

IMC Tools for a Major Campaign

In this activity, you need to help a bank decide the most appropriate IMC tools mix for a major launch of a new innovative credit card.

There are many possible promotional tools to choose from. Try to integrate the campaign across the various elements.

ADVERTISING TOOLS		
Prime time TV	Local newspapers	Buses
Daytime TV	Specialist newspapers	Bus shelters
Late night TV	National magazines	Lit street signs
Infomercial	Specialist magazines	Cinemas
Pay TV	Main billboards	Supermarket trolleys
Radio	Smaller billboards	Pop-up internet ads
Yellow pages	Mobile billboards	Sponsored internet spots
National newspaper	Taxis	Comparison internet sites
CORPORATE COMMUNICATION TOOLS		
Newsletter	Message on hold	Publicity stunt
Media conference	Web site information	Information seminar
Brochure – individual	Annual Report	Sponsorships
Brochure – general products	CEO presentations	Shopping bags
Work with influencers	Launch party	Media releases
PERSONAL SELLING		
Door-to-door canvassing	Trade show booth	Special branch staff
Shopping mall booth	Approach customer in queue	Professional promotions team

IN-BRANCH MERCHANDISING TOOLS		
Posters	Holiday displays	Special booth
Window signage	Staff dress-up day	Special day/events
Blackboards	Special decorations	Free gifts (in-store)
Staff T-shirts/hats	Entertainment	In-branch radio
Balloons/stickers/magnets	Free coffee/cake	Kid's activities/coloring-in
SALES PROMOTION TOOLS		
Waive fees – on credit /card	Free gift (with sales)	Donation to charity
Waive fees – general	Hospitality event	Double warranty (on purchases)
Discount – first 6 months	Holiday/restaurant discount	Shop-a-docket coupon offer
Extra loyalty points	Incentive to transfer \$'s	Enter the draw competition
Discount on other products	Pre-approval of credit card	Prizes for credit card usage
DIRECT MARKETING TOOLS		
Direct mail – single	Cross-sold during transactions	Message with phone banking
Direct mail – multiple	At the top of statements	Letterbox drops
Email offer	Flyer insert with statements	Automatic offer with new loans
Outbound telemarketing	With internet banking site	Inbound telemarketing cross-sale

Student Discussion Questions

1. Outline the choice of IMC tools that you would use to structure this new product launch.
2. What role does each of your promotional tools play in the overall campaign?
3. How hard would it be to effectively integrate and coordinate your overall campaign?
4. To what extent did you consider 'internal marketing' issues?