

RUNNING HEAD: MAZDA CARS IMC PLAN

Mazda Cars IMC Plan

[Name of institution]

[Name of writer]

Abstract

Integrated Marketing Communication (IMC) is the coordination and integration of all communication tools, avenues and sources within an enterprise in a seamless program that maximizes the impact on consumers and other end users at a minimal cost. The development of an IMC campaign strategy is vital for Mazda Cars to become a success. We have taken many factors into account in the process of planning the campaign strategy, as to decide the mix and level of IMC ingredients such as advertising, sales promotion, advertising and direct marketing. The IMC strategy depends on the type of product market, how the product will be available to the public, consumers and the need for a new product and price.

Table of Content

Introduction 5

Discussion 6

IMC Implementation 6

Marketing Communications Objectives..... 9

Marketing Communications Strategies 9

Positioning Statement..... 9

Marketing Mix Components..... 10

Product- Mazda3 10

- **Place- Essex County universities, colleges and dealerships**10
- **Price- Average price of \$16 000**11
- **Promotion- Information booths and contest giveaways.**.....11

Budget Strategy 11

Employees11

Promotional Contest- Pub night and ballot entry11

Ballot Forms and Free Giveaways12

Test Drive12

The Mazda Booth12

Training..... 13

Work 13

Promotional Contest- Pub night and ballot entry13

Rental Fees 13

Ballot Contest and Free Giveaways 13

Test Drive 14

The Mazda Booth 14

Creative plan 14

Creative Objectives14

Key Benefit Statement15

Support Claims Statement15

Strategies.....15

- **Slogan**..... 15
- **Image**..... 16
- **Theme** 16
- **Tone and Style**..... 16
- **Appeal Techniques** 16

Media Plan..... 17

Media Objectives 17

Who17

What18

When18

Where18

How18

Media Strategy 19

Target Market Strategy.....19

Market Coverage19

Timing19

Reach/Frequency/Continuity.....19

Media Selection Rationale..... 20

Newspapers20

Online Communications.....20

Personal Selling20

Event Sponsorship.....21

Media Rejection Rationale 21

Sales Promotion Plan..... 21

Consumer Promotion Objectives21

Trade Promotion Objectives22

Promotion Strategy..... 22

Promotion Execution.....22

Product Sampling..... 22

Free Product Giveaways 23

Conclusion 23

Bibliography..... 26

Mazda Cars IMC Plan

Introduction

Although the concept of marketing has always focused on the needs of consumers, the practice of Integrated Marketing Communication (IMC) has provided the first really big effort to really put the customer at the center of the marketing activities of companies. IMC is not only necessary but essential for successful marketing, especially when designing a marketing communications plan. Many tools can be used to identify the target market for maximum exposure for a company, such as demographic and psychographic factors and the need for market segmentation goal (Shimp, 2003, pp 45-289).

The IMC plan that we built consists of our goals we must take into account the focus and throughout our campaign. We have clearly identified all the elements necessary to achieve our objective of promoting the Mazda3 to our target audience. Our main objective is to communicate the benefits of the Mazda3 through personal sales and sponsoring events. We will complete this task by installing a temporary stand in the places of service for students on campus. Sponsorship of events will be promoted through our Mazda Pub Night events, which in turn create awareness of our product and the enthusiasm of new users. The vote to fill in forms for our customers to improve the profile and measure the effectiveness of our event has received sponsorship for the Advancement of Mazda3.

The following information was an explanation of how we are to convince our potential customers that the Mazda3 is a perfect vehicle for your busy lifestyle. In our campaign has been focused on the strategies and tactics aimed at college and university

students. Our main strategy is to position the vehicle Mazda3 student in mind, will be communicated through an information booth on the campus of Mazda. We believe this plan is very much based in reality and IMC can be very useful for the Mazda Corporation.

Discussion

Integrated Marketing Communications (IMC) is defined as: "A management concept that is designed for all aspects of communication such as advertising, sales promotion, public relations, direct marketing and work together as a unified force in Instead to allow each work in isolation. "(About.com, 2006) When a company selects and implements an IMC campaign, the company can concentrate all their efforts in promoting and advertising to deliver the same message of unity and achieve their target. All the marketing tools used by the company can be targeted and synergy with each other and may increase its effectiveness. The message conveyed by the company is clear and consistent and is able to reach the target without confusion while ensuring that all segments of the campaign have been achieved. Integrated Marketing Communications from May differ from company profits to charity. IMC was defined as the definition is shown in the differences of these two types organizations, and provide a real world example of the current revision.

