Integrated marketing communication strategies

Student’s name

Course

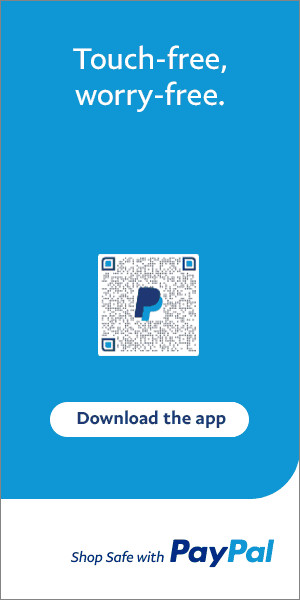
Instructor’s name

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 that assist in making harmonious communication between the company and the other stakeholders. In PayPal, the IMC campaign aims to generate sales, reinforce repeated purchases from PayPal, and enhance brand awareness to make the company more productive. Since promotion is one of the elements and areas of focus in the marketing mix, a notable attitude is shown towards the "touch-free, worry Free" campaign. This campaign has benefited this company by allowing the firm to direct market and focus on reliable ways for winning customers.



**Examples of advertisements**

Digital ad

printed ad

**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. To address the convenience in the customer's ability to read and understand the ad's content, the medium shows more emphasis on the colour contrast and balance to avoid unnecessary distraction to the potential customers. The print media was further made unique by focusing more on quickly identifying the company and its services.

In TV advertising, repetition was the unique approach that the company had focused on to pass the message about the effectiveness of the services. Repetition further made the customers relate well with the company and learn about the intended initiatives to benefit the customers.

For the digital ads to focus more on PayPal and its services, focusing on users' day-to-day needs from different areas was one of the approaches used. Over the past years, the use of digital platforms is the primary way of passing the intended message; the medium focused more on the community's needs in their daily lives. The XOOM PayPal service advert assured the customers' safety of their money in the community's needs.

The social media platform is the other area that this company focuses on to cover an extensive area. In social media advertising, the marketing team in this company focused on young generation customers. The language used in this form of advertisement focused on the needs of the young people. To cover an extensive area, the company designed this ad to pass it to help spread the message quickly.

**Unifying Elements**

The different media followed various measures that unified the campaign. The use of simpler words across all the media was the leading strategy that unified the campaign made by this company, thus making the ad count as an IMC. The other way that the market campaign was made unique was by focusing on the use of repetitive words that the target customers could relate to in their daily lives.

**Product placement**

Other than advertisements, PayPal Company is widely engaged in more marketing communication activities to create brand awareness worldwide. The application of the entertainment industry is one of the most effective marketing communication approaches that guarantee the creation of product awareness to individuals from different nations. The PayPal Company is efficiently engaged in product placement for increased brand value. Product placement is a marketing technique whereby the references to the specific brand are integrated with other works such as a film. In 2018 and 2019, PayPal was embedded in a TV show, *Grow Fast or Die Slow*, and a movie, *Always Be My Maybe*.

According to the IMC campaign, PayPal guarantees its users zero worries upon its application is money transfers and payments. The presented movie and TV show that the PayPal products and services are presented as efficient and aligned to the campaign. The brand is portrayed as an efficient service provider to the customers, thus adding value and satisfaction to the different markets (Product placement Company, 2018). When positively integrated with an influential movie, show, or music, the product placement marketing communication approach adequately creates great and significant brand awareness for the products or services marketed (Fossen & Schweidel 2019). On the contrary product, placement is adversely expensive to the brand company, as primarily the strategy facilitates the increase of profit margins for the film firms and enhances viewing experiences.

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. In the below magazine advertisements, in the UK, the PayPal services are advertised in the form of tickets, whereas it takes the form of a financial institution in China. These advertisements appeal both in colors used and the letters' size to entice the customers in the different nations. Also, the advertisements sufficiently reveal essential information concerning the social-economic practices leading to applying the PayPal mode of payment.

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|  |  |
| Magazine ad for Paypal in the UK | Magazine ad for Paypal in China |

**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. In the modern-day, organizations have ensured improved strategies in advertising to ensure customer value through educating them on the products and their value upon utility. The expansion of the technological strategies has further facilitated the recognition of different cultural utility techniques for products from different organizations and thus facilitate public awareness of these values and norms through the advertisement approaches. For instance, in the case of PayPal magazine advertisements in both the UK and China, the magazines above provide sufficient information concerning the cultural practices regarding the adoption of PayPal products and services. In the UK, the application of PayPal is termed to make accessible payment services for first-class services and also quick in the payment of financial debts. The magazine clearly illustrates the culture of the people in the UK as luxurious and productive. The advertisement information relayed through the magazine proves that individuals love and actively engage in recreational activities in the UK, including entertainment and sports. Through the PayPal tickets mode of payments, it is clear that either the individuals love sporting activities or were up to a movie or music-related entertainment. Additionally, the advertisement creates awareness of the quick PayPal mode of payback to friends and thus the close cultural relations of the people in the UK.

In China, the activities are slightly different based on the information portrayed through the PayPal magazine advertisement. China is among the leading developed countries in technology, infrastructure, and business activities, among other significant socio-economic aspects. According to the advertisement, China's social-economic activities are significant globally, thus the globe's image. The infrastructural growth in China is vivid through the images of the aeroplane, truck, and van in the advertisement magazine revealing the nation's global business activities in shipping and delivering products and services.

**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). For instance, in product promotions and advertisement operations and strategies, customer value creation through sufficient education is essential for brand awareness. Provision of relevant and specific information to individuals in each locality helps create and improve brand loyalty due to providing important information about the value the products or services would add to the customers. Therefore, I would advocate for localized marketing strategies of the globally accessed products to help consumers in the different nations and regions understand the specific benefits of the products and services advertised. Localization strategies sincerely address the consumer habits, purchasing behaviour, and cultural differences overall per country served hence serving cultural expectations to the consumers.

**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. In the presented PayPal magazine advertisements, the marketers utilized ethos appeal and social appeal. The marketing approaches utilized addressed moral expertise and knowledge of PayPal utility in the different nations. The above was enough vital information about the consumers' products or service's value (Van de Sand et al., 2020). I would not recommend a different appeal as ethos appeal is morally educative to the consumers.

References

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