**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 2: ACTIVITY 1**

**Group Activity**

**Plan the plan**

We know that different media channels lend themselves to different tasks; TV is a strong media to for mass coverage; emails are great for personalised messages and so on.

**Your challenge**

Select one of the brands below and consider the task to be done. Which media channels would you recommend to achieve the goals?

|  |  |
| --- | --- |
| **BRAND** | **TASK TO BE DONE** |
| **Amazon** | Launch the new Amazon Dash Wand in North America; UK and China to Urban Millennials(https://www.amazon.com/dp/B015YEXOR2) |
| **Toyota**  | Protect market share by increasing customer loyalty to the brand(http://www.toyota-global.com/)  |
| **Starbucks** | Drive traffic to the newly launched online store(<http://store.starbucks.com/>) |

As a group, produce a brief media channel plan that includes an explanation of the media channels you would use and a rationale to support your arguments. For example:

|  |  |  |  |
| --- | --- | --- | --- |
| **BRAND** | **GOAL** | **MEDIA CHANNEL** | **RATIONALE** |
|  |