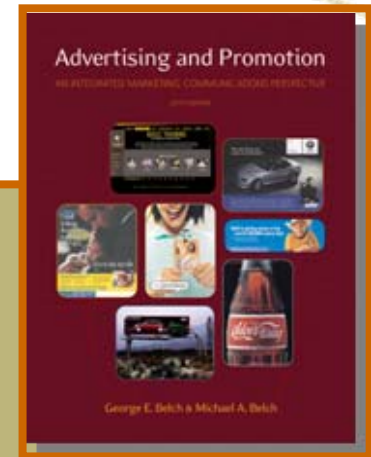


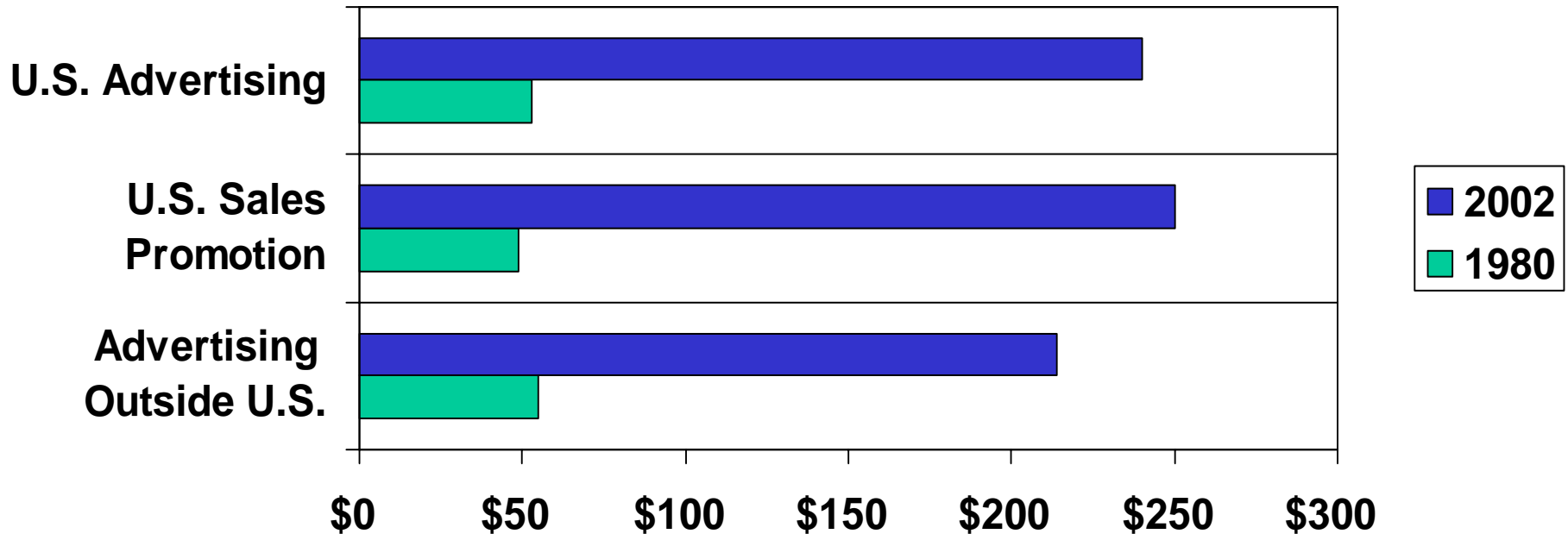
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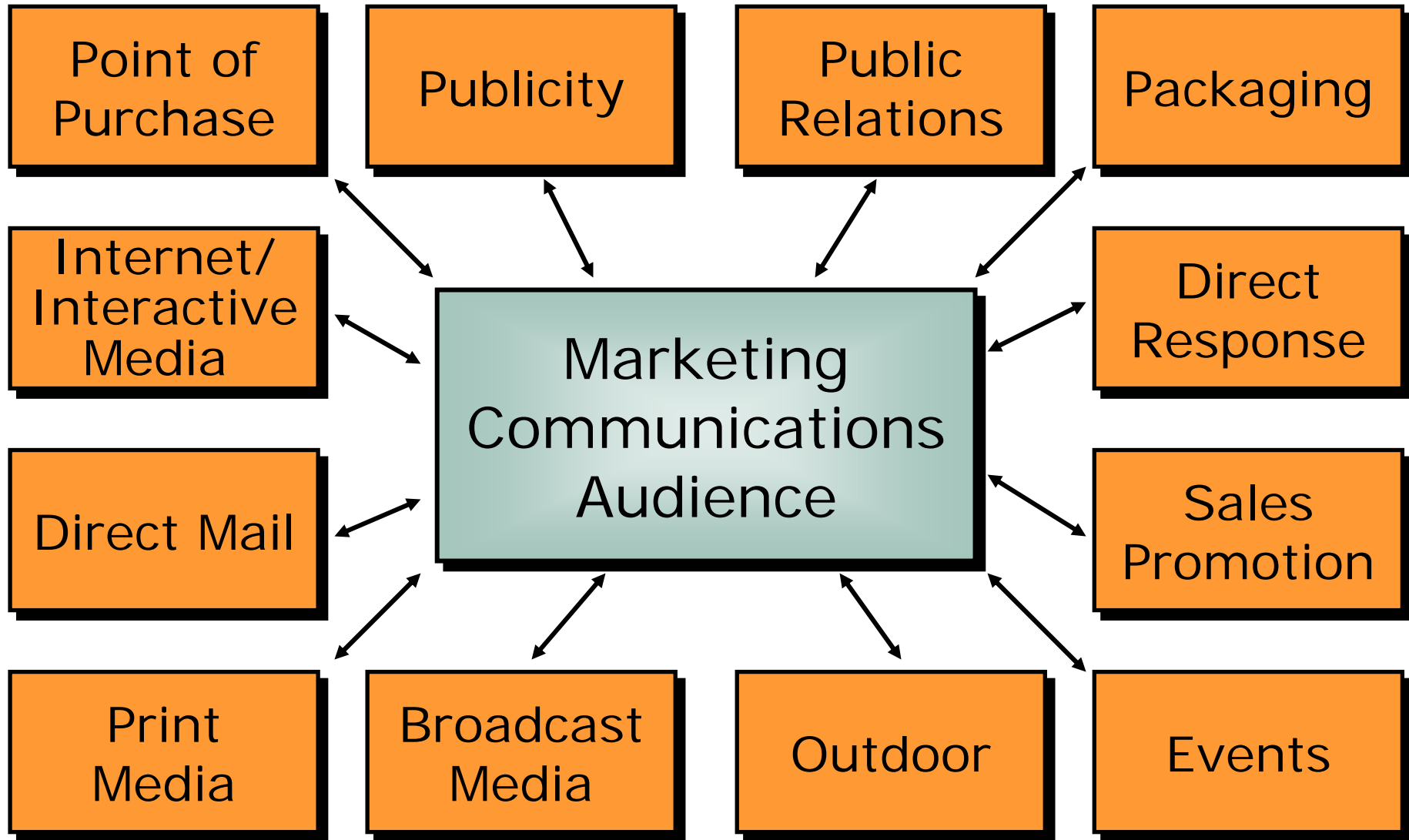
An Introduction to Integrated Marketing Communications

