

International Marketing

Eleventh Edition



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Your Learning Partner

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第四部 發展全球行銷策略

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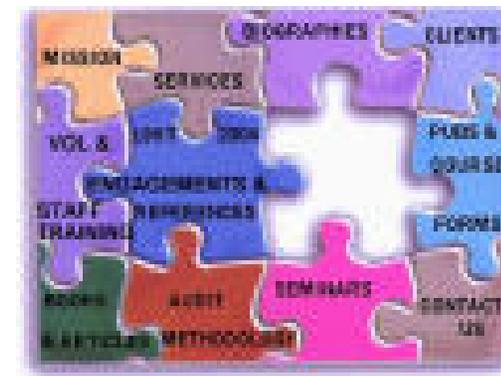
Chapter
16

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 Appendix



整合式行銷溝通個案

Integrated Communications

British Airways

BA: London is closer than you think

- Context - British Airways' first fully integrated marketing campaign
 - Print
 - Online
 - outdoor advertising
 - direct mail
 - travel trade relations
 - competitions and promotions
 - media relations

BA: London is closer than you think

- Need – tackle competition and drive reappraisal
- Focus – Europeans flying into London
- Approach - Holistic brainstorming and multi-agency international profiling of Britishness /London
 - M&C Saatchi, Zenith Optimedia, Park Street

BA: London is closer than you think

- Integration challenges
 - Four markets with different cultures
 - Quality control
 - Creating a ‘noise’ in a crowded market
 - Competing with LCC high marketing spend
 - Company ethos and approach
 - BA’s marketing traditionally very conservative
 - Making a PR story out of a marketing approach

BA: London is closer than you think

- Posters
 - led on cost, convenience and frequency messages
- Ambient
 - led on iconography
- PR
 - led on BA's Britishness
 - 'First choice for those travelling to London'

BA: London is closer than you think

- PR Implementation
 - *Teaser*
 - *Research led press releases*
 - *Press kits, press trips and briefings*
 - *Metro advertorials*
 - *On-going partnership development*
 - *Media promotions*
- Results – over 150 items of coverage

BA: London is closer than you think

- Integrated campaign business benefits - total brand awareness improved

Country	Pre-campaign	Post-campaign
France	47%	61% (+14%)
Italy	59%	64% (+5%)
Germany	60%	63% (+3%)
Sweden	37%	56% (+19%)
All markets	47%	61% (+14%)

- Investment in PR of £100,000 = EAV £1.3m = third of the overall media buying spend

BA: London is closer than you think

- Integrated benefits
 - Client now more comfortable in stepping out of their comfort zone
 - Helped a marketing story step beyond into the consumer world
 - First time marketing agencies worked together

BA: London is closer than you think

- Specific client benefits
 - Improved staff morale
 - Improved relations with trade
 - Greater customer usage of online booking channels
 - Increased profitability on certain routes
 - Heightened senior management visibility in European markets

BA: London is closer than you think

- Integrated learnings
 - Need for central team co-ordination
 - Needs to be treated as a separate project v retainer
 - PR agencies involved from the outset
 - More time needed to be built into the planning phases

結 論

- 整合的**行銷傳達**計畫包括廣告之間的聯繫、銷售管理、公共關係、促銷及直接銷售。全球行銷者在每一個市場面臨**獨特**的法律、語言、媒體、生產的限制。當設計一個整合的行銷傳達計畫時都必須把這些列入考慮。
- 在**1990**年代晚期，許多大型廠商轉向**標準化**的廣告策略。然而，最近的現在，大部分的多國公司已把策略改變為以強調**國家、次文化、人口分佈及其他的市場區隔**為基礎的策略。
- 國際廣告商所面臨的**主要問題**是為每一個服務的市場設計最好的訊息。在公共關係及各種廣告媒體中，對潛在的**跨文化**有很大誤解。廣告媒體的**可用性**及**品質**在世界各地也變化很大。行銷者如果缺乏適當的廣告媒體，進入市場後可能無法獲利。例如，某些產品需要電視的可用性。

- 通訊技術的進步 (特別是網路)，造成了國際廣告及通訊產業的架構有了戲劇性的改變。這些變化對政府的管理者也產生了新的問題。儘管有這些挑戰，但當新媒體發展出來及新市場開放給商業廣告時，整個產業還是會經歷巨大的成長。

附錄

American Standard

- Your mission – prepare a promotion campaign for American Standard's line of toilets.
- Campaign materials – media ads, direct mailing, and personal contacts – to build sales and market share.



