

Insights. Collaboration. Advocacy.

# Integrated Marketing Communications Survey Results

The logo for ANA, consisting of the letters 'A', 'N', and 'A' in a bold, white, sans-serif font. The letters are slightly offset from each other, with the second 'A' being the tallest and the 'N' being the shortest, creating a dynamic, three-dimensional effect.

*Leading the Marketing Community*

# Methodology

- Joint study by ANA and Blueprint Communications
- Fielded May/June 2006
- 88 responses
- Follow-up phone interviews (8)
- 2<sup>nd</sup> IMC survey (1<sup>st</sup> was early 2003, with 87 responses)
- All ANA member companies (i.e., client side marketers)

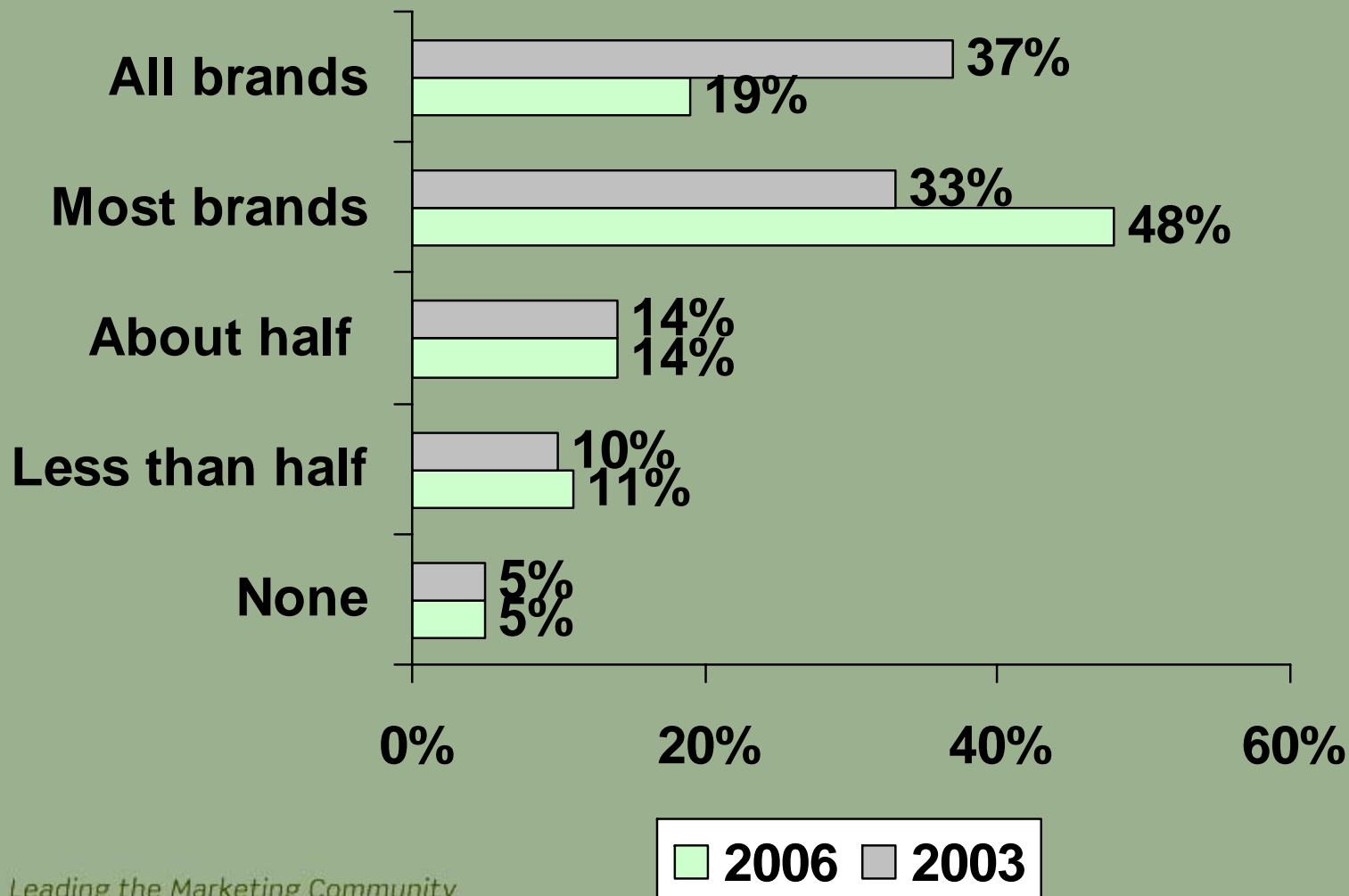
# Definition

- Integrated Marketing Communications (IMC) is a strategic business process used to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communication programs over time with consumers, customers, prospects, and other targeted, relevant external and internal audiences. This includes, but is not limited to strategic consistency and a common message across all communications disciplines.

