

Lesson 10

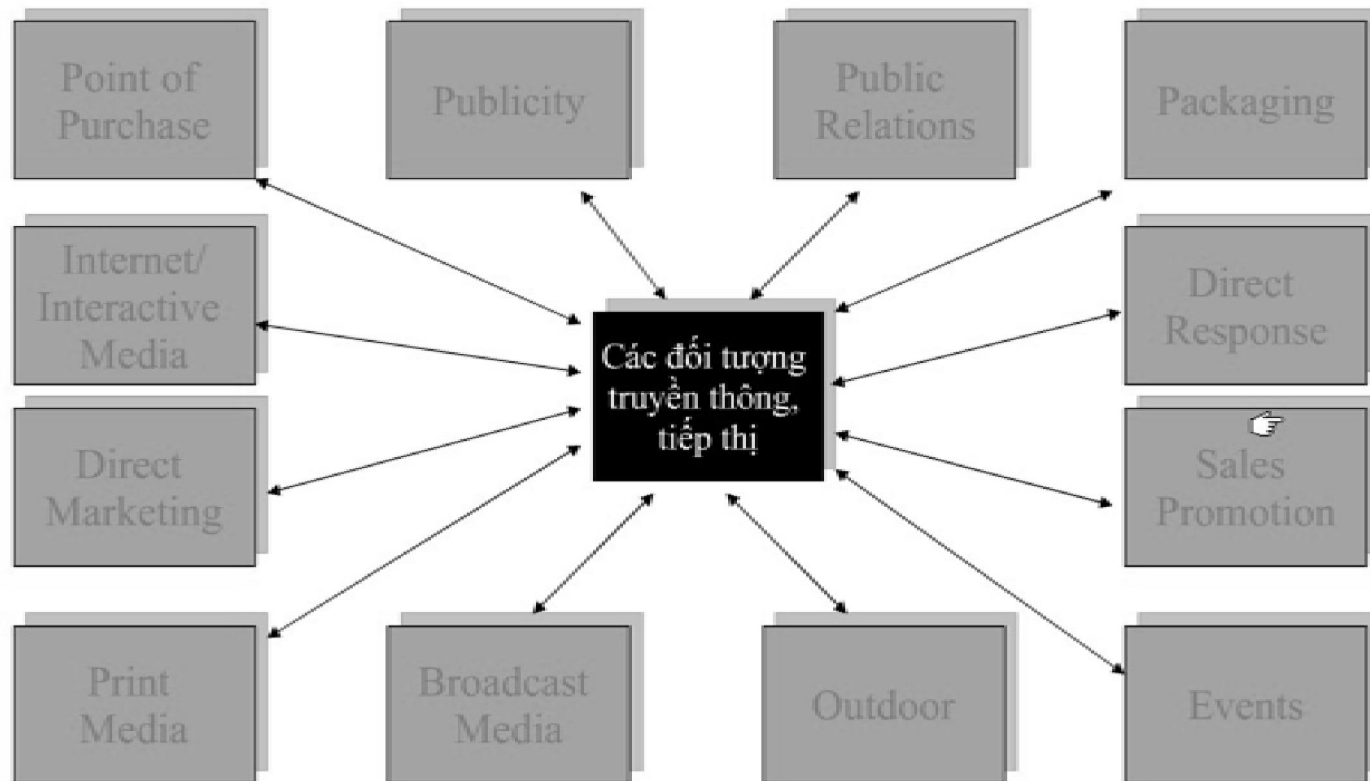
Giới thiệu tổng quát về Quy trình truyền thông tích hợp (IMC)

(IMC = Integrated Marketing Communications)



Trình bày: **Kenny Jun**

Các công cụ chính sử dụng trong IMC



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IMC – Nguyên tắc mở rộng toàn cầu



