

# Principles of Integrated Marketing Communications

*Principles of Integrated Marketing Communications* explains the principles and practice of implementing effective IMC using a variety of channels and techniques. It equips readers with the knowledge to develop sophisticated marketing campaigns for contemporary business environments.

Designed to introduce readers to IMC in an engaging way, this valuable resource:

- covers the latest concepts and tools in marketing and communications – from theories of brand equity to the growing use of social media
- presents topics in light of their underlying theories and principles, to enhance readers' understanding and stimulate thinking and discussion
- includes case studies adapted from recent, real-world examples (drawn from both Australian and international contexts) throughout to illustrate how the theories and principles are applied in business.

Each chapter contains a 'Further thinking' section, giving readers the opportunity to extend their understanding of the conceptual and historical underpinnings of IMC, and teaching them how to analyse and overcome problems when devising an IMC strategy. Each chapter also includes learning objectives and review questions, to reinforce knowledge.

Additional material – including extra case studies and topical multimedia files – is available online at [www.cambridge.edu.au/academic/imc](http://www.cambridge.edu.au/academic/imc).

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Cambridge University Press  
978-1-107-64918-7 - Principles of Integrated Marketing Communications  
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## CAMBRIDGE UNIVERSITY PRESS

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

Published in the United States of America by Cambridge University Press, New York  
Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)

Information on this title: [www.cambridge.org/