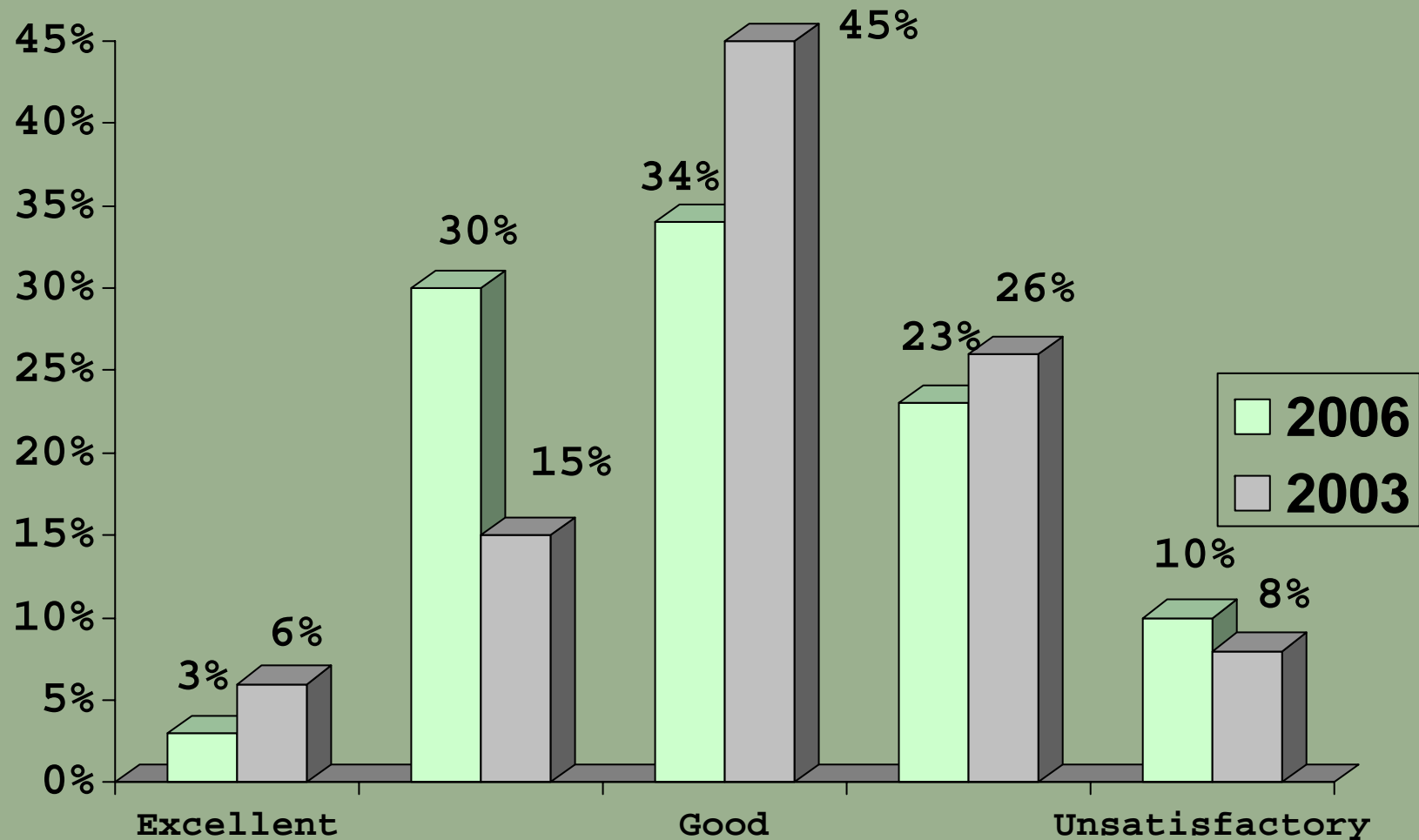
# Participating Companies Included

- Aon Corporation
- BMW of North America
- Brown-Forman
- Chubb Group
- Cisco Systems
- Coca-Cola
- Domino's Pizza
- Eli Lilly and Company
- ExxonMobil
- Goldman Sachs
- Greater Philadelphia Tourism
- Hitachi
- Hunter Douglas
- International Code Council
- International Rectifier
- JPMorgan Chase
- Kia Motors
