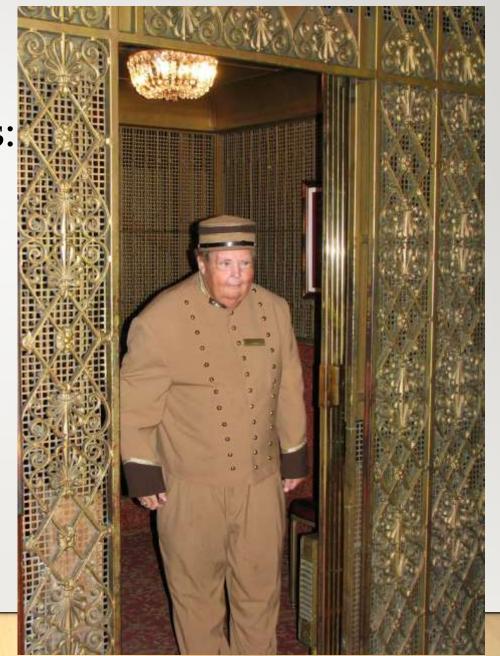E-Content
BBA402- Marketing Management

Lecture 29- Promotion- Messages, High-Five, AIDA

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Traits of Good Key Messages:

- Concise
- Simple
- Strategic
- Convincing
- Relevant
- Memorable
- Tailored

Refine Your Message

- Alignment

- Hearts and Minds

- Strategy

- Differentiation

- Tone

- Clarity

- Inspiration

Example: HighFive's Messaging

- Brand Promise: Video conferencing you can actually love

- Positioning Statement: Highfive is the first video conferencing product designed to connect every employee and every conference room in your entire company

- Target Audience: 1, C-level Executive (influencer); 2, Director of IT (buyer); and 3, End-user (user)

- Mission: Our mission is to make every conversation face-to-face

- Tone of Voice: Empowering, progressive, human, and cheeky

Example continued: High Five Elevator Pitch

- Elevator Pitch: High five is video conferencing you can actually love. We believe teams work best face-to-face. That's why we designed the first video conferencing product designed to connect every person and room in an organization. Highfive provides an all-in-one video conferencing hardware device that plugs into any TV screen, turning any ordinary meeting room into a video room. Highfive also provides cloud apps, which allow employees and guests to simply click a link from any laptop or mobile device and instantly connect face-to-face with anyone, anywhere. The hardware device costs the same as a high-end iPad and the cloud apps are free. We think video shouldn't be a boardroom luxury. It should be available everywhere.

Example continued: HighFive Brand Pillars

- Brand Pillars
  - Easy
    - Headline benefits: Highfive is beautifully simple video conferencing you can start or join with a single click.
    - Supporting examples: Join calls from your calendar, SMS, or email by clicking a URL, hand off video calls from your personal device to a meeting room TV with a swipe or click—no remote control needed. 5-minute plug and play setup.
  - Everywhere
    - Headline Benefits: Twenty conference rooms for the price of one Cisco or Polycom system.
    - Supporting Examples: Comparable systems cost, about 15 thousand per room. At the price of an iPad, Highfive can be deployed in every room. Free apps let people stay connected at their desks or on the go.
  - Enterprise
    - Headline Benefits: Built for businesses, not social networking.
    - Supporting Examples: Must sign up with work email address, domain-based security model, enterprise reliability and security built by the same people that built Google Apps for Business.

Standard Marketing Campaign Planning Steps:

- Determine the target market
- Determine purpose and objectives for the IMC campaign
- Set S.M.A.R.T. goals
- Define the message
- Select marketing communications methods and tools
- Determine the promotional mix: which tools to use, when, and how much
- Execute the campaign
- Measure results and refine approach, as needed

The AIDA Model

- A represents attention or awareness, and the ability to attract the attention of the consumers

- I is interest and points to the ability to raise the interest of consumers by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising)

- D represents desire. The advertisement convinces consumers that they want and desire the product or service because it will satisfy their needs

- A is action. Consumers are led to take action by purchasing the product or service

Campaign Objectives and AIDA Model Stages

AIDA Model Stages	Typical Campaign Objectives
Awareness: Build awareness to motivate further action	**Develop brand awareness** and recognition **Increase traffic** to physical or virtual stores, Web sites, or other channels **Remind** customers about a brand, product, service or category
Interest: Generate interest by informing about benefits; shaping perceptions	**Differentiate a product**, stressing benefits and features not available from competitors **Provide more information** about the product or the service because information may be correlated with greater likelihood of purchase **Increase demand** for a specific product or a product category; generate enough interest to research further
Desire: Create desire; move from "liking" to "wanting"	**Build brand equity** by increasing customer perceptions of quality, desirability, and other brand attributes **Stimulate trial,** an important step in building new brands and rejuvenating stagnant brands **Change or influence customer beliefs** and attitudes about a brand, product, or category, ideally creating an emotional connection
Action: Take action toward purchasing	**Reduce purchase risk** to make prospective customers feel more comfortable buying a new or unfamiliar product or brand **Encourage repeat purchases** in the effort to increase usage and brand loyalty **Increase sales and/or market share**, with the goal of broadening reach within a time period, product category, or segment