

INTEGRATED BRAND COMMUNICATION

Massimiliano La Franca

Lesson 4

The logo for YAWP, featuring the letters 'YAWP' in a bold, white, sans-serif font. The text is set against a dark blue, textured background that resembles a paint splatter or a brushstroke, with lighter blue and white highlights.

Buy 1 Get 1 Free

On every Starbucks Beverage

AN EXCLUSIVE OFFER
FOR MY STARBUCKS
REWARDS™ MEMBERS.

Promotion
2U

JULY 1 - 31

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A promotional graphic for Starbucks featuring two drinks: a chocolate cold brew with whipped cream and a green smoothie, both topped with colorful butterfly decorations. The background is dark with a subtle pattern.



<https://www.youtube.com/watch?v=4CfgO56C0I8>

- <https://www.youtube.com/watch?v=R6HDugp9msQ>

- SKII dictator

- https://www.youtube.com/watch?v=2crDzLZwWNo&index=2&list=PLkiV2Y5dFGXfmubp2g_Ba5rEPnpBVntPY

- The talk

- https://www.youtube.com/watch?v=u7qfXOqfrdg&index=19&list=PLkiV2Y5dFGXfmubp2g_Ba5rEPnpBVntPY

- McDonald follow arches



HIERARCHY OF EFFECTS

Hierarchy of effects works in a pretty linear way. It states that when are exposed to advertising we pass through 3 main stages:

1. **Cognitive (Learn):** get to learn, to know, to understand. This is the stage where awareness of something is firstly built and after deepened down into more detailed knowledge of the details.
2. **Affective (Feel):** once learned something we form attitudes, like-dislike, preferences, conviction. Do we like what we have learned? Do we think this works for us? Does it work better than competitors?
3. **Behavioral (Do):** Once convinced, we move to a specific behavior example. Purchase.

LEARN

Awareness

Knowledge

FEEL

Liking

Performance

Conviction

DO

Purchase

RESPONSE MODELS: IMPLICATIONS

IMPLICATIONS: Why is this important for us?

1. Analysis helps marketers understanding **where is the crucial problem** and what stage that they want to influence with their activities (role of the communication)
Example: is there a problem with this new product because people don't understand how it works (knowledge) or because they don't know that the product exist (awareness). Implication: 2 different message/activities to solve the 2 above problems
2. Forces marketer to think ahead **what response they want from their communication activities**.
The expected response we plan in advance affects the way the advertising is developed. By planning responses in advance, creative teams and agencies, know what best tools to use, what channels and creative techniques work best.



HOW WE USE THIS IN REAL LIFE (1)?

A brand or a product can suffer a **specific problem at any specific stage** in the described model (ex. low awareness or low conviction).

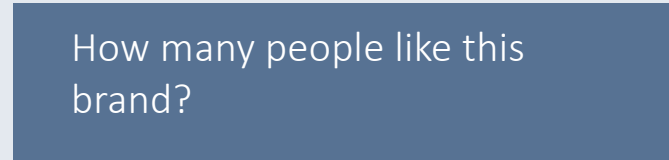
In this example, here's the biggest gap, a lot of people like the brand but when it comes to think it performs better than competitors, there's a big drop. Why? What is happening? Identifying this issue will be critical to plan for the right actions and responses.



How many people of them do actually buy?



How many people think this brand is better?



How many people like this brand?



How many people know this brand?



HOW WE USE THIS IN REAL LIFE (2)?

Once identified the *issue*, we want to use communication to solve it. In other words we give communication a specific role: this is called *communication objective*.

Roles of communication:

- Create awareness
- Create a favorable impression
- Modify attitudes
- Sustain awareness
- Reinforce attitudes
- Make people take action



HOW WE USE THIS IN REAL LIFE (3)?

Once defined what's the objective of the communication we can start thinking how we want them to *react when they see our stories* (ex. If they don't like us, we want to produce communication that might surprise them)

Planners call this types of "*desired response*" we expect from people when they are exposed to our communication.