WE'RE
not in this
BUSINESS
for the
GLORY

Designing a toilet or a sink may not be as glamorous as, say, designing a Mascart! But to us, it's every bit as important. After all, more people will be sitting on our seats than theirs. Send for a free guidebook overflowing with products, ideas and inspiration. 1-800-524-9797. *American Standard*



Improved ROI

Creative synergy

Enhanced communication

Better targeting

Print

Television

附錄

TAKE A FRESH LOOK AT

Print

New insights
into the
effectiveness of
print in the
media mix

A consolidation of marketplace evidence

- Demonstrating the cost effectiveness of magazine advertising in generating sales/purchases
- Assessed in a range of different ways
- Primarily in conjunction with television, but sometimes with other media or just magazines
- From many different countries around the world
- Over 20 case histories, most very recent

But first, some background
comments

Marketing communications are changing rapidly

- Much attention is currently being focused on new media opportunities. Rightly so...
- But not to the extent of ignoring the strengths of established media such as magazines
- The proven case for magazine advertising in the communication mix is stronger now than ever in the past

Reason 1: Better targeting

- Greater selectivity. Wide range of magazine titles offers greater precision, with less waste
- In general terms magazine readers are younger and more up-market
- When integrated with television the schedule will normally provide a better balance of reach and frequency

Reason 2: Better communication environment

- The strong relationship between a magazine and its readers adds to the impact of the advertisers messages. In many different ways
- Magazines are an active medium, with the reader in control
- Magazine readers are normally in a relaxed and receptive frame of mind
- Magazines have a long life. Readers can return again and again to the same

Reason 3: Communication interaction between print and TV

- When the creative treatments are in harmony the two media in combination expand, reinforce and consolidate the advertisers messages
- This benefit starts right at the beginning of a campaign. One TV exposure plus one print is better than two TV exposures
- A conclusion drawn from studies conducted in many countries. Most recently by a major 1999 project in

And now for the evidence. Part 1

- Based on individual brand case histories
- These success stories show what can be done.
- But adding magazines to a television schedule is not a guarantee of success.
- It requires great skill and effort, but as we shall see the rewards can be equally great



KENCO MEDIA TEST

- 35% of country magazines and TV. Rest TV only
- Equivalent budget levels
- 8 month test in 1995
- 14 IPC magazines used
- Involved 114 regional print changes
- Monitored by sales and a tracking study

KENCO SALES RESULTS

- Based on the brand share movements in the TV-only region the Kenco share in the magazines plus TV region improved from an index of 119.8% to 125.4%
- This was a brand share gain of 28.3% for the magazines plus television campaign.

Kraft Jacob Suchard

UK ad expenditure

	1994	1998
<i>Total television and print budget</i>	£25m	£28m
Television	99%	82%
Magazines	0%	11%
Newspapers	1%	7%
Number of brands advertised	23	39
Percent using print	39%	82%

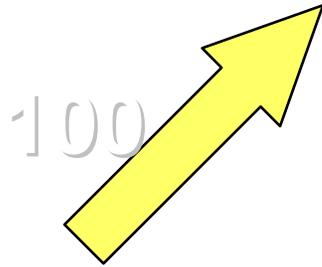
Source: IPC Magazines Ltd

More evidence! Part 2

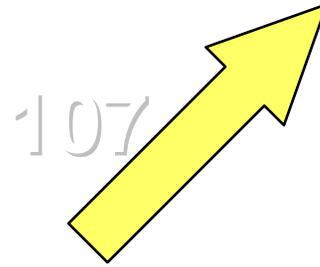
- Consolidated multibrand studies
- Cover many different brands
- Show what can be achieved by the best performers
- Can be analysed to isolate the significance of different planning factors
- A good way to add to generalised planning knowledge. (Case histories are not very good in this respect)

UK study of 5 brands

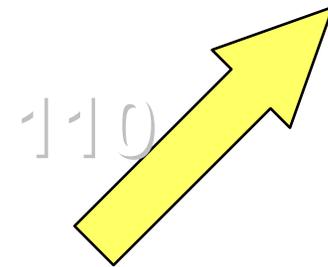
Purchases recorded by 10,000 household panel



