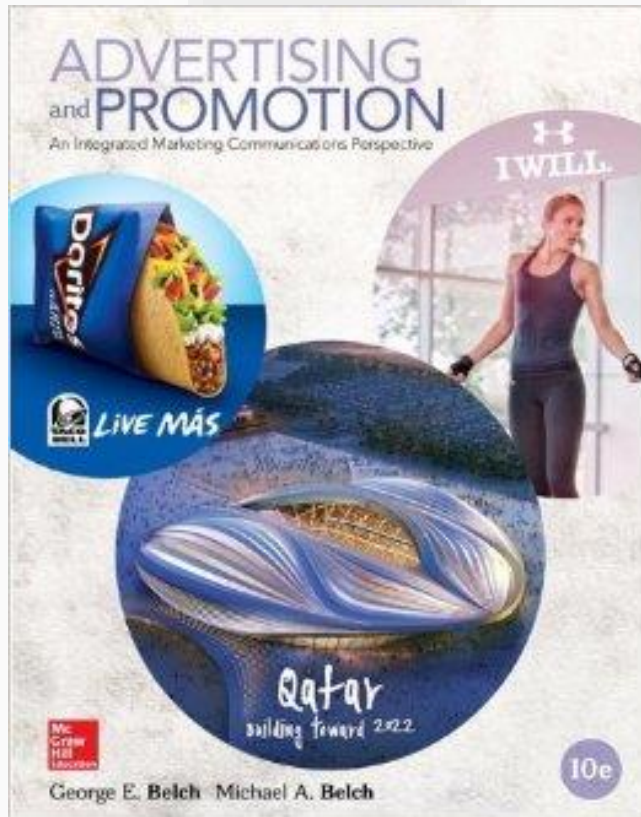


# Chapter 2

## The role of IMC in the marketing process (part 2)



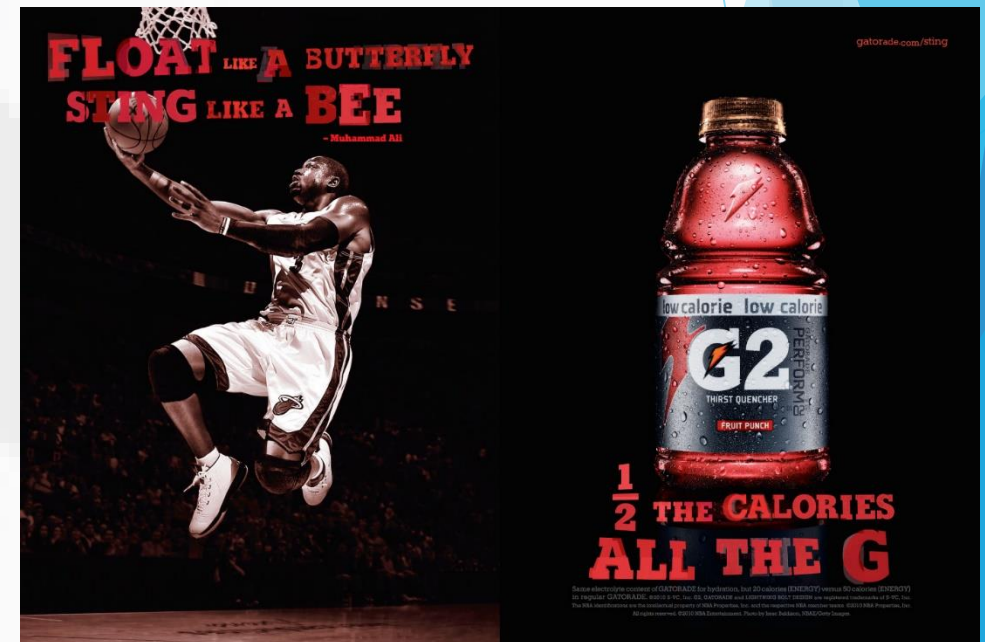
By  
Emran Mohammad (Emd)  
Mkt 337 (sections 3)

# Positioning

- ▶ Positioning is what comes to the mind of the customers hear or see the name of a brand. So for different brands, there are different positioning
- ▶ Position is done by
  - ▶ Product attributed/benefits
  - ▶ Price/Quality
  - ▶ Use/Application
  - ▶ Product class
  - ▶ Product user
  - ▶ Competitor
  - ▶ Cultural symbols

# Re-positioning

- ▶ Usually occurs because of declining or stagnant sales or because of anticipated market opportunities in other market positions.
  - ▶ Gatorade, a brand that speaks to really elite athletes
  - ▶ Became G2, a brand that speaks for the athlete in everyone.