- National Football League
- Nortel
- Novartis Consumer Health
- Pfizer
- Philips
- PSEG
- Randstad North America
- Schlage - Ingersoll Rand
- Siemens Corporation
- Sony
- Symantec
- The Dial Corporation
- Unica Corporation
- USG Corporation

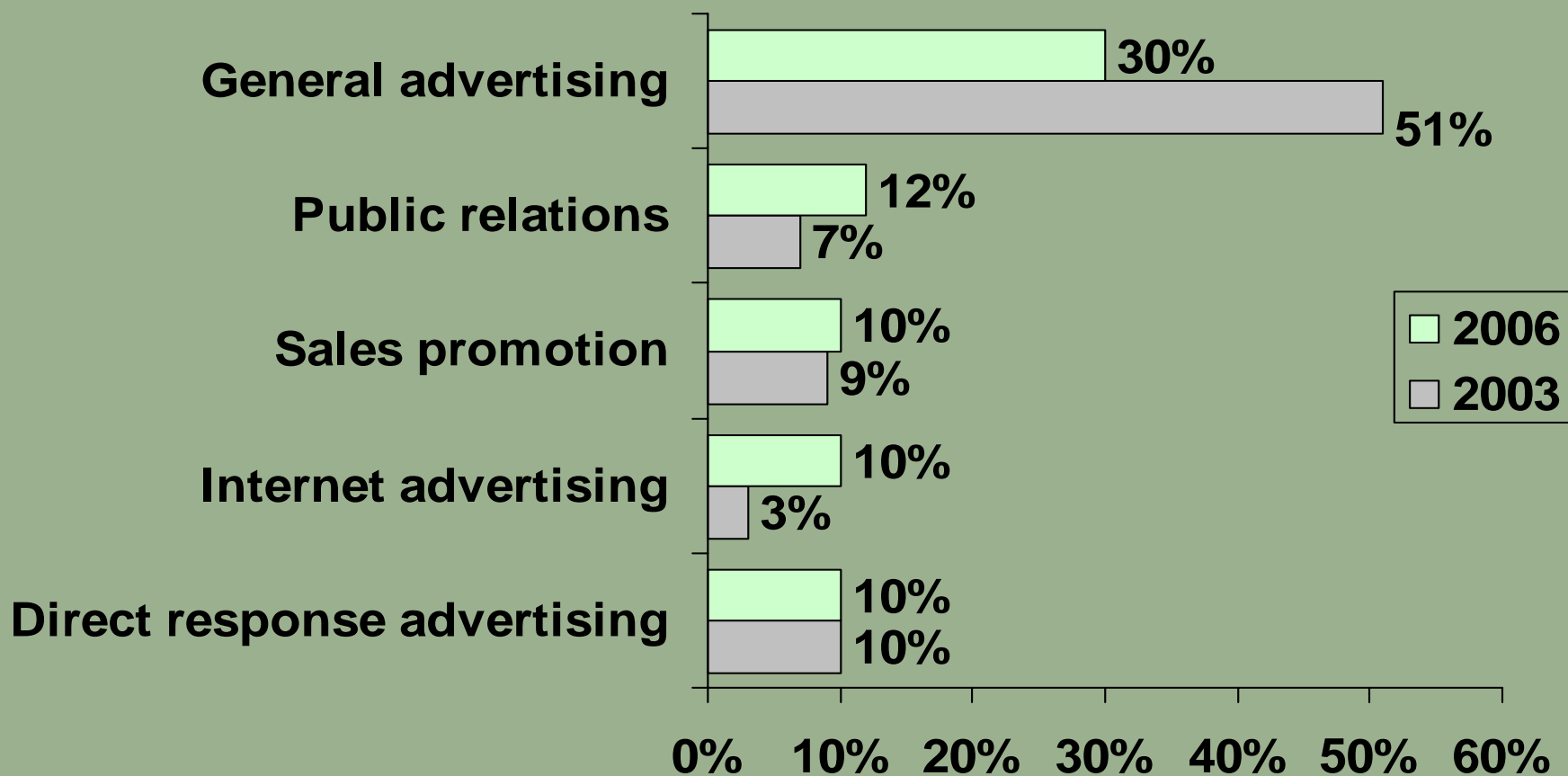
# To what extent is your company involved in the development and execution of integrated marketing communications programs?



