

INTEGRATED BRAND COMMUNICATION

Massimiliano La Franca

Lesson 3

THERE IS US

■ <https://www.youtube.com/watch?v=jD8tjhVO1Tc>



COMMUNICATION PROCESS

A BIT OF RECAP

IMC part of
mktg mix

IMC influences
behaviours

Behaviours
are results
of decision
process

Need to know decision
process P2P

Influence
key stages
through
IMC

Communication and
response to it

TODAY

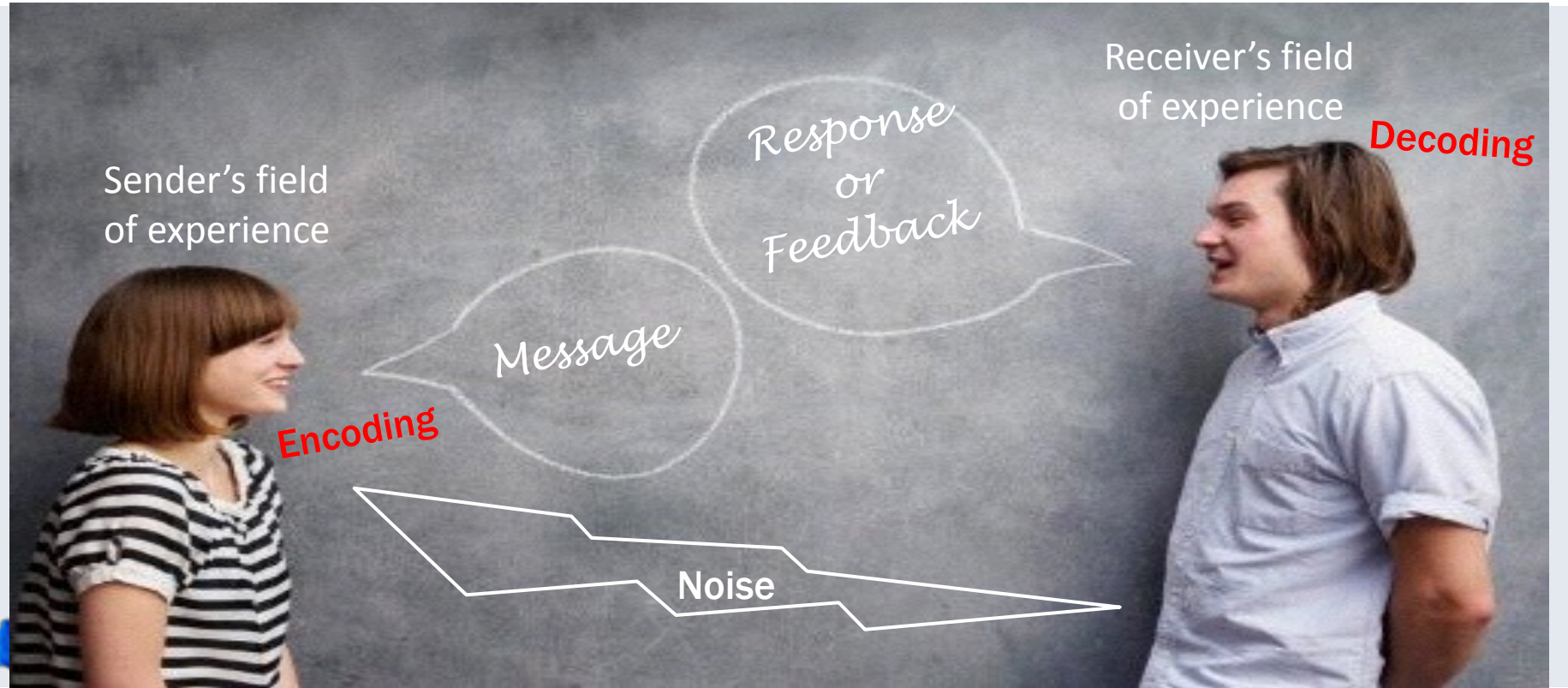
P2P lets me understand how
people take decisions, what is
crucial to know, when, from
who.

