Integrated marketing communication strategies

Student’s name

Course

Instructor’s name

Date submitted

Part 1

**IMC Campaign**

The integrated marketing campaign benefits the companies by promoting the communication elements within the firm. The Integrated marketing campaign combines the communication elements

**Examples of advertisements**

**Ad in each medium**

Uniqueness is a distinct feature that allows this company to pass the message about the features. In print media, one can notice the uniqueness in the use of simple and more appealing language.

**Unifying Elements**

The different media followed various measures that unified the campaign

**Product placement**

Other than advertisements, PayPal Company is widely engaged in more marketing communication activities to create brand awareness worldwide.

Part 2

**Global Brands, cultures, and Advertisements**

The selected include magazine advertisements for PayPal in the UK and China. In the UK and China magazine advertisements, it is clear that both country countries, among other global nationalities, have adequately embraced the mode of payment for varying reasons.

**Examine how these advertisements reflect the two cultures.**

Today, technological advancement has diversified its impacts to different societies to educate and create awareness of the different cultural practices across the globe.

**Discuss your position in the standardized vs localized debate**

The standardization of products ensures the production and supply of high-quality products and services and brand steadiness worldwide; in some marketing operations, localization needs to be highly considered (Deshpande 2018).

**Explain what kind of appeal is used for the ads and if you would choose a different appeal for it. Provide your rationale.**

Advertisement appeals are communication strategies applied in marketing operations to attract consumer attention and persuade them into purchasing or utilizing the product and services on adverts.

References

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