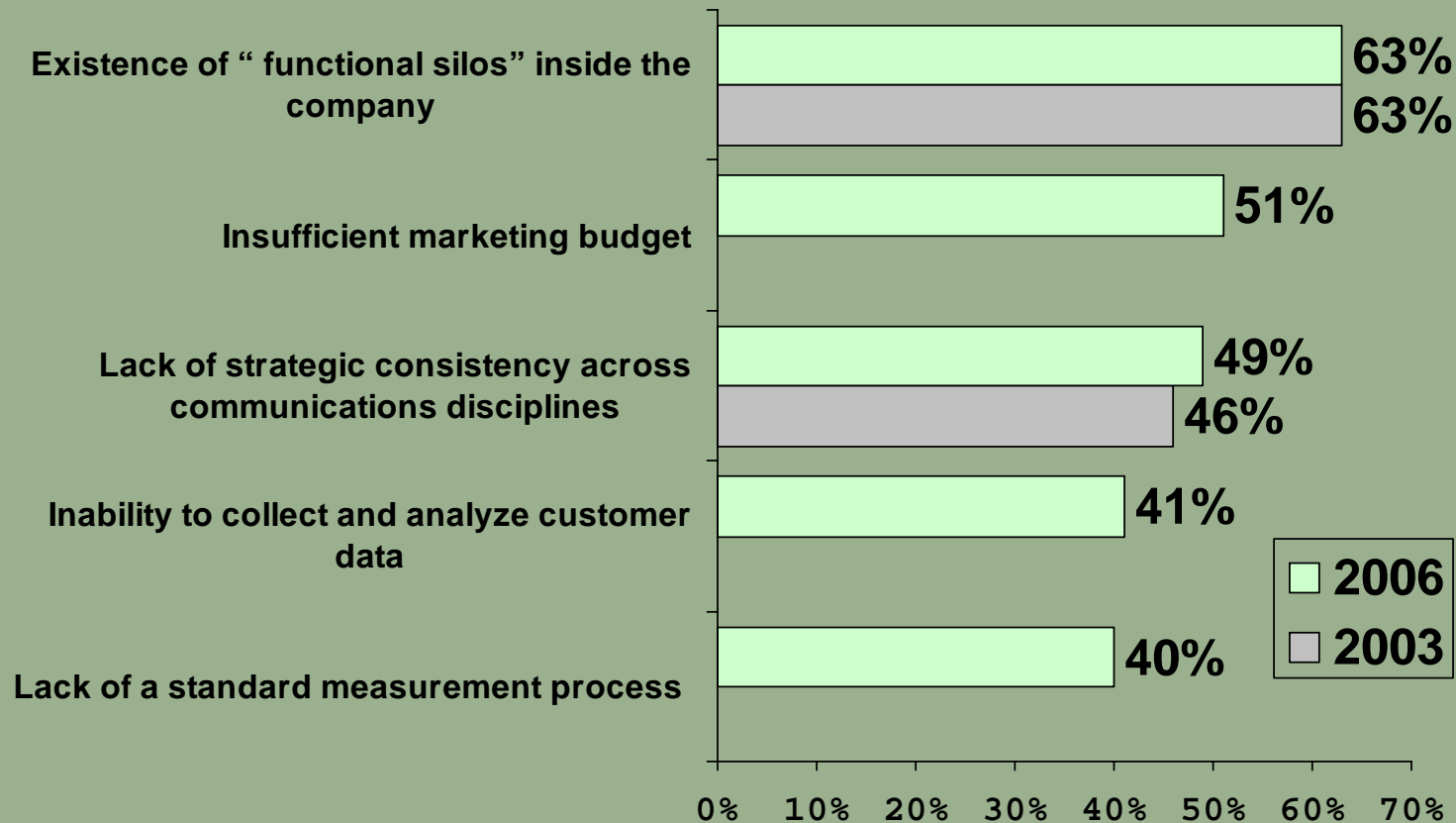
# How do you rate the quality of your company's integrated marketing communications efforts?



