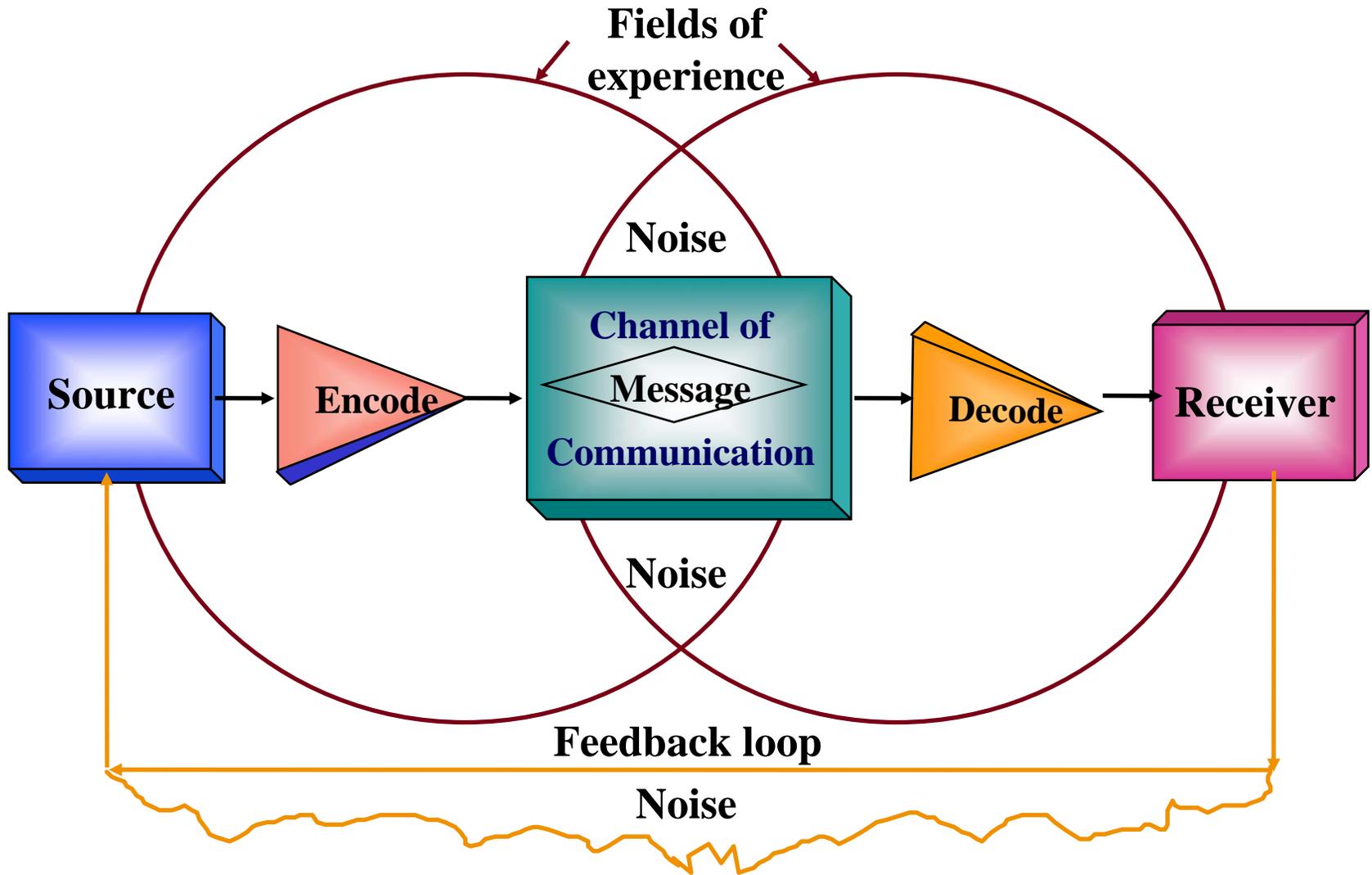
- 典型的SMMR (Source-Message-Media-Receiver)溝通模式



Elements in the Communication Process



The communication process



(1)發訊者與收訊者

- 發訊者

- 溝通過程中，想要傳送訊息的個人或組織
- 組織→需有廣告代言人
 - NIKE運動鞋→Michael Jordan
 - 達美樂；泛亞電信；麒麟啤酒...

- 收訊者

- 溝通時所針對傳達訊息的目標對象
- 與涉入程度有關：低→視而不見、聽而不聞
- 創意手法呈現訊息、選用收訊者感興趣的媒體

(2)編碼與解碼

- 編碼

- 將發訊者要傳達的意思，轉換成訊息的溝通形式
- 通常以文字或符號的形式呈現
- 關鍵不在於發訊者發送的是什麼，而是在於收訊者收到的是什麼

- 解碼

- 收訊者將所接收的訊息，轉成其所能理解的意思，受選擇性展露、扭曲及記憶之影響
- 牽涉到符號學：不同的社會或文化，可能對相同的動作或符號賦予不同的意義

編碼與解碼

- 在廣告中，有兩個很重要的過程--譯碼和解碼，消費者在看了一個廣告之後的解碼過程與廣告主原先譯碼時所要他們接收的信息可能會是完全不一樣的，所以，在廣告的基本原理中最重要的一環是消費者的解碼過程
- 經由曝露、接收、注意、瞭解、接收與反駁、記憶、訊息統合、態度、決定這些過程，可以知道消費者如何處理向他們傳播的訊息，而在短短幾十秒的廣告裡，要在消費者的心中留下一點印象，是非常不容易的，而從中也可以看到消費者在接觸廣告到購買商品時的心理歷程。

(3) 溝通訊息設計

- 訊息內容
 - － 理性訴求：強調產品品質、價格、價值與功能
 - － 情感訴求：引起溫馨、歡樂、恐懼或悲傷情緒
 - － 道德訴求：導引價值判斷，例如反雛妓訴求
- 訊息結構
 - － 單面訴求與雙面訴求
 - － 論點表達順序
 - － 資訊數量
 - － 訊息重複性

(4)溝通媒介選擇(推廣組合)

- 人員推銷(Personal Selling)
 - 一種付費的人員溝通方式，透過人員的溝通，行銷人員企圖說服目標顧客購買產品
 - 成本很高，但是可獲得立即回饋的雙向溝通
- 廣告(Advertising)
 - 一種由特定廣告主經由付費的媒體，所做的非個人單向的溝通
 - 廣告媒體如電視、收音機、報紙、雜誌、郵購信函、網際網路等

溝通媒介選擇 (Cont.)

- 公共關係(Public Relations)或公共報導
 - 非付費(指媒體本身為非付費，而不是指進行公共關係不必付費)的非人員溝通方式
 - 關於公司相關的人事物、產品等資訊，以新聞的形式出現於大眾媒體上，企圖塑造良好形象
- 銷售促進(Sales Promotion)
 - 視市場狀況不定期實施，用來刺激需求，期使需求能立即增加的一種短期工具
 - 包括免費試用、競賽、抽獎、紅利、折價券...

(5) 干擾與回饋

- 干擾
 - 任何會妨礙、曲解或減緩資訊傳達的事物
 - 光線、聲音、天候、多重訊息...
- 回饋
 - 收訊者對訊息的反應
 - 例如點頭、微笑、皺眉或手勢，用以判定溝通的效果
 - 當發訊者收到回饋時，整個溝通才算完整

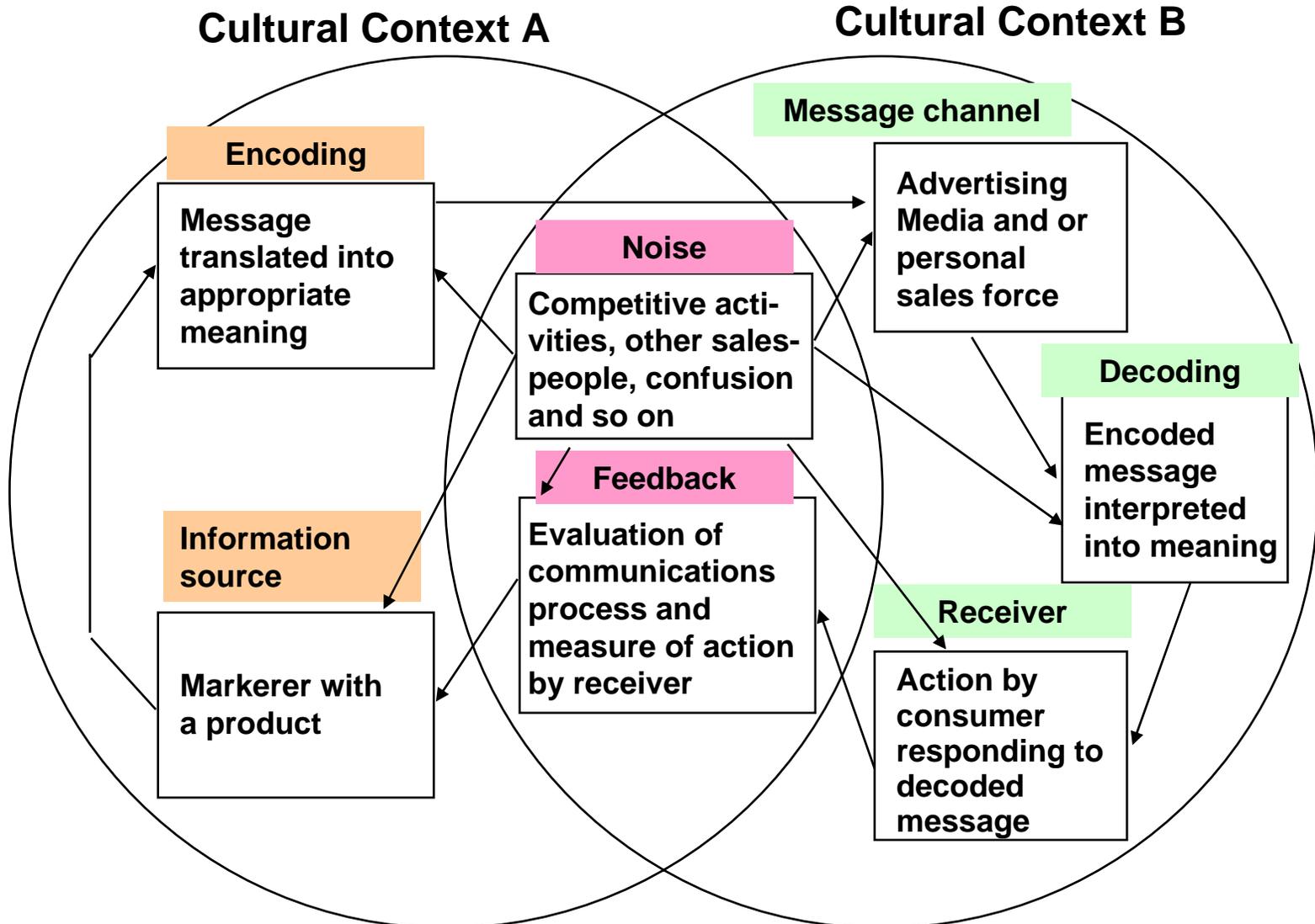
溝通不良的原因

Errors in Communication

Errors in communication can happen in several ways:

- 1. the source may not adequately transform the abstract idea into an effective set of symbols,**
- 2. a properly encoded message may be sent through the wrong channel and never make it to the receiver,**
- 3. the receiver may not properly transform the set of symbols into the correct abstract idea, and**
- 4. feedback may be so delayed or distorted that it is of no use to the sender.**

International Communication Process



整合式行銷溝通

企業將其各種與消費者溝通的管道予以整合,而使傳播出去有關企業或產品的訊息能具說服力.明確且一致.

With **Integrated Marketing Communications (IMC)**, the Company Carefully Integrates and Coordinates Its Many Communications Channels to Deliver a Clear, Consistent, and Compelling Message About the Organization and Its Products.

整合式行銷溝通

Integrated marketing communications refers to the concept of designing marketing communications programs that coordinate all promotional activities -- advertising, personal selling, sales promotion, public relations, and direct marketing -- to provide a consistent message across all audiences.

Integrated Communications Strategy Planning

- “Whether it’s called the ‘holistic approach’ or ‘360 degree thinking or through / before / around / beyond-the-line’, integration is the new black”

Marketing Direct, 2003

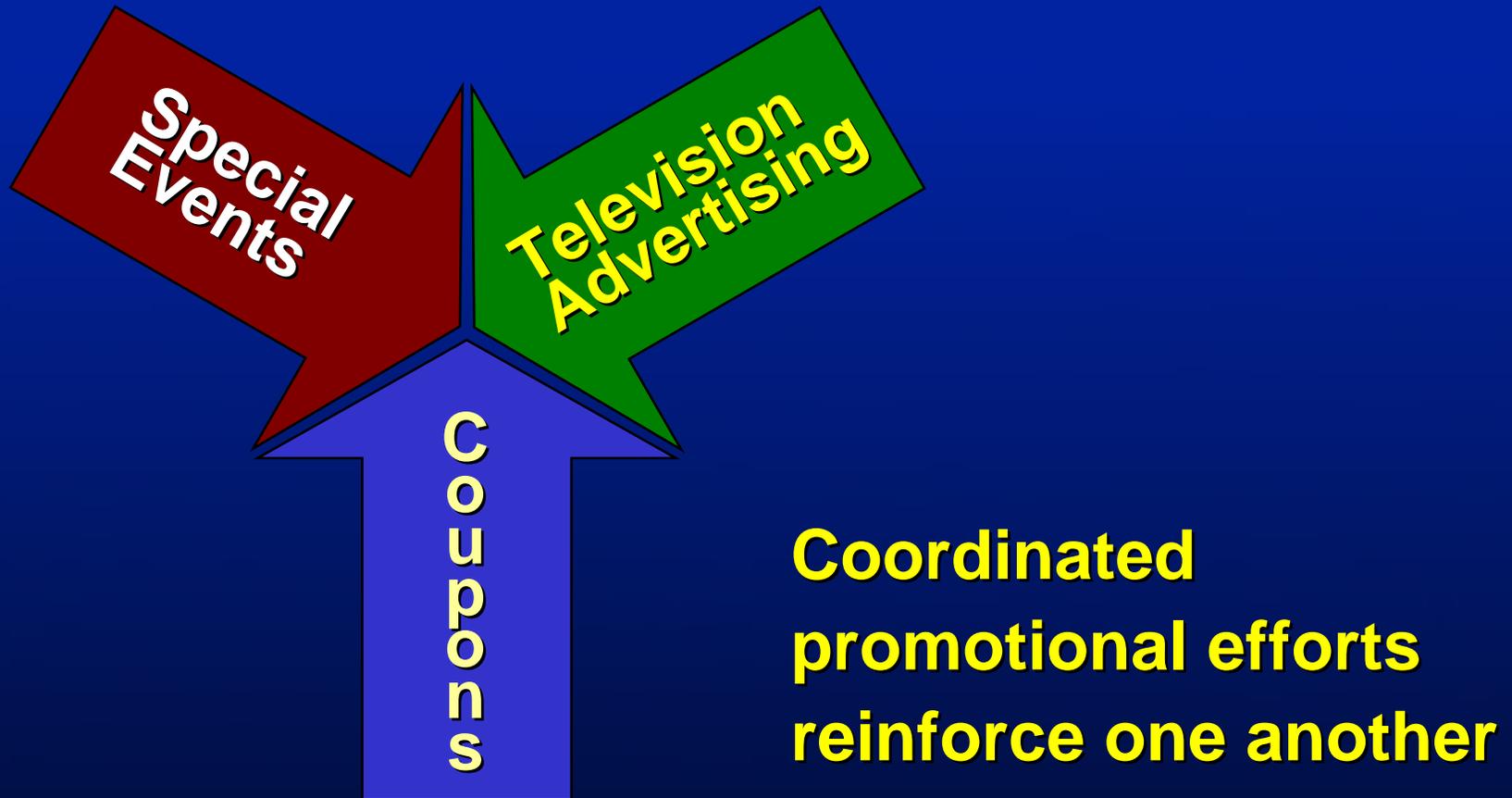
有人稱之
整體式行銷, 全方位行銷,
360度行銷

整合式行銷溝通

Successful IMC programs use a process referred to as the IMC audit, which

- a. analyzes the internal communication network of the company,**
- b. identifies key audiences,**
- c. evaluates customer databases,**
- d. assesses messages in recent ads, public relations releases, packaging, video news releases, signage, sales promotion pieces, and direct mail,**
- e. and determines managers' knowledge of IMC.**

Integrated Marketing Communications



整合式行銷溝通組合(促銷組合)

Advertising

Product's
Design

Sales Promotion

Stores that Sell
the Product

Direct Marketing

Product's
Price

Personal Selling

Product's
Package

Public Relations

整合式行銷溝通

Globally Integrated Communication



整合式行銷溝通

- ◆ 於許多市場，溝通管道的有無是影響是否進入該市場的重要因素。例如，許多玩具廠商皆同意，若無電視廣告，玩具銷售將很難成功。
- ◆ 對許多企業而言，最重要的溝通管道是廣告與人員銷售。



推廣組合比較

比較因素	人員推銷	廣告	公共關係	銷售促進
◆閱聽眾	少(一對一)	大量	大量	視情況而異
◆訊息	特定	單一	單一	視情況而異
◆接觸每位顧客成本	高	低	利用媒體無成本；若是出版品則中等	中等
◆贊助者	企業	企業	無正式的贊助者	企業
◆修改彈性	高	低	低	中等
◆內容控制性	高	高	無	高
◆可信度	中等	中等	高	中等
◆主要目標	與個別顧客接觸以解答疑問、完成銷售	以大眾媒體在合理成本吸引大量顧客	藉由獨立的報告訊息以接觸大量顧客	刺激短期銷售、增加衝動型購買
◆實例	零售商店銷售員	電視、廣播	新聞報導	商展折扣

資料來源：Evans, J. R., and Berman, B., *Marketing*, Macmillan Publishing Company, New York, 1987.

