MKT 605 3-2 Short Paper: Designing an Integrated Marketing Communications Program

Deborah Cruz-Beck

Southern New Hampshire University

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Professor Tuten

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Integrated marketing communications is a way to incorporate all forms of marketing media to best reach the target audience in a way that most resonates with that demographic by going and being where the audience is and relating to them and what they are doing. For example, the company I chose was Intel and the product was menstrual underwear, Intuitive Panties. The target audience for Intuitive Panties are women and girls ages 10-60, every girl or woman who has a period and would like to feel secure to go about her everyday life without being encumbered by her menstruation and/or ovulation, as well as, period panties vendors, period panties retailers, fashion retail, clothing retail companies, female hygiene companies and R&D labs. Therefore, all of this needs to be considered when creating an integrated marketing communications program for the #TrustYourIntuition campaign.

To appeal to Intuitive Panties' target demographic, the program needs to remember that when women are menstruating they often feel at their most vulnerable; young girls often feel awkward and unconfident during puberty. Most grown women admit to their self-confidence declining at puberty. The #TrustYourIntuition campaign is the perfect opportunity to turn this time of declining confidence into empowerment by helping women navigate their reproductive health in a way that allows them to be in the know as to when they will be ovulating and protected from menstruation accidents.

The Global Menstrual Underwear Market is estimated to grow from USD 115.2 million in 2020 to USD 495.0 million by 2026 (Stratview Research, 1970). The business goals and objectives of Intuitive Panties is to bring awareness and normalize the discussion about female reproductive health and menstruation while promoting the Intel brand and leveraging its reputation for

innovation and the potential of data. The key elements are advertising, direct marketing, public relations and events and experiences.

Advertising

Advertising involves paying to disseminate a message that identifies a brand (product or service) or an organization being promoted to many people at one time ("11.2 The Promotion (Communication) Mix – Principles of Marketing," 2015). For Intuitive Panties, targeted ads on social media via Instagram, Facebook, YouTube, blogs and on streaming video services and live television would be effective in reaching the target demographic

Direct Marketing

Direct marketing consists of any marketing that relies on direct communication or distribution to individual consumers, rather than through a third party such as mass media. Mail, email, social media, and texting campaigns are among the delivery systems that can be used ("Direct Marketing: What You Need to Know," 2020). This could include TikTok campaigns and live streaming campaigns on Instagram, Facebook, YouTube and Twitter would also be very effective at reaching and engaging the target demographic while informing them of this relatively new innovative biotechnology. For promotional purposes, fun snapchat filters could be created and used by users.

Public Relations

Public relations (PR) involves communication designed to help improve and promote an organization's image and products. PR is often perceived as more neutral and objective than other forms of promotion because the information is tailored to sound more organic.

Public relations materials can include Intuitive Panties press releases, publicity and news conferences to introduce the brand to the public using the hashtag #TrustYourIntuition. Other techniques in influencer marketing such as product placement (Advertainment), digital storytelling and sponsored campaigns that bring Intuitive Panties to the targeted audience directly via word of mouth testimonials by well-known influencers who have used the product and could share product via hosted giveaways and contests, as well as, consumer generated content via use of the hashtag on social. Influencers could encourage their audiences to share their own reproductive health or menstruation mishap stories via paid campaigns that stipulate high engagement.

Events and Experiences

Sponsorships (events and experiences) typically refer to financial support for events, venues or experiences and provide the opportunity to target specific groups i.e. an adventurous female-centric 3-day media trip hosting 50 trusted female influencers of varying ages and backgrounds (who share a key demographic with Intuitive Panties) doing fun things like hiking, kayaking, biking, rock climbing. This will generate an interest and content across multiple platforms set to a beautiful background with popular female influencers who readers already trust and care about. Sponsorships enhance a company's image and usually generate public relations (Author Removed at Request of Original Publisher, 2015).

These components will be the most effective because in an increasingly more digital savvy world, consumers want to feel more connected to one another so meeting them where they

play, work and live will feel more authentic. By giving the consumer insight we give them the power and informed capability to choose for themselves. It's all about the delivery now and how it makes the consumer feel about choosing that product.

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