The Growth of Advertising and Promotion

Expenditure in Billions of Dollars



IMC–Audience Contact Points



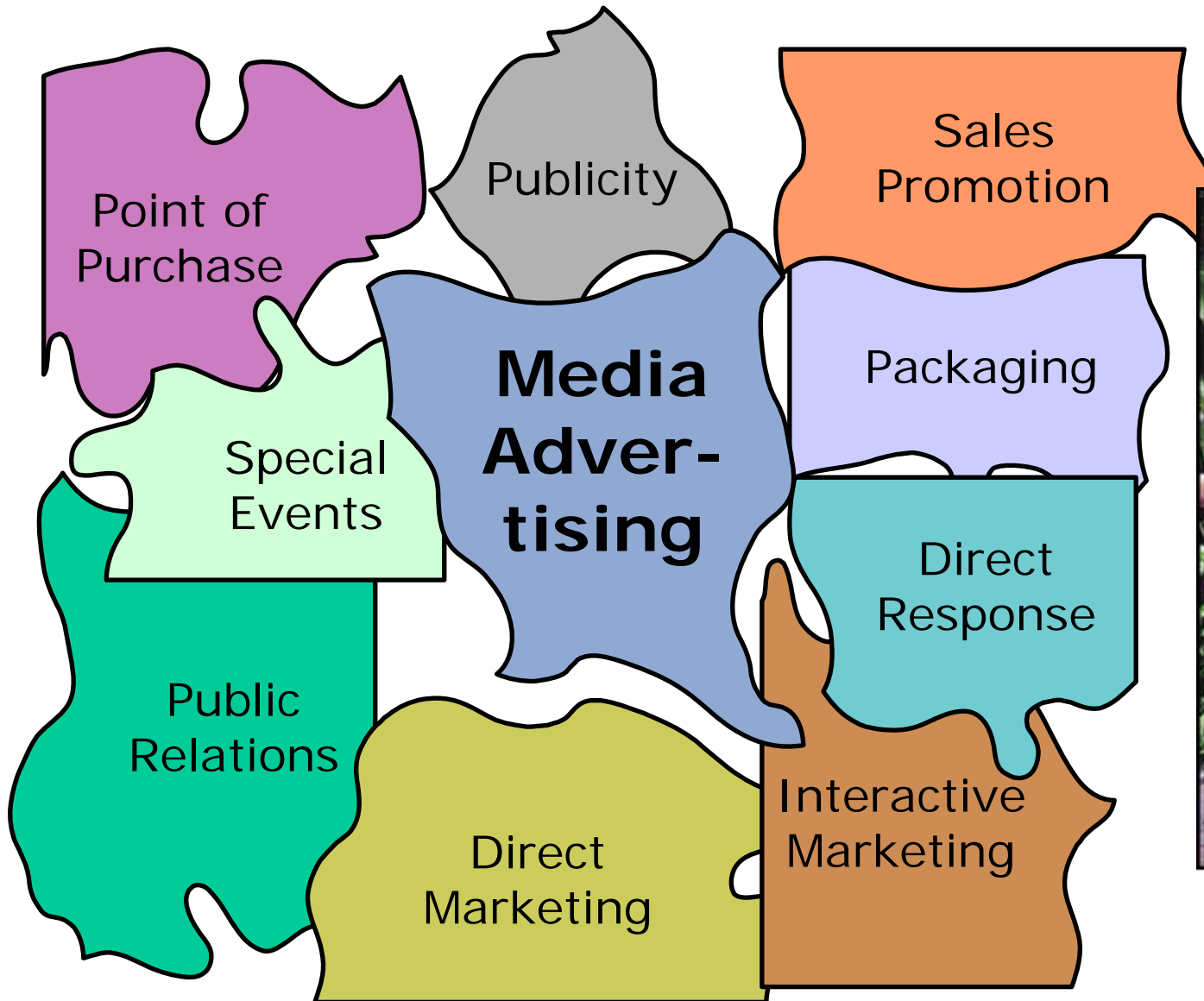
IMC Principles Extend Worldwide



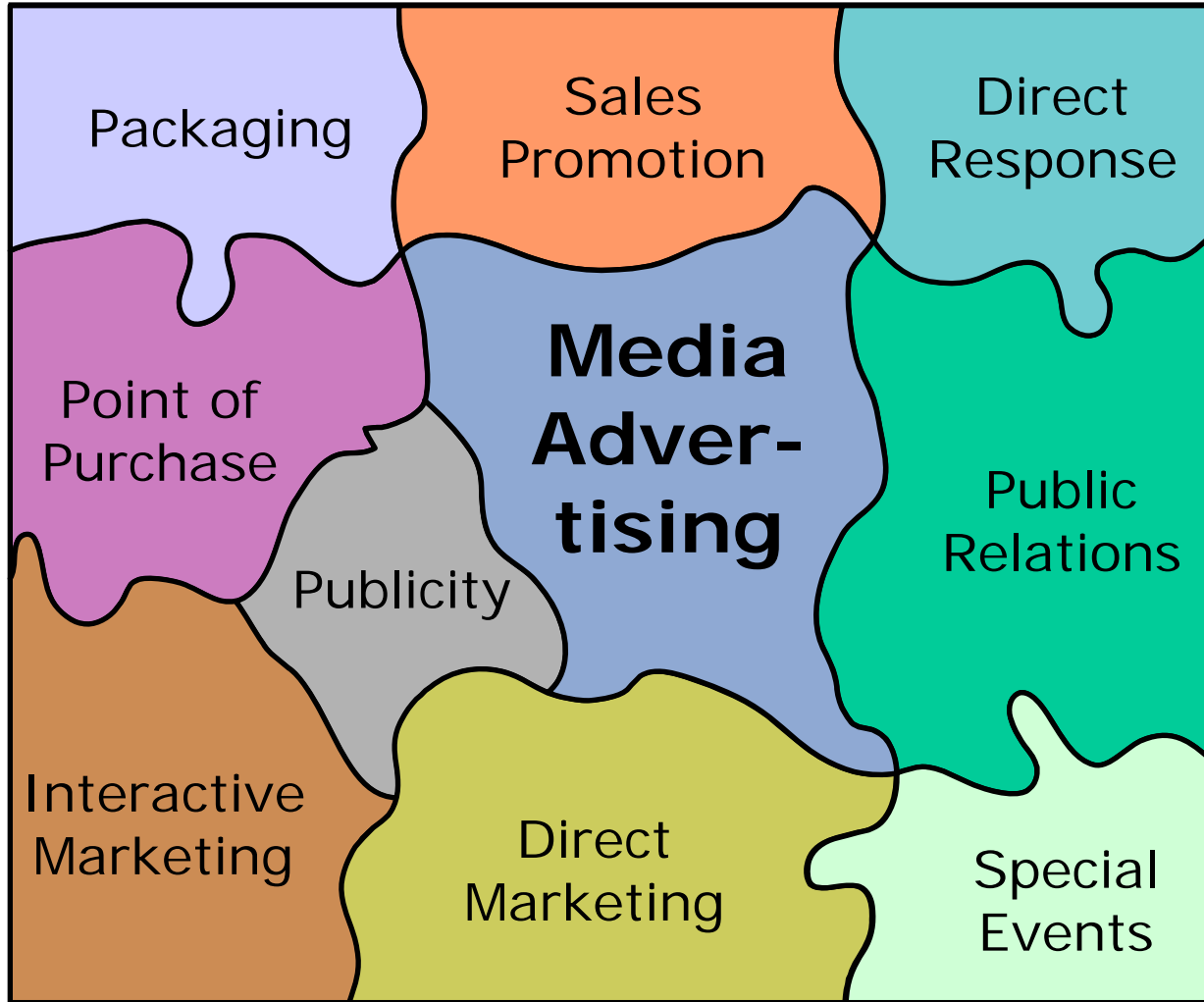
China to Japan, next day. **FedEx**
Express



Traditional Approach to Marketing Communications



Contemporary IMC Approach



The US Army Uses TV Advertising as Part of Its IMC Program



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Marketing Revolution and Shifting Tides

