**SOCIETAL AND SOCIAL MARKETING**

**Learning Outcome 2: ACTIVITY 6**

**GROUP ACTIVITY**

**The integrated marketing 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 where for every $ spent on the card the bank would make a 0.01% donation to a specific charity. There are many possible promotional tools to choose from, as shown in the table on the next page.

1. Outline the choice of IMC tools that you would use to structure this new product launch. Try to integrate the campaign across the various elements.
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?
5. How would you ensure the campaign maximised the charitable giving aspect of this product?

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| 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 |

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| 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 |
| Short flyer | Launch party | Media releases |

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| PERSONAL SELLING |
| Door-to-door canvassing | Trade show booth | Special branch staff |
| Shopping mall booth | Approach customer in queue | Professional promotions team |

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| 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 | Children’s activities/colouring-in |

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| 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 money | Enter the draw competition |
| Discount on other products | Pre-approval of credit card | Prizes for credit card usage |

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| 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 |