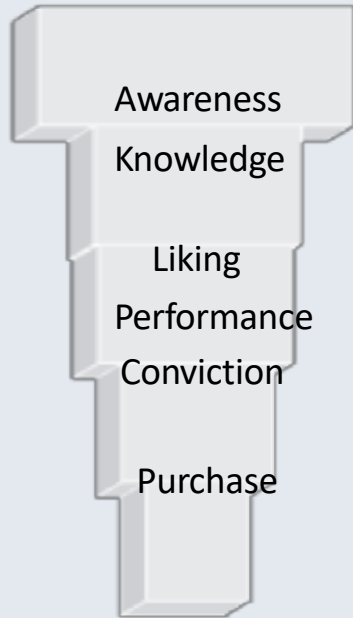
We think of this in advance so we can *calibrate our messages* (ex. if low conviction we might want to use rational arguments, comparison, science to convince people).

Type of desired responses:

- *"Ok I know you exist"*
- *"That's a good idea"*
- *"Really?"*
- *"Of course I know"*
- *"Yes, that's my brand!"*
- *"Oh I should go do that now"*



ROLE OF COMMUNICATION > RESPONSE



Roles of communication:

- Create awareness →
- Create a favorable impression →
- Modify attitudes →
- Sustain awareness →
- Reinforce attitudes →
- Make people take action →

Type of desired responses:

- "Ok I know you exist"
- "That's a good idea"
- "Really?"
- "Of course I know"
- "Yes, that's my brand!"
- "Oh I should go do that now"

IN SUMMARY



Use pyramids (or any similar tool) to understand the crucial issue the brand is facing in a specific moment



Once identified the issue we can assign a role to the communication. This is the communication objective (how communication will solve the problem)



Once identified the role of the communication I want to plan in advance what type of reaction I expect from people. This will help our creative teams to use the right creative tools



LET'S GET FAMILIAR
WITH DIFFERENT
TYPES OF RESPONSES

AWARENESS > “OK I KNOW YOU EXIST”

Awareness

Communication aims at introducing something, create awareness and build knowledge.

When need to make people notice new brands or new products.

Also when an existing company has something new to say.

Examples:

- Launch of a new product feature
- Introduction of new packaging
- Launch of a new brand

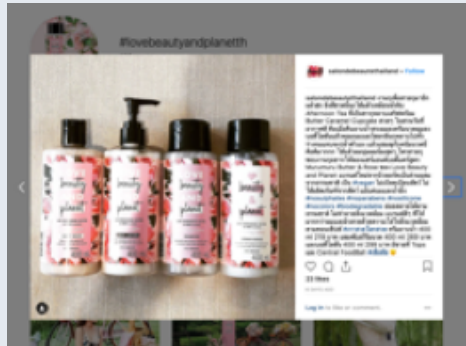


“OK I KNOW YOU EXIST”



YAWP

“OK I KNOW YOU EXIST”



FAVOURABLE IMPRESSION > “THAT’S A GOOD IDEA”



Task is to show how the product / brand is good at solving individual needs, wants or desires.

Employed to show how a product or service can serve a particular role or to introduce a new or unexpected role in the lives of consumers.

Examples:

- Introducing a new application to call a taxi from anywhere
- Showing how a new technology helps make life easier



“THAT’S A GOOD IDEA”



“THAT’S A GOOD IDEA”



<https://www.youtube.com/watch?v=IOSVN30RPE4>

MODIFY ATTITUDES > “REALLY?”

This communication task is to modify or change an existing attitude.

In this case we want to change a perception that is either undesirable, undifferentiated or inaccurate to something more relevant, motivating, true and different.

In order to change a perception we must challenge existing ones, hence the surprise factor in this task.

Examples:

- Shock advertising to make people think about health issues



“REALLY?”

WILDER THAN YOU THINK.



INCREDIBLY MINI. THE NEW MINI. 

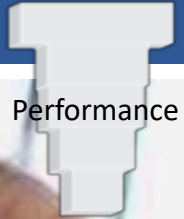
YAWP

“REALLY”

**FRUITS AND
VEGETABLES
ARE FACING
AN ABSURD
SITUATION...**

<https://www.youtube.com/watch?v=qQQMygivn0g>

SUSTAIN AWARENESS > “OF COURSE I KNOW”



Performance

Once the brand has been launched and people are aware, we want to maintain brand awareness linking the brand to something that is relevant for consumers in that specific category.

This task is to attach the brand to universal truths about the consumer's life in which the product or service has a special relevance or unique ability to solve a problem.