From

Toward

Media Advertising

Mass Media

Manufacturer Dominance

General Focus

Low Agency Accountability

Traditional Compensation

Limited Internet Availability

Multiple Forms of Communication

Specialized Media

Retailer Dominance

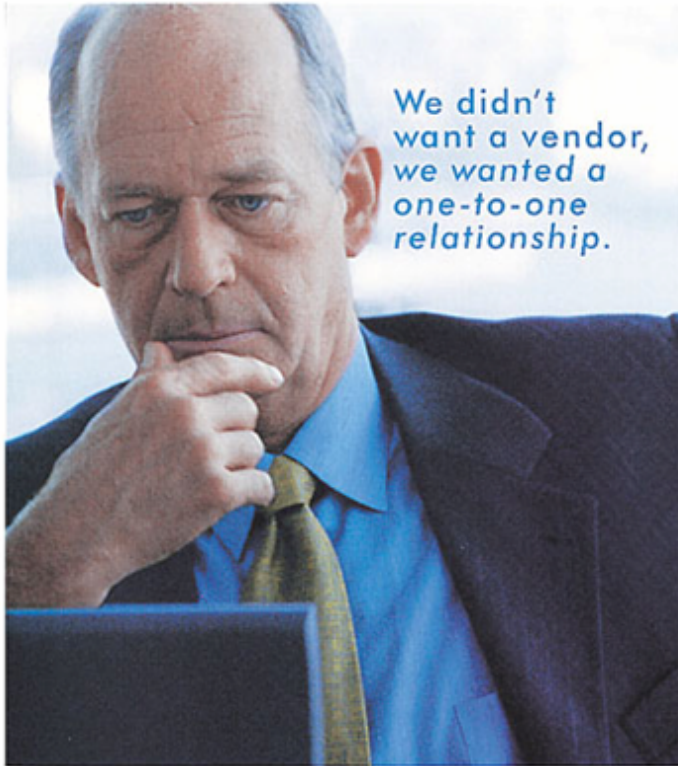
Data Based Marketing

Greater Agency Accountability

Performance Based Compensation

Widespread Internet Availability

Dell Focuses on Building a Relationship With Customers



We didn't want a vendor, we wanted a one-to-one relationship.

And that's exactly what you'll get. It's just you and us. And we're fully accountable.

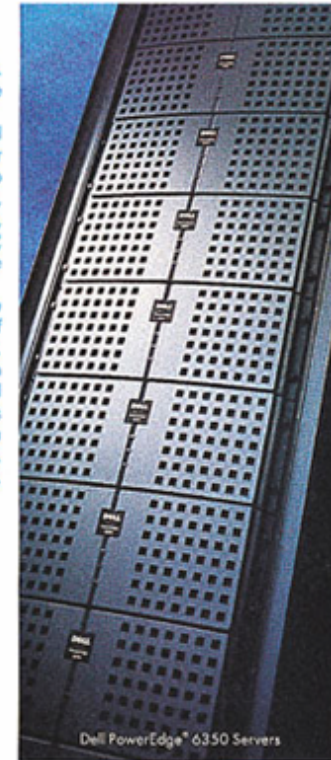
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Dell offers a complete line of Intel-based systems, including the Dell PowerEdge 6350 Server. This monster can accommodate up to four Pentium® III Xeon™ processors, 4GB of ECC memory and seven hot-plug ready PCI slots.

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IMC and Branding

Brand Identity is a combination of factors: Name, logo, symbols, design, packaging, product or service performance, and image or associations in the consumer's mind.

IMC plays a major role in the process of developing and sustaining brand identity and equity.

2003 Brand Value (Billions of Dollars)

| | |
|---------------|--------|
| 1. Coca-Cola | \$70.5 |
| 2. Microsoft | \$65.1 |
| 3. IBM | \$51.8 |
| 4. GE | \$42.3 |
| 5. Intel | \$31.1 |
| 6. Nokia | \$29.4 |
| 7. Disney | \$28.0 |
| 8. McDonald's | \$24.7 |
| 9. Marlboro | \$22.2 |
| 10. Mercedes | \$21.4 |

Intel's Advertising Helps Build Brand Equity



*Click outside of the video screen to advance to the next slide

Coordinated Marketing Mix Elements Build Image



**MONT
BLANC**

SILVER | GOLD | PLATINUM

*The new Montblanc Meisterstück Line:
is homage to the exceptional –
a style in which less is more.
A classical design combined with
the subtle lustre of platinum creates
this unique, pure and timeless
collection of exclusive accessories.
Starting at \$195.*

THE ART OF WRITING YOUR LIFE
Writing Instruments - Watches - Leather - Jewellery - Eyewear

Atlanta, Lenox Square • Beverly Hills, 429 1/2 North Rodeo Drive • Boca Raton, Town Center • Boston, Copley Place
Charleston, 225 King Street • Charlotte, SouthPark Mall • Chicago, 900 North Michigan Avenue; O'Hare International Airport
Columbus, Columbus City Center • Costa Mesa, South Coast Plaza • Dallas, NorthPark Center • Denver, Cherry Creek
Garden City, Roosevelt Field • Honolulu, Ala Moana Center • Los Angeles, Beverly Center • Mexico City, 250 Avenida de Las Palmas
New York, Madison Avenue at 57th Street • Pittsburgh, Pittsburgh International Airport • Puerto Rico, 1054 Ashford Avenue
San Francisco, 120 Grant Avenue • Seattle, Westlake Center • Short Hills, The Mall at Short Hills • Toronto, 151 Bloor Street West
Troy, Somerset Collection • Washington D.C., 1006 Connecticut Avenue, Northwest
Flagship Boutique with De-Acceleration Studio: New York, Madison Avenue at 65th Street
For the Boutique location nearest you call 1-800-388-6810.



Basic Elements of the Promotional Mix

Advertising

Direct Marketing

Interactive/
Internet Marketing

Sales Promotion

Publicity/Public
Relations

Personal Selling

Classifications of Advertising



Consumers

National Advertising

Retail/Local Advertising

Primary vs. Selective Demand Advertising

Business-to-Business Advertising

Professional Advertising

Trade Advertising




Organizations

Great Advertising Can Strike a Responsive Chord with Consumers



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An Example of "B-to-B" Advertising



We've been a secret too long.

Sure, you know about Honeywell in the home — thermostats, security systems, air cleaners. But our control technology is also...

- In Space... guiding space flights and keeping satellites in orbit.
- In the Air... helping aircraft navigate and fly safely.
- In Industry... boosting productivity while protecting the environment.
- In Products... improving performances of appliances, automobiles and other every-day items used at home and work.

Visit our web site to learn the rest of our "secrets"!