IMC Implementation

Integrated marketing communications has changed the advertising practices of the expansion of the definition of advertising, the provision of significant changes in the

marketing budgets of communication and promotion, greater emphasis on accountability and the promotion of the application new technologies and interactive communication. And it is that some people in local companies as hell, because instead of the division of communications in the superposition of several ministries, organizations use a strategy, making communication with a coherent message and strategy . Hertha Kettler (2002, p. 34-189) recognizes that some executives and world leaders have taken the trouble to include IMC. "In a study of senior management, marketing managers and consumers in large enterprises," says Kettler, "said that over 70% in theory, support the concept of IMC ... but most of them do not buy the whole IMC services, preferring to bring together different agencies themselves. "

A fundamental problem that the implementation of the IMC is to identify the point that all employees of each department to work, to plan and think together as a team. Is separate and distinct areas, which destroys the integration, consistency, proactivity, the actual capacity of the brand, and strong customer service and conservation. This is because the theory of the IMC does not take into account how most companies and the structure and functions of its own culture. Manfred Bruhn (1997), in their own rights, flogging: Most IMC approaches focus on the integration of external communications, and are therefore incomplete IMC, is doomed to fail if employees are not included in the integration process, and if the external community is better informed than the international community. The biggest obstacle to the application of IMC in a given society is the lack of direct support to the Director General (Pettegrew 2000). Without the support of the CEO, there is a limit operating past IMC may not be fully effective, or approved.

Many companies that were copies of IMC, IMC does not comply with the rules within the company, as evidenced by a review of Nike and Procter & Gamble in 2002 to disclose any of these two companies have integrated or effectively perform their duties seamless communication or spoken with their stakeholders with one voice (Pettigrew, 2002, pp 23-190). The question remains, how these large companies such as loss of the trademark of IMC? The answer to this question is in large part of their organizational structures, both Nike and Procter & Gamble marketing organizations are organized around the marketing of products (Pettegrew 2000, p. 23-190) .

The analysis of the main obstacles to identifying a set of requirements of the IMC: employees are ready to cooperate in the field of communications, employees with a broad understanding of the communication system and integration with the full support of senior management, strategic positioning and goals, new methods of analysis and planning of communication activities, radical changes in how they are structured communication functions, new methods of budgeting for the application of the principles of integration.

IMC, to be effective, it must break down the walls of the traditional departmental silos of information to create and manage fiefs, all departments must work together as a unified team to implement the strategic plan together a objective, a mission, a message and experience. IMC must be designed around people who make it work, and should take into account the traditions, skills, availability of resources and the organization (McDonald 2003, p. 23-390)

In addition, for the IMC to be a reality in a society, must precede the application for adoption; IMC present theory gives more importance to the application for approval

of the IMC (Pettegrew 2000, pp 23-190). McDonald somewhat agree, "while writing IMC explained the problem, there is little practical help to organizations on how to solve" (2003, p. 23-390). There are more critical issues such as planning and management of the IMC, the IMC and the mix of the communication process itself were studied, if the limit of this report. However, the impact of integrated marketing communication can not be emphasized. Having had exposure to the diversity and vast literature on IMC, in my opinion, the success of the IMC is not an isolated event but a continuous, flexible and durable.

Marketing Communications Objectives

Our goal is to sell 700 vehicles in the Mazda3 more than a year. Our goal is to achieve an increase in profits of \$ 1.4 million. We believe that this is possible thanks to our target market of 20 000 students from Windsor and Essex County. We are targeting students as they need a safe, inexpensive, and reliable and fuel efficient vehicles with the young and the characteristics of style.

Marketing Communications Strategies

Positioning Statement

We want to promote a reliable, economical and fuel efficient vehicles for these students. Strengthen our position through communication tools such as posters and brochures with information on the facts. We will also have the training of representatives to schools to inform future prospects with the benefits of buying a Mazda3.

Representatives available to answer questions and concerns regarding the vehicle
(www.Mazda.com).