Examples:

- Breeze reminding moms that “dirt is good” for their kids’ growth.



"OF COURSE I KNOW"

Omo - "Soccer"

picturetree



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YAWP

"OF COURSE I KNOW"

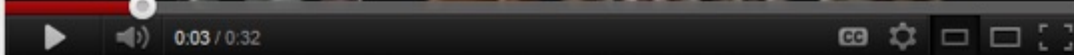
SNICKERS - "Party"

SnickersBrand



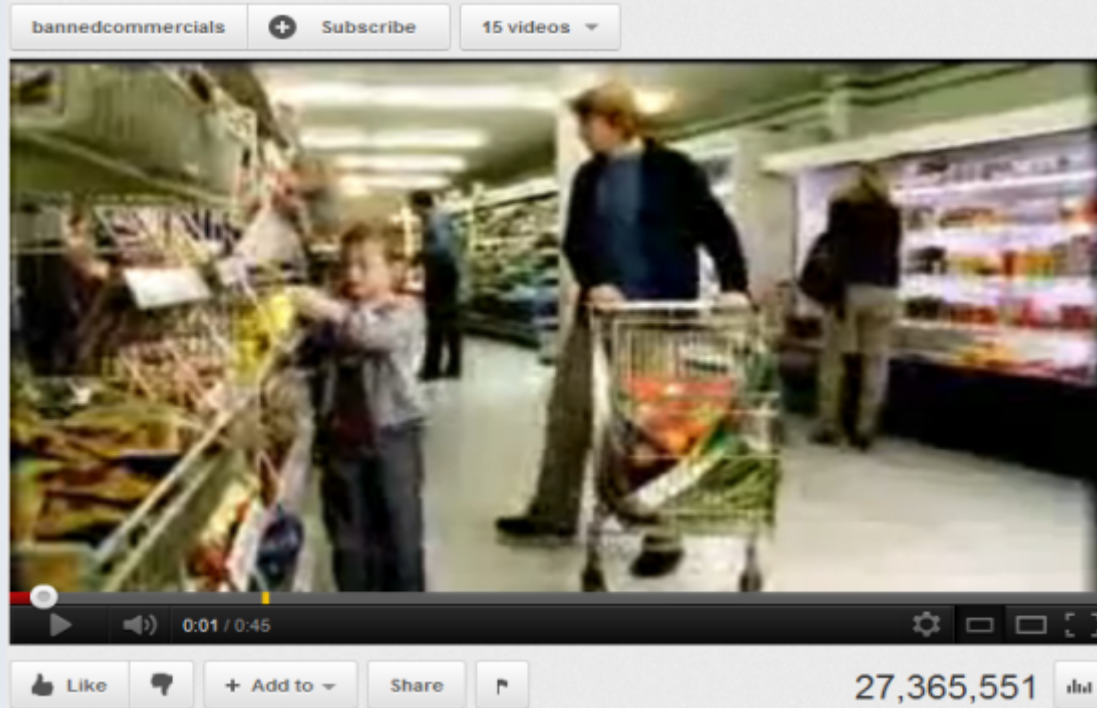
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YAWP

“OF COURSE I KNOW”



Uploaded by [bannedcommercials](#) on 1 Sep 2006

110 206 likes 3 417 dislikes



REINFORCE ATTITUDES > “THAT’S MY BRAND!”

