



ASSIGNMENT MEMORANDUM

**SUBJECT : MARKETING COMMUNICATIONS (MC)
MARKETING COMMUNICATIONS 2 (MC201)**

ASSIGNMENT : 2ND SEMESTER 2011

The prescribed textbook is: Shimp, T.A. 2010. *Integrated Marketing Communications in Advertising and Promotion*. 8th ISE. South-Western College.

QUESTION 1 [90]

1.1 **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Shimp (2010: Chapter 4, p. 101-106).**

Psychographic information that could be relevant

Psychographic targeting refers to information about consumers' attitudes, values, motivations and lifestyles as they relate to buying behaviour in a particular product category.

In this instance, the category is related to philanthropy and doing good to those in need – a non-essential item, is something that can provide an immense feeling of achievement in terms of an individual's sense of providing goodwill to others in need.

Students should have an in-depth discussion on what psychographic targeting is and then focus on the two different segmentation models being used in this category, i.e. MindBase segments and VALS.

When considering the MindBase segmentation model, the most appropriate segment would be '**I am Rock Steady**' – doing the right thing – thinking of oneself as a positive individual who draws energy from home and family and is dedicated to living an upstanding life and listening to own instincts in terms of making thoughtful decisions in one's personal life and in the market-place.

When considering the VALS segmentation model, the most appropriate segment would be the '**believers**' who are motivated by ideals – who are conservative, conventional people with concrete beliefs based on traditional, established codes: family, religion, community and the nation. Many believers express moral codes that are deeply rooted and literally interpreted. **(6)**

Shimp 2010: Chapter 4.

1.2 Benefit positioning

Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Shimp (2010: Chapter 5, pp. 134-135).

1.2.1 Functional needs

Provide solutions to consumers' current consumption-related problems or potential problems by communicating that the brand possesses specific benefits capable of solving those problems, i.e. faster delivery, better-quality products, better service, convenience, safety, good health, cleanliness, etc. **(2)**

For example: Avis – we try harder

Symbolic needs

The ability to satisfy non-functional or symbolic needs. Attempts to associate brand ownership with a desired group, role or self-image. Directed at consumer's desire for self-enhancement, affiliation, altruism, etc. **(2)**

Experiential needs

Represent consumers' desires for products that provide sensory pleasure, variety, and cognitive stimulation. Being out of the ordinary and high in sensory value – looking elegant, feeling wonderful, tasting or smelling great, being exhilarating, etc., or rich in the potential for cognitive stimulation (exciting, challenging, mentally entertaining, etc.). **(2)**

1.2.2 Vodacom Change the World initiative will fit the best with symbolic needs – to associate Vodacom brand ownership with a desired good of do-gooders – the need for self-enhancement and affiliation with a group that provides goodwill to those in need. **(2)**

1.3 The hierarchy-of-marcom-effects

Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Shimp (2010: Chapter 6, pp. 157-161, with specific reference to Figure 6.1 on p. 158).

Unawareness to awareness

When Vodacom Change the World was first introduced consumers were initially unaware of the initiative's existence and its goals. The initial marcom imperative is thus to make people aware of the initiative. **(2)**

Awareness

Unless consumers are aware of the Vodacom Change the World initiative they won't become interested. Advertising is the most effective and efficient form of marcom tool to use to establish awareness.

By merely creating awareness however, will not move the consumer further up the hierarchy towards getting involved in this initiative. **(2)**

Creating an expectation

Mere brand awareness generally is inefficient to get people to buy or associate with a brand. Advertising and other marcom elements must instill in consumers an expectation of what benefit(s) they will obtain from being associated with the Vodacom Change the World initiative. This expectation is based on the positioning of the brand. (2)

Encouraging trial purchases

Sales promotions and advertisements sometimes work together to encourage trial purchases. As the name suggests, a trial purchase is just that. A more compelling mechanism is required than mere advertising to encourage a trial purchase – this is the role of sales promotions – free airtime for example, for those customers who donate time and/or money to this initiative – all of these are particularly effective to get consumers to get involved in the Vodacom Change the World initiative. (2)