Marketing Mix Components

IMC as a mix of promotion - to the management of P (4 P), which is the promotion - but the mix of communications efforts with other departments such as public relations and corporate communications, so that the company speaks with one voice and messages are consistent. Management of the promotion of the mixture used is quite simple - there were only options for mass communication direct mail, advertising, public relations, etc - then technology has changed all that. Internet, mobile phones, MP3 players, Bluetooth - technologies that have changed the way we communicate with everyone, including employees and customers. Management of the four Ps of marketing are important to the profit and nonprofit businesses, but each approach to CIM in the process in different ways.

Product- Mazda3

Our work will focus on reliability, fuel efficiency and cost of vehicles Mazda3. Our representatives will be able to reinforce these important messages
(www.Mazda.com).

- *Place- Essex County universities, colleges and dealerships*

We will carry out a thorough study of our target markets, including students. The schools will be examined individually to analyze demographic data to identify the

ethnicity, income level, and social trends of our strategies and progress(www.Mazda.com).

- *Price- Average price of \$16 000*

We know that our goal in our price of \$ 16 000. It also shows tables of comparison with other competitors in our market(www.Mazda.com).

- *Promotion- Information booths and contest giveaways.*

Our booths will include representatives of the information on the vehicle and its nearest competitors. We will also give two vehicles Mazda3, which will be called via an entry form to obtain information on potential prospects(www.Mazda.com).

Budget Strategy

Employees

We will have three representatives from tourism and sales of the various schools to inform students on the Mazda3. There will be an employee who will be very well informed about the Mazda3 and the state of society. The employee to provide training to three other employees on how to integrate information to potential customers. Our employees are required to maintain a professional image to the use of appropriate clothing.

Promotional Contest- Pub night and ballot entry

Mazda will be the official host of a pub in the evening each of the different colleges and universities in the region. This publication night to promote the Mazda brand image among young people and potential customers. Also attract many other potential customers who do not attend school but are in the same target market (Rossiter & Percy, 1997, pp 34-267). The attraction of this pub night will be \$ 1.50 and drinks and gifts for entry into the survey.

Ballot Forms and Free Giveaways

We will provide registration forms for the tour of the car gifts. These forms of producing research data in our target market. Students are also encouraged to complete the forms, because we will give free promotional items, and giving us information. This will strengthen our customer database and CRM by the knowledge of our goal in more detail(www.Mazda.com).

Test Drive

We are going to buy a vehicle that Mazda3 will be used for the test conducted at each school. This evidence of conduct to promote ownership among students. It will also give the opportunity to better understand how the vehicle will benefit from their lifestyle(www.Mazda.com).

The Mazda Booth

The booth will include three highly qualified representatives of Mazda produce the information available for interrogation. Reservations and payment of the booth will

be done to ensure that the objectives remain as scheduled. The booth will include audio-visual interaction, the comparison of graphs and graphics professionals, the entrance polls, information, products and gifts(www.Mazda.com).

Budget: For the launch of our campaign, we expect \$ 200,000. This budget will go to all the tools of communication and advertising to be used. The next page illustrates the clear division of our finances for our campaign (Peter & Donnelly, 2001, pp 27-189).

Training

- 1 Mazda trainer- \$20.00/hr x 3hrs
- Per day = \$120.00 x 10 days = \$600.00
- 3 employees x \$15.00/hr x 3hrs
- Per day = \$135.00 x 10 days = \$1350.00 Training Total =\$1950

Work

- 3 sales representatives-\$15.00/hr x 7hrs per
- Day = \$315.00 x 40 days = \$12,600 Work Total= \$12,600
- Employee Wage Total \$14,550

Promotional Contest- Pub night and ballot entry

Rental Fees

- \$1000 x twice per year at four different pubs \$8000

Ballot Contest and Free Giveaways

- 15,000 ballot forms will cost us approximately \$1000
- 15,000 students x (avg.) \$5.00 per gift \$75,000
- Two cars to give away will cost \$50,000

Test Drive

Purchase our own Mazda3 vehicle for test drive \$25,000

The Mazda Booth

- Rental Fees will be approximately \$70.00 per day x 40 days \$2800
- Poster fees and professional graphs will be approximately \$1000
- Ads placed in school's newspapers (all together) \$500
- Audiovisual rental of flat screen will be approximately \$1000
- Brochures will be about 15,000 x 46 cents = \$7000
- Total Estimated Cost for Entire Campaign will be \$185,850
- (Extra money will be used for unexpected expenses) (\$14,150)