China to Japan, next day **FedEx**

Fed Ex: China to Japan, next day

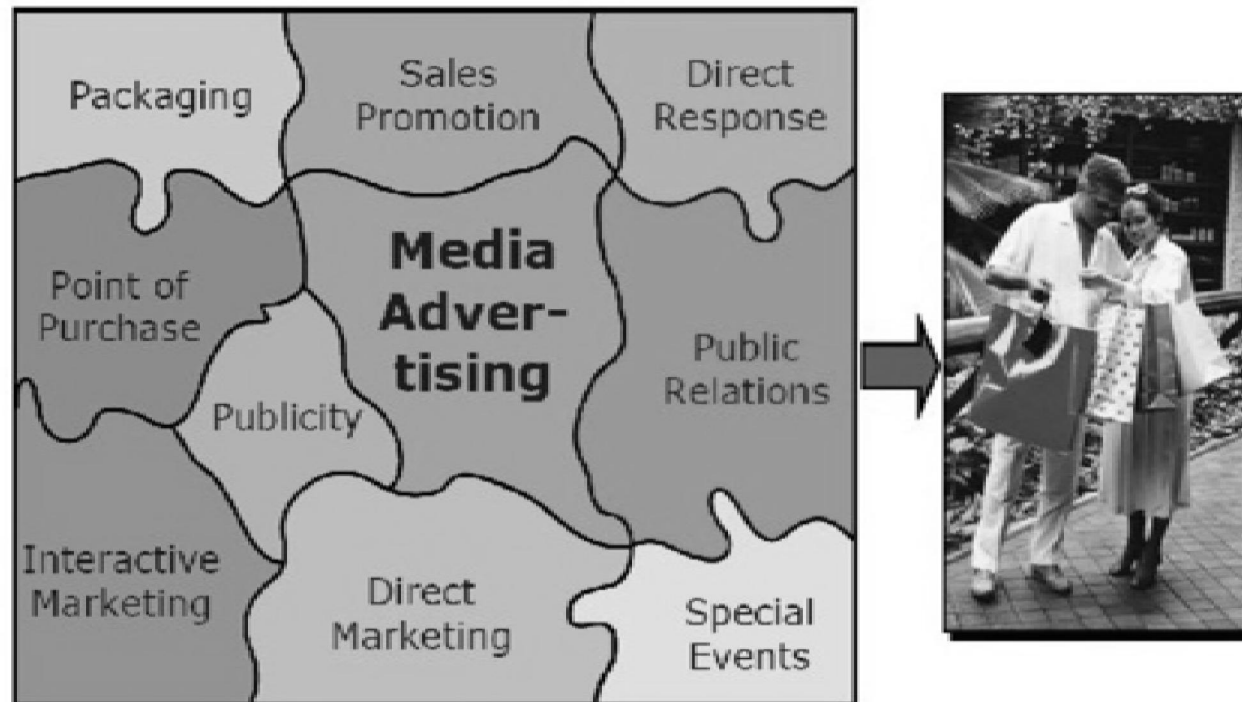
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Truyền thông theo phương pháp truyền thống



Truyền thông theo phương pháp IMC



Vậy, IMC là gì ?

IMC là một quá trình sử dụng các loại hình, phương tiện truyền thông hợp lý nhất để đưa Khách hàng tới quyết định mua sắm.

Sự chuyển đổi tiếp thị mang tính Cách mạng

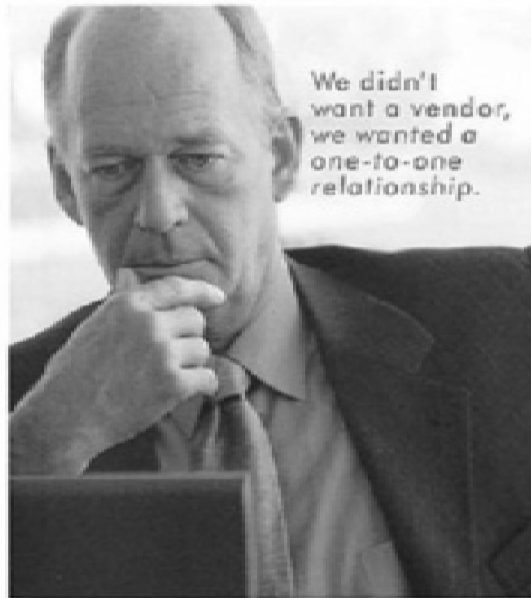
Quá khứ

- QC thông thường
- Media thông thường
- Lao động
- Không thị trường mục tiêu
- Sự yếu kém của Agency
- Tiếp thị truyền thống
- Giới hạn Network

Hiện tại – tương lai

- QC đa phương thức
- Media đặc biệt
- Nhân viên bán hàng
- Có thị trường mục tiêu
- Các Agency chuyên nghiệp
- Trình diễn hoạt động tiếp thị không giới hạn
- Không giới hạn Network





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

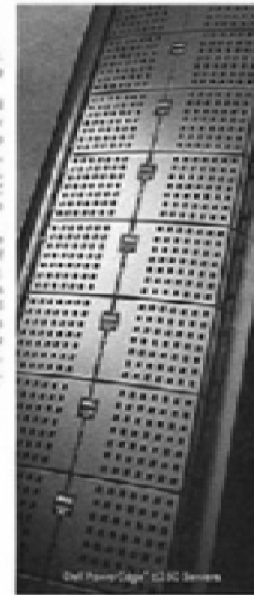
And that's exactly what you'll get. It's just you and us. And we're fully accountable.