Advertising tells things that will
influence people's behaviours. I
need to understand how it works
and how people respond to it.

TODAY

- We talk about advertising starting from general communication models.
- Once analysed how communication models work, we will focus on one of the most relevant elements: the response to it.
- The response models look what happens after we are exposed to a specific message, from the awareness of it, up to a specific behaviour (ex. from knowing that a new product is available to the point we decide to buy it).

COMMUNICATION MODEL



COMMUNICATION MODEL

A **source** (a person or an organization)

encoding information

in the form of a **message** (visual, symbols, words, sounds)

through a **channel** (TV, print, billboard, word of mouth, radio, internet...)

a **receiver decoding** it and sending **feedback** (**response**)

ENCODING AND DECODING BATTLES



LET'S LOOK AT IT FROM ADVERTISING POV



Message

Source

Channel (print)

SO WHAT?

THE COMMUNICATION MODEL

This seems a linear process but there are numerous issues related to it, the most important for our brands are:

1. In real life the receiver of a message gives an instant feedback. In advertising the response (ex. a change in attitude for a brand, a purchase act) it is not obvious and not instant.

IMPLICATION: Brands need to plan for expected responses in advance and do research to understand whether their communication activities is producing the response they aimed for.

2. Encoding and decoding the message largely depends on the field of experience of the parts involved. If the parts don't pay attention to this problem they won't understand each other.

IMPLICATION: it is crucial for a brand to understand its target audience (see target section).

<https://www.youtube.com/watch?v=m1TnzCiUSIO>

LET'S FOCUS ON N. 1

PLANNING FOR RESPONSE

- As we want to plan for consumers' response in advance, we need to understand how they respond to advertising. In other words: what happens in our heads when we receive adv? Are they deciding to behave in a specific way? And why?
- A number of different models have been developed to formalise this process; the most widely accepted is the "Hierarchy of effects" explained in next slide.
- The model is the base for most consumers' researches, both qualitative and quantitative and, although being challenged in numerous ways, is still a useful framework to understand the situation of a brand image in a certain time and to define effective actions.

LEARN

FEEL

DO

HIERARCHY OF EFFECTS

This model is called “*Hierarchy of effects*” and works in a pretty linear way. It states that when 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

HIERARCHY OF EFFECTS

- In other words, when advertising is executed, a number of people will be exposed to it. Some will simply see and forget. Some of them will remember details and get to know the brand advertised, better. Amongst them, some will start forming an opinion towards the brand. Some of them will like it and think that performs better than other brands in the same category. Amongst them some will end up buying the brand.
- In a way this model works like a funnel, a lot of people start at the beginning but only few reach the last stage. The more the communication brings people from the start to the end of the process, the more effective it is.
- Moreover, by analysing in details what happens between one phase and the other, for example the biggest drops happen, we can understand more about the brands' issues and plan for the right responses.

LEARN

Awareness

Knowledge

FEEL

Liking

Performance

Conviction

DO

Purchase

THE PRACTICAL USAGE OF THE *HIERARCHY OF EFFECTS MODEL*

Millward
Brown Brand
Equity for
Unilever

ONE STEP FURTHER

- Hierarchy of effect is a framework that helps us understanding what happens in people's head when they receive information.
- This tool has become the basis of several researches.
- Moving one step further same framework is adopted in several researches to evaluate what is the power of a brand in people's head. In other words what is the brand equity.

DEFINITION OF BRAND EQUITY PYRAMID

The response process is used in real life by companies like Millward Brown to define the Equity of brands. This is done through quantitative research by analysing the number of people the agree with certain statements (as per below) and tracking how this number of people declines from bottom to top.

For best brands, the graph looks like a big block instead of a pyramid because they are able to convert the bottom (people who are aware of the brand) into the top (people who think the brand is superior and actually buy the brand).