Creative plan

Creative Objectives

Our goal is to create an advertising campaign that will influence young buyers colleges and universities of Windsor and Essex County area. We present a reliable, efficient and economical fuel vehicle with the young and elegant appearance to appeal to them. Our message is to attract our target market to buy a Mazda3 of our closest competitors, have justified because we have a quality product. We're not just a vehicle for

these consumers (Fill, 2002, pp 26-189). An important aspect of buying a Mazda3 front of a car, because that would be the residual value of the vehicle is at least 20% higher after four years. It is also important to note that Mazda does not have as many cars as Ford said. This benefits the image of Mazda, because we can say that our prospects for Mazda takes more time to prepare their vehicles, causing a high level of quality. We will also make the intangible aspects of our business, such as our high level of customer service and added value that will result in your satisfaction (O'Guinn et al, 2000, pp 34-267).

Key Benefit Statement

The Mazda3 offers some of the best reliability, fuel efficiency and reduce costs in its class.

Support Claims Statement

Driving dynamics, style and expertise unmatched in the compact class.

Strategies

Our booths will be set up in schools and universities to show with clear communication to students.

- *Slogan*

Our audience will be fixed in our cottage with our motto is "Mazda3, what you want your trip to be."

- *Image*

We will have the motivation and the music for the flat screen television to convey a positive and fun. The image of the vehicle correctly demonstrates how the Mazda3 is a top model in its class. With the new dynamic, reliable and emissions, the Mazda3 stands out as one of the best cars in the current market economy (Duncan, 2004, 180-181).

- *Theme*

Our theme will be our sales representatives about the benefits of how the Mazda3 receives about with great fuel economy. Reliability and cost will also be an element of our campaign (Duncan, 2005, pp 121-190).

- *Tone and Style*

The tone of our campaign will be very easy to understand with a positive result, in fact, and demonstration of capture, while they represent the benefits of owning a Mazda3.

- *Appeal Techniques*

Let's mix some calls to students to inform and encourage them to buy a Mazda. We are confident that an agreement on appeals positive, comparative, and, of course,

lifestyle (Coulson-Thomas, 1991, pp 178-17.). This May seem like a lot of different calls, however, all play an important role in transmitting the message to our target audience accurately. We must let them know that our data on the vehicle are true. The comparative aspect is presented in tables and graphs of key competitors and lifestyle is necessary because young people can enjoy the new look of the Mazda3 (www.Mazda.com).

Media Plan

Our budget of around \$185 000 will be allocated to generate our promotional booth and our event sponsorship. This will cover all through a one year period starting June 15, 2009.

Media Objectives

Who

In this area, current users of a product are profiled according to age, gender, lifestyle and Locations. Mazda 3 comes in the sedan which is sophisticated and sleek and it also comes in five door hatchback which is overtly aggressive and maintains the Mazda's sporty heritage. So from this we can conclude that the age group should be between 21-45 where the hatchback appeals to the younger generation while the sedan is more appealing to the much older group. Mazda 3 appeals to both sexes but the hatchback and sports models are of course targeted to the male folks who are more racing enthusiasts than the females(www.Mazda.com).

What

The message that we will conduct to the students will be that the Mazda3 will be the most affordable and reliable vehicle that would be perfect to the target segment due to their lifestyle.

When

The launch of the campaign will be starting June 15, 2009 and ending December 15, 2010.

Where

The message will be delivered at the colleges and universities around Essex County. The booth will be set up at St. Clair College in particular near Griff's Cavern to cross-promote our event sponsorship for the pub night we will be having. We will also deliver the message through the school's newspapers and websites to let the public know that we are coming to the area (Clow & Baack, 2002, pp 23-178).

How

We will be targeting all of our audiences by placing our booth in front of one of the most packed areas on campus. This is where the main traffic flow of our target seems to be the busiest. This will also help cross-promote our event sponsorship with Griff's due to the location. Our representatives will make sure that the information that they provide our prospects will be exciting, factual, and helpful in their decision making process.