Forming beliefs and attitudes

Upon getting involved in the Vodacom Change the World initiative for the first time and experiencing the positive association, the consumer will form beliefs about its performance. These beliefs in turn form the basis for developing an overall attitude toward the Vodacom brand. If consumers had a negative experience the first time they tried to become involved in the Vodacom Change the World initiative this may lead to a negative belief towards the initiative and this may lead to a negative attitude towards the Vodacom brand. (3)

Reinforcing beliefs and attitudes

Once these beliefs and attitudes have been formed as the outcome from firsthand experience, subsequent marketing communications serve merely to reinforce the consumers' beliefs and attitudes that resulted from trying the initiative. If Vodacom sticks with a particular promise linked to the Change the World initiative and promotes this promise repeatedly the belief and attitude may be reinforced. (3)

Accomplishing brand loyalty

As long as Vodacom's Change the World initiative continues to satisfy expectations and a new superior initiative is not introduced the consumer may become a brand-loyal consumer. This is the ultimate objective. This however is not a guaranteed outcome. (2)

1.4 The students now have to construct a creative brief.

Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Shimp (2010: Chapter 8. pp. 219-221).

Background

Explain the background to the Vodacom Change the World initiative. (2)

Target audience

Explain who would be the most appropriate target audience for this specific campaign. (2)

Thoughts and feelings

What do members of the target audience currently think and feel about the Vodacom brand, with specific reference to the Change the World initiative? (2)

Objectives and measures

What do we want the target audience to think and feel about the Vodacom brand and what measurable effects is the advertising designed to accomplish? (2)

Behavioural outcome

What do we want the target audience to do? (2)

Positioning

What is the Vodacom Change the World positioning? (2)

Message and medium

What general message is to be created, and what medium is most appropriate for reaching the target audience? (2)

Strategy

What is the strategy behind Vodacom Change the World? (2)

Nitty-gritty details

When and how much? (2)

1.5 **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Shimp (2010: Chapter 8, pp. 223-227).**

1.5.1 Unique Selling Proposition Creative Style

Explanation with example (2)

Brand Image Creative Style – style of choice

Explanation with example (2)

Resonance Creative Style

Explanation with example (2)

Emotional Creative Style

Explanation with (2)

Generic Creative Style

Explanation with example (2)

Pre-emptive Creative Style

Explanation with example (2)

1.5.2 **Brand Image Creative Style** – Vodacom uses a specific theme-related campaign for their Vodacom Change the World initiative – which is closely linked to their overall brand image – the entire campaign is a lot more transformational in character and associates the experience of being associated with the Change the World initiative with a unique set of psychological characteristics that typically would not be associated with the Vodacom brand experience. **(3)**

1.6 **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Shimp (2010: Chapter 9, pp. 251-257).**

No-Tears approach

1. Celebrity and audience match-up – will the target market positively relate to an endorser like one of the ten current do-gooders? **(2)**
2. Celebrity and brand match-up – are the behaviour, values, appearance, etc., of the ten do-gooders compatible with the image desired for Vodacom? **(2)**
3. Celebrity credibility – is the chosen do-gooder credible in this instance? **(2)**
4. Celebrity attractiveness – a multifaceted approach. **(2)**
5. Cost considerations – how much will it cost to obtain the services of the chosen do-gooder? **(2)**
6. Working ease or difficulty factor – is the chosen do-gooder easy to work with or not? **(2)**
7. Saturation factor – does the chosen do-gooder endorse other brands? **(2)**
8. The trouble factor – what is the likelihood that the chosen do-gooder will get into trouble after an endorser relation is established, i.e. the trouble Tiger Woods went through and the negative effect it had on his endorsements. **(2)**

1.7 **Various textbooks and references could be used to assist the student with answering this question. A basic outline of reference can be found in Shimp (2010: Chapter 2, pp. 42-46, with specific reference to Figure 2.3).**

Leveraging

People:

1. Alliances – explain with example
2. Employees – explain with example
3. Endorsers – Explain with example **(3)**

Other brands

1. Ingredients – explain with example

2. Company – explain with example
3. Extensions – explain with example **(3)**

Places

1. Country of origin – explain with example
2. Channels – explain with example **(2)**

Things

1. Events – explain with example
2. Causes – explain with example
3. Third party endorsements – explain with example **(3)**

PRESENTATION [10]