BRAND PYRAMID IS THE “UPSIDE-DOWN” VERSION OF THE HIERARCHY OF EFFECTS



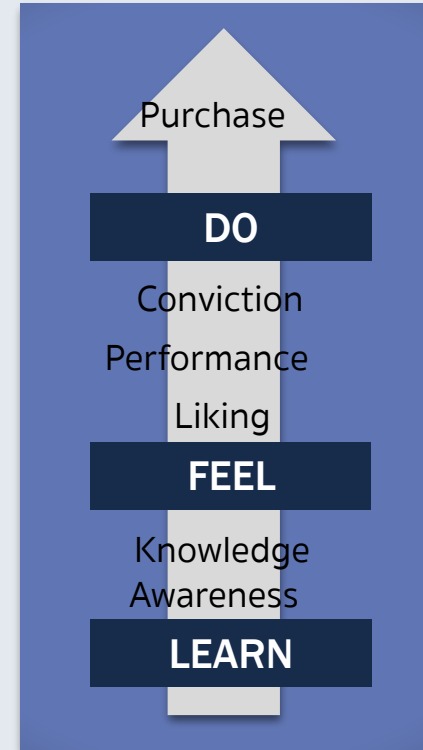
Do they buy your brand repeatedly? Are they loyal?

Is the brand better than competition?

Does your brand satisfy their needs?

Is it relevant for them?

Do people know your brand?



THIS PYRAMID SUMMARISES THE EQUITY OF THE BRAND. HOW STRONG IS THE BRAND IN PEOPLE MIND?



When looking at the pyramid of a brand, I am interested in:

- The % numbers of each stage (ex: advantage % = over the total number of people who have been interviewed, how many of them think that this brand is better than competitors?)
- The ration between one stage and the other because big drops can help me understand where brand issues are (example: between presence and relevance there's a drop of 50 points. This tells us that many people have heard about the brand but only for half of them the brand is relevant. We want to understand: why is this happening? If I understand I can focus my actions to improve)
- Comparison between pyramids of different brands

WHAT IS DIFFERENCE AND THE PROBLEM BRAND A VS. BRAND B?

Do they buy your brand repeatedly? Are they loyal?

Is the brand better than competition?

Does your brand satisfy their needs?

Is it relevant for them?

Do people know your brand?

1900年1月

Advantage

1900年1月

Relevance

Presence

1900年1月

BRAND A

0 25 50 75 100

8%

20%

22%

29%

Conviction

Advantage

Performance

Relevance

Presence

BRAND B

0 25 50 75 100

1

2

3

4

5

38%

49%

52%

79%

LET'S MAKE AN EXAMPLE



CREATE YOUR OWN BRAND PYRAMID

- Define what you think might be the brand pyramid for Shark.
- Think about where the biggest drops happen from stage to stage.
- Define what you think is the key issue you should address with your marketing activities.
- After this session we will put this together with your path to purchase work and will understand key issues to tackle.