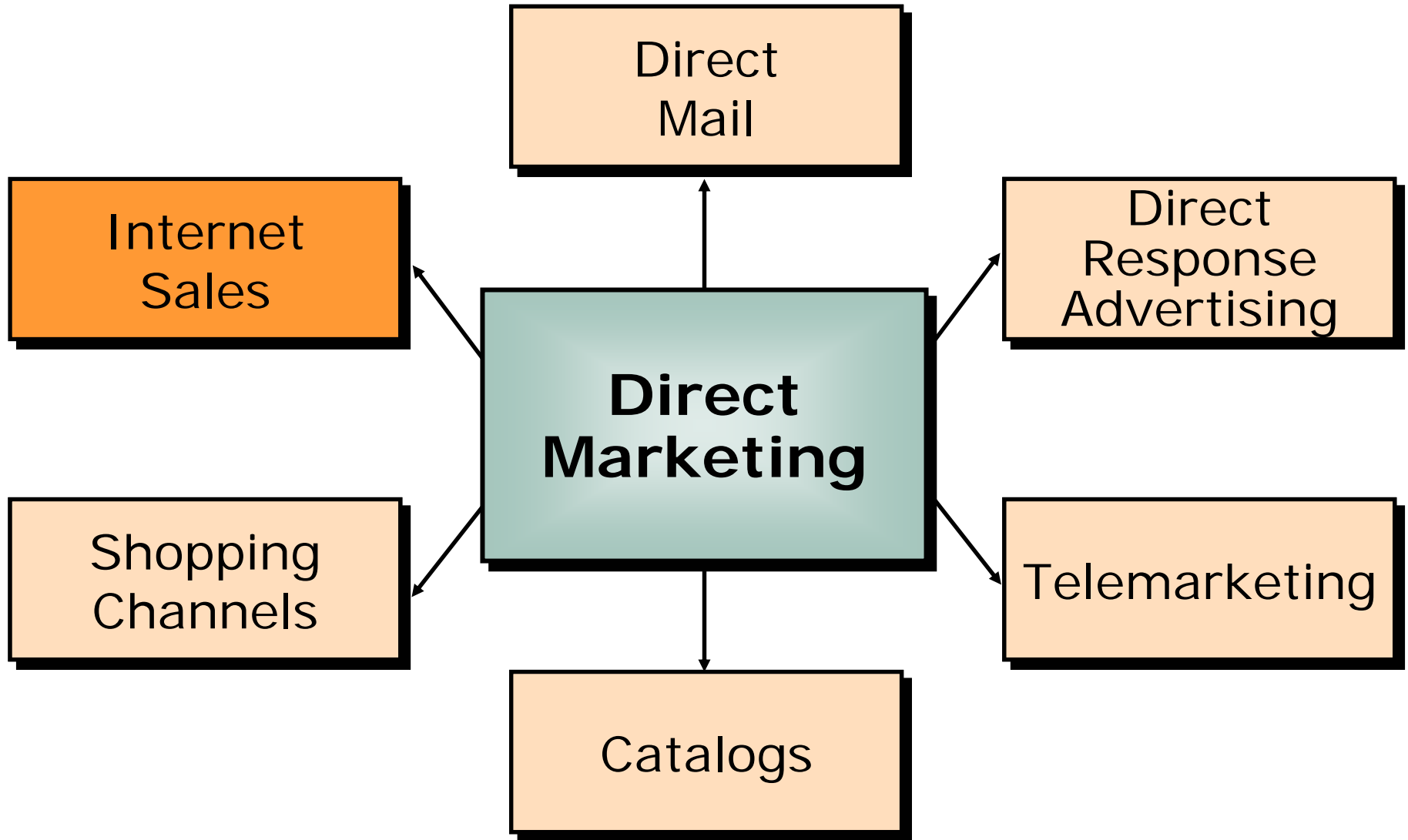
Honeywell

www.honeywell.com

Home and Building Control • Industrial Control • Space and Aviation Control



Direct Marketing is Part of IMC



Bose Uses Direct Response Advertising



Our reputation stands behind them.

Bose® is the most respected name in sound, a name backed by more than a 30-year history of industry-leading innovation. And now you can enjoy Bose sound quality in our complete family of Acoustic Waveguide™ products—the Wave radio, Wave radio/CD, and the Acoustic Wave® music system.

Great sound. Compact size. No compromise.

Even if the only space you have available is a bedside table, a kitchen counter, or a small corner of your office, you can still fit extraordinary sound into your life. The solution is our patented Acoustic Waveguide™ speaker technology. Much as a flute strengthens a breath of air to fill an entire concert hall, the waveguide produces rich, room-filling sound from a small enclosure. And with our credit card-sized remote control, you can enjoy this award-winning sound right from the palm of your hand.

The Wave radio.

The Wave radio has revolutionized the radio industry. With its sparkling high notes, full bass, and remarkable clarity even at low volumes, it's no wonder the critics at *Radio World*

called it "...simply amazing...." You'll find some pretty amazing features too, like dual alarms, and six AM and six FM station presets.

The Wave radio/CD.

We reengineered our Acoustic Waveguide™ to make room for a CD player, while maintaining the Wave radio's small dimensions and room-filling sound. The result is a compact, tabletop unit that brings out the full richness of your CDs or music on the radio. And with the dual alarm feature, two people can wake up at different times to different tracks on the same CD.

The Acoustic Wave® music system.

Why settle for an ordinary stereo when you can enjoy the extraordinary sound of this sleek, all-in-one music system? The Acoustic Wave® music system includes an AM/FM radio, a CD player, and something else you won't find in any other stereo—an expanded version of our Acoustic Waveguide™ speaker technology. The result is our best sounding integrated system. Or, as *Stereo Review* said when first introduced, "...possibly the best-reproduced sound many people have ever heard." And the entire system is the size of a briefcase.