# Which of the following marketing communications programs provides the greatest value?



# What do you consider to be the most serious challenges in planning and executing IMC programs?



# What are the most important skill sets for:

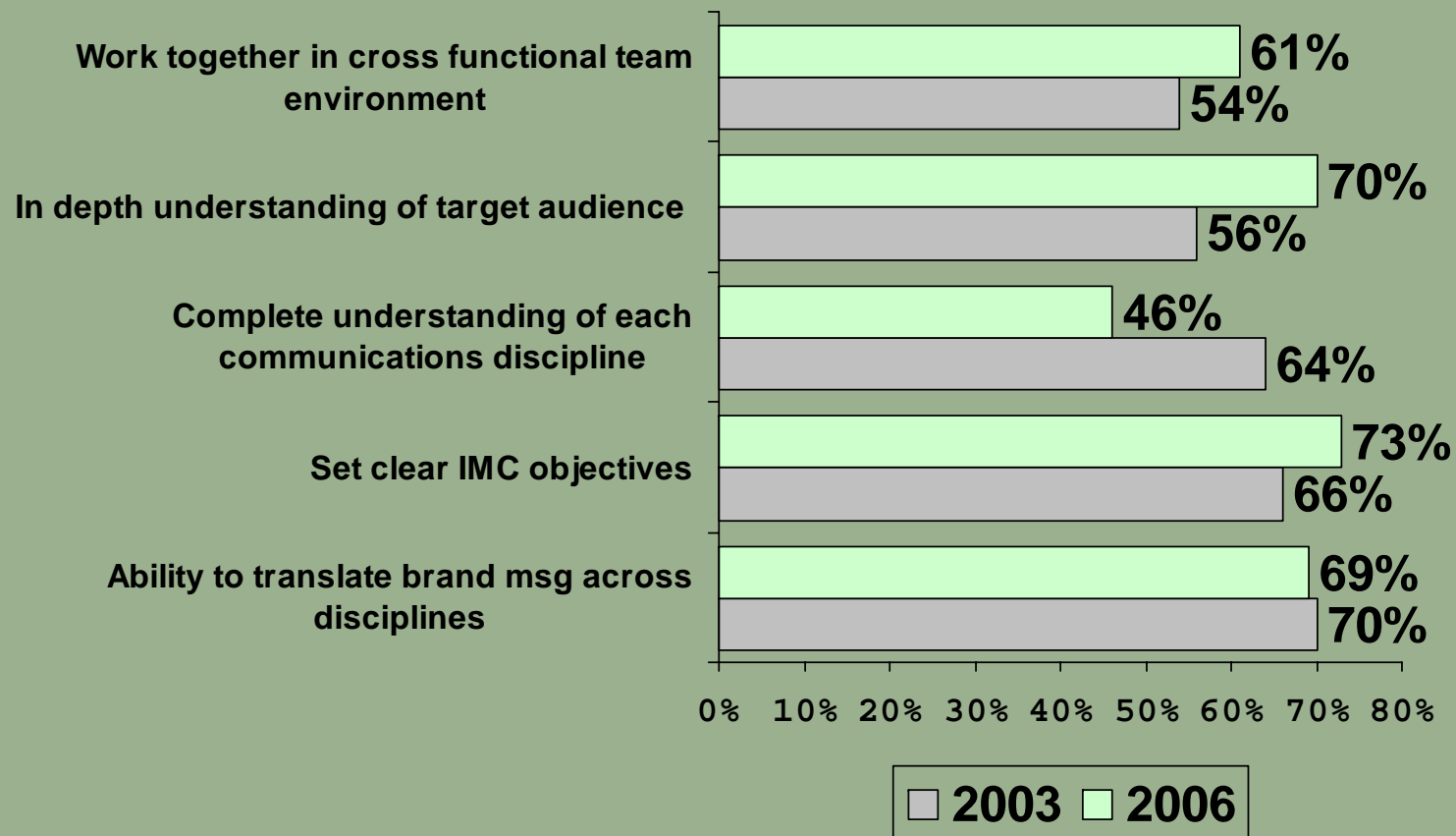
## Your Marketing Organization

- 73% Ability to set clear and measurable IMC objectives
- 70% In-depth understanding of the target audience