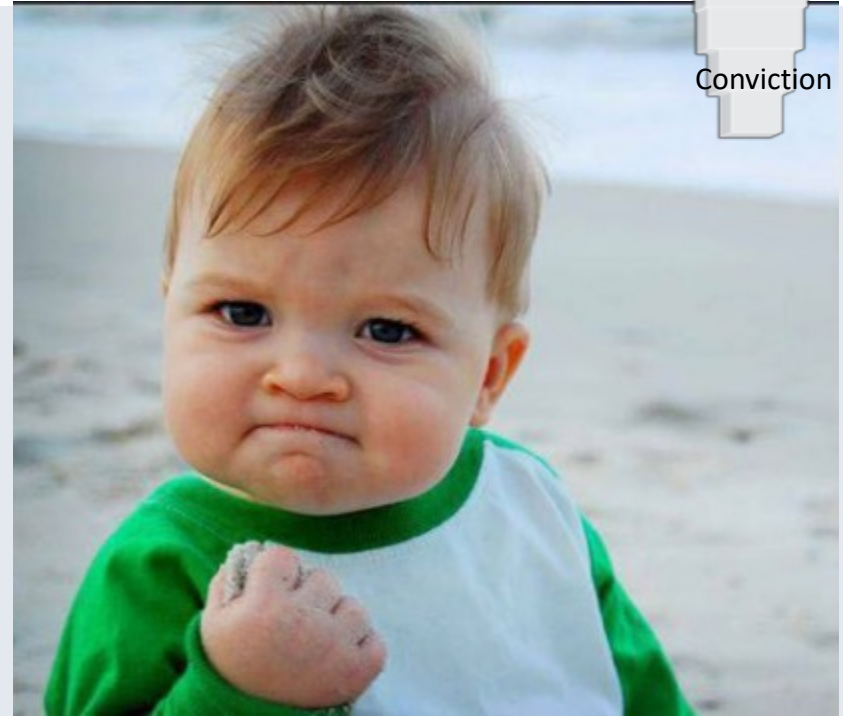
Reinforces some intrinsic truth about the company, product/service.

This is applied when consumers know what the brand stands for but this image is either fading, becoming less relevant or challenged by new competitors.

Also sometimes companies must keep their competitive advantage top of mind to prevent competitors’ activities.

Examples:

- Volvo re-expressing its safety credentials



“THAT’S MY BRAND!”



**HARLEY
SPIRIT.
YOU'RE
BORN
WITH IT.**



YAWP

“THAT’S MY BRAND!”



<https://www.youtube.com/watch?v=OruHOaHrGnQ>



ACTION >

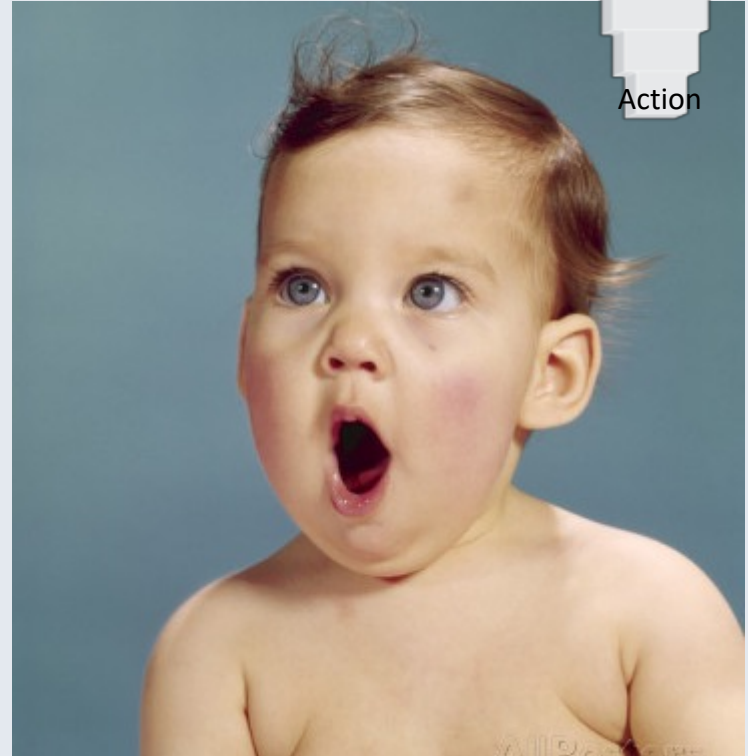
“I SHOULD GO DO THAT RIGHT NOW”

Communication drives an immediate action or response.