Call now and make six interest-free payments.

Audition one in your home today. Call now to learn about our in-home trial, 100% satisfaction guarantee, and easy payment plan. Let Bose put a Wave radio, Wave radio/CD, or Acoustic Wave® music system in front of you. And hear all that stands behind them.

For FREE shipping,
order within 30 days.

Call today,
1-800-655-2673, ext. C355.

For information on all our products:
www.bose.com/c355

Please send me more info on:

Wave® radio and Wave radio/CD Acoustic Wave® music system

Name _____ Phone No. _____

Address _____

City _____ State _____ Zip _____

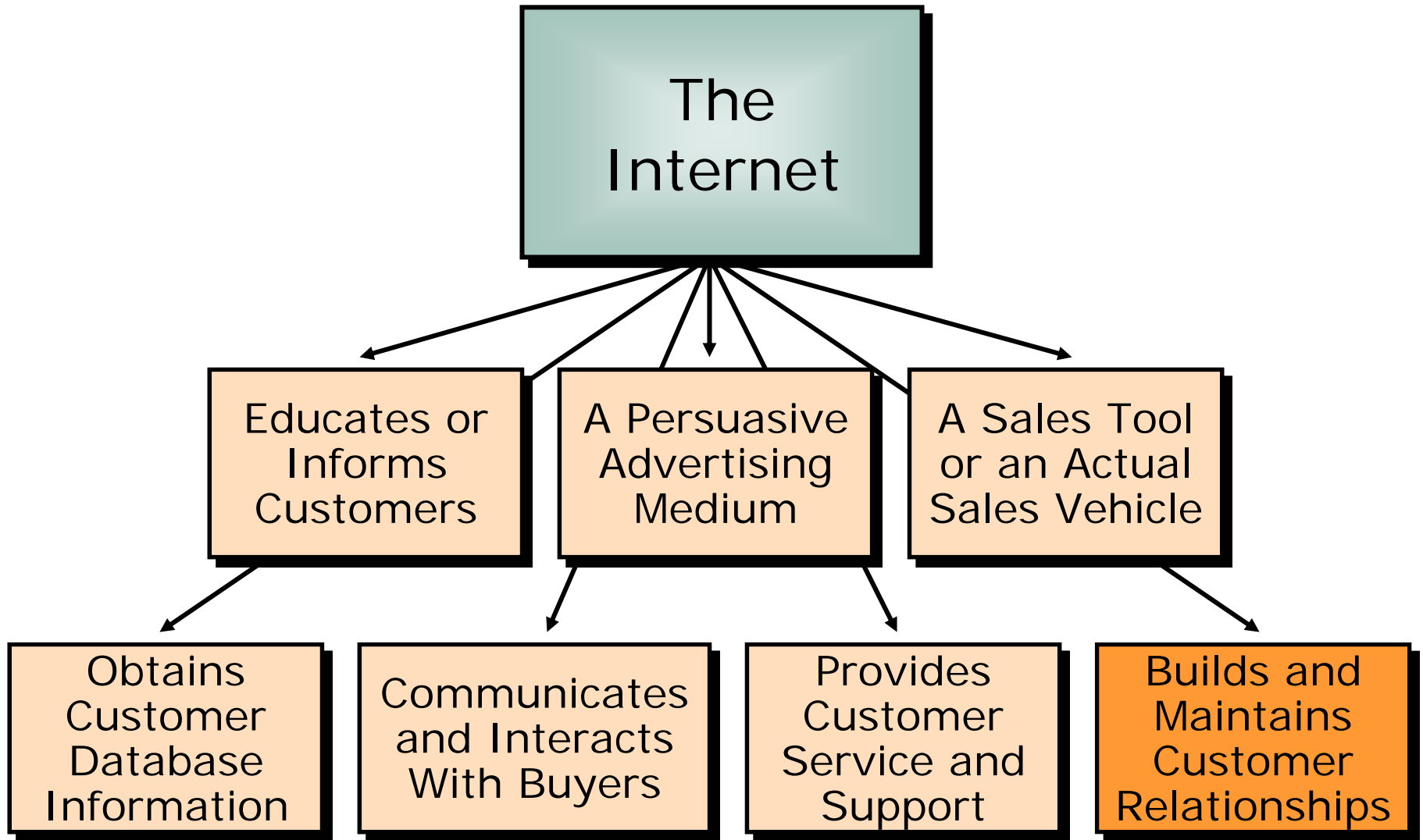
Country/Province _____

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BOSE
The® sound through research.™





Using the Internet as an IMC Tool



American Airlines Encourages Customers to Do It All Online

2B *or*
not
2B?