We've got scalable server and storage enterprise solutions for any size business. We'll help you with hardware installation, custom integration of software, same-day, four-hour service, 24/7 support and more. Learn more at www.dell.com/services.

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DELL - tiếp cận KH bằng hình thức Quảng cáo trên building

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IMC và Thương hiệu

Một thương hiệu tốt (Brand Identity) là sự tổng hợp của các nhân tố: Tên, logo, biểu tượng, các mẫu thiết kế, nhạc hiệu, nhãn mác, kiểu dáng công nghiệp, sản phẩm hay dịch vụ của nó có những tác động tích cực trong tâm trí Khách hàng.

IMC là một công cụ tốt giúp thương hiệu truyền tải các giá trị mong muốn tới các khách hàng tiềm năng.



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 |

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IMC sử dụng nhiều hình
thức khác nhau để xây dựng
hình ảnh cho nhãn hiệu



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Sự phối hợp các hoạt động truyền thông



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Người tiêu dùng

QC trong nước

Kênh bán lẻ / QC tại địa phương

Đòi hỏi những hình thức QC cơ bản,
có lựa chọn

Các hoạt động QC tới doanh nghiệp

Hoạt động QC chuyên nghiệp

Hoạt động QC thương mại



Tổ chức¹²

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Các mục đích sử dụng Sales Promotion



Một ví dụ về hình thức sử dụng Direct Response Advertising

Our reputation stands behind them.

Best is the most respected name in sound, a name backed by more than a 50 year history of industry leading innovation. And now you can enjoy that sound quality in our step-by-step family of Acoustic WaveSM products—the Wave radio, Wave radio/CD, and the Acoustic WaveSM 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 be enjoying great sound every day. The solution is our patented Acoustic WaveSM speaker technology. Much smaller than a typical speaker, it fits in an entire corner but, the way it produces rich, even-filling sound from a small surface. And with our built-in head-on control, you can enjoy the sound without ever again bowing to the glare of your hand!

The Wave radio.

The Wave radio has revolutionized the radio industry. With its sparkling high notes, full bass, and natural clarity, every note is well-defined, it's no wonder the critics at Radio World called it "...simply amazing..." It's that same pretty amazing sound you'll find in all waves, and in AM and XM/HR radio systems.

The Wave radio/CD.

We reimagined our Acoustic WaveSM music system for a CD player, while maintaining the Wave radio's great distortion and noise filtering. The result is a compact, rotating unit that brings you the full richness of your CDs in music on the radio. And with the dual alarm feature, two people can wake up to different times on different radio or XM/HR CDs.

The Acoustic WaveSM music system.

Why settle for an ordinary stereo when you can enjoy the extraordinary sound of life, just, all in one music system? The Acoustic WaveSM music system includes an XM/HR radio, a CD player, and everything else you need. And in any other system, an equal-sized version of our Acoustic WaveSM speaker technology. The result is our best sounding compact system. Or, as James Brown said when he introduced it, "...possibly the best-sounding sound many people have ever heard!" And the music system is the size of a brick house.

Call now and make six interest-free payments.