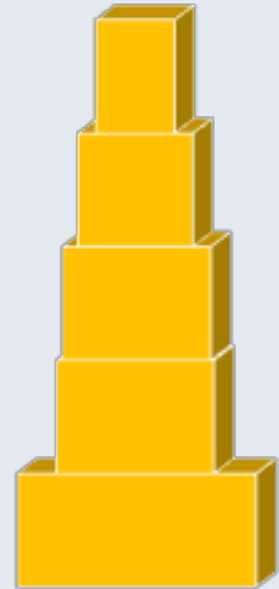
Conviction

Advantage

Performance

Relevance

Presence



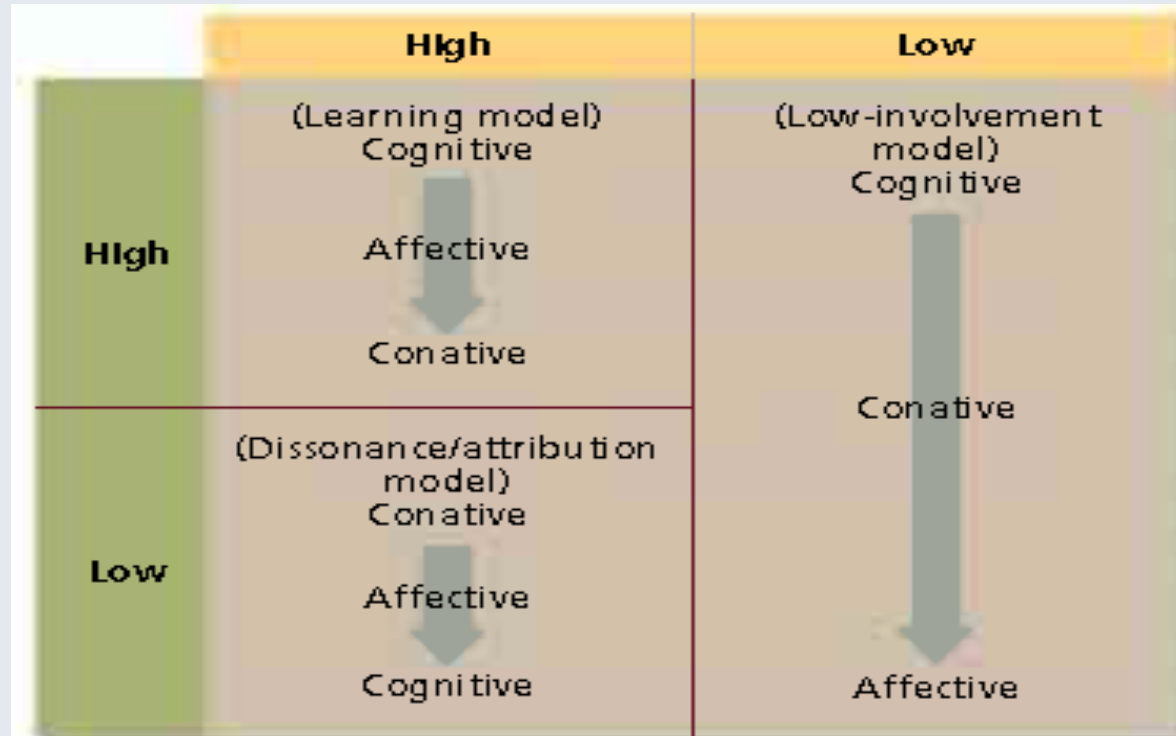
OTHER MODELS

- Traditional models have been criticized for a sequential step-approach and because don't consider different natures of products
- New models have been theorized considering 2 dimensions: involvement and differentiation
- Involvement in buying a product (high/low)
 - how much the decision impacts our life?
 - How much effort will we put in understanding the different options?
 - How long will be the decision process?
 - What phases of the path to purchase are going to be most/least important?
- Degree of differentiation
 - Can you clearly identify what are product characteristics and key discriminators?
 - Are products/brands all similar?