Media Strategy

Target Market Strategy

Our target market will be affected by a rifle strategy. Since we are mostly targeting college and university students on campuses, it only makes sense to aim our product in such a way that is this precise. I believe that we will be blitzing the target as well. As we come onto the campuses, many students will see our booth and we will come at them with force, mixed with compassion and professionalism (Cateora-Graham, 2004, pp 34-345.).

Market Coverage

Our reach will be very small due to us only promoting the Mazda3 in the Windsor and Essex County area. We will be limiting ourselves to the campuses in this area to target the students.

Timing

Our timing for the launch of the Mazda3 will be the middle of January when most of the students come back to school. We will also hold the campaign into the middle of October because many students will be well adjusted in the facilities and will be decent weather to consider buying a new car.

Reach/Frequency/Continuity

Awareness of our product will be very important to our campaign. The Mazda3 is a fairly new car that has had little advertising in the area due to "the big 3." Most people do not know the benefits or cost of the Mazda3 and this is what we will present to them. Our campaign will reach most of our target audience because the traffic will be very heavy on campuses. The continuity aspect will be us delivering our campaign throughout the semesters at the colleges and universities in the area (Belch & Belch, 1995, pp 34-189).

Media Selection Rationale

Newspapers

The colleges and universities that we will be attending all have newspapers circulating around the schools. This means that we will be promoting our invitation to the schools one week in advance. Our ad will be placed on the front page at the bottom of the school's newspapers to ensure that we will capture the attention of our market(www.Mazda.com).

Online Communications

All of the colleges and universities that we will be attending have websites. We will use these websites to our advantage by making ourselves noticed with our ad on the site. Our ad will be in the "news and events" column for those to see information on our promotion(www.Mazda.com).

Personal Selling

As we have already established, our plan is to have our booth set up in the hallways where the student traffic is heavy. Our representatives will be presenting the information that will be helpful in the decision making process for our consumers. They will present factual evidence with style and sophistication that will make the potential customer happy with the product(www.Mazda.com).

Event Sponsorship

The Pub Night at the colleges and universities that we will be having will be our way of sponsoring an event that will include free giveaways and \$1.50 well drinks all night. We will also address new clients because there will be more of our target market that will be attending the Pub Night that do not even attend the colleges or universities where they would have seen our booth and representatives(www.Mazda.com).

Media Rejection Rationale

The main forms of advertising were ignored due to our limited target market. We are focusing on a small area of the region and decided that it would be less effective and wasteful advertising to promote our product on television and radio. If we were to deliver the message on outdoor posters it would not be beneficial to the campaign. This would also be wasteful advertising because it would be exposed to many more people that may not be interested in the product(www.Mazda.com).

Sales Promotion Plan

Consumer Promotion Objectives

Our goal is to get our target audience interested and aware of what the Mazda3 has to offer. We want to promote its reliability and economic quality to its potential users.

Trade Promotion Objectives

We will purchase our space on the campuses well in advance upon our arrival for promotion. As a marketing team, we will make sure that everything is in order for the Pub Night events. All giveaway items and promotional supplies will be in order at the pub before the actual event begins(www.Mazda.com).

Promotion Strategy

One of our main objectives throughout the campaign is to promote ownership of the vehicle. The Mazda3 is available for test drive to promote this experience. This could be classified as a test of the product as well. The consumer has understood the potential of a new way that the Mazda3 has to offer. The test will create a demand for the product as an attraction strategy. Consumers want more information on the product and will likely end to the concessions or other representatives of the aid with the process. Push strategies also occur when the product is presented as a promotional activity. Our competition and trade promotion and market excite young people to encourage them to be interested in our product(www.Mazda.com).

Promotion Execution

Product Sampling

As before we have our own car available for test drives. We must awaken to these users by offering the test drive the vehicle to better understand the summary of the specifications(www.Mazda.com).

Free Product Giveaways

To generate a buzz, free, such as gifts, pens, caps, shirts, snow chains and large brushes with the Mazda logo, which will be given immediately? Each student who participates in and complete our form of votes will be one of those articles of their choice, thus increasing our customer database list view(Shimp, 2003, pp 45-289).

Conclusion

By creating a basic plan of IMC in the process of the strategy of a marketing strategy. Using the wrong tool can interfere with the target can lead to failure. Adhere to a plan that is organized, research and speak with one voice will translate into success and speak with one voice, not only be clear to the client, but keep the original promise of business.

