

The Integrated Marketing Communication And Brand Orientation Analysis Of Fast Moving Consumer Goods Fmcg Industry

Marketing Communications Integrated Marketing Communications Marketing communication strategies for fashion brands and measurements of efficiency Corporate Reputation Marketing Communications: An Advertising, Promotion and Branding Perspective Marketing Communications and Brand Development in Emerging Markets Volume II Marketing Communications and Brand Development in Emerging Economies Volume I Brand Positioning Public Relations, Branding and Authenticity The 360 Degree Brand in Asia Strategic Brand Communication Campaigns Brand communication of NIVEA. How Nivea creates its brand and product awareness, popularity, and acceptance through selected aspects of its advertising Mastering Brand Communications Strategic Integrated Marketing Communications Innovation in Advertising and Branding Communication Creating Images and the Psychology of Marketing Communication Measuring Marketing and Brand Communications Performance Brand Media Strategy Fashion Branding and Communication Advances in Advertising Research X Micael Dahlen Philip J. Kitchen Karola Schwindt Stuart Roper Ogechi Adeola Ogechi Adeola Erik Kosteljik Sian Rees Mark Blair Don E. Schultz Daniela Rothhan Jason CJ Larry Percy Lluís Mas-Manchón Lynn R. Kahle Elenica Pjero Antony Young Byounggho Jin Enrique Bigne

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marketing communications a brand narrative approach is a mainstream student driven text which gives prominence to the driving force of all marketing communications the imperative of branding the book aims to engage students in an entertaining informative way setting the conceptual mechanics of marketing communications in a contemporary dynamic context it includes key current trends such as brand narrative approach cases such as dove harley davidson nike and world of war craft feature real life salient examples which are engaging for students and

reflect the growth of co authored brand stories to help build and maintain brands by customer engagement through meaningful dialogues media neutral multi media approach this text has a sound exploration of online and offline synergy combining one message delivery and multi media exposures through examples of companies and political campaigns using non traditional media to reach groups not locking into normal channels this brand new text features an impressive mixture of real life brand case studies underpinned with recent academic research and market place dynamics the format is structured into three sections covering analysis planning and implementation and control of marketing communications using full colour examples of brands and student friendly diagrams the book acknowledges that the modern student learns visually as well as through text companion website marketing comms com

integrated marketing communications a global brand driven approach 2nd edition presents an integrated and global framework to marketing communications delivered in a highly readable cohesive and succinct manner co written by the internationally acclaimed leading experts in the field philip kitchen marwa tourky this core text explores the best ways to communicate effectively both in the present and in the future taking a rigorous approach the textbook provides a critical overview to the modern communications issues found in industry and society today it offers a concise stimulating approach in its coverage of imc and combines insightful knowledge of trends in the global marketplace consumer and stakeholder issues with wider adoption of a consumer driven perspective as well as a roadmap through the bewildering maze of marketing communications comprehensively updated and revised throughout to take into account recent industry developments this new edition also offers a plan for brand building post pandemic this textbook is ideal for upper level undergraduates and post graduate students who would benefit from insightful knowledge of key trends and sharp insights into the important theories and considerations around marketing communications and imc

bachelor thesis from the year 2014 in the subject communications public relations advertising marketing social media grade 2 0 niederrhein university of applied sciences mönchengladbach language english abstract to successfully communicate a fashion brand not only the advertising message itself has to match with the relevant target group but also the right media have to be used to address the target group communication that wants to catch the brands target group and wants to be noticed has to meet exactly their lifestyle and attitude solely methods of mass communication do not reach the individual target audiences anymore that is why new ways of communication become more important this thesis provides a framework of marketing communication strategies traditional and up to date ones which can be applied to the target groups of the fashion market those strategies can be combined almost unlimited however the media planning should be carried out target group oriented with the help of four relevant target audiences and their use of media will be exemplified how a brand can find the suitable strategies for its target group knowing how to define whether a strategy was successful is just as important as gaining the attention of customers through this strategy therefore it will be determined which measurements of efficiency are applicable for which marketing communication strategies

why should and how can organisations manage their reputations all organisations the executives who direct them the employees who create value and their stakeholders who influence them interact and can impact on corporate reputation in a 24 7 media