各種溝通管道的特性

(泛行銷或可量身定做)

(優點)

(缺點)

Promotional

Mass Versus

Element

Customized

Payment

Strengths

Weaknesses

Advertising

mass

fees paid for
space or time

- efficient means
for reaching
large numbers
of people

- high absolute
costs
- difficult to
receive good
feedback

Personal Selling

customized

fees paid to
salespeople as
either salaries or
commissions

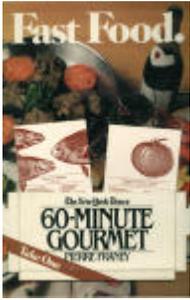
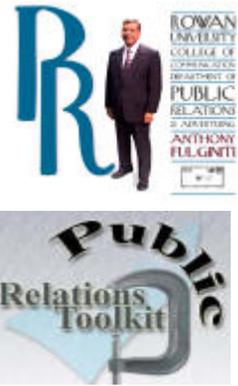
- immediate
feedback
- very persuasive
- can select
audience
- can give complex
information

- extremely
expensive per
exposure
- messages may
differ between
salespeople



各種溝通管道的特性

Promotional Element	Mass Versus Customized	Payment	Strengths	Weaknesses
Public Relations	mass	no direct payment	- often the most credible source in consumer's mind	- difficult to get media cooperation
Sales Promotion	mass	wide range of fees paid, depending on promotion selected	- effective at changing behavior in short run - very flexible	- easily abused - can lead to promotion wars - easily duplicated



各種溝通管道的特性

Promotional Element	Mass Versus Customized	Payment	Strengths	Weaknesses
Direct Marketing	customized	cost of communication through mail, telephone or computer	<ul style="list-style-type: none"> - messages can be prepared quickly - facilitates relationship with customer 	<ul style="list-style-type: none"> - declining customer response - database management is expensive



各種溝通管道的特性

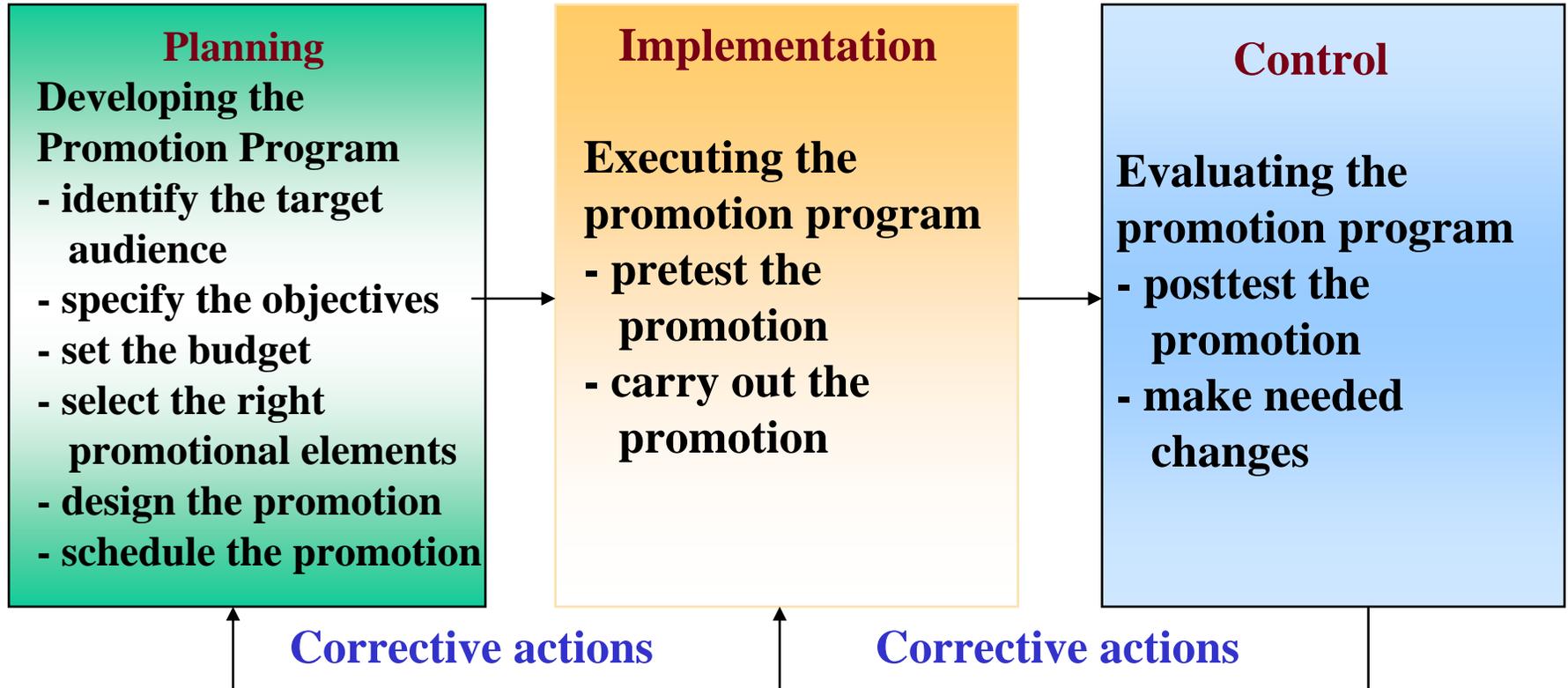
Advertising	Reaches Many Buyers, Repeats Message Many Times, Impersonal, Expensive
Personal Selling	Personal Interaction, Relationship Building, Most Expensive Promo Tool
Sales Promotion	Wide Assortment of Tools, Rewards Quick Response, Efforts Short-Lived
Public Relations	Very Believable, Dramatize a Company or Product, Underutilized
Direct Marketing	Nonpublic, Immediate, Customized, Interactive

The Promotion Decision Process

規劃

執行

控制



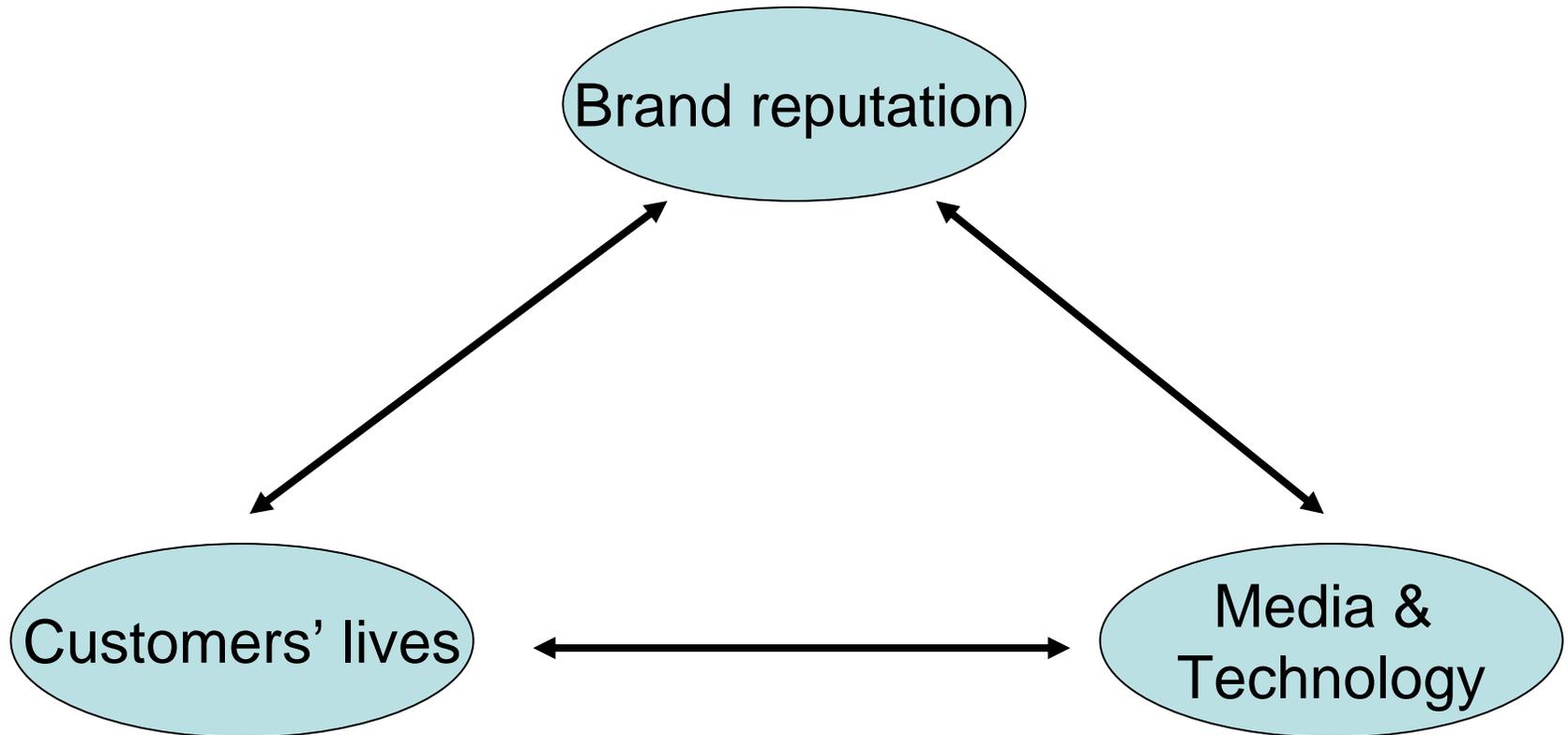
整合式溝通規



- Starts with the basics:
 - What is our business idea
 - What is our sustainable difference
 - What is our vision and mission
 - What is our promise to our customers
- It is about:
 - Generating ideas that solve business problems and help realise ambitions
 - Building a picture of how a brand should behave, communicate and sell with its own people, stakeholders and customers
 - Coherent messaging

規劃時需先考慮組織的目標.任務.競爭優勢.及對顧客的承諾

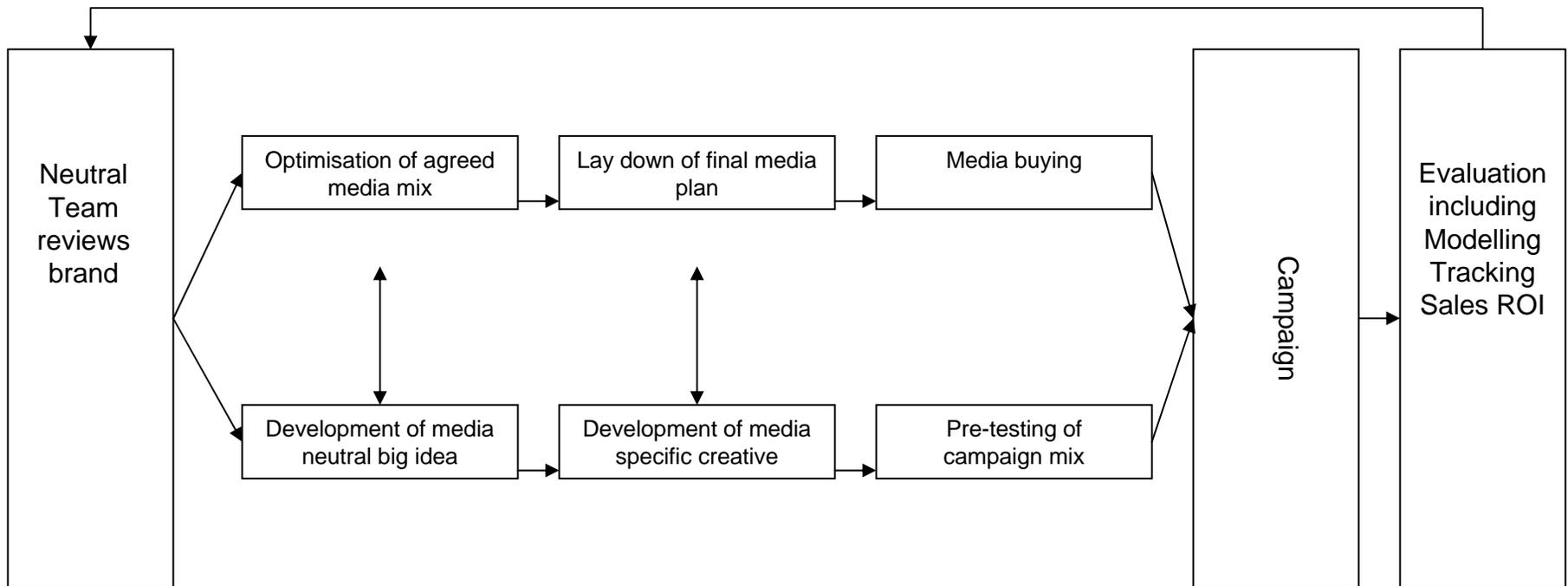
The Elements of Communications Planning



IMC Strategic Planning Process (IMC規劃程序)

- 1. Set communication goals (設定溝通目標).**
- 2. Determine roles for each medium (決定每個管道應扮演的角色).**
- 3. Create messages (擬定溝通訊息).**
- 4. Place messages in appropriate media (選定適當的媒體).**
- 5. Measure results (評估結果).**
- 6. Make adjustments in messages and/or media (修正訊息及媒體選擇決策).**

The Communications Strategy Planning Process (IMC規劃程序)



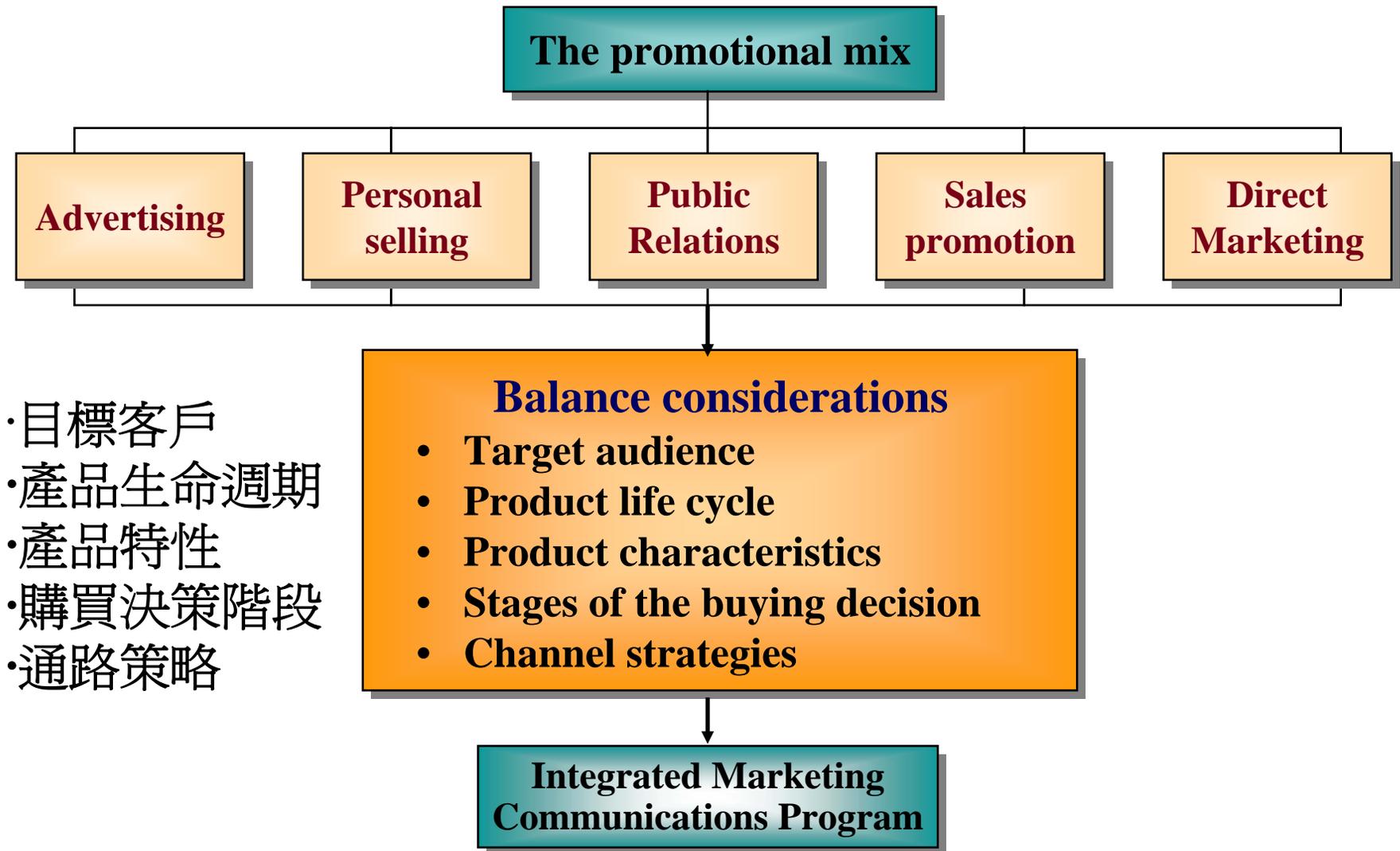
整合式行銷溝通

In putting together the promotion mix, a marketer must consider:

- 1. The balance of elements, such as which element should be emphasized and to what extent;**(規劃時需注意各個管道間的平衡, 那一個管道需強調? 至何種程度?)
- 2. Because the various promotional elements are often the responsibilities of different departments, coordinating a consistent promotional effort is necessary.**(由於不同管道可能隸屬不同部門, 因此需加以整合)

Factors that influence the use of promotional tools

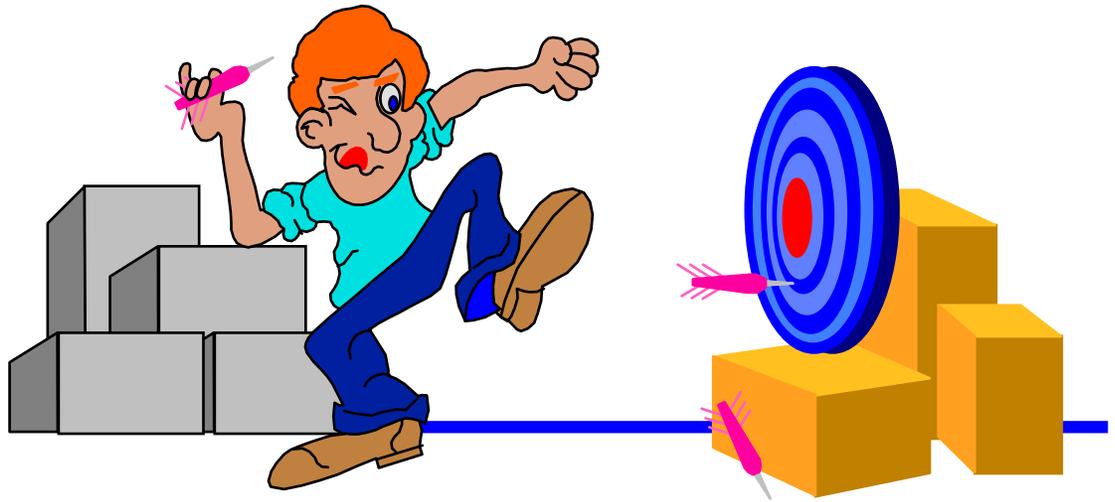
影響使用各種溝通管道的因素



影響使用各種溝通管道的因素- 目標客戶(The Target Audience)

Promotional programs may be directed at the ultimate consumer or an intermediary, or both.

可能是針對中間商或消費者



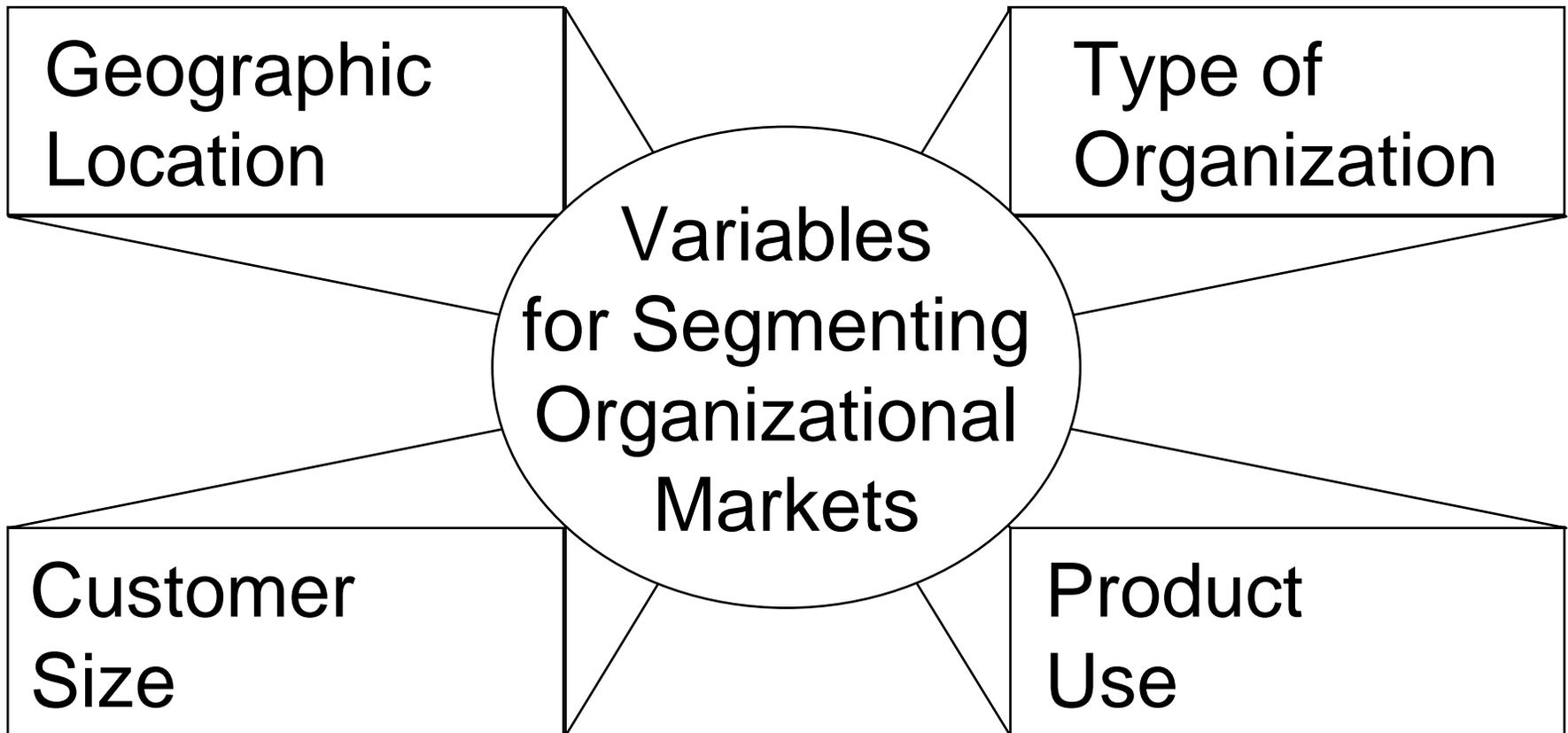
Advantages to Segmenting Markets(市場區隔化的優點)

- Helps identify strengths/weaknesses
- Identifies best set of customers
- Clarifies marketing objectives
- More precise budgeting
- Links strategies and tactics to a specific group

What Is Needed For Segmentation?

- Measurability
- Accessibility
- Substantialness
- Durability
- Differential response
- Homogeneous

Business Segmenting



Advertising's Role in SDP Marketing

SEGMENTATION

(Heterogeneous > Homogeneous)

DIFFERENTIATION

(Perceived as different or unique)

POSITIONING

- *Distinct from other brands*
- *Occupies a "value" level*
- *External niche vs. Internal*

Audience Categories



Household Consumers



Business Organizations



Trade Channels

Professionals



Government Entities



Audience Geography

1. Global

2. International

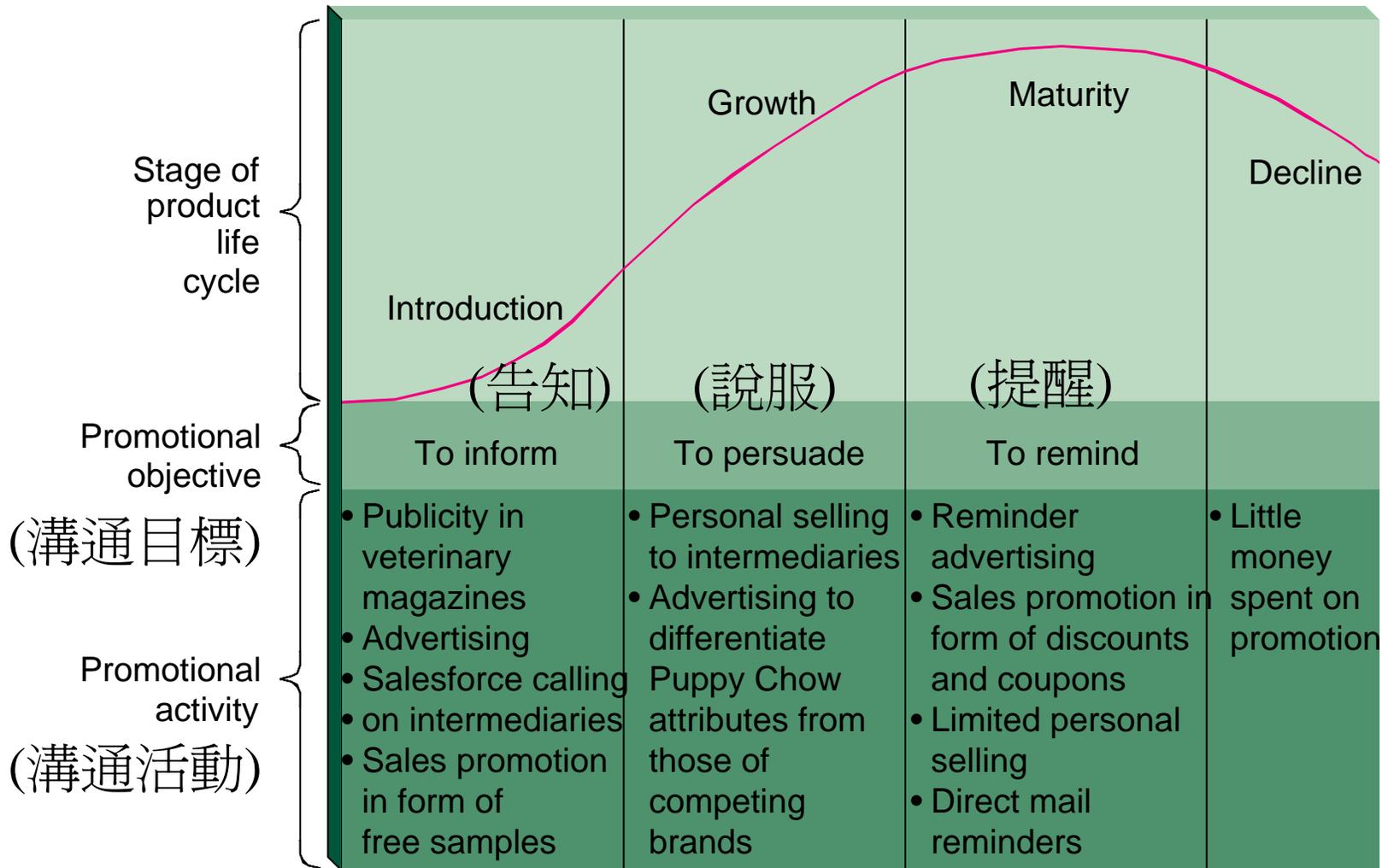
3. National

4. Regional

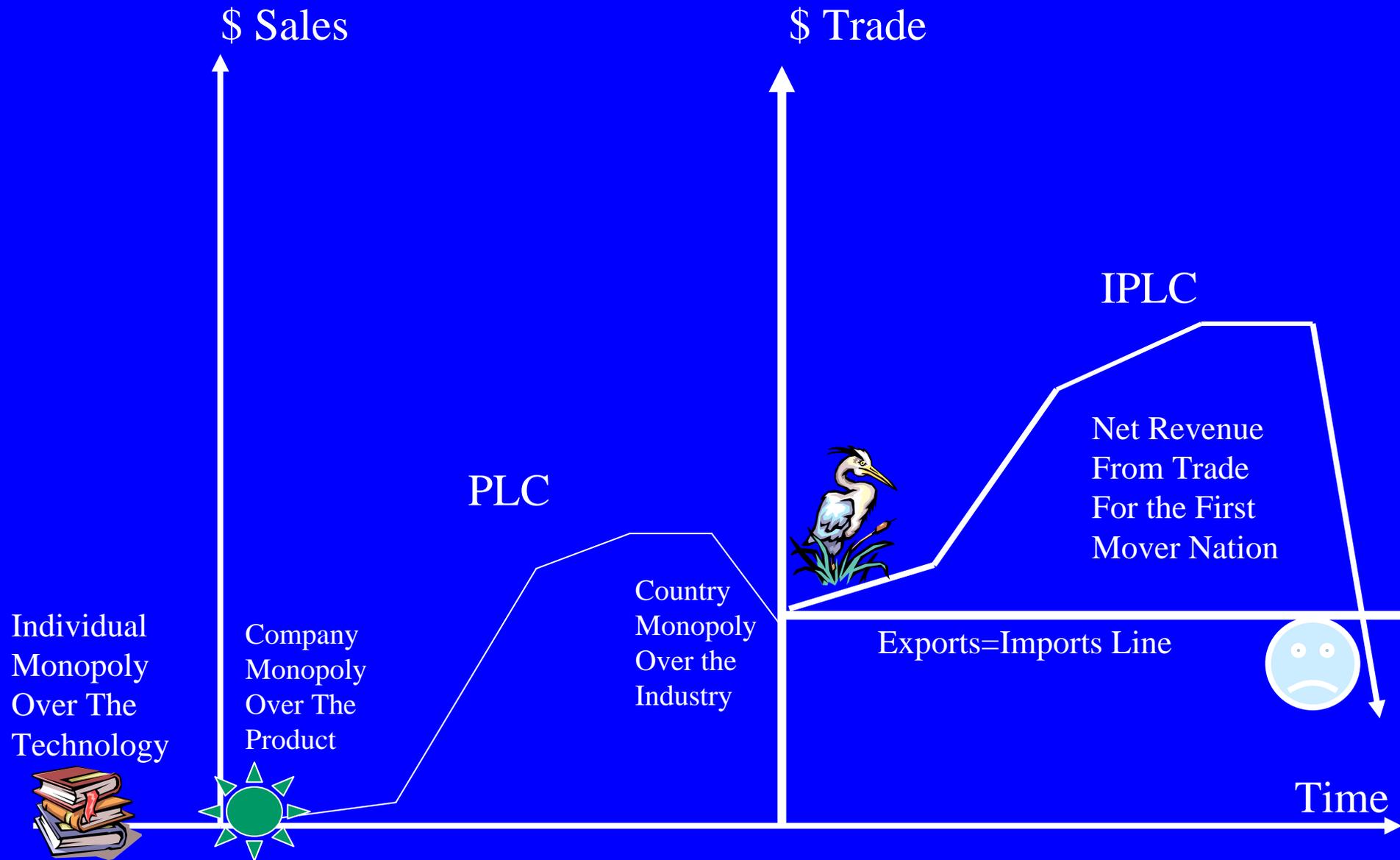
5. Local

(不同產品生命週期階段溝通管道使用情況)

Promotional Tools used over the Product Life Cycle of Purina Puppy Chow (影響使用各種溝通管道的因素-產品生命週期)



International Product Life Cycle



影響使用各種溝通管道的因素-產品特性

Product Characteristics

3 Specific types of Product Characteristics to be considered:

1. **Complexity of the product/service**(產品複雜程度)
2. **Degree of Risk represented by the product/service purchase** (購買產品的風險)
 - a. **financial risk**
 - b. **social risk**
 - c. **physical risk**
3. **Ancillary services with the product/service**(附帶的服務)

