

A flock of birds is shown in flight against a light grey, textured background. The birds are dark silhouettes, scattered across the upper half of the frame. The word "flock." is written in a large, bold, black, italicized serif font, centered over the middle of the image.

flock.

EACA Integrated Marketing Webinar

05.11.14

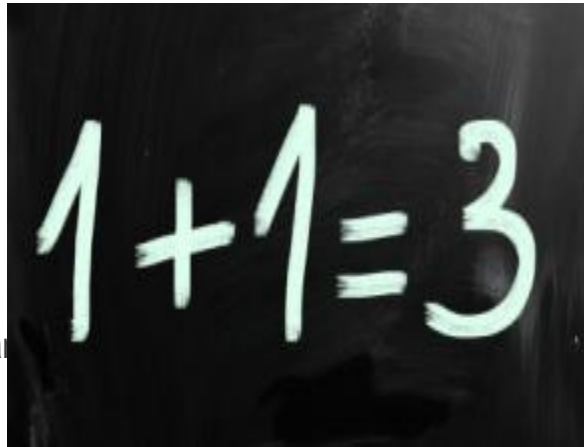
A Brand

- Brands belong to consumers
- Collection of experiences, sights, sounds, touches, stories
- Woven together to create a view of a product
- Used to simplify decision-making
- So what is integrated marketing?



Different things to different people but...

- **Definition:** a management concept that is designed to make all aspects of marketing communication such as advertising, sales promotion, public relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation




- **Orchestration** – the act of arranging and assigning different parts to the different musical instruments

Orchestration

- To achieve a desired action you need each piece of communication to be
 - Right time
 - Right place
 - Right medium
 - Right message(s)
- Increasingly from right source

propinquity   [Use Propinquity in a sentence](#)  Like  +1

pro·pin·qui·ty  [proh-ping-kwi-tee]  [Show IPA](#)

noun

1. nearness in place; proximity.
2. nearness of relation; kinship.
3. affinity of nature; similarity.
4. nearness in time.

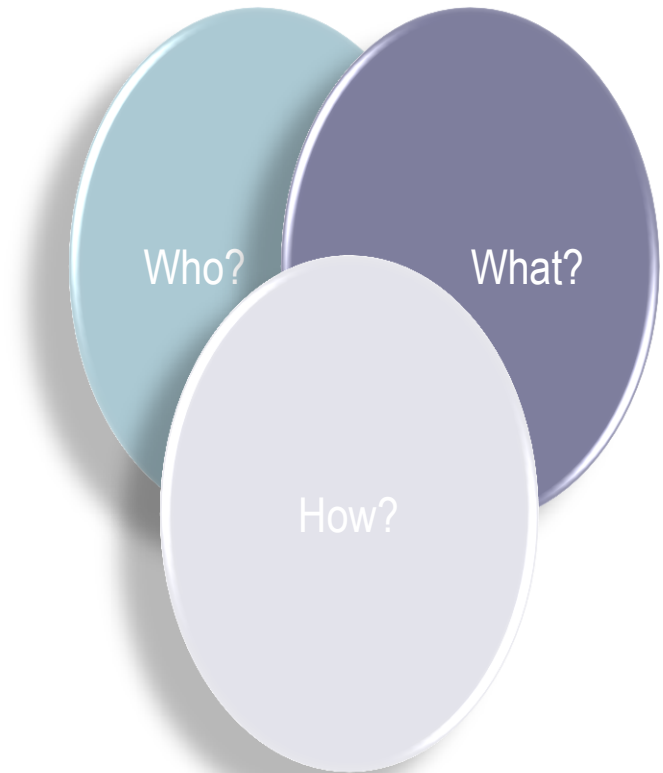
Origin:

1350–1400; Middle English *propinquite* < Latin *propinquitās* nearness, equivalent to *propinqu* (*us*) near (*prop*) near (see *pro-*¹) + *-inquus* adj. suffix) + *-itās* *-ity*



3 Elements of (Great) Integrated Marketing

- Who?
 - Which departments or agency resources must be integrated into a team.
- What?
 - What is the insight?
 - What is the idea?
 - What is the channel plan?
 - What is the measurement?
- How?
 - How are we going to produce the idea?
 - How are we going to manage the process?
 - How can we get everyone to work together seamlessly?



The benefits of Integrated Marketing?

- Consumers better understand marketing messages
 - Feel differently
 - Think differently
 - Act differently (e.g. click or buy or use)
 - Say/share different things
- **MORE EFFECTIVE & MORE EFFICIENT**
- **70%** of marketers think they can gain **10%** or more improvement in marketing results with better integration
- **32%** of marketers think they can gain **20%** or more improvement in marketing results with better integration

Source: Flock Associates survey October 2012



What are some of the issues?

NEW UPDATED DATA				
RANKED BY BIGGEST GAPS	IMPORTANCE	Gap	REALITY	
KPIs	5.95	1.55	4.4	PERFORMANCE
ROI	5.50	1.50	4.00	PERFORMANCE
Finding big ideas: processes	5.80	1.45	4.35	PEOPLE
Global to local alignment: operational alignment	5.65	1.30	4.35	PEOPLE
Resources	5.40	1.30	4.1	PEOPLE
Incentives	4.95	1.30	3.65	PEOPLE
Finding big ideas: partnerships	5.70	1.25	4.45	PROCESS
Understanding Consumer	6.00	1.20	4.8	PROCESS
Implementational funding	5.10	1.10	4.00	PERFORMANCE
Leadership aligned	5.75	1.05	4.7	PEOPLE
Training & hiring	5.25	1.05	4.2	PEOPLE
Leveraging Consumer Insight	5.80	1.00	4.8	PROCESS
Culture	5.65	0.95	4.7	PEOPLE
Managing the Prospect	5.05	0.90	4.15	PROCESS
Developing Marketing Strategy	5.70	0.85	4.85	PROCESS
Global to local alignment: openness to IMC	5.20	0.85	4.35	PROCESS
Executorial efficiencies	4.95	0.85	4.1	PERFORMANCE
Data	5.60	0.85	4.75	PERFORMANCE
Feedback and motivation	4.70	0.70	4.00	PERFORMANCE
Money	5.00	0.65	4.35	PERFORMANCE
People funding	4.85	0.60	4.25	PEOPLE
Language	4.90	0.55	4.35	PEOPLE
Trusted external	5.00	0.40	4.6	PROCESS
Cross category alignment	4.35	0.10	4.25	PROCESS
Marketing role	5.10	0.00	5.1	PROCESS
Route to market structure	4.15	-0.20	4.35	PROCESS
	AVG	5.27	0.89	4.38

To overcome Silos & Silos: Top Ten Tips

1. Get a single view of the consumer
2. Set common currencies and balanced scorecards (KPIs) across marketing channels to allow their comparison and ROI
3. Build unified processes to deliver big ideas
4. Identify partners to help deliver big ideas
5. Get leadership aligned to a (Global/Local) marketing strategy
6. Create a culture of integration
7. Get the training and resources you need to make integration work
8. Set up incentives scheme to encourage integration
9. Secure funding to execute integrated plans
10. Set up feedback and keep motivation high



Nike Run Jozi Case History



<https://vimeo.com/65303312>

THANK YOU

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