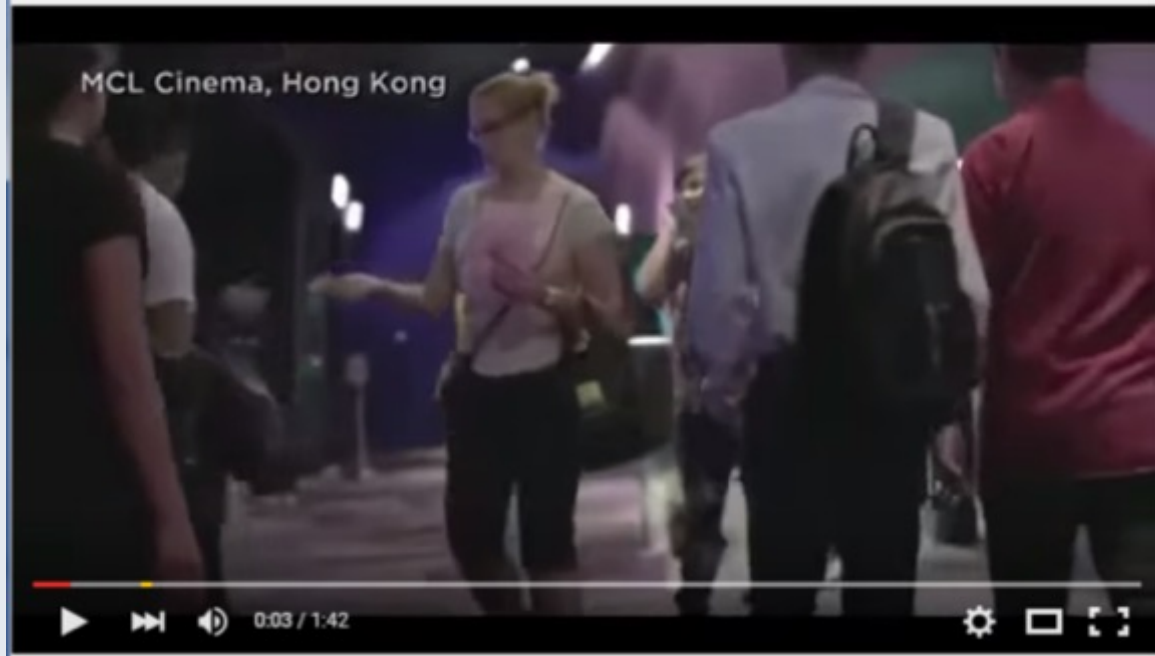
For either direct selling (e.g., call now to order) or as a mechanism to encourage another stage in the buying process (e.g., test drive, check out website, etc.).

Examples:

- “Subscribe to xxx program and get a free xxx”
- Ungilo store texting top customers with “1 Hour Sale” announcements



“OH I SHOULD GO DO THAT NOW”



<https://www.youtube.com/watch?v=m3a-h0wPLxQ>

“OH I SHOULD GO DO THAT NOW”



YAWP

OK LET'S TRY

- What category of products?
- What is the key message?
- What's the role of the communication?
- What is the response they're looking for?



<https://www.youtube.com/watch?v=XjJQBjWYDTs>



<https://www.youtube.com/watch?v=HB3xM93rXbY>

Embrace Life - always wear your seat belt

SussexSaferRoads



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RAIN

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LETTER WORD.



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CLOSE THE ROOF? OVER MY FROZEN BODY.



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Mini Cooper

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<https://www.youtube.com/watch?v=TCv3RnXIGT0>

FIGHTING
GRANNIES
SINCE
1973



For more information

Aquafresh
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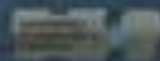


TOYOTA

100,186,606

Gallons Saved. And Counting.