All months,
all panellists



Months with
moderate
levels of
magazine
advertising

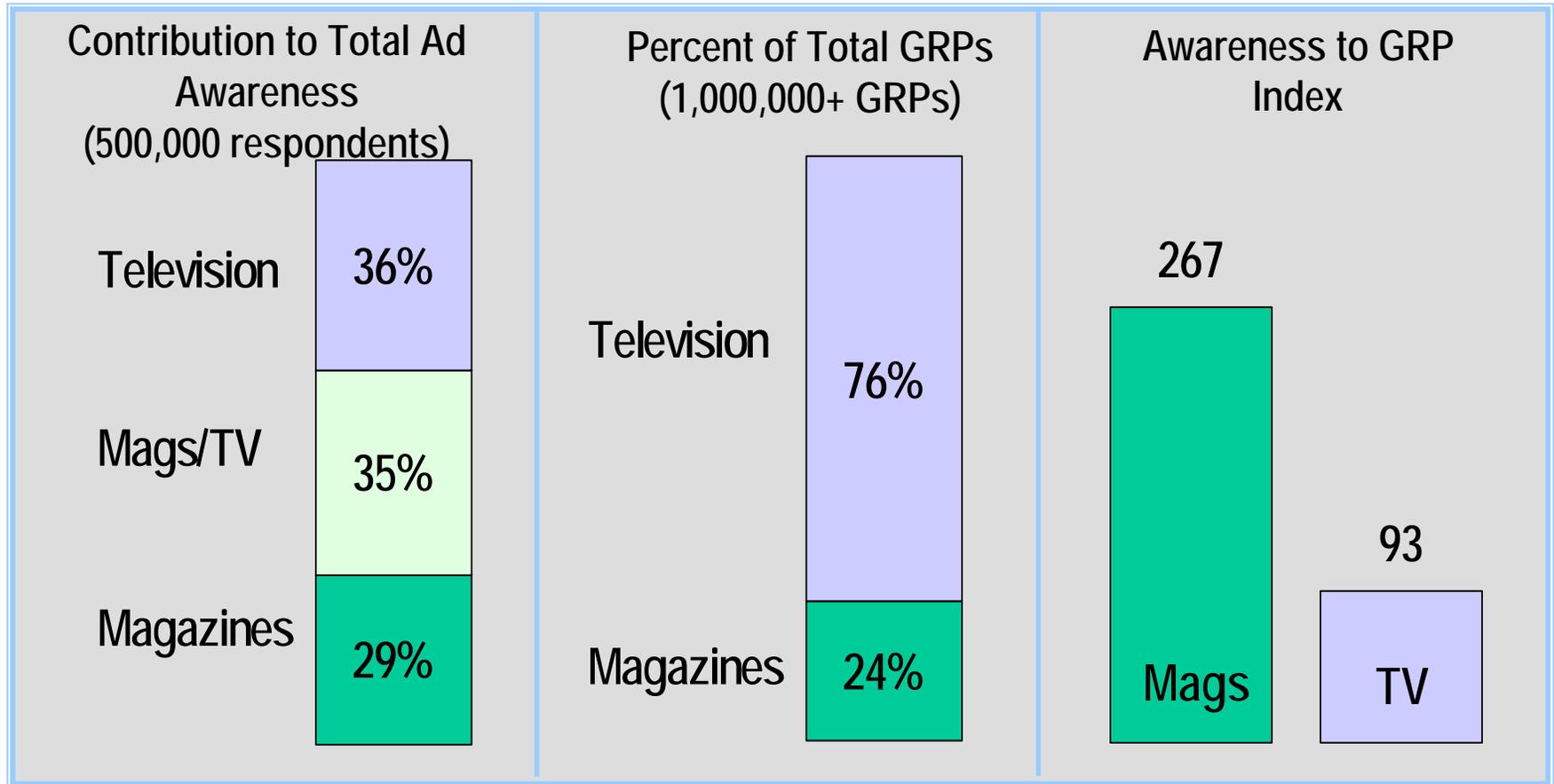


Frequent
readers

Millward Brown USA

- A leader in campaign tracking research
- Study carried out for the Magazine Publishers of America
- covered 2 years 1996/1997
- Used results for all 113 mixed magazine and TV campaigns being

Share of Ad Awareness and GRP



Main conclusion drawn

- Magazines were found to deliver nearly 3 times the level of advertising awareness per Gross Rating Point than did television
- This conclusion did not vary much by product category, the size of the budget, the number of brands in the field, nor the age of the brand
- But it was found to vary significantly by the budget split between magazines and

For More Information

FIPP, the International Federation of the Periodical Press, is a worldwide association of 40 national associations and almost 100 international publishing companies and associate members representing some 3,000 publishing companies, including approximately 100,000 titles in more than 40 countries. FIPP serves a global market with a total annual advertising expenditure revenue in the region of US\$40 billion, according to FIPP/Zenith World Magazine Trends 2000/2001. For more on FIPP, visit their website at www.fipp.com.

This is an extract of a presentation created by FIPP, summarising the results of their “Take a Fresh Look at Print” study. For a copy of the complete presentation or the study itself, please contact Magazine Publishers of Australia.

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