environment where even a tweet can shape impressions the importance of reputation management has never been higher every single move decision taken and each isolated event that involves a company or public figure is scrutinised documented and publicised globally compounding the task of reputation managers just ask bp toyota or tiger woods corporate reputation brand and communication defines what is meant by corporate reputation discusses the rise in importance and complexity of managing corporate reputation considers the nature and characteristics of corporate brands stresses the importance of employees in the development of strong corporate brands explores how corporate communication can influence branding image and reputation key features chapter objectives each chapter opens with a brief commentary on the broad issues that will be addressed to help signal the primary topics that are covered in the chapter and so guide the learning experience viewpoints these examples demonstrate how a particular aspect of corporate reputation has been used by an organisation in a particular context they feature companies such as ryanair mtv google disney and médecins sans frontières summaries and minicases chapter summaries followed by discussion questions enable you to consolidate and test your understanding of the content of each chapter mini case studies help readers consider some of the issues explored within each part of the book online resources students have access to further materials on the accompanying website including short video presentations by the authors explaining the main concepts outlined in each chapter and annotated weblinks for lecturers there is an instructor s manual and customisable powerpoint slides go to pearsoned.co.uk/roperfill this is the essential companion for undergraduate and postgraduate students studying corporate reputation branding corporate communication and public relations it is also an invaluable resource for students studying for professional marketing qualifications most notably the managing corporate reputation module on the professional postgraduate diploma offered by the chartered institute of marketing about the authors dr stuart roper is senior lecturer in marketing at manchester business school mbs uk his main teaching interests focus on branding and communications corporate reputation marketing strategy and services marketing he teaches undergraduate masters and mba classes at the school as well as being involved in executive education with senior managers at a large number of blue chip organisations he is the programme director of mbs s corporate communications and reputation management masters programme chris fill is the founder and managing director of fillassociates he has authored several books including his internationally recognised marketing communications formerly a principal lecturer at the university of portsmouth chris is a visiting professor at the grenoble graduate school of business and is a fellow of the chartered institute of marketing he was the senior examiner responsible for the development of the cim s professional postgraduate diploma module managing corporate reputation

advances in technology and changes in consumer buying patterns have forced businesses to alter their traditional marketing approach to incorporate contemporary ideologies that will drive customer satisfaction meet societal expectations and boost business performance for competitive advantage the unplanned ravaging effects of the covid 19 pandemic the vulnerability of our planet due to unsustainable living and the changing digital landscape require that businesses are strategically aligned to these realities in order to adapt and effectively communicate their offerings the second of this two volume work examines marketing communications and brand development in an uncertain and changing world with specific focus on the covid 19 pandemic social responsibilities and emerging technologies this book examines how organisations in emerging economies can effectively engage in marketing communications and brand activity challenges posed by a changing world meanwhile

volume i provides insight into contemporary issues in marketing such as brand avoidance health and personal branding and offers a futuristic perspective on marketing communications taken together this two volume works is a definitive resource for scholars and students of marketing branding and international business

advances in technology and changes in consumer buying patterns have forced businesses to alter their traditional marketing approach to incorporate contemporary ideologies that will drive customer satisfaction meet societal expectations and boost business performance for competitive advantage interest in marketing communication and brand development has increased in recent years due to the proliferation of productions changing consumer behaviour increased competition and technological advancement recognising the complexity of these challenges it has become imperative for firms in emerging economies to understand contemporary issues in marketing to compete effectively and create value for consumers and stakeholders the first of this two volume work provides insights into this critical issue in a changing world including destination brand management brand avoidance sponsorship health and personal branding and offers a futuristic perspective on marketing communications including the influence of neuromarketing artificial intelligence and virtual reality meanwhile volume ii focuses specifically on the effects of the covid 19 pandemic social responsibilities and emerging technologies taken together this two volume work is a definitive resource for scholars and students of marketing branding and international business

brand positioning is an english translation of an exceptionally well renowned dutch textbook which provides a practical approach to analysing defining and developing a brand s positioning strategy divided into three key parts the book works step by step through the creation of an effective marketing strategy combining an academic approach with the strategic and operational guidelines tools and techniques required unlike other textbooks it has a unique focus on the relationship between branding marketing and communications exploring brand values brand identity and brand image and analysing how these can be transformed into a successful positioning strategy using international case studies examples and practical exercises this textbook will be core reading for advanced undergraduate and postgraduate students of marketing strategy branding marketing communications and consumer behaviour it will also be of great value to marketing and communications professionals looking to develop and maintain their company s brand