影響使用各種溝通管道的因素-購買決策階段

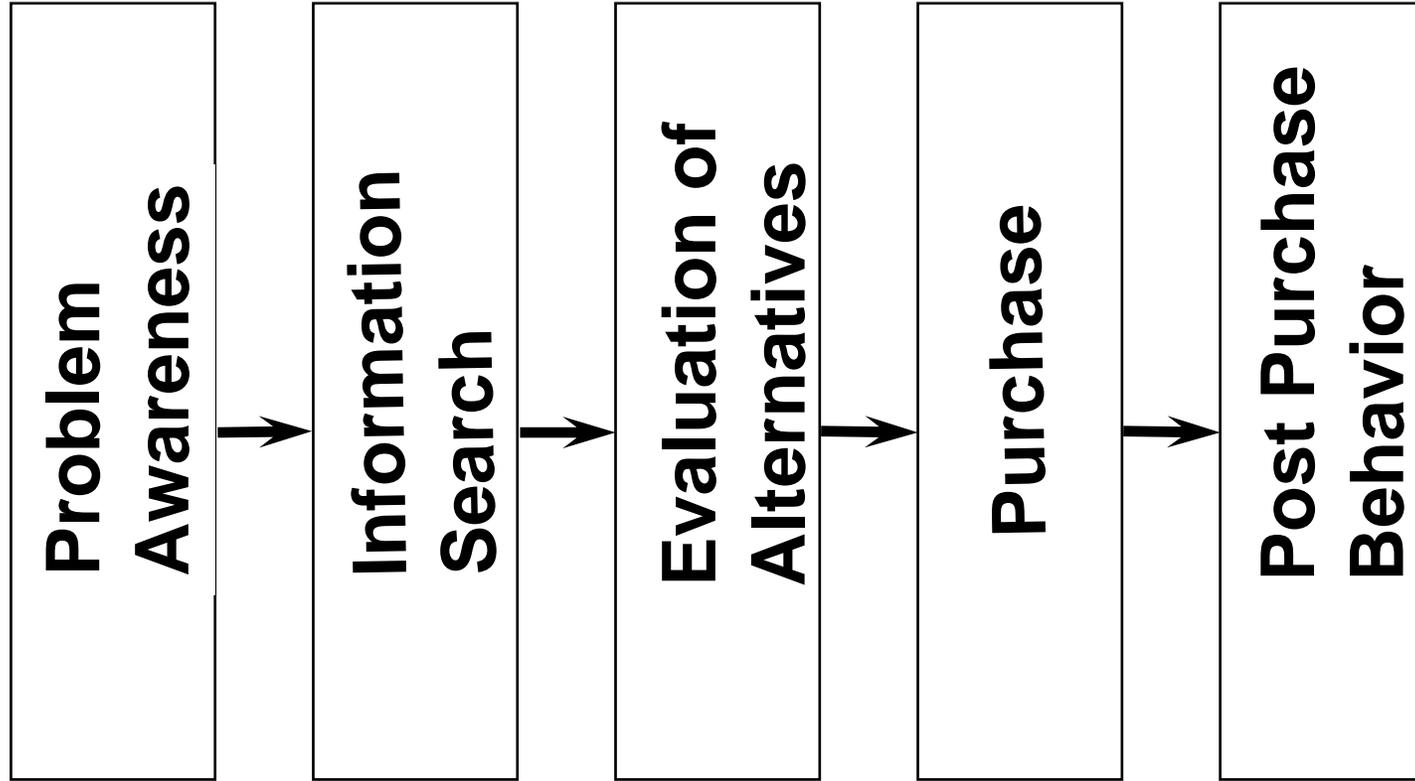
Stages of the Buying Decision

The importance of the promotional elements varies with the three stages in a consumer's purchase decision:(不同階段, , 不同溝通通路的重要性不同)

1. **Prepurchase stage (購買前)**
2. **Purchase stage(購買)**
3. **Postpurchase stage(購買後)**

Consumer Buying Decision Process

購買決策程序



Step 2: Information Search

- Internal search
- Evoked set
- External search
- Ability to search
- Motivation
 - Level of involvement
 - Need for cognition
 - Shopping enthusiasm
- Perceived cost/benefit
 - High involvement
 - Low involvement

Attitudes and Values

- Attitudes
- Attitude sequence
 - Affective → Cognitive → Conative
 - Affective → Conative → Cognitive
 - Conative → Cognitive → Affective
- Values

Information Processing

- Elaboration Likelihood Model (ELM)
 - Central route
 - Peripheral route
- Hedonic, Experiential Model (HEM)
 - Central route
 - Peripheral route
- Route depends on
 - Motivation
 - Ability

Step 3: Evaluation of Alternatives

購買決策程序-評估方案

- Evoked set method.
 - Evoked set
 - Inept set
 - Inert set
- Multiattribute approach.
- Affect referral

Step 4: Purchase Decision

購買決策程序-購買

- Alternate purchases
 - Temporary change in consumer's situation.
 - Desire for variety.
 - Impulse purchase.
 - Marketing communication material.
 - Influence of friend or relative.

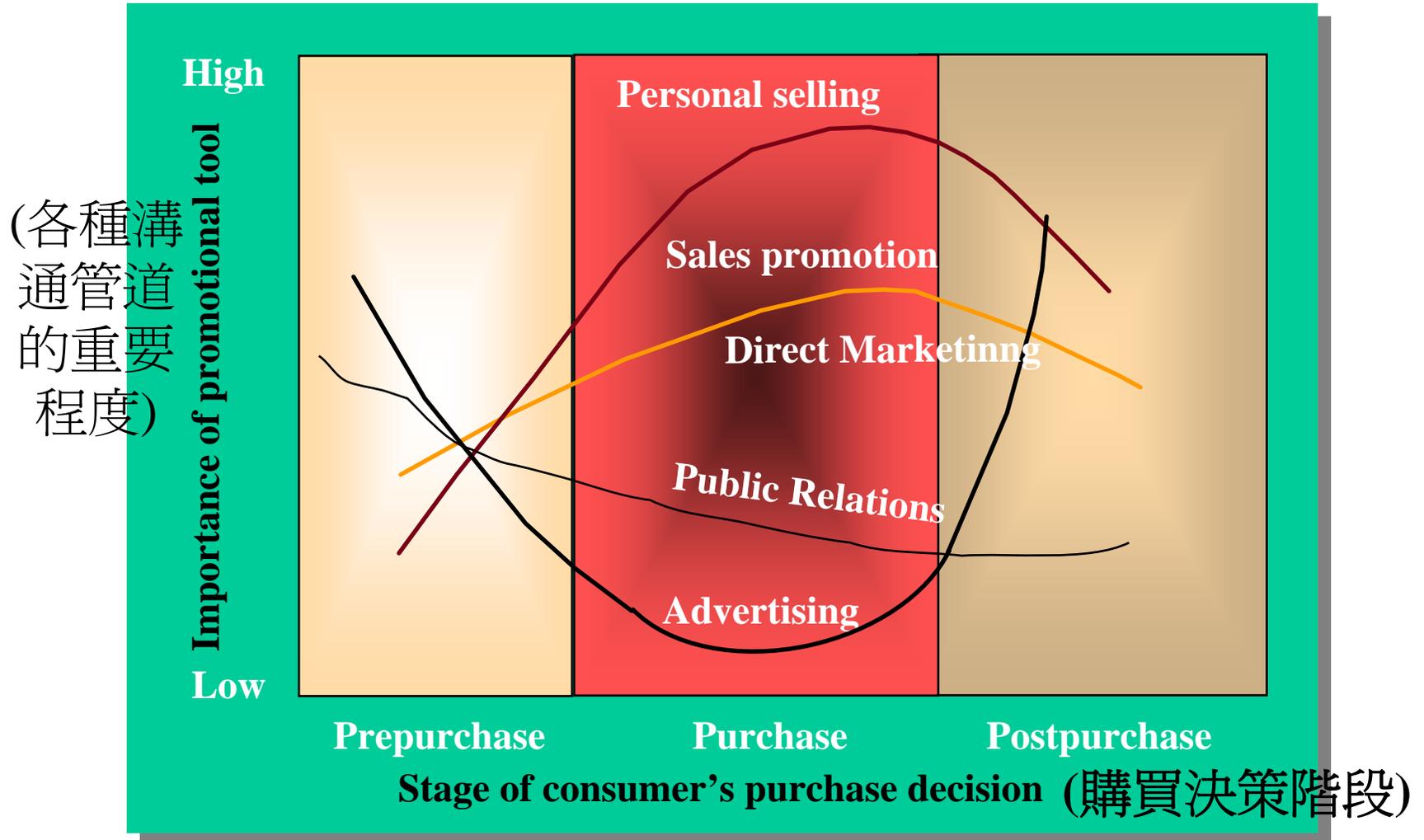
Step 5: Postpurchase Evaluation

購買決策程序-買後評估

- Evaluation of product performance.
- Cognitive dissonance.
- Impacts future purchases.
- Impacts word-of-mouth communications.

影響使用各種溝通管道的因素-購買決策階段

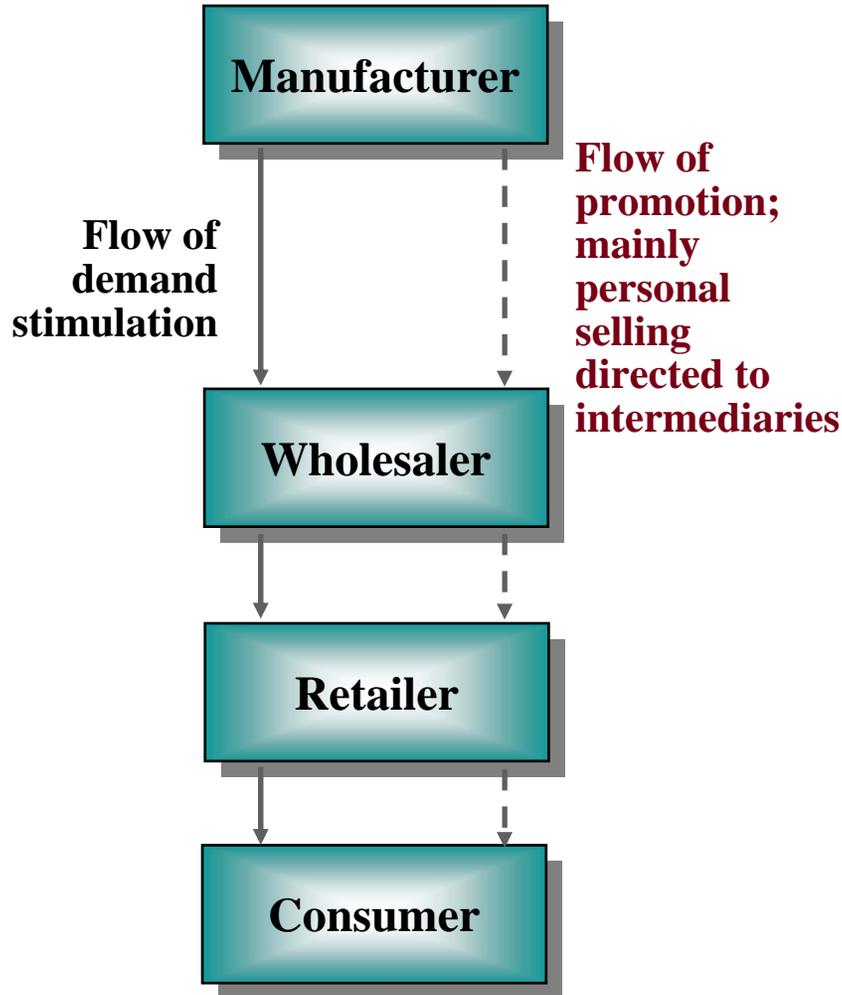
How the Importance of promotional elements varies during the consumer's purchase decision



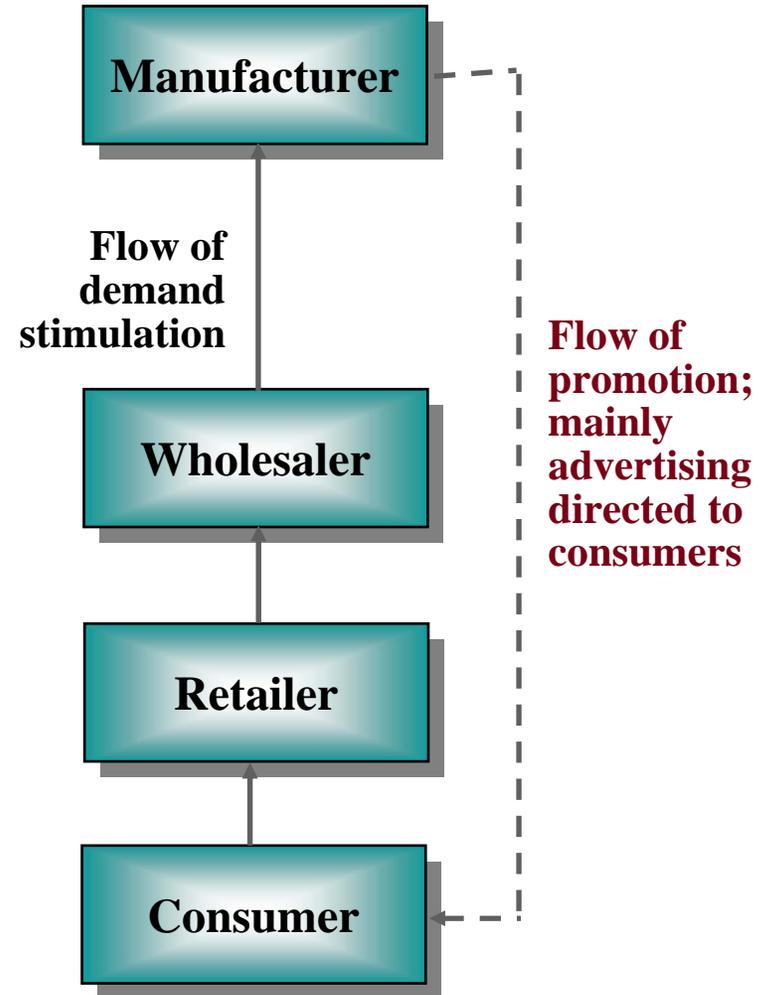
影響使用各種溝通管道的因素-通路策略

A comparison of push and pull promotional strategies

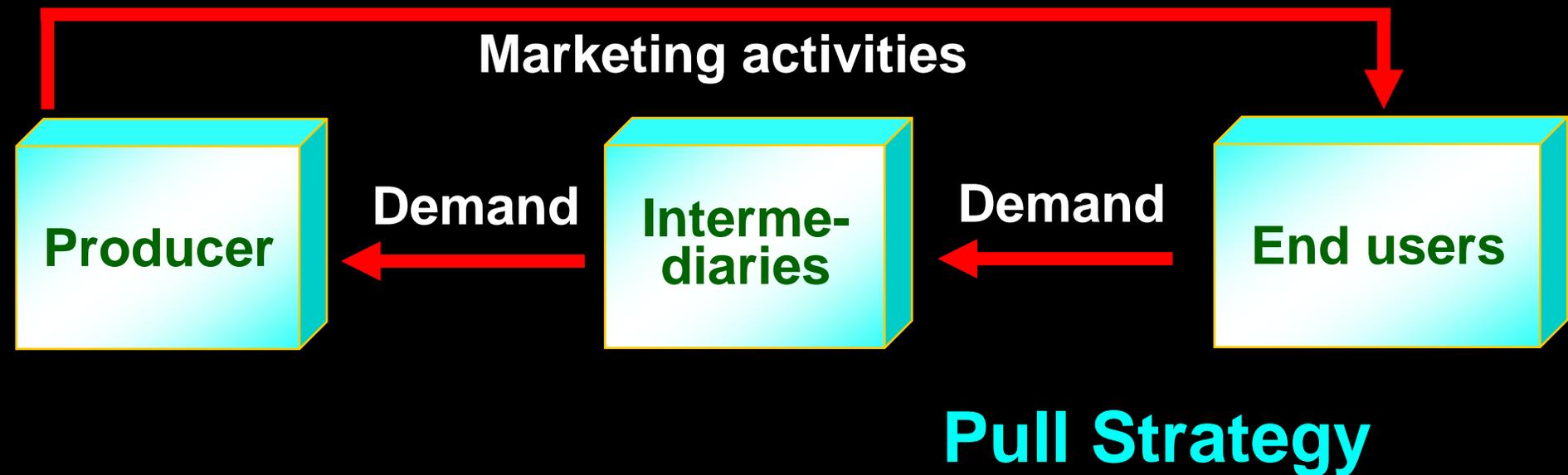
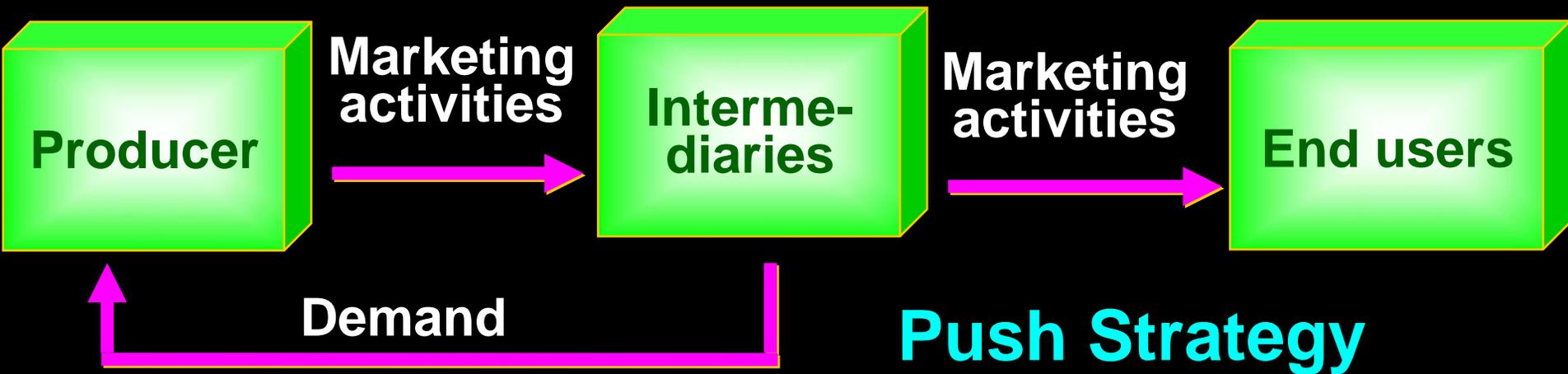
A. Push strategy