# Developing the marketing planning program

## ▶ Product decisions

- ▶ A product is a bundle of benefits or values that satisfies the needs of the customers.
- ▶ **Product symbolism** refers to what a product or brand means to a customer and what they experience in purchasing and using it



# Branding

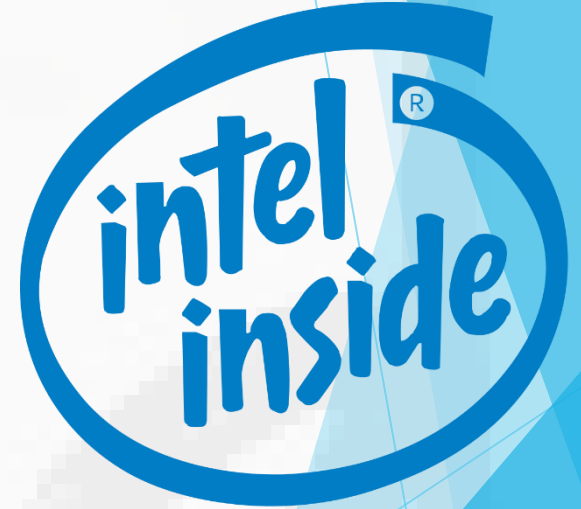
- ▶ Build and maintain brand awareness and interest
- ▶ Develop and enhance attitudes towards the company, product or service
- ▶ Build and foster relationships between the consumer and the brand.

# Branding

- ▶ Brand identity consists of the name, design, symbols, logo, packaging and image associations held by consumers.



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# Branding

- ▶ Brand equity can be described as an intangible asset of added value or goodwill that results from a consumer attachment or a company name, brand name or trademark.



# Packaging

- ▶ Traditionally provided functional benefits like economy, protection and storage.
- ▶ Now-a-days, packaging is considered as the consumer's first exposure to a product.
- ▶ Also designed to carry the promotional message of a company





# Packaging



# Pricing decision

- ▶ Pricing variable: Refers to what the customers must give up to purchase a product or service
- ▶ Price must be consistent with the product and the communication strategy
- ▶ So, price, advertisement and distribution channels must present one unified voice regarding the product's positioning