public relations branding and authenticity brand communications in the digital age explores the role of pr and branding in society by considering the notion of authentic communications within the context of an emerging digital media environment this qualitative analysis explores the challenge of developing authentic brand narratives in the digital age whilst questioning the problematic nature of authenticity itself case studies of public relations activity of successful brands and those in crisis are supplemented by interviews with senior public relations and branding practitioners the book lays out three specific arguments firstly a repositioning of the relationship between public relations and brand practice is explored it is argued that public relations practitioners are well placed to facilitate brands in the digital age because of the inherent acceptance of the value of relationship building adaptation and boundary spanning embedded in pr practice and best practice theory secondly the book introduces a new concept of riparian brands such brands are based on solid core values but have an ability to atune adjust and naturalise to the prevailing social cultural and economic environment thirdly the book presents an ontology of the

riparian brand in the form of an authentic brand wheel and 15 real time interaction success factors aimed at both academics and practitioners interested in the theoretical development of pr and its emerging relationship with branding it will also be of interest to scholars of corporate communications corporate reputation and branding

360 marketing is a proprietary method of looking at brand marketing it should prove a practical and useful guide for all marketers to help them allocate their resources and combine all elements of the communication mix in an effective and cohesive manner

this new and revised edition of strategic advertising campaigns provides a thorough review of the fundamentals of formulating and implementing comprehensive brand communication campaigns it includes graphs flow charts and illustrations throughout

seminar paper from the year 2015 in the subject communications public relations advertising marketing social media grade 10 language english abstract the aim of the present term paper is to explain how nivea reaches out to and convinces consumers regarding its brand and products in its advertisements nivea uses several special techniques in its campaigns it would be beyond the scope of this paper to explain all of them therefore the author focuses on the most important aspects of nivea s advertising campaign that are chosen to create and strengthen brand awareness popularity and acceptance first it is necessary to give some definitions and make differentiations the author then explains the selected key factors of the advertisements and the way they work at the end the author summarizes the most important aspects the term paper concludes with a short outlook on the future of brand communication consumers create the fundamentals for a company s secure existence the problem is that it is not easy to reach and convince consumers about a special product or brand the reason is the existence of a large number of products of different brands that are interchangeable because they cannot be qualitatively differentiated as a result companies need the support of advertising in a mature market advertising helps to increase sales profits and awareness however it is not easy to create an advertising campaign that generates people s interest fascination a great deal of product appeal and creates recall value nivea is a german skincare brand owned by beiersdorf that has been around for 100 years nivea is one of the world s best known largest and leading skincare brands in the german market for example nine out of ten people know the brand nivea in 2013 consumers in 12 european countries voted nivea to be the most trusted skin care product but how did nivea acquire that reputation a key factor behind nivea s success in terms of brand and product awareness popularity and acceptance is its brand communication in advertising

having spent a great deal of time in branding and marketing i have come to realise that no matter how we look at branding or marketing it comes down to the granular level of things the person or company who needs the product or service and is willing to pay for it as a brand communicator commonly asked questions always linger whenever we have to deal with a brand or its products services for that matter why would a corporation or an individual spend that amount of money to get their hands on a particular brand of product or service what goes into it that makes it better than the rest why is it that some companies are able to accrue more and more revenue market share profits whilst others languish and eventually die in fact branding is so multi faceted interdisciplinary containing both the depth and breadth of issues that need to be tackled from a qualitative as well as quantitative perspective it can well

become a master s programme someday perhaps the master of brand strategy that can rival a master of business administration part of the solution for brand success can be found in the way the brand is being communicated and we are here to uncover those secrets from the industry so that you too can chart a new trajectory for your brand contents building brandsemotions and storiespeople people peoplebrand journeysreach out to our brand communications team at hello@sylnjas.com for a chat on how you can take your brand forward through our tech user led experience design