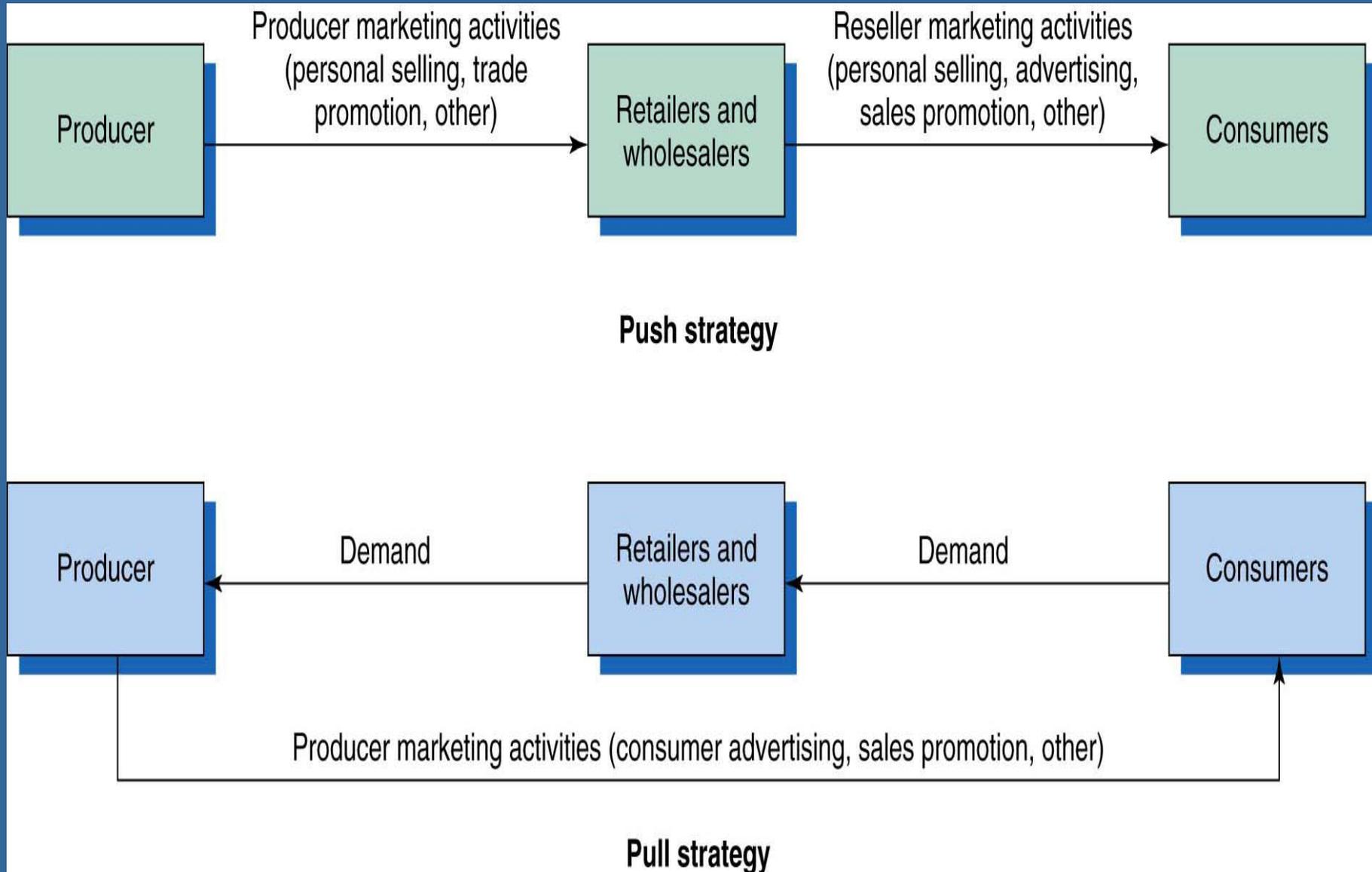
B. Pull strategy



Push Versus Pull Strategy



Push versus Pull Promotion Strategy



Push versus Pull Strategies(推或拉策略)

- The main choice with regard to communication strategy is between a push strategy and a pull strategy.
 - A **push strategy** emphasizes personnel selling whereas a **pull strategy** emphasizes mass media advertising. The choice between push and pull strategies depends upon product type and consumer sophistication, channel length, and media availability.
- Product Type and Consumer Sophistication
 - A pull strategy is generally favored by firms in consumer goods industries that are trying to sell to a large segment of the market. In contrast, firms that sell industrial products or other complex products favor a push strategy.

Push versus Pull Strategies

○ Channel Length

- Using direct selling to push a product through many layers of a distribution channel can be very expensive. In such circumstances, a firm may try to pull its product through the channels by using mass advertising to create consumer demand.

○ Media Availability

- A pull strategy relies on access to advertising media. A push strategy is more attractive when access to mass media is limited.

The Push-Pull Mix

- Push strategies tend to be emphasized more in the following circumstances;
 - for industrial products and/or complex new products,
 - when distribution channels are short
 - when few print or electronic media are available.
- Pull strategies tend to be emphasized more in the following circumstances:
 - for consumer goods products,
 - when distribution channels are long
 - sufficient print and electronic media are available to carry the marketing message.

全球性整合式溝通策略構面

Global Communication Decisions



Decide on Explicit Communications Mix

Advertising

Public, Pervasive, Expressive, Impersonal

Sales Promotion

Communication, Incentive, Invitation

Public Relations & Publicity

Credibility, Surprise, Dramatization

Personal Selling

Personal Confrontation, Cultivation, Response

Direct Marketing

Nonpublic, Customized, Up-to-Date, Interactive

整合式行銷溝通 (IMC; Integrated Marketing Communications)

廣告

促銷(銷售促進)

貿易展

人員銷售

直銷

公共關係

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion

1. Getting customers to try a new service or menu item (引誘消費者嘗試/試用新產品).
2. Increasing off-peak **sales** (增加離峰時段.季節的銷售).
3. Increasing **sales** in periods that coincide with major events, vacations, or special occasions (於特別節日.慶典.事件.活動時, 增加銷售).
4. Encouraging travel intermediaries to make an effort to sell services.
5. Helping **sales** representatives get business from prospects (協助銷售人員銷售).
6. Facilitating intermediary **sales**.

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion

碧兒泉新品試用兌換券

BIOThERM Aquasource Non-Stop
5000 活泉水凝凍



示範頁
不可直接列印

aquasource
non stop

活動期間：即日起至八月底止

憑此卷到全省BIOThERM碧兒泉專櫃，

即可立即兌換新品試用包，
立即感受5000公升的礦泉活力!!
(一人限領一份，數量有限、送完為止)

碧兒泉官方網站<http://www.biotherm.com.tw/>



銷售促進的目的(角色): 引誘
消費者嘗試/試用新產品

廣告語：請不要與用過本產品的女子調情，她也許就是你的祖母。

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion

廣告語：別便宜了那小子！



情人節33朵金莎巧克力花束

產品編號： NYF116

市售定價： NT\$2200 元現在特價
： NT\$1990 元

產品簡介：情人節33朵金莎巧克力
花束,火紅色的外包裝,代表妳我熾
熱的心...

銷售促進的目的(角色):於特別節日.慶典.事件.
活動時,增加銷售



Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion

廣告語：送幾朵花給你的情人吧，
但，…不要忘了你的妻子。



有翅膀的天使熊花束

產品編號：bear01

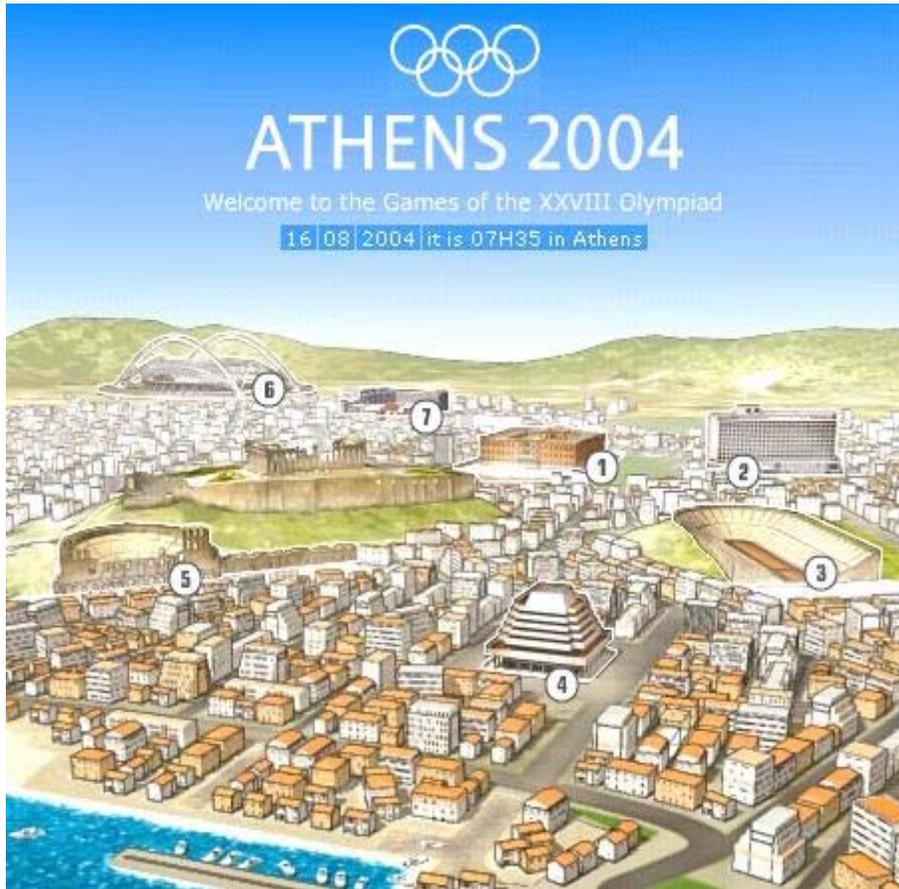
市售定價：NT\$2800 元

現在特價：NT\$2499 元

產品簡介：愛的天使小熊飛到你
倆身邊帶給您無限的祝福。每一
隻小熊都有翅膀ㄟ

銷售促進的目的(角色):於特別節日.慶典.事件.
活動時, 增加銷售

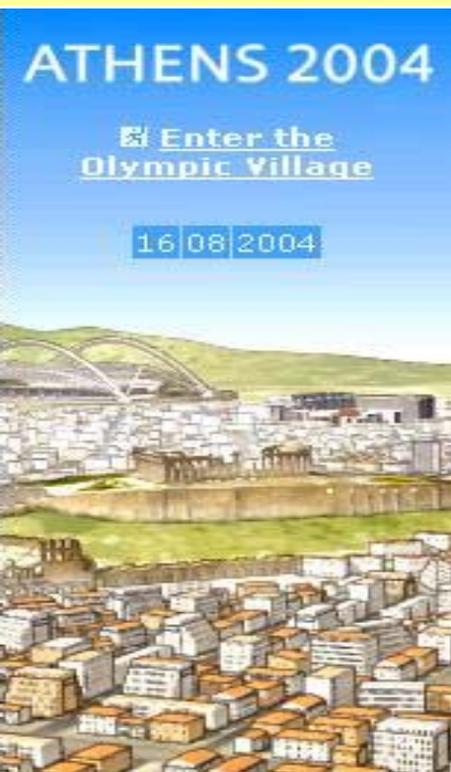
Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion



奧運是品牌國際化的傳播平臺。電視的普及和傳播技術的進步，打破了比賽的時空局限性，大大地增強了奧運對社會的影響力。借助體育賽事開展的行銷活動不僅能吸引消費者的目光，達到提高銷售額和利潤的目標，更重要的是體育運動所推崇的公正、公平更能使廠商的宣傳效果和品牌價值提升到較高的水準。

銷售促進的目的(角色):於特別節日.慶典.事件.活動時, 增加銷售

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion



DRIVING FORCE OF THE OLYMPIC MOVEMENT

The Olympic marketing programme has become the driving force behind the promotion, the financial security and stability of the Olympic Movement.

The challenge of financing the Olympic Games has been a recurring theme throughout Olympic history. Since its founding in 1894, the Olympic Movement has depended on partnership with the business community to stage the Olympic Games and to support the Olympic athletes. Today, marketing partners are an intrinsic part of the Olympic Family.

[Objectives of Olympic Marketing](#)

[100 years of Olympic Marketing](#)

Revenue sources



Source: Factfile

TOP PARTNERS

The following companies are TOP Partners for the Athens 2004 Olympic Games.

Click on each logo to access the profile of the selected company.



在奧運行銷活動中，應貫徹整合行銷傳播的理念，把奧運行銷傳播置於公司整合行銷傳播的主幹線上。以奧運為平臺、以消費者為核心，重組企業各種行為和行銷行為，綜合協調地使用各種形式的傳播方式，以統一的目標和統一的傳播形象、傳播一致的產品資訊和品牌資訊，實現與消費者的雙向溝通，迅速樹立產品和品牌在消費者心目中的地位，更有效地達到行銷傳播和產品行銷的目的。

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion



ATHENS 2004
Coca-Cola

可口可樂
奧運 Fun 一夏!

炎炎夏日正好動！快喚醒全身細胞都動起來，
先動手指，搶先看限量「可口可樂」奧運紀念商品有多棒！

多款「可口可樂」雅典2004
奧運紀念商品，限量好康Fun
送給你！

線上動手e好康給麻吉，限量
奧運包裝「可口可樂」和EMI
奧運專輯送給你！

▶▶ 好康內容看這裡

▶▶ 立刻去e一下

Enjoy
Coca-Cola

- 「可口可樂」
奧運紀念商品Fun
- e好康暢飲Coke
- 可口可樂與奧林匹

今年雅典奧運聖火傳遞活動贊助者可口可樂在傳遞火炬的每一個城市都組織了大型宣傳活動，並針對不同國家採取不同的行銷方式。可口可樂總共動用了200多個國家的組織系統，其中27個傳遞火炬的國家的可口可樂系統更是幾乎全部出動，共有幾萬名可口可樂員工參與。

銷售促進的目的(角色):於特別節日.慶典.事件.活動時,增加銷售

資料顯示,1996年亞特蘭大奧運會期間,作為全球贊助商的可口可樂公司當年在第三季度贏利增加了21%,達到9.67億美元,而同期其競爭對手百事可樂的利潤下降了77%.