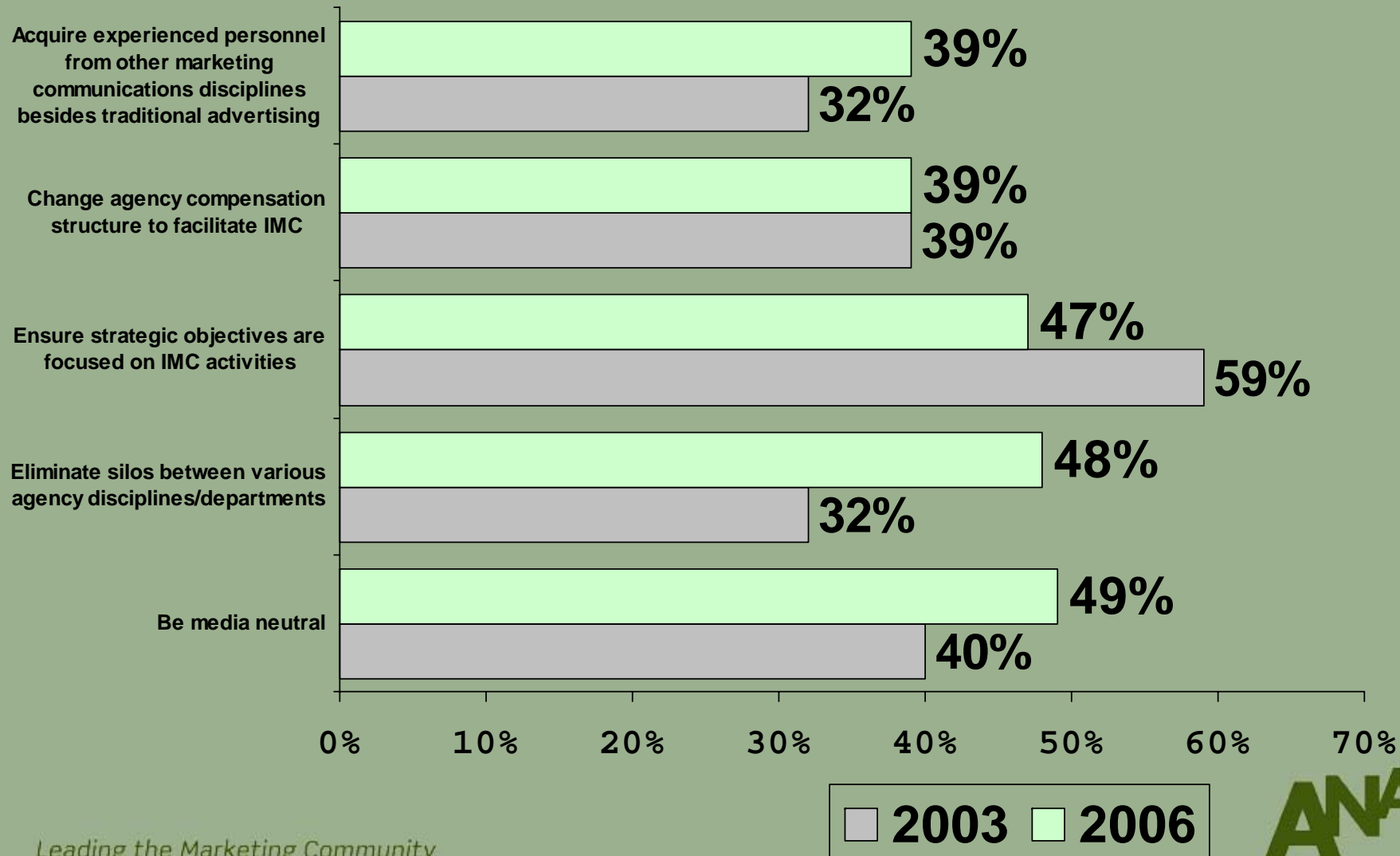
## Your Agency

- 72% Developing the "Big" creative idea to leverage across different disciplines
- 64% In-depth understanding of the target audience