this book provides a disciplined systematic look at what is necessary to the planning and implementation of an effective integrated marketing communications imc programme throughout attention is paid to balancing theory with practical application how to successfully implement theory for effective communication step by step knowledge and understanding builds through the book starting by laying a foundation to provide context looking at the role of imc in building brands and strengthening companies the book then considers what goes into developing and executing effective messages and how to ensure that they are consistent and consistently delivered regardless of media a detailed practical overview of the strategic planning process is provided illustrated by numerous examples and cases along with desktop tools and worksheets for developing and implementing an imc plan the 4th edition of this classic textbook has been fully updated throughout and includes updated and expanded coverage of digital media including issues relating to privacy and media strategy new sections on setting campaign budgets brand architecture target audience action objectives social marketing communication and such practices as gamification and experiential marketing extended content on international advertising and shared cultural values the introduction of a channels based typology of marketing communication updated international examples and case studies throughout a comprehensive and accessible guide to the steps of planning and developing an effective imc campaign this book should be core reading for students studying integrated marketing communications strategic communications principles of advertising media planning and brand management

this book addresses innovative and new aspects of branding and advertising communication by drawing on a broad interdisciplinary range of theories methods and techniques from body image identity and mental imagery to self exposure and lcm4p intersecting with branding and advertising constructs and practices the editor combines the perspectives of an international group of scholars to establish new theoretical frameworks and proposes new methodological designs to conduct comprehensive studies in the field situated at the intersection between society communication and psychology each chapter presents an innovative approach to branding and advertising research the book explores topics such as social robots body image in video advertising brand personality transmedia personal brands erotic content in commercial images and brand fandom communities innovation in advertising and branding communication will be a valuable resource for scholars working in the fields of marketing communication branding and advertising online communication sociology social psychology and linguistics

the purpose of creating images and the psychology of marketing communication is to advance the understanding of the concept of image as it is applied to various areas of interest it also serves to meet the growing interest in image related studies by the public and academics and provides an innovative and holistic approach to the study of image the text reflects the importance of brand leveraging as the sections cover in depth discussion on cross country and tourism images corporate and sponsorship

images individual and celebrity images and cultural and social images it provides a comprehensive and holistic look at the concept of image the topics range from theories of image creative to other image studies on a country corporate and individual level the sections cover the major topics currently being debated in image marketing and the psychology of communications several new and innovative concepts are also introduced in the book creating images and the psychology of marketing communication is intended for academics and scholars including students in the interdisciplinary fields of consumer psychology marketing and communication

under the contemporary business conditions of hyper competition incessant change and pressure for growth and profitability better management of marketing budgets has become an imperative for companies in addition properly monitoring and measuring marketing and brand communication strategies and tactics has become a critical factor for success across the geographic and typological organisational spectrum this book explores how appropriately applied management initiatives on marketing and brand communications through defined and measured consumer centred processes can be more successful and provide significant marketing return on investment roi moreover the notions methods and approaches described here ultimately constitute the tools of developing measuring and improving strategy design and implementation in addition they are linked to a number of wider business goals such as increased customer basis stronger customer relationships cost control increased consumer loyalty and brand building in this vein the book proposes various means of generating greater returns from marketing and brand investments maximising both their efficiency and effectiveness this in turn allows for greater financial resources to be reinvested towards consumer and employee satisfaction strengthening the stability and viability of the company

from youtube to facebook to the iphone today s media landscape offers more tools and platforms for the savvy marketer than ever before and with this rapidly evolving technology come powerful ways to track what s working what s not and how to get the maximum impact for your brand in a shrinking economy media and brand expert antony young explores how today s most innovative marketers are integrating the latest media tools into a comprehensive strategy to grow their brands and are getting unprecedented results he explores the future of advertising in traditional media and how to judge the investment s value in today s results driven marketing world how to get the maximum impact out of digital media including online searches social media and mobile phones the importance of employing non traditional media vehicles such as marketing pr branded entertainment and product placement

this second volume in the palgrave studies in practice global fashion management series focuses on core strategies of branding and communication of european luxury and premium brands brand is a critical asset many firms strive to establish maintain and grow it is more so for fashion companies when consumers purchase styles dreams and symbolic images through a brand the volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices challenges and trends in the fashion industry the subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or premium brand within a relatively short amount of time scholars and practitioners in fashion retail branding and international business will learn how companies can establish a strong brand identity through innovative strategies and management

this book addresses challenges and opportunities in research and management related to new advertising and consumer practices in brand communications with multiple touchpoints it specifically relates to new insights into how profitability and customer engagement are affected by multiple and very diverse consumer touchpoints in an omni connected world advances in advertising research are published by the european advertising academy eaa this volume is a selective collection of research presented at the 17th international conference in advertising icoria which was held in valencia spain in june 2018 the conference gathered more than 180 participants from over 27 countries all over the world

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