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion



一起看奧運: 我們的目標

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion

廣告語：只有暫時的領先，沒有永遠的落後。



銷售促進的目的(角色):於特別節日.慶典.事件.活動時,增加銷售

即將開學前是文具.辦公用品.電腦...等用品的銷售旺季,因此許多公司都會適時推出“BACK-TO-SCHOOL”促銷活動

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion



台鐵推出『永保安康』紀念車票後,獲得廣大的回響,後來又陸續推出『追分成功』『和平永樂』等具有吉祥意味的紀念車票,為配合考生還推出了『慶中台大』『追分成功』並在車票日期上印製七月一日,為台鐵增加了1100萬元的收入。

銷售促進的目的(角色):於特別節日.慶典.事件.活動時,增加銷售

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion

廣告語：除了腳印什麼也別留下，除了照片什麼也別帶走。

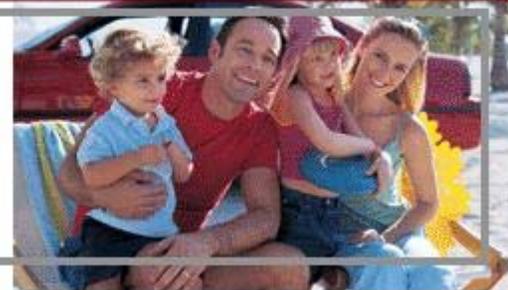


AVIS ESCAPE RATES

\$28/Weekend Day, \$179/Week Compact

\$30/Weekend Day, \$189/Week Midsize

\$33/Weekend Day, \$199/Week Fullsize



銷售促進的目的(角色):增加離峰時段.季節的銷售

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion



Chronicle / Kat Wade

除了用餐時段外,偌大的餐廳通常空無一人. 因此, 世界各國許多餐廳. 酒吧... 於下午至晚餐時段通常都有“Happy Hour”

Discounted food such as clams, cheeseburgers and potato skins are part of the happy hour at Spenger

銷售促進的目的(角色): 增加離峰時段. 季節的銷售

廣告語：請來本店用餐吧！不然你我都要挨餓了。

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion



廣告語：本產品在各地的維修人員是世界上最寂寞的一群人。

IBM SureOne®是一種價格合理的整合式銷售點平台，專為滿足有限預算與空間之零售業者的需要而精心設計和製作

如需更多資料

如欲進一步了解IBM SureOne品或其他IBM銷售點解決方案，請與當地的IBM公司業務代表聯絡，或請訪問我們的網站

:

ibm.com/industries/retail/storeec

銷售促進的目的(角色):
協助銷售人員銷售

Sales Promotion 促銷(銷售促進) - Roles of Sales Promotion

秋季 刷卡來店禮

凡於下列各店活動時間內，持新光三越信用卡(白金卡/金卡/普卡)當日刷卡消費單筆300元(含)以上，即可憑新光三越信用卡及當日簽帳單，至消費店別贈品處兌換「French Kitty系列」精美贈品乙份。每人限領乙份。正、附卡合領乙份。恕不接受代領。數量有限，送完為止。

■ 圍裙
■ 新骨瓷杯
■ 滑鼠墊計算機
■ 方巾+精巧隨身袋

※贈品以現場實物為準

為回饋鄉親，舉行開幕慶的橋頭店、東勢店、新竹經國店等門市，更備有8重超值好康迎接老主顧舊會員，並且歡迎顧客現場加入成為燦坤會員！

第一重好康，爆米花免費大請客，第二重好康，來店禮相贈，第三重好康，一元競標，...

銷售促進的目的(角色):將公司商店介紹給顧客

Sales Promotion 促銷(銷售促進)- Steps in Developing a Sales Promotion (發展銷售促進方案步驟)

- Select media for distributing promotions (選擇媒體).
- Decide on timing of sales promotions and merchandising (決定推出時機).
- Pretest sales promotions and merchandising(推出前的前期測試).
- Prepare final sales promotion and merchandising plan and budget (計畫包括預算定案).
- Measure and evaluate sales promotion and merchandising success (衡量與評估效果).

Sales Promotion 促銷(銷售促進方法)

- 消費者促銷(Consumer Sales Promotion)工具：針對最終的消費者市場
 - 折價券(Coupons)、贈品(Premiums)、樣品(sampling)
 - 愛用者回饋計畫(Frequent-User Incentive Programs)
 - 競賽(Contests)與抽獎(Sweepstakes)
 - 店頭展示(Point-of-Purchase Displays)
 - 搭配促銷(Tie-in Promotion)：自家搭配 or 聯外搭配促銷
 - 現金還本(Refund)與現金退回(Rebate)

- 交易促銷(Trade Sales Promotion)工具：以行銷通路成員(批發商與零售商)為對象
 - 交易折讓(Trade Allowances)：製造商提供中間商價格之折扣，以換取特別的配合措施，例如較佳的貨架空間、購買一定數量的某項商品等
 - 推動獎金(Push Money)：例如Pub每收集一個飲料瓶蓋，便提供一定獎金給服務員，以鼓勵多為客人開瓶
 - 銷售競賽：根據中間商在一定期間的銷售業績給予獎金或獎品
 - 免費商品(Free Merchandise)：例如飲料每訂20箱則免費送1箱
 - 商務會議、商展、貿易展覽會：例如國際影展

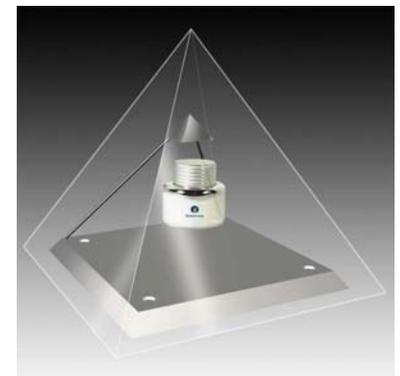
Sales Promotion 促銷(銷售促進)-Difference between Special Communication and Special Offer Promotions

銷售促進方法也可分成特殊溝通方法(Special communication methods)與優惠促銷促法(Special-offer promotions)

- Special communication methods: Give the promoter additional options of communicating with potential customers and travel trade intermediaries.
- Special-offer promotions: Short-term inducements given to customers, travel trade intermediaries, and **sales** representatives. Generally, some type of action must take place from the potential customer.

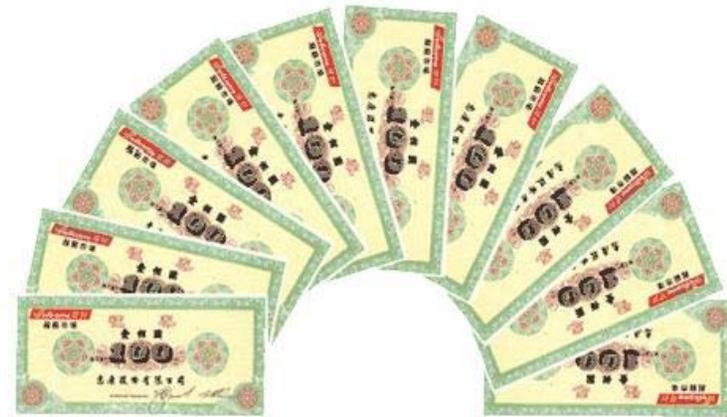
Sales Promotion 促銷(銷售促進) - Special Communication Methods 特殊溝通方法

- Specialty advertising
- Sampling
- Trade and travel show exhibits
- Point-of-purchase displays and other merchandising materials
- Point-of-purchase demonstrations
- Educational seminars and training programs
- Visual aids for **sales** representatives



Sales Promotion 促銷(銷售促進) - 優惠促銷促法 (Special-offer promotions)

- Coupons
- Price-offs
- Premiums
- Contests, sweepstakes, and games
- Recognition programs
- Continuity programs
- Gift certificates



<p>Baskin 31 Robbins Ice Cream & Yogurt</p> <p>SPIDERMAN CAKE AVAILABLE!</p> <p>\$3.00 OFF ANY CAKE, ROLL OR PIE (Minimum \$15)</p> <p><small>Other good with coupon only. Not good in combination with any other offer. One coupon per visit. Void where prohibited or restricted by law. Expires 9/30/04.</small></p> <p><small>LIMIT 2 PER COUPON. WESTWOOD VILLAGE STORE ONLY.</small></p> <p>Serving Bel Air, Brentwood, Westwood & Beyond 10916 Kinross Ave. Westwood Village (310) 208-8048 FREE DELIVERY Mon 'til Open - \$15.00 min</p>	<p>FREE CAPPUCCINO OR SMOOTHIE PURCHASE ONE CAPPUCCINO OR SMOOTHIE AT REGULAR PRICE AND RECEIVE THE SECOND ONE OF EQUAL OR LESSER VALUE FOR FREE. <small>Other good with coupon only. Not good in combination with any other offer. One coupon per visit. Void where prohibited or restricted by law. Expires 9/30/04.</small></p> <p>Baskin 31 Robbins Westwood Village Store Only. In Store Only</p> <p>FREE SUNDAE 2 SCOOPS OR LARGER Buy one of equal or greater value and get the 2nd one FREE. <small>2 scoops or larger. Not to be combined with Cool Deal Baskin Special. Expires 9/30/04.</small></p> <p>Baskin 31 Robbins Westwood Village Store Only. In Store Only</p> <p>99¢ SMALL YOGURT — OR — 2.5 oz. SCOOP <small>VALID FOR ONE COME. Other good with coupon only. Not good in combination with any other offer. One coupon per visit. Void where prohibited or restricted by law. Expires 9/30/04.</small></p> <p>Baskin 31 Robbins Westwood Village Store Only. In Store Only</p>
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ADVERTISE WITH MONEY MAILER (310) 337-1500
310-00-081 17, 10

H.O.T.I. Coupons Web Ad • 316-00-0457F
<http://www.hotcoupons.com>

©2004 Money Mailer LLC
<http://www.hotcoupons.com>

Sales Promotion 促銷(銷售促進)-消費者促銷工具



折價券



折價券



競賽(Contests)與抽獎



折扣



贈品(Premiums)

台商特區 More

- 台灣 - 金門 - 廈門! 金廈一條龍套票 2,700元
- 港龍航空特惠! 2人同遊香港只要 4,295元起
- 前進上海! 上海機票優惠只要 13,376元起

特價	旅遊必備精品
七護照 888	Contraire雙時區男錶 880
遊護照 2,200	浪漫童話情人禮 3.9折起
青1日 1,000	口袋網球帽買1送1~199
A 5日 12,800	COACH鑰匙圈 5.6折
A 6日 16,500	大陸尋奇100集 990元

搭配促銷 (Tie-in Promotion)

Sales Promotion 促銷(銷售促進)-消費者促銷工具

A Winning Combination

Every two weeks, three winners are chosen randomly from our registered entrants. If you're one of the lucky winners, you'll get to choose one of six great prizes. And just by registering, you'll be able to download an exclusive coupon each month that will entitle you to great savings on your favorite Dannon products.

SIGN UP NOW

Already a Member?

Sign in Here:

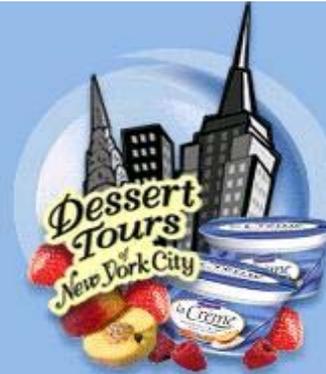
Username (Email Address)

Password

Sign In

[Forgot Your Password](#)

[Want to Change Your Password](#)



La Crème Sweepstakes

A luxury 6-day vacation in New York City. First-class airfare, 5 nights at the Plaza hotel, meals at the world-famous Tavern on the Green and Sardi's, \$1,000 in spending money and more. Just purchase specially marked packages of Dannon la Crème for four chances to win. [Learn more](#)

How it Works

The Everybody Wins program is free!

Every two weeks, prizes are given away in random drawings to registered Everybody Wins participants. Exclusive coupons are also available for Dannon products each month.

1

Visit every two weeks to see if you've won any of the prizes.

2

As an Everybody Wins participant, you automatically receive exclusive Dannon coupons every month.

3

Visit often to see if you're a prize winner, and to claim the latest exclusive coupon.

4

Prizes must be claimed within 30 days of winners list posting.



Danimels Six Flags Promotion

Every Danimals 3.1 ounce drink and cup comes with a free kids ticket (with purchase of general admission ticket) to Six Flags through July 2004. Plus, the winner of the VIP Family Prize Package gets season passes to all Six Flags parks, \$1,000 to spend at the parks, and their name featured on a sign at a roller coaster for the 2005 season.

Dannon® Instant Win Game!

Play the Dannon Instant Win Game Today!

If you love our yogurt, wait until you see the prizes inside. Over 25 million prizes and discounts are available and 1 in 4 cups is a winner. [Learn More](#).



競賽(Contests)與抽獎;搭配促銷
(Tie-in Promotion)

Sales Promotion 促銷(銷售促進)-消費者促銷工具

DELL Mail-In Rebate Redemption Form

Congratulations on your new Dell Small Business System purchase. Use this rebate form for Dell Small Business Systems, Service, Printer and Payment option rebates. Please submit only one form per item purchase. If you have any questions related to Dell mail-in rebate, please go online www.dell.com/mailinrebates.

TO RECEIVE YOUR DELL MAIL-IN REBATE:

1. Purchase a qualifying Dell Small Business System or Printer during valid mail-in rebate offer period. Rebate offer and amount will be listed on the packing slip for qualifying Dell Small Business System purchase. Your packing slip is in the clear, plastic envelope affixed to the outside of the box of your new system.
2. Complete this form. You must sign the agreement below.
3. Mail this completed form, along with your packing slip, to the address listed below. Your request must be postmarked within 30 calendar days of your system ship date ("date" listed on your packing slip in the far left column under your customer account number). Rebate checks are ordinarily processed within 6-10 weeks.

Dept # 38990
Dell Small Business Mail-In Rebate
P.O. Box 52900
Phoenix, AZ 85072

Name _____
Address _____
City _____ State _____ Zip Code _____
Telephone Number _____
E-mail Address _____

In signing and submitting this rebate form, you acknowledge and agree to the following Terms and Conditions:

Dell Small Business Mail-In Rebate offer valid only with eligible U.S. Dell Small Business purchases during valid mail-in rebate offer periods. **LIMITS REBATES PER PROMOTION PERIOD PER CUSTOMER.** While supplies last and no substitutions or refunds. Offer may not be combinable with other offers or discounts available from Dell Small Business Company. Not valid for refurbished products purchased through Dell Outlet. Request form must be fully completed and must include a copy of dated packing slip for purchase made direct from Dell for qualifying product purchased. Keep copies of all materials sent. Materials received become the property of Dell and will not be returned. One rebate per qualifying purchase. Dell is not responsible for lost, late, or misdirected mail. Request must be postmarked within 30 calendar days of system ship date. Any claims postmarked after 30 calendar days of system-ship date will not be processed. If terms and conditions are not met, rebate will not be sent. Rebate checks are ordinarily processed within 6-10 weeks. Rebate checks are void if not cashed within 90 days of issuance and date of receipt. To qualify for this rebate you must be a legal U.S. resident 18 years of age or older. The description of Dell mail-in rebate offer must appear on the dated packing slip. Only retail purchaser of the qualifying products may participate in this rebate program. Respects from group or organization will not be honored. Void where prohibited or restricted by laws. Availability and terms of offer may change without notice.

Signature _____ Date _____
Printed Name _____

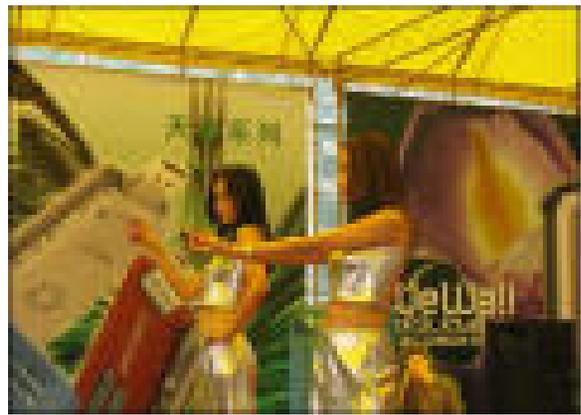
If you have not received your rebate check after 10 weeks, you may go to dell.rebatestatus.com, or call 1-855-842-5016. Additional copies of this form are available at www.dell.com/mailinrebates.



愛用者回饋計畫- Northwest Airlines' frequent flyer program



贈品(Premiums)



也是愛用者回饋計畫?

現金退回(Rebate)

Sales Promotion 促銷(銷售促進) - 消費者促銷工具



店頭展示(Point-of-Purchase Displays)

Sales Promotion 促銷(銷售促進案例-免錢的尚蓋甜)



如果是新產品或公司的佔有率還很低時, 提供免費樣品是一個不錯的銷售促進方法. 雀巢公司開拓法國的嬰兒食品市場就是一例.



法國嬰兒食品市場是由 Gerber 所主宰. 雀巢公司即利用法國夏天的渡假熱潮, 於高速公路沿線設立休息站, 讓那些為塞車所苦的家長能帶著嬰兒至休息站換尿布, 並試用雀巢的嬰兒食品.



於64個休息區, 總共有12萬個嬰兒造訪, 並發出了60萬瓶樣本.

Sales Promotion 促銷(銷售促進案例-開發中國家)



於較落後地區, 溝通媒體的種類較少, 因此企業通常需增加其銷售促進預算. 例如, 於中南美洲的某些鄉下地區, Pepsi與Coke都是利用巡迴於不同鄉村的嘉年華活動團體做廣告. 將公司的標誌等漆於車隊的車體上.



此外, 這些團體每到一個村落, 通常不是放映電影, 就是提供一些娛樂節目. 而入場券就是一罐自當地零售店買來的未開罐Pepsi或Coke. 入場時, 觀眾用未開罐Pepsi或Coke交換一罐冰涼的Pepsi或Coke, 而且, 還有一張免費再來一罐的折價券.



卯死! 有看又有拿

Special Communications Methods : Roles and Advantages

- Specialty Advertising

- Role:

- Free items given to potential customers or travel trade intermediaries.

- Advantage:

- Flexibility of use.



Special Communications Methods : Roles and Advantages

- Sampling

- Role:

Giving away free samples of items to encourage **sales**, or arranging in some way for people to try all or part of a service.