3 NEW MODELS

Involvement in buying a product



Degree of
differentiation

NEW MODELS

Standard learning

Learn

Feel

Do

Dissonance learning

Do

Feel

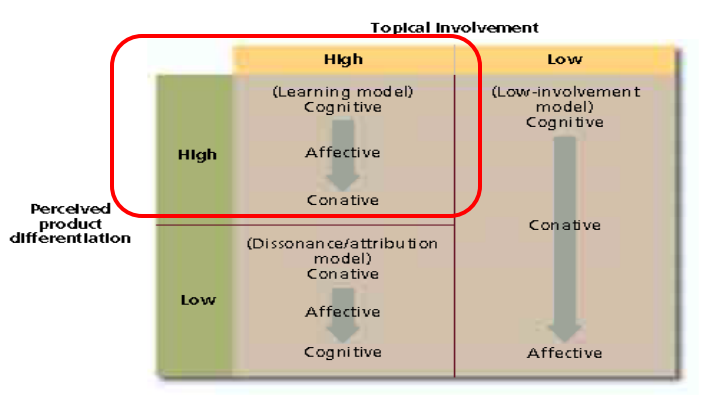
Learn

Low involvement

Learn

Do

Feel



HIGH INVOLVEMENT – HIGH DIFFERENTIATION

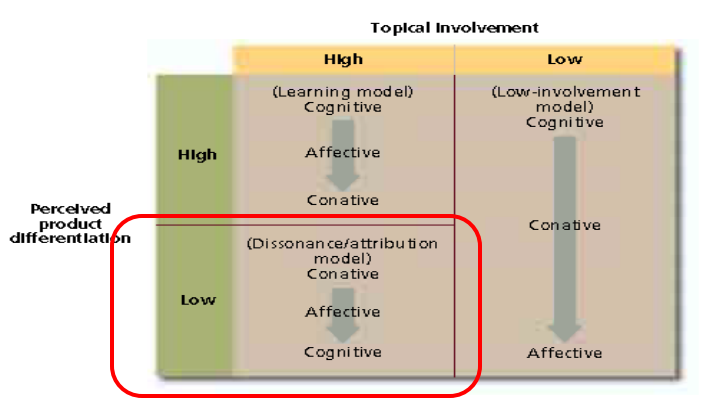
Standard learning

Learn

Feel

Do

- Typical for high involvement products where people want to invest time and effort in understanding before making a choice (cars, electronics, house)
- Consumer is an active participant in the process
- High differentiation amongst brands
- Knowledge and understanding lead
- EXECUTION: Details and information, long bodycopies



HIGH INVOLVEMENT – LOW DIFFERENTIATION

Dissonance learning

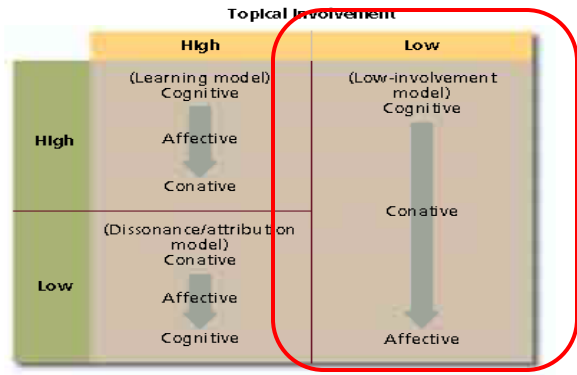
Do

Feel

Learn

- Typical for high involvement products but low differentiation amongst brands. Difficult to choose as everything looks pretty the same
- Take decision first and feel after, if dissonance they will invest time in learning more
- EXECUTION: Importance of post purchase and reassurance that it is the right choice

Perceived
product
differentiation



LOW INVOLVEMENT

Low involvement

Learn

Do

Feel

- Typical for low involvement products
- No time and effort in understanding before making a choice (toothpaste)
- From TV studies - Mass media have power of influencing needstates and this seems enough to cause purchase. Once purchase happens we form an opinion
- EXECUTION: Repetition of simple messages, usually low involvement media (ex. TV)

YAWP

RESPONSE MODELS: IMPLICATIONS

- Why is this **important** for us? What are the **implications**?
- 3 major points to remember:
 1. Models help planners understanding where is the crucial problem and what stage that they want to influence with their activities
 - 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. Force marketer to think ahead what response they want from their activities. This clarifies the brief for agencies
 3. Given the type of the category marketers work on, different type of messages, executions and channels will be relevant (ex. high involvement vs. low involvement products)

DECISION PROCESS & RESPONSE MODEL

Two similar tools with similar purpose but refer to different things, don't confuse them.

The **decision process** helps us understanding how people decide in different situations, focus what to say, in what stage in order to influence a specific behaviour.

It is usually analysed at category level.



purchase a
specific brand

The **response model** helps understand what do people know and feel about a specific brand. It is done at category and brand levels and helps understanding what I have to and can do with advertising in order to influence that specific behaviour.

Defines the communication objectives