CHAPTER 11
Marketing Communication: Sending the Message

The Medium is More Important than the Message

Good products or good ideas will probably fail if you talk to the wall! No matter how creative your advertising is or how good your proposition, if you cannot transmit your message to the right target audience your campaign is likely to be ineffectual and a high proportion of the budget will be wasted. Therefore, now that we know who or what we are trying to reach as our target we must decide how to communicate with them, and what to say.

Marketing communications is a term used to encompass every aspect of the visual, written, spoken or sensory interaction between a business and its market(s). The avenues of communication can include public relations, publicity, editorial coverage, media advertising, shop frontages and point-of-sale display. Your plan might just concentrate on one avenue or several in order to help develop a balanced and cost-effective promotional mix.

Whatever the communication avenue or avenues you choose to use, the following ten-point plan will help improve the effectiveness of your campaign.

Planning an Advertising Campaign

The main ingredients of a successful campaign are:

- Targeting
- Planning
The Marketing Planning Process

- Media selection
- Creativity

Within our ten-point plan, these ingredients should be considered in the following order:

- Determine the objectives of the campaign.
- Determine the target audience.
- Determine the communication avenues.
- Determine timing and seasonality.
- Select the target segment.
- Select the media.
- Prepare the plan.
- List the product benefits.
- Prepare the message.
- Launch the campaign.

In order to understand how this process can benefit your advertising planning, complete the following exercise.

■ Determine the Objectives of the Campaign

What do you want to achieve?

- To sell?
- To communicate a new concept?
- To raise awareness of company or product?

What are your campaign objectives?