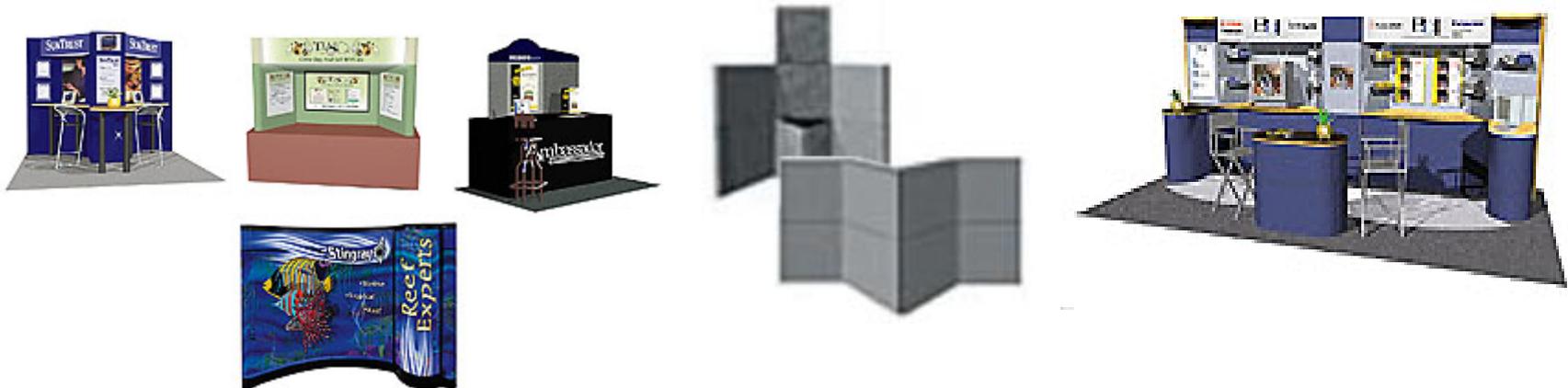
- Advantage:

Gives the recipient a first-hand look at the product and encourages future **sales** if the recipient is pleased with the services offered.

Special Communications Methods : Roles and Advantages

Trade and Travel Show Exhibits

- Role:
Bringing together all parts of the industry (suppliers, carriers, intermediaries, and destination marketing organizations) at one location to show-off their services.
- Advantage:
They offer the exhibitor a highly specialized target audience and an efficient alternative to making **sales** calls to thousand of prospects.



Sales Promotion: Trade Shows(貿易展)

Importance

- **Buyer depend on trade shows**
- **Trade shows create dialogue**
- **Trade shows reach new prospects**
- **Trade shows strengthen customer relationships**
- **Building relationships with trade press**

Trade Shows



Special Communications Methods : Roles and Advantages

- Point-of-Purchase Demonstrations

- Role:

- Provides the customer with up-to-date and current **sales** promotions while visiting establishment.

- Advantage:

- Entices and encourages patrons to purchase a service on the spot.

Point-of-Purchase Demonstrations



Special Communications Methods : Roles and Advantages

- Educational Seminars and Training Programs
 - Role:
The primary objective is to pass on more detailed information and to help travel agents sell services to clients.
 - Advantage:
They offer the sponsor a highly targeted and influential audience.

Special Communications Methods : Roles and Advantages

Point-of-Purchase Displays and Other Merchandising Materials

– Role:

Used at the point of purchase.

- Advantage:

Keeps image of service/product in the minds of its customers longer.

Special Offers : Roles and Advantages

- Coupons
- Role:
- Vouchers or certificates that entitle
- customers or intermediaries to a reduced
- price on the couponed service or services.
- Advantage:
- Coupons deliver greater value in the form
- of a price reduction to the consumer, thus
- creating more potential customers in the future.
-
- Price-Offs
- Role:
- A price reduction that does not
- involve using a coupon.
- Advantage:
- These are popular because they can
- be introduced almost immediately.

Special Offers : Roles and Advantages

- Premiums
- Role:
- Merchandise items that are offered
- at a reduced price or free with the
- purchase of services or products.
- Advantage:
- When consistent with the sponsor's image (position) and target market, the potential for sales increases are great.
-
- Contests, Sweepstakes, Games
- Role:
- Contests are sales promotions where entrants win prizes based on some required skill that they are asked to demonstrate. Sweepstakes are sales promotions that require entrants to submit their names and addresses.
- Games are sales promotion events similar to sweepstakes, but they involve using game "pieces."
-
- Contests, Sweepstakes, Games
- Advantage:
- Increases advertising readership,
- are helpful in communicating key benefits, and are good at
- elevating awareness of the
- sponsor's services.

Special Offers : Roles and Advantages

- Travel Trade Inducements
- Role:
 - Specialty advertising items, familiarization trips, sweepstakes, and educational seminars.
- Advantage:
 - Promotes the product/service to travel trade intermediaries and or potential consumers in order to increase awareness of this product/service so that increased sales are eminent.
-
- Recognition Programs
- Role:
 - Offers awards to travel trade intermediaries, sales representatives, or customers for achieving or providing certain levels of sales or business.
- Advantage:
 - Increases the use of the sponsor's services and often increases future sales goals.

Special Offers : Roles and Advantages

- Continuity Programs
- Role:
- Sales purchases that require people to make several purchases, sometimes over a long-term period of time.
- Advantage:
- Increases the partnerships in marketing hospitality and travel with other industries' services, stimulates more frequent purchases and or builds long-term loyalty for a company or brand.

-

- Gift Certificates
- Role:
- Vouchers or checks given away by the sponsor or sold to customers who, in turn, give them to others as gifts.
- Advantage:
- Encourages recipients to try the services thus inevitably increases awareness of the service and future sales.



整合式行銷溝通-公共關係



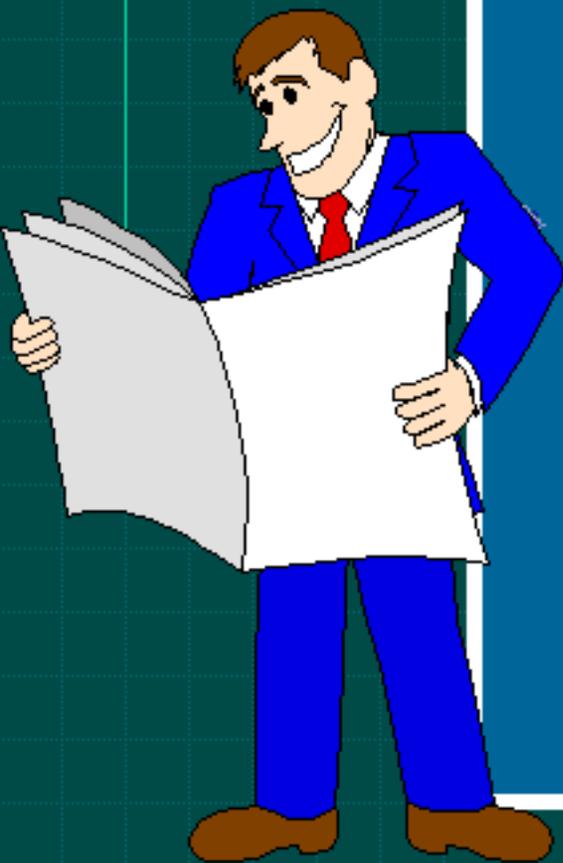
- 所謂公共關係，就是一個企業或組織，爲了增進內部及社會公眾的信任與支持，爲處身事業發展創造最佳的社會環境，在分析和處理自身面臨的各種內部外部各項關係時，採取的一系列政策與行動
- 公共關係是一種管理功能。它具有連續性和計劃性。通過公共關係，公立的和私人的組織、機構試圖贏得同他們有關的人們的理解、同情和支持——借助對輿論的估價，以盡可能地協調它自己的政策和做法，領先有計劃的、廣泛的資訊傳播，贏得更有效的合作，更好地實出它們的共同利益。

Public Relations

- ◆ **Public relations** - based on research executes a program of action and information to earn understanding and acceptance.

Good PR program has 3 steps

- 1. Listen to stakeholders**
- 2. Change policies and procedures**
- 3. Inform people that you're being responsive to their needs**



Publicity

- ◆ Publicity - any information about the company or its products distributed by the media that is not paid for or controlled by the seller
- ◆ Publicity Advantages - it is free, it is more believable and it reaches those who may not see commercials
- ◆ Publicity Disadvantages - it may not be published by the media, it may be altered, or it may be negative



整合式行銷溝通-公共關係

BRIDGESTONE Firestone



THE BETTER THE COMPETITION

08/09/00

Bridgestone/Firestone Announces Voluntary Recall of 3.85 million RADIAL ATX and RADIAL ATX II Tires, and 2.7 million Wilderness AT Tires
Company urges all drivers to maintain proper inflation in their tires.

WASHINGTON, DC, August 9, 2000 -- Saying the safety of consumers is the company's first concern, today Bridgestone/Firestone, Inc., announced a voluntary recall of all Firestone Radial ATX and Radial ATX II tires in size P235/75R15 produced in North America, including Mexico, and Wilderness AT tires in size P235/75R15 produced at the Decatur, Ill., plant. The recall includes original equipment and replacement tires of that size, regardless of the vehicle's manufacturer. Vehicle owners will be notified of the recall by mail. Bridgestone/Firestone will replace all of these tires with brand new Wilderness AT or other Bridgestone/Firestone tires. If necessary, the company will obtain other sources of supply.

The recall was announced by Gary Crigger, executive vice president of Bridgestone/Firestone Inc., at a Washington, D.C., news conference. The National Highway Traffic Safety Administration is currently conducting a preliminary evaluation of the tires in response to questions relating to failures of these tires. The company is not limiting the recall. There have been approximately 14.4 million of these tires produced. The company estimates that the number of tires still in use and involved in the recall is 6.5 million, which includes 3.8 million Radial ATX and ATX II tires and 2.7 million Wilderness AT tires.

"At Bridgestone/Firestone, nothing is more important to us than the safety of our customers," said Crigger. "We felt we must take this extraordinary step as a precaution to ensure consumer safety and consumer confidence in our brands. So, no matter how old the tires, no matter how many miles they have on them, we will replace them with new tires."

Bridgestone於美國的輪胎回收案(2000)是一個公關上很有名的例子. 約有100美國人因為輪胎的品質而意外身亡, 該公司的日籍執行總裁於美國國會聽證會上向大眾道歉並承認這是他的錯; 該公司並責怪它的客戶福特汽車公司誤導消費者. 當事件延燒至全球時, 沙國下令禁止任何安裝Bridgestone輪胎的汽車進口, 該公司的反應竟是控訴沙國違反協定.

整合式行銷溝通-公共關係

- 公關部門之功能
 - 新聞界關係
 - 產品公共報導
 - 公司溝通：傳達組織內部或外部訊息
 - 參與及關懷公共事務
 - 遊說：影響立法委員或政府官員
 - 內外部利益團體關係
 - 危機處理：提早行動、高層出面、避免不反應、展現誠意
 - 籌劃提升形象的活動：例如社區營建、環保

整合式行銷溝通-公共關係(全球主要公共關係廠商)

Communications Holding Company (and their public relations companies)	Terminology Used by Holding Companies to Describe Category	Estimated 2002 WW Revenues	Approximate % Growth
Omnicom: Fleishman-Hillard; Ketchum; Porter-Novelli; Brodeur Worldwide; Clark & Weinstock; Gavin Anderson & Company and Cone	“public relations”	\$921,000,000	-6.2%
The Interpublic Group: Access Communications; Carmichael, Lynch, Spong; DeVries Public Relations; Golin-Harris; MWW; Tierney Public Relations and Weber-Shandwick Worldwide	“other marketing and communications services”	\$664,100,000	-8.8%
WPP Group: Burson-Marsteller; Cohn & Wolfe; Hill and Knowlton and Ogilvy Public Relations Worldwide	“public relations & public affairs”	\$444,600,000	-8.0%
Havas: Euro RSCG Middleberg, Magnet Communications and Noonan Russo PResence Euro RSCG West	“public relations”	\$178,830,000	N/A
Grey: APCO Worldwide and GCI Group	N/A	N/A	N/A
Publicis: Manning, Selvage & Lee; Publicis Dialog and Rowland Worldwide	N/A	N/A	N/A

整合式行銷溝通-公共關係

FLEISHMAN HILLARD

overview capabilities global reach culture careers

"To make ourselves as valuable to our clients as they are to us"

FH Crijj Communications

Preparing, planning and responding to uncertainty, Fleishman-Hillard experience connects clients through the unforeseen - and the predictable. Defining the moment, more...

feature item)

our culture)

agency news)

career opportunities)

For local information:
Select a location

our network)

Allie & Company
CPR Worldwide
Fleishman-Hillard
Government Relations
GFC International
GMMB
Herald Communications
High Road Communications
Stran@com

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ethics hotline search index media contacts



Public Relations

Diversified Agency Services (DAS) includes three of the top seven public relations firms in the world:

- **Fleishman-Hillard**
- **Ketchum**
- **Porter Novelli International**

As well as specialist agencies including:

- **Brodeur Worldwide**
- **Clark & Weinstock**
- **Gavin Anderson & Company**
- **Cone**

HILL & KNOWLTON

China

Burson-Marsteller

HILL & KNOWLTON

LEAP

A Revolution in Creative Business Strategy
Rob Schrammer
Communications & Advertising

EURO RSCG WORLDWIDE

gci Where The Facts Lead

- 公共關係(Public Relations)

- 主要的公共關係工具

- 消費者免費專線
- 事件、議題、活動贊助與參與
- 新聞稿
- 記者招待會
- 出版刊物
- 演講或接受訪問
- 企業識別體系(Corporate Identity System 簡稱 CIS)
- 受獎與榮譽

整合式行銷溝通-公共關係(企業識別體系)

CIS基本體系規劃:

1. 企業商標MARK
2. 企業中英文標準字LOGO
3. 企業標準色、輔助色
4. 各類組合、運用
5. 企業象徵造型物
6. 群化運用

【事務用品類】名片、店卡、識別證、貴賓卡、信封、資料袋、信紙、便條紙、店頭萬用POP、邀請函、請柬、企業用筆...等。

【餐飲用品類】杯墊、紙杯、消費估價單

【招牌・指示牌等類】店面招牌、定點看板、旗幟、布旗、指示牌

【廣告類】公司簡介、夾報、報紙廣告、贈品、各類折扣券、DM

【服飾類】工作人員制服、領帶、領結及配件

整合式行銷溝通-公共關係(企業識別體系)



台灣糖業股份有限公司

台灣糖業股份有限公司

「飛騰的台糖」為創意原由，以類似「飛梭」造型為主要的設計基礎，用以呈現本公司「方向」、「飛躍」、「創新」、「速度」之經營理念。同時外觀以圓形美化，是圓滑、柔和與包容的感覺，有立體感與無限發展之勢。

一般所謂的“CI企業識別”(Corporate Identity)是通過視覺規劃，以標誌為發展中心，將優越的企業形象借由統一化、組織化和標準化的系統規範，促使企業建立一個合適、完整且具體的形象對外傳播，並能讓大眾一目了然、產生印象、建立知名度，達到識別效果。

整合式行銷溝通-公共關係(企業識別體系)



色彩表徵：

由於「中港」以專營汽車材料為主，而車子本是奔馳於都市、鄉野中，故與天地為一體，同時傳遞出重視環境保護、珍惜資源的企業道德觀。

主色系統



C100 M80



C70 Y80

創新傳統延續企業精神，保留中港原商標的「中」字，明顯表達中港汽車材料行公司的企業名稱，利用英文字母「G」字的造形，以對稱式的設計，將「中」字演變成一個具流線、律動趕、速度感的現代圖形。套用於如同地球儀的橢圓圖形內，更可突顯宏觀的願景與國際品質、國際性的產品服務，提升中港汽車材料行整體之企業形象。

藍色—代表自然、天空、寬廣，更意謂著事業體海闊天空。

綠色—代表生命、大地、環保，更意謂其企業之蓬勃成長。

輔助色系



B70



B100

整合式行銷溝通-公共關係(企業識別體系)



味全味全 五味俱全

特聘日本設計家 大智浩為設計顧問，於1968年導入，首開國內CIS風氣之先。以圓點造形為標誌構成要素，象徵食品業「圓潤可口」的特質。五個圓點意味著中國美食的「五味俱全」。

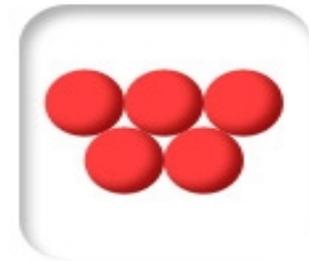
五個圓點構成的位置是味全公司英文名稱「Wei Chuan」字首「W」字母的造型。

家喻戶曉的標誌，首開國內CIS風氣之先

味全公司之CIS，係延請日本設計家大智浩為設計顧問，於1968年導入。

當時日本各大企業紛紛以CIS為主力經營策略，而國內首開並建立完整企業識別系統者，首推扮演著食品業巨擘的味全公司。

1981年，委請日本伊東設計研究所進行修訂。將原有公司名稱的中英文標準字體線端稍加弧形修飾，使之與五圓標誌造形意念統一，充份強調「圓潤可口」的食品特性。



企業識別系統（CIS，Corporate Identity System）”一詞，是賴東明先生在擔任聯廣集團副總經理期間，于1979年8月間接受委託，為味全公司做CIS的應用設計時，因CIS還沒有固定譯名，由賴東明及聯廣文案指導劉瑜美一起構思的中文名稱：“企業識別體系”轉化而來的。這一“味全公司企業識別體系”規劃案，也是臺灣地區最早的“企業識別系統”規劃案例

整合式行銷溝通-公共關係(企業識別體系)

The logo for Vtech, featuring the word "vtech" in a bold, blue, lowercase sans-serif font. The letter "v" is stylized with a white outline.

the “V” standing for Vision and “Tech” abbreviating Technology to express the inherent values of the VTech brand, where VTech provides the innovative consumer electronics tools that perform beyond expectation to enhance people’s lives.