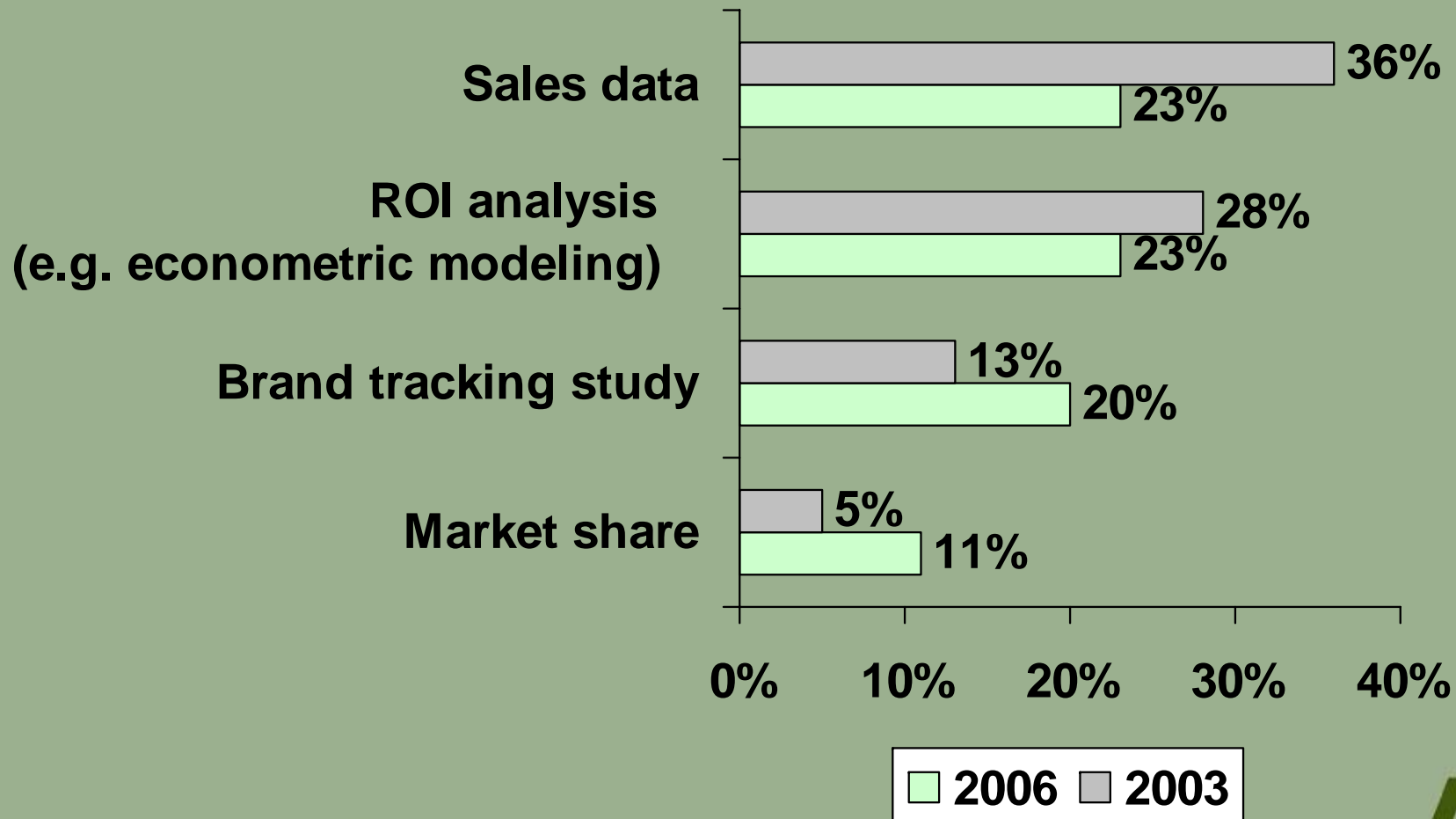
# What are the most important skill sets your marketing organization must have?