We believe that our success in the Mazda to add all the images and how to integrate Mazda vehicle is a reliable and affordable for young consumers. Our intention will be to increase our sales to reach our goal and the impact of new / potential buyers simultaneously. Our plan of communication and advertising is very unrealistic, due to its relatively low cost and market segmentation objective. We believe it is likely that the Mazda dealer in Windsor using this plan. Of course, we must use our connection to Windsor Mazda to offer our campaign.

References

- Belch, G. E. & Belch, M. A., (1995), *Introduction to Advertising & Promotion: An Integrated Marketing Communications Perspective*, pp 34-189.
- Cateora-Graham (2004), *International marketing 12th Edition. Developing global marketing strategies*. The McGraw-Hill Companies, pp 34-345.
- Clow, K. E. & Baack, D., (2002), *Integrated Advertising, Promotion, and Marketing Communications*, Prentice Hall, pp 23-178.
- Coulson-Thomas, C. J., (1991), *Marketing Communication*, Butterworth-Heinemann Ltd, Great Britain, pp 178-17.
- Duncan, T. (2004): *IMC planning. Chapter Six. Principals of Advertising and IMC, Second Edition*. The McGraw-Hill Companies 173, 180-181.
- Duncan, T. (2005): *Principles of Advertising and IMC (2nd ed.)*. New York: McGraw-Hill/Irwin, pp 121-190
- Fill, C., (2002), *Marketing Communications: Contexts, Strategies and Applications*, 3rd edn, Pearson Education Limited, pp 26-189.
- Kettler, H. 2002, 'Integrated Marketing Communications at Dow Chemical Company: IMC in Theory and Practice', *Journal of Integrated Marketing Communications*, pp 34-189.
- Mazda, retrieved May 9, 2009, from the website of Mazda: www.Mazda.com
- McDonald, M. 2003, *Marketing Plans: How to Prepare them, How to Use them*, Butterworth-Heine-mann, pp 23-390.
- O'Guinn, T. C., Allen, C. T. & Semenik, R. J., (2000), *Advertising*, 2nd edn, South-Western College Publishing, pp 34-267.

Peter, J. P. & Donnelly, J. H., (2001), *Marketing Management*, 6th edn, Irwin/McGraw-Hill, pp 27-189.

Pettegrew, L. 2000, 'If IMC is So Good. Why Isn't It Being Implemented? Barriers to IMC Adoption in Corporate America', *Journal of Integrated Marketing Communications*, pp 23-190.

Rossiter, J. R. & Percy, L., (1997), *Advertising Communications & Promotion Management*, 2nd edn, The McGraw-Hill Companies, pp 34-267.

Shimp, T. A., (2003), *Advertising, Promotion, & Supplemental Aspects of Integrated Marketing Communications*, pp 45-289.

Bibliography

Arens, W. F., (2000), Contemporary Advertising, The McGraw-Hill Companies, Inc. U.

S. A.

Batra, R., Myers, J. G. & Aaker, D. A., (1996), Advertising Management, 5th edn,

Prentice Hall International, Inc. U. S. A.

Beck, C. E., (1999), Managerial Communication: Bridging Theory & Practice, Prentice

Hall, U. S. A.

Fill, C., (2002), Marketing Communications: Contexts, Strategies and Applications, 3rd

edn, Pearson Education Limited, Italy.

Kotler, P., (2003), Marketing Management, 11th edn, Pearson Education International, U.

S. A.

Light, L. & Morgan, R., (1994), The Forth Wave: Brand Loyalty Marketing, Coalition for

Brand Equity, 11.

Lyons, K., (1999), Promotion Marketing Grows Strongly. Australian Professional

Marketing, Aug/Sep.

O'Guinn, T. C., Allen, C. T. & Semenik, R. J., (2000), Advertising, 2nd edn, South-

Western College Publishing, U. S. A

Peter, J. P. & Donnelly, J. H., (2001), Marketing Management, 6th edn, Irwin/McGraw-

Hill, Singapore.

Rossiter, J. R. & Percy, L., (1997), Advertising Communications & Promotion

Management, 2nd edn, The McGraw-Hill Companies, Inc. Singapore.