企業情報溝通的訊息，已由從前告知經營內容、強調產品特性的生硬、直接促銷活動，提昇為傳達經營理念，表現精神文化的高層次認知、識別走向。

特別值得一提的是，設計表現已成為企業經營與情報傳達的有力途徑，也就是日本設計界近年來的重要話題 DECOMAS（Design Coordination as a Management Strategy = 經營戰略的設計統合）和 CoCoMAS（Corporate Communication as a Management Strategy = 經營戰略的企業傳播）。

整合式行銷溝通-公共關係(企業識別體系)

AT&T
corporate identity
system

Standards of applications



企業識別體系是公司重要的溝通工具之一. 由於企業識別體系就像一個企業的簽名, 因此企業往往會對其使用加以規範.

Building a consistent brand image	2
AT&T signature system	3
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整合式行銷溝通-公共關係(企業識別體系)

	three-color signatures horizontal vertical	two-color signatures horizontal vertical	one-color signatures horizontal vertical
gradient with shadow positive			
gradient positive			
gradient reverse			
solid positive			
solid reverse			

整合式行銷溝通-公共關係(企業識別體系)



three-color,
gradient
with shadow

three-color,
gradient

two-color,
gradient

two-color,
solid

one-color,
solid

four-color process printing	●	●			
two-color printing			●	●	
one-color printing					●
electronic media (e.g. web, PowerPoint™)	●	●			
word processing (e.g. Word™)	●	●			●
television advertising	●	●			
billboards, signs, posters & banners	●	●	●	●	●
embroidery				●	●
silk-screen				●	●
embossing/debossing/ etching/engraving				●	●
thermography				●	●
painting				●	●
monochrome fod screen					●

● recommended version

● alternate version(s)

整合式行銷溝通-公共關係(企業識別體系)

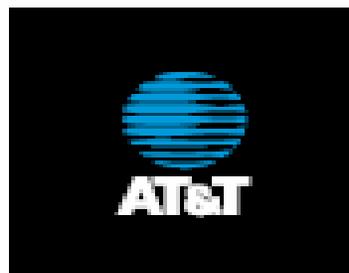
Do not transpose the colors of the AT&T signature. If the globe symbol is black, the AT&T logotype must also appear in black.



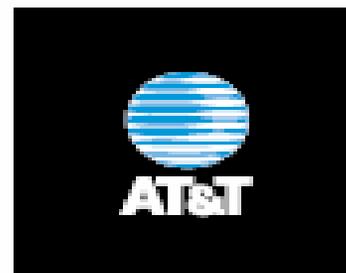
Do not place the AT&T signature on a background with insufficient contrast.



Do not use 100% PANTONE Process Blue for the solid globe symbol in the two-color reverse signature. Use 100% cyan.



Do not use a white circle behind a solid reverse signature.



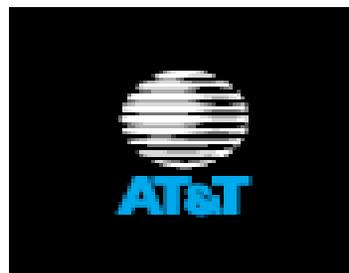
Do not use a white circle behind a positive, solid globe symbol on a light colored background.



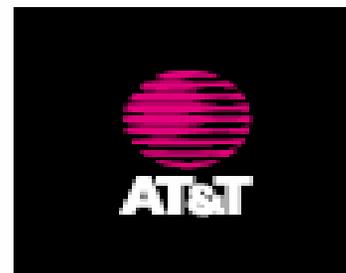
Do not use the three-color reverse, gradient signature on any background color other than black.



Do not transpose the colors of a solid two-color signature. If the globe symbol is white, the AT&T logotype must also appear in white.

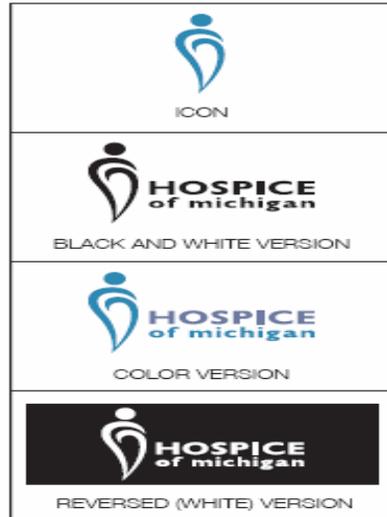


Do not reproduce a reverse solid globe symbol in any color other than white or 100% cyan.



整合式行銷溝通-公共關係(企業識別體系)

企業對其識別體系使用加以規範。



Corporate Identity Guidelines

Overview

These guidelines provide policies and procedures for the use of Hospice of Michigan's logo and other key identity elements by:

- Explaining corporate, subsidiary and product names and how they are used correctly.
- Describing the elements of Hospice of Michigan's corporate identity, including the logotype and corporate colors.
- Illustrating common mistakes in using the logo.

The corporate identity system includes:

- The icon to the left of the logo's text;
- The logotype;
- The name "Hospice of Michigan" and the names of any subsidiary or associated programs.

Downloads

Names

As they are the primary identifiers that represent each entity to its audiences, names chosen by Hospice of Michigan for its subsidiaries and its products are of great significance.

Names must always be used accurately, both to present a consistent image and to avoid potential customer confusion and legal problems.

Some of Hospice of Michigan's subsidiaries have a full legal name and a shorter name that is often used as a more familiar identifier. No other versions or abbreviations are permitted for external use.

The full legal name, or designation, of Hospice of Michigan and any relevant subsidiaries or affiliates must appear at least once within the text of any printed document (form, contract, brochure, advertisement, etc.) or audio/visual message

ABBREVIATION GUIDE

Hospice of Michigan.....	HOM
Maggie Allesee Center for Quality of Life.....	MACQL
Farmington Hills Hospice Home	FHHH

Other Logos

Hospice of Michigan's identity system employs a related logo for the Maggie Allesee Center for Quality of Life.

This logo must always be utilized in concert with the Hospice of Michigan logo in the orientation and relative size displayed on this page.

All guidelines in this manual governing the use of the Hospice of Michigan logo should be applied to the Maggie Allesee Center for Quality of Life logo.



Referring to the MACQL

Whenever the Maggie Allesee Center for Quality of Life is referred to in any message intended for external use, be it in print, radio, TV, video, computer, etc., the initial reference must be made of one of the following ways:

- The Hospice of Michigan Maggie Allesee Center for Quality of Life

HOSPICE OF MICHIGAN CORPORATE COLORS

PANTONE 5285

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
------	-----	-----	-----	-----	-----	-----	-----	-----	-----

PANTONE 646

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
------	-----	-----	-----	-----	-----	-----	-----	-----	-----

整合式行銷溝通-公共關係工具(消費者免費專線)

聯絡我們

歡迎以電話、傳真或是e-mail，告訴我們有關您寶貴意見。

愛用者服務專線：0800037520
大宗訂購服務專線

區域	連絡人	連絡電話	分機	傳真
台北區	劉木火	02-27478088	2122	02-27475086
	葉坤榮		2112	
台中區	鄭福盛	04-23591158	5106	04-23590767
	涂朝發		5115	
嘉南區	魏文柏	06-5991511	4651	06-5012929
	高錦成		4658	
高雄區	蘇志清	07-2367191		07-2374301
	黃秋忠			

聯絡方式

永康總公司  地圖

電話：886 6-2532121
傳真：886 6-2532661
地址：台南縣710永康市鹽行中正路301號

台北分公司  地圖

電話：886 2-27478088
傳真：886 2-27478077
台北市105東興路8號11-14F

美娜Q&A

熱門指數	標題	內容	答覆	發表日期
62	(問)請問為何我都不能登入會員及查詢密碼我的會員編號是1129			2004/1/15
46	(問)我是會員1134，因為忘了帳號所以無法登錄，是否可以mail給我？			2004/1/15
129	(問)是不是上完隔離霜後就可直接上粉餅啊:(哈)			2004/1/15
161	(問)請問有試用品供人試用嗎			2004/1/13
82	(問)我也要型錄			2004/1/13
39	(問)我是會員1144，可以寄一份美娜的目錄和季刊給我嗎？			2004/1/12
25	(問)我是會員1136 請問入會後會訂期寄季刊嗎？			2003/12/29
112	(問)請問美娜的試用品如何索取			2003/12/27
25	(問)我一段時間沒上網,忘了帳號及密碼ㄟ~			2003/12/18
125	(問)請問加入會員是否要錢錢?			2003/12/14
48	(問)我是會員1122,可以寄一份美娜的目錄和季刊嗎?			2003/12/14

除了利用消費者免費專線，
利用網站自助互助也是一
項工具

整合式行銷溝通-公共關係工具(記者招待會)



台灣微軟公司於7月7日上午 11 時於台北信義區國泰金融大樓八樓的微軟總部 Envision Room 內舉行 Microsoft Office 2004 for Mac 記者會。這次記者會由微軟公司家庭娛樂事業部產品行銷副理阮雯雯小姐主持，其特別強調這一次微軟乃是針對 Mac 使用者的需求，所開發的新版 Microsoft Office 2004 for Mac 將挾帶超越前一版本的強大功能，俾能讓使用者輕鬆管理，感到無限創意，並能自由分享。

整合式行銷溝通-公共關係工具(事件、議題、活動贊助 與參與)



Microsoft®
Office:mac
2004



微軟邀請您參加

Office 2004 for Mac
聰明工作研討會

- 活動時間
2004年7月10日(星期六)PM1:30~PM3:30
- 活動地點
台灣微軟公司(台北市松仁路7號7樓)

▶▶ Get More Information

整合式行銷溝通-公共關係工具(事件、議題、活動贊助與參與)



在Taipei101 Mall尚未開幕之前搶先曝光Taipei101聯名卡，以時尚流行為訴求主攻愛嚐鮮的網路族群。三週之內共吸引近20萬人次瀏覽活動網頁。

事件行銷是利用既有的事件或是自行創造的話題，藉由人們的口耳傳播或是媒體的報導，以更具創意的作法獲得行銷的效果，並將企業的品牌、產品的訊息推播出去。

整合式行銷溝通-公共關係工具(事件、議題、活動贊助與參與)



★TAIPEI 101【超巨大購物袋】★(不設底價，一元起標，全球限量一只)

[檢舉拍賣品](#) | [寄給朋友](#) | [加入行事曆](#) | [加入追蹤清單](#) | [加入好友名單](#)

賣方資料

賣方(評價): [bentzang \(5\)](#)

付款方式

- 接受現金
- 銀行或郵局轉帳

交貨方式

- 自行取貨
- 一手交錢一手交貨

物品狀態

- 使用不到一週

[賣方的其他拍賣商品 \(1\)](#)

[拍賣賣場](#)

[有關賣方的評價](#)

[拍賣問與答 \(36\)](#)

拍賣檔案

目前出價: 5,000 元
剩餘時間: 6 小時 57 分 [\(倒數計時器\)](#)
最高出價者: [maysul868tw \(無\)](#)
商品數量: 1
出價次數: 36 [\(出價紀錄\)](#)
起標價格: 1 元
出價增額: 100 元
所在地區: 台北市
開始時間: 2003-09-18 16:53
結束時間: 2003-09-25 20:53
拍賣編號: b6660797

出價競標

您必須先註冊並登入
Yahoo!奇摩會員才能出
價。

帳
號:
密
碼:

新使用者?
[我要註冊](#)

配合實體廣宣的「巨大購物袋」街頭造勢活動，在網路上將「巨大購物袋」搬上Yahoo!奇摩進行拍賣活動，僅花費390元的廣告費用，一週之內吸引四千多名網友瀏覽並引發討論，以平均每一單位點選成本不到一毛錢的創新低價，成功的將101開幕訊息夾帶於Q&A討論過程中技巧性露出，達成傳播目的。

整合式行銷溝通-公共關係工具(事件、議題、活動贊助與參與)



座落在敦化北路的台北金融大樓，常有大型廣告看板懸掛在外，但福特Escape把大樓看成是天和地，Escape理所當然就開進了天地之間，在牆面上留下一道長長的輪胎痕。即使被台北市政府取締，福特六和不得不以安全為考量將車體取下，仍在最後開了一個小小的玩笑。「因為Escape的訂單正好超過1000台，大樓上那台又是被台北市政府摘下的，所以想到『恭喜小馬哥訂走第1000台Escape』，」

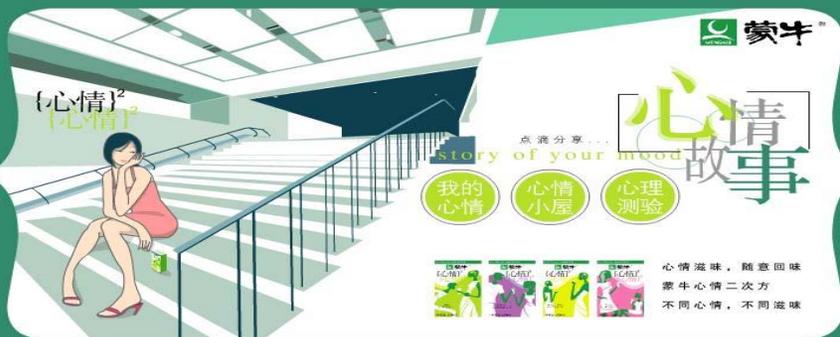
整合式行銷溝通-公共關係工具(事件、議題、活動贊助與參與)



ESCAPE運用最新的光電材質，打造三輛ESCAPE在電梯裡穿梭流動的城市光景。於是，明曜百貨的透明電梯，搖身一變為專屬車道，而「路，是ESCAPE走出來的」的巨大標語，也再度閃爍在熱鬧的台北東區。

去年將車體直接架上國際金融大樓的Ford ESCAPE，除了造成社會大眾熱烈爭議，也引來法律上的關注議題。今年在遵守法令的前提下，ESCAPE的最新戶外廣告，依舊讓大家驚艷不已。

整合式行銷溝通-公共關係工具(事件、議題、活動贊助與參與)



網路廣告類最佳事件行銷獎-
金手指獎:蒙牛心情2次方網站

整合式行銷溝通-公共關係工具(事件、議題、活動贊助與參與)

請輸入姓名 David

請輸入年齡 30

19 years old!

Happy Birthday! David

30 years old!

Another year, calls for another Heineken.
It could only be Heineken. Heineken

網路廣告類最佳電子郵件式廣告獎: 海尼根生日賀卡

整合式行銷溝通-公共關係工具(事件、議題、活動贊助與參與)



麥當勞叔叔之家
兒童慈善基金會



*麥當勞叔叔之家兒童慈善基金會

(簡稱 麥當勞兒童慈善基金會)

於1997年成立,本基金會的宗旨在於

協助推廣與兒童醫療,兒童社會福利,

兒童教育相關之事務。



- 懷抱宗旨
- 基金會組織
- 親子套房
- 世界兒童日
- 捐款方式
- 系列活動

最新活動：四到六月，麥當勞叔叔「洗洗動動 健康」

整合式行銷溝通-公共關係工具(事件、議題、活動贊助與參與)

Subway® Restaurants is proud to announce its national sponsorship of the Heart Walk. These nationwide events raise critical funds for the American Heart Association and its fight against our nation's #1 and #3 killers, heart disease and stroke.

The Heart Walk is a fun, heart-healthy activity the whole family can enjoy. You'll be helping to raise funds for important research and education programs, and it only takes a few hours of your time. The Heart Walk is an annual 5K walk in more than 750 cities across America. Now in its 9th year, the walks are the premier fundraiser for the American Heart Association and have raised \$216 million to help save lives and improve the quality of life in others. To find out how you can participate in your local event, [click here](#) or call **1-800-AHA-USA1**.

Subway encourages everyone to live healthy, active lives complete with nutritious foods and regular exercise. To help you along the way, Subway offers many delicious subs that are low in saturated fat and make getting fit easy and enjoyable.

American Heart
Association. 

Learn and Live..



**HEART
WALK.**