

## International Advertising

### 1. Integrated Marketing Communication

**Integrated marketing communication (IMC)** is coordination among various promotional elements, all of which mutually reinforce each other:

#### Sales promotions

*Sales promotions* are short-term marketing activities that simulate consumer purchases and improve retailer/middlemen effectiveness. These can include samples, coupons, contests, product tie-ins, fairs etc. This is an especially effective marketing technique in less-developed markets and rural areas. For instance, in order to boost Oreo sales in China, Kraft trained 300 students to travel around the country as brand ambassadors. Activities included riding oreo bikes while handing out cookies and taking advantage of the country's interest in basketball by hosting Oreo-themed games that reminded consumers to "dunk" the oreo in milk. Coca-Cola has a Christmas truck (Diwali truck in India) that travels around the holiday handing out Coke in order to associate the drink with family events, though these sorts of activities do not come without their own controversies.



#### Trade shows

Trade shows can be an efficient way for salespeople to reach a large target audience. Madonna Inn will host several throughout the year and the ABM club plans trips to both the Fancy Food Show and the Produce Marketing Association's trade show.

#### Direct selling

A common example of direct-selling in business-to-business sales are the tables set up at Costco or grocery stores that give free samples in order to entice you to purchase their product.

### Professional selling

The decision to employ a sales force allows companies to better target and approach new potential buyers, albeit at a higher cost.

### Public relations

Public relations, or PR, is creating good relationships with the popular press and other media to help companies communicate messages to the public, including customers and government regulators. This is currently a **\$15 billion industry**, both from companies trying to proactively craft a positive image or reactively handle a scandal or recall. For instance, when Jeni's Ice Cream discovered listeria in an ice cream sample they immediately announced a voluntary recall and full closure through social media, and continued to engage with the general public through twitter. This swift action and decision to take complete responsibility gained them new followers

and even led to residents leaving "love notes" at their store fronts.



### International advertising

The next chapter is dedicated to this content!



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