**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 2: ACTIVITY 6**

**Pairs Activity**

**Brands must be remarkable to be seen and heard**

Brands are having to become increasingly creative in their choice and use of channels to be able to cut through the overcrowded and noisy media space.

Popup print media; highly specialised posters sites and the use of video are common methods used to capture the attention of the target audience.

**Your challenge**

Working in pairs, select one of the following marketing innovations to research, and write an article for marketing magazine title, The Drum (www.thedrum.com), that explains its potential as part of an IMC campaign.

Your article should include a critical analysis, supported by your research and examples:

* Augmented/virtual reality
* Artificial intelligence
* Gamification
* 4D Posters/Point of Sale

(Here is a great site for inspiration to get you started: https://econsultancy.com/blog/7165-14-brilliant-examples-of-brands-using-interactive-offline-advertising.)