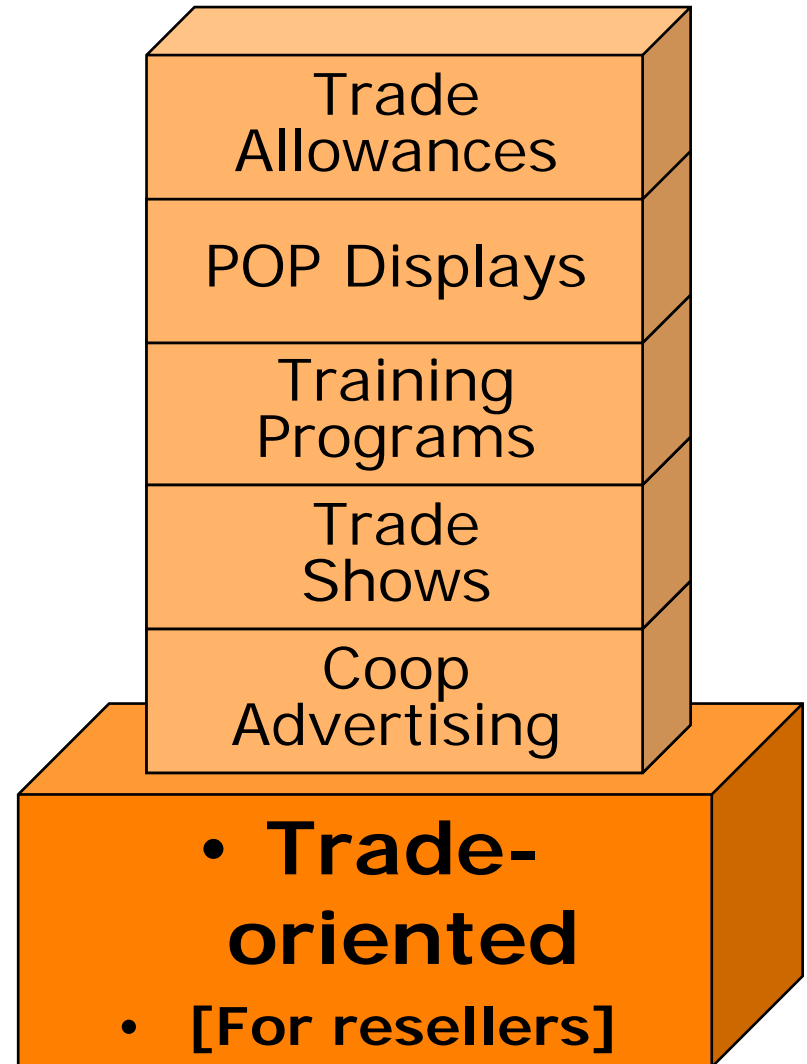
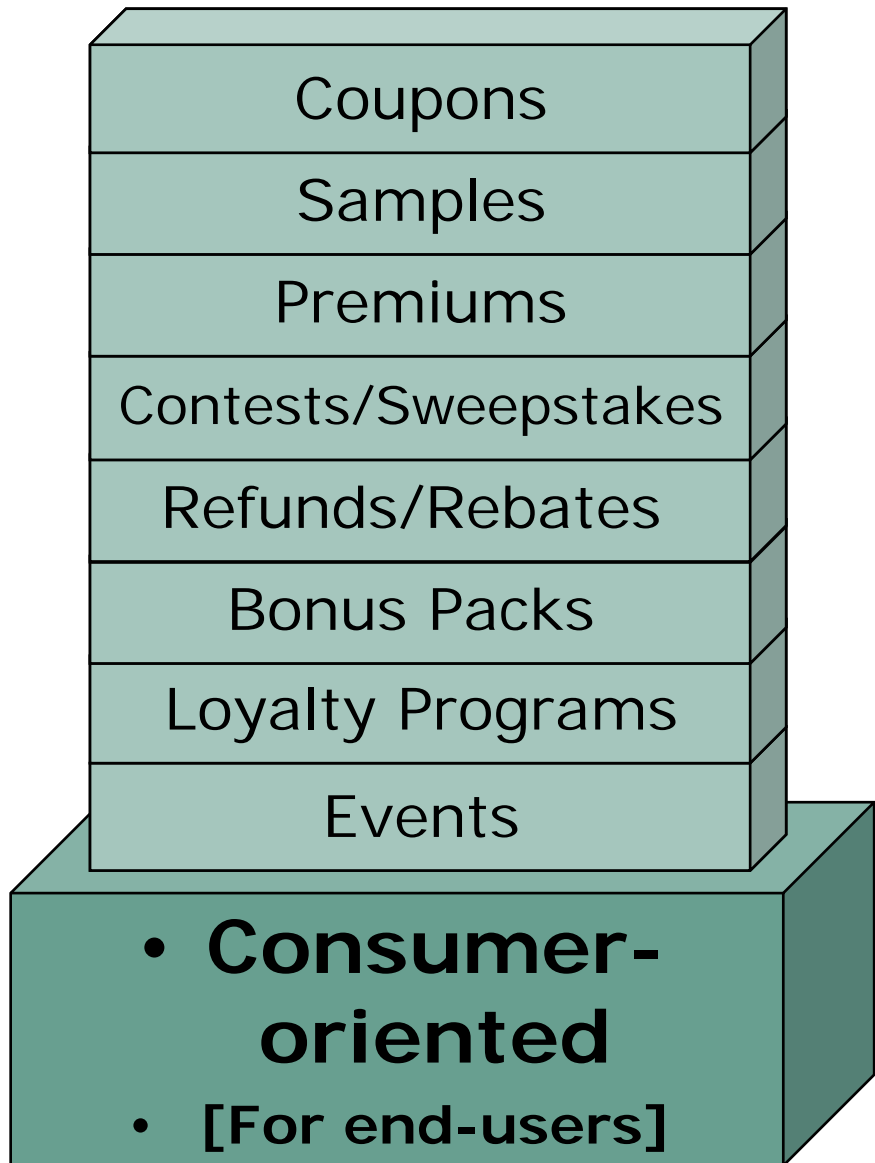


Choose sides (not to mention aisles and windows) with AA.com's new seat selection feature. It's always been fast and easy to reserve travel on AA.com™. Now it's just as fast and easy to reserve your seat for the flight, too. With this new feature, you decide where you ride – for up to four people traveling on one itinerary – by clicking on the aircraft seat map. Just confirm your choice, and you're good to go. “Fast-drive” the new seat selection feature at AA.com today. Built around you, there's no other site quite like it.