HYBRID SYNERGY DRIVE



REGENCY

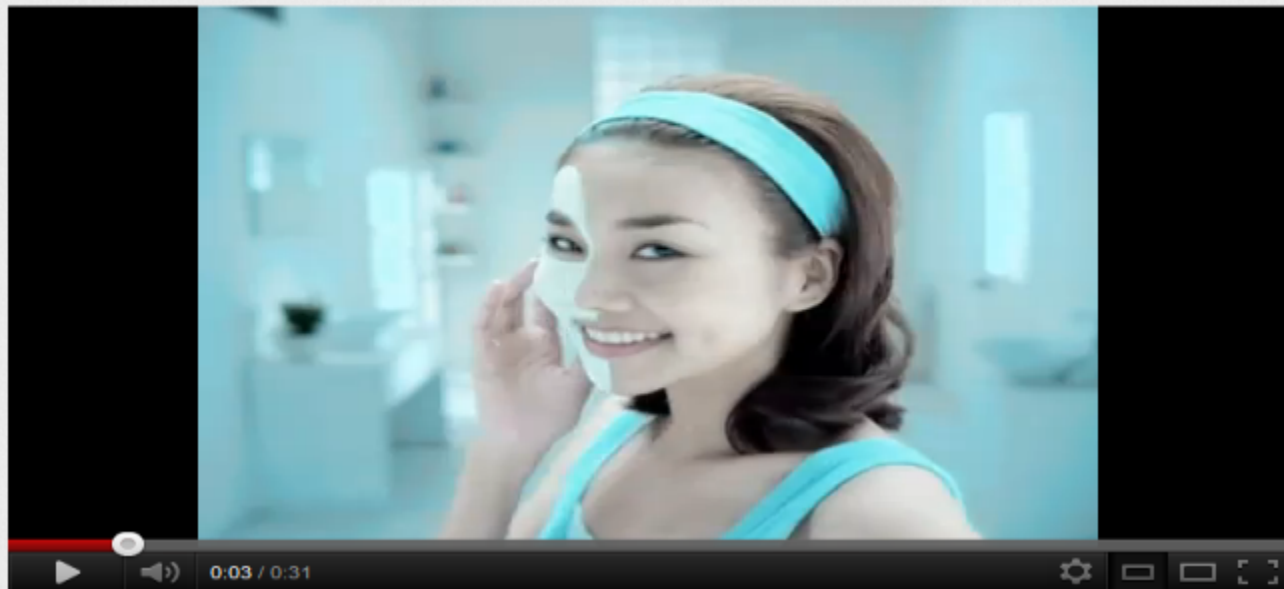
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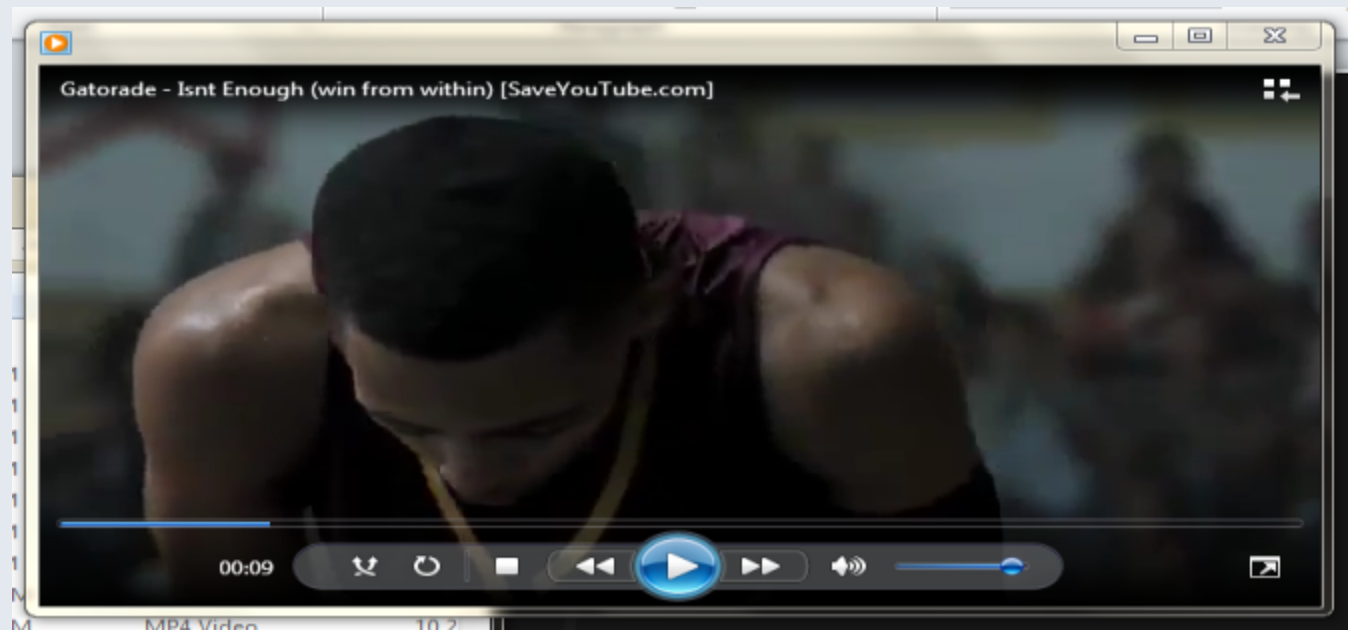




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