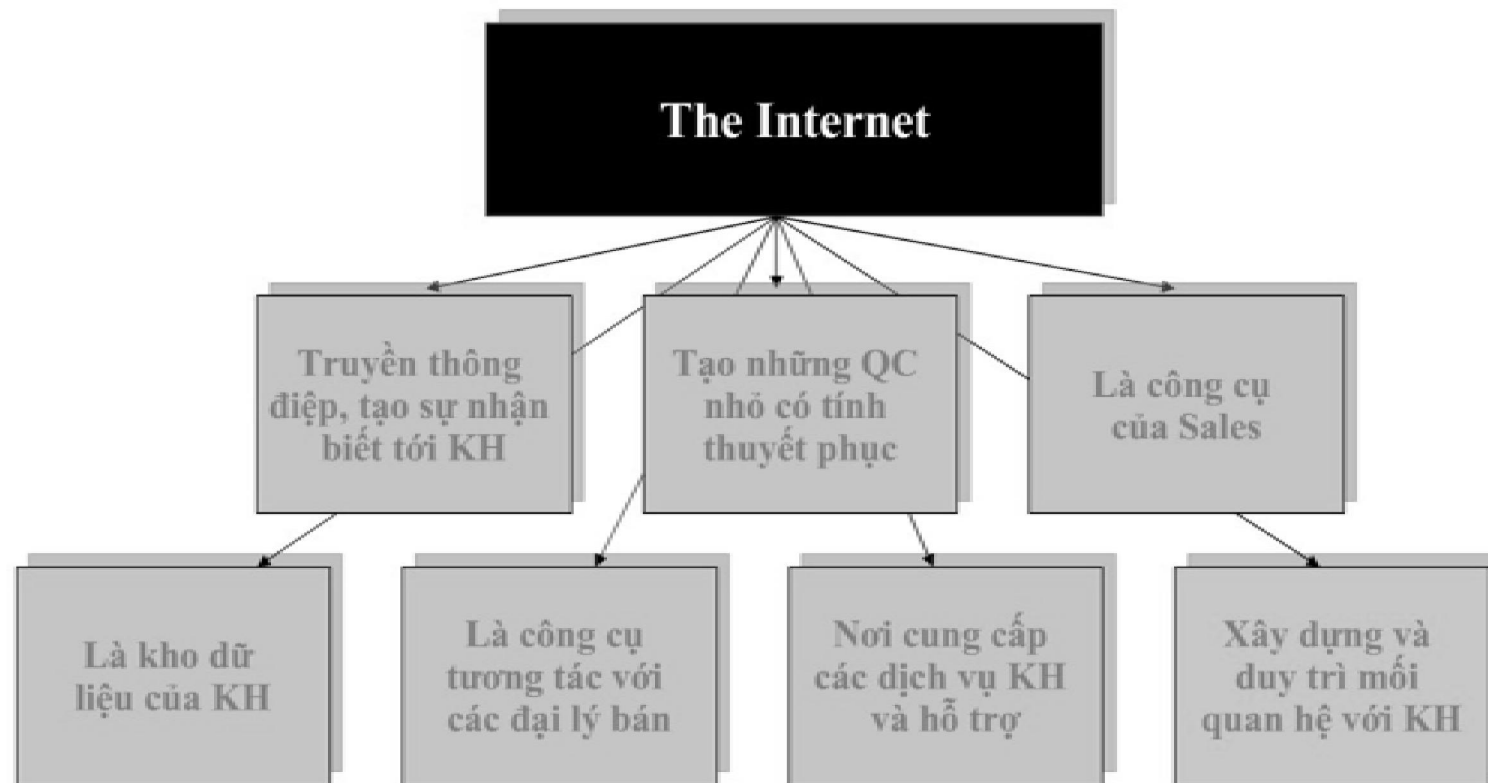
It's that easy in your home today. Call now to learn about our no-down-pay, 0% APR, zero-factor guarantee, and easy payment plan. Get here first! A Wave radio, Wave radio/CD, or Acoustic WaveSM music system is free of you. And here all the ways to get here.

For FREE shipping, order within 30 days.

Call today, 1-800-695-2675, ext. C355.
For information on our products, visit www.bose.com

Send your name
 Wave radio/CD Wave radio Acoustic Wave music system
 Name _____
 Address _____
 City _____ State _____ Zip _____
 Daytime Phone _____ Fax Phone _____
 E-mail _____
 I am interested in _____
 Please contact me at _____
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Internet được coi là một công cụ tốt của IMC



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American Airline khuyến khích khách hàng luôn sử dụng dịch vụ trực tuyến của họ



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Các công cụ hỗ trợ Sales



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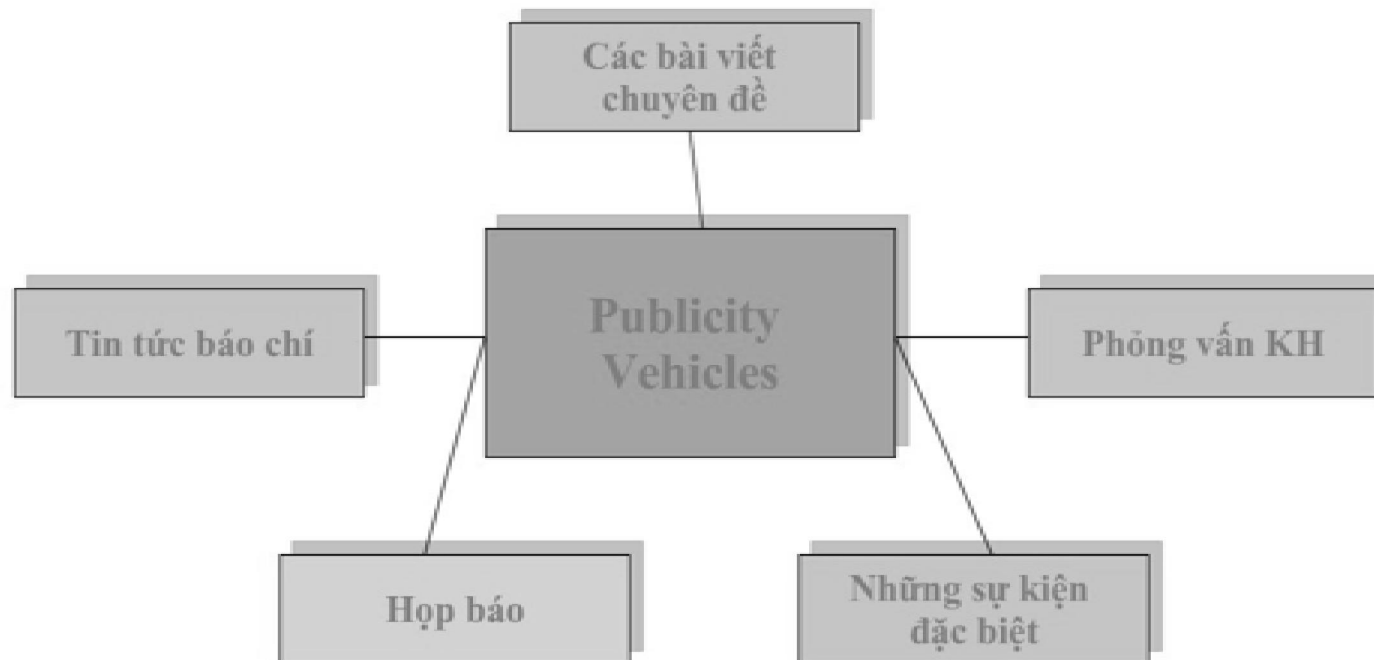
Các mục đích sử dụng Sales Promotion



So sánh Advertising và Publicity

| Factor | Advertising | Publicity |
|--------|-------------|-----------|
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Publicity Vehicles



Public Relations



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Dupont sử dụng QC để nâng cao hình ảnh công ty

TO DO LIST
FOR THE PLANET 🌍

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

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SO RESISTANT TO COOL, THEY LET PEOPLE WORK
PLAY AND RELAX IN SUBZERO TEMPERATURES
—AS USUAL, NATURE DESERVES A LOT OF THE CREDIT—
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SEE HOW WE DO IT WWW.DUPONT.COM

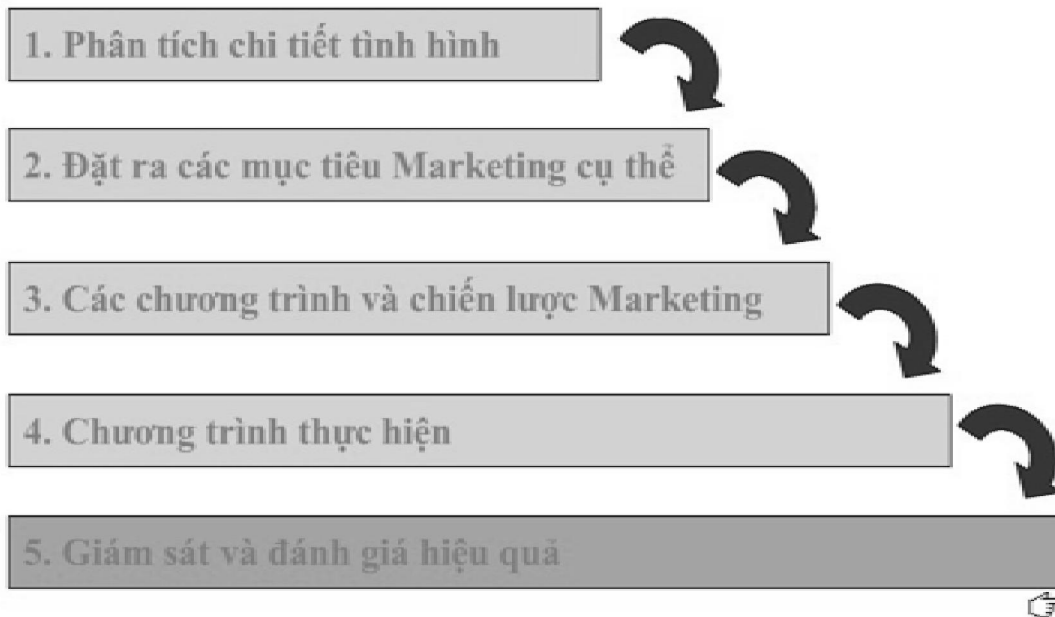
DUPONT
The miracles of science

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Mô hình IMC





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