The ultimate web site for everything **American Airlines**®



Sales Promotion Tools



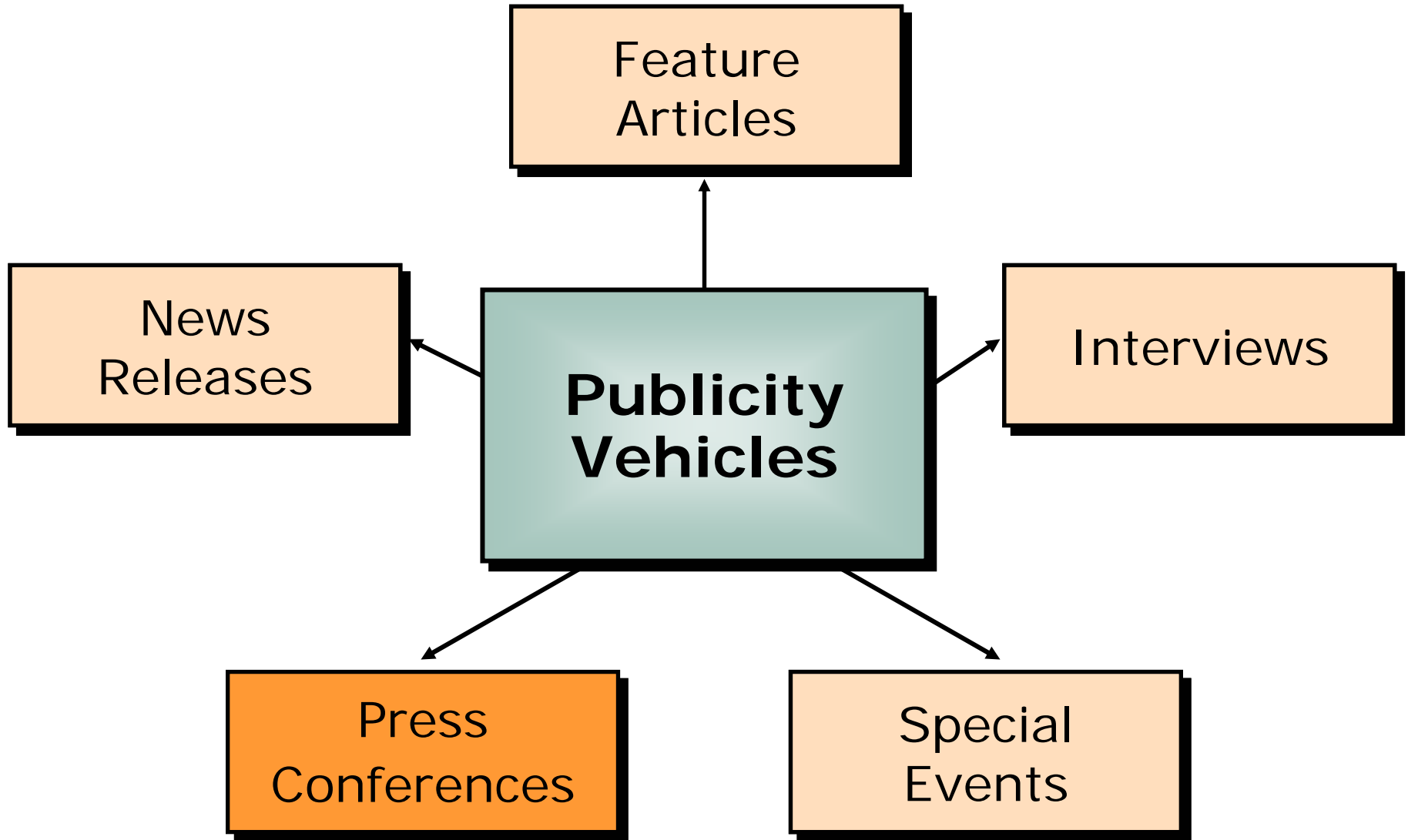
Various Uses of Sales Promotion



Advertising Versus Publicity

| <i>Factor</i> | <i>Advertising</i> | <i>Publicity</i> |
|----------------------|---------------------------|-------------------------|
| Control | Great | Little |
| Credibility | Lower | Higher |
| Reach | Measurable | Undetermined |
| Frequency | Schedulable | Uncontrollable |
| Cost | High/Specific | Low/Unspecified |
| Flexibility | High | Low |
| Timing | Specifiabile | Tentative |

Publicity Vehicles



Public Relations Tools

**Publicity
Vehicles**

**Special
Publications**

**Community
Activities**


**Corporate
Advertising**


**Cause-related
Marketing**

**Public Affairs
Activities**

**Special Event
Sponsorship**


DuPont Uses Advertising to Enhance Its Corporate Image




TO DO LIST
FOR THE PLANET 

21. MAKE HUMANS AS COMFORTABLE
IN THE ARCTIC AS EVERYONE ELSE.

(DID THAT WITH FIBERS
SO RESISTANT TO COLD, THEY LET PEOPLE WORK,
PLAY AND RELAX IN SUBZERO TEMPERATURES.
— AS USUAL, NATURE DESERVES A LOT OF THE CREDIT—
OUR FIBER SYSTEM WAS INSPIRED BY
POLAR BEAR FUR.)



1-800-441-7515 OR WWW.DUPONT.COM


The miracles of science



Integrated Marketing Communications Planning Model



The Marketing Plan

1. A detailed situation analysis

2. Specific marketing objectives

3. A marketing strategy and program

4. A program for implementing the strategy

5. A process for monitoring and evaluating performance