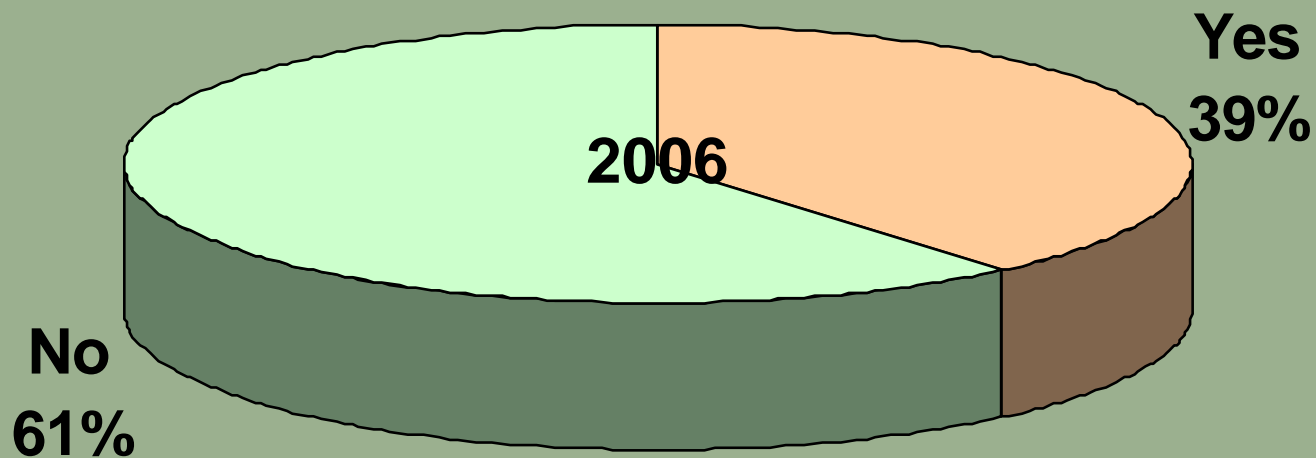
# How must your agency or agencies change (if at all) in order to maximize effectiveness of your integrated marketing communications programs?



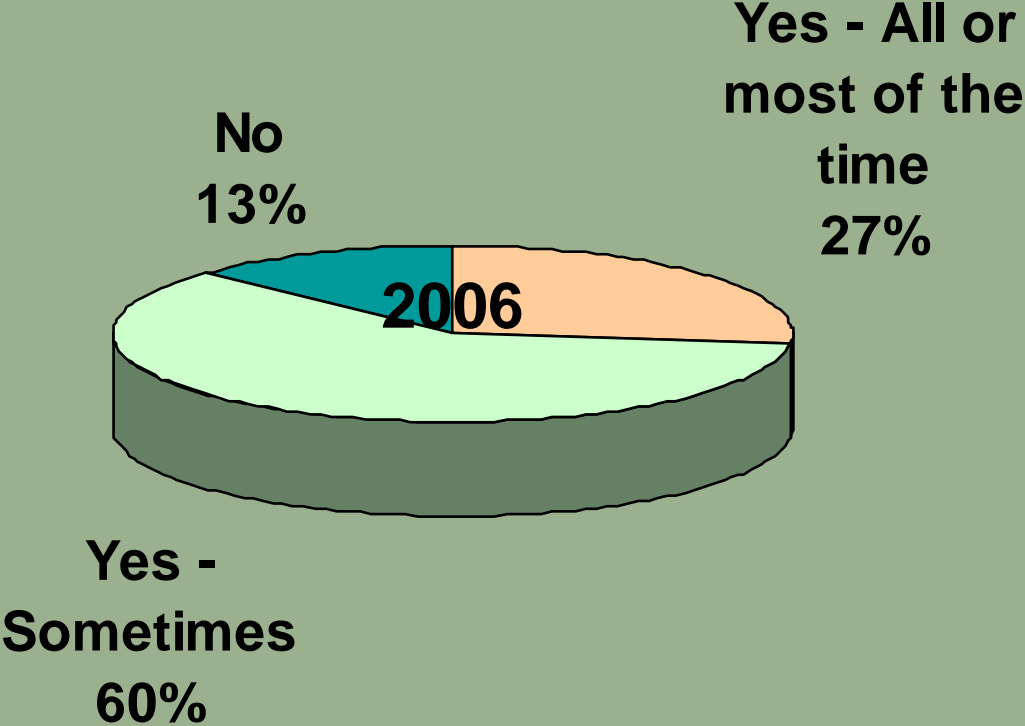
What do you consider to be the *most important* measure of the effectiveness of your integrated marketing communications programs?



Are there any performance measurements in your employee performance review related to the successful integration of different marketing communications functions?



Does your company employ internal marketing to ensure that employees beyond those in the marketing department understand the marketing strategy?



# IMC Best Practices

- **Planning**
  - **Develop a business council**
  - **Focus efforts**
  - **Start with the Big Idea and be media neutral**
  - **Commit to spend**
  - **Know your customer**
  - **Measure it**
  - **Have the right metrics**
  - **Identify “Brand Evangelists”**

# IMC Best Practices

- **Organization**
  - **Creation of cross functional teams**
  - **Make IMC part of employee performance measures**
- **Communications**
  - **Establish robust communications program**
  - **Spread learning and knowledge**

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