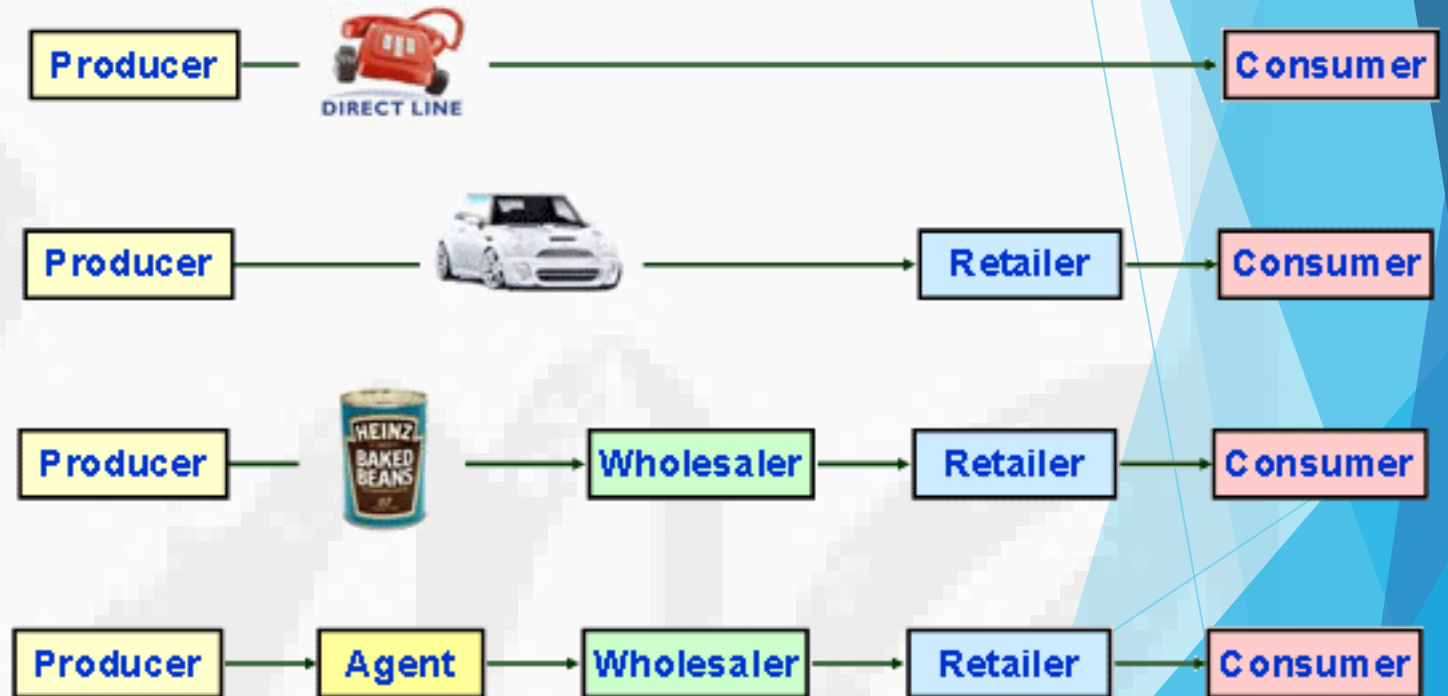
# Distribution channel decision

- ▶ Marketing channels
  - ▶ the 3<sup>rd</sup> P of the marketing mix
  - ▶ Set of interdependent organizations involved in the process of making a product or service available for use or consumption.



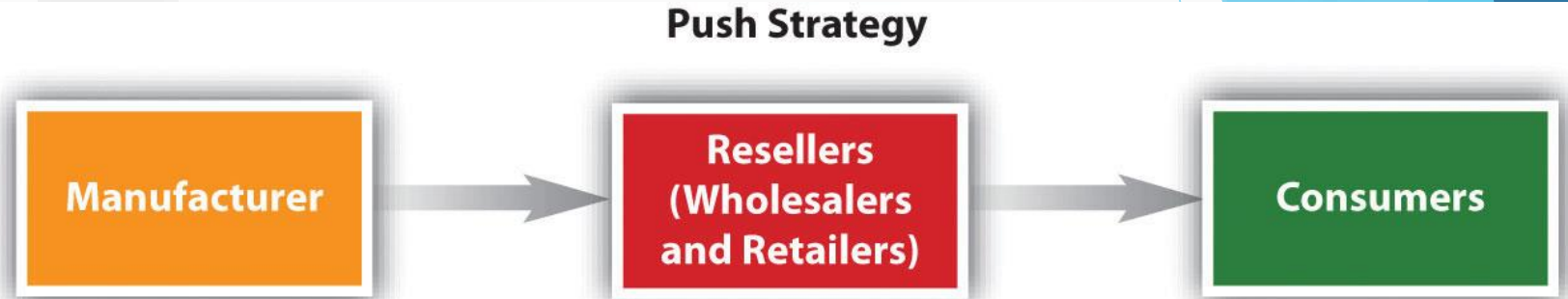
# Distribution channel decision

- ▶ Direct distribution channels
  - ▶ No intermediaries
- ▶ Indirect distribution channels
  - ▶ Using a network of wholesalers, retailers etc.



# Developing promotional strategy

▶ Push Strategy



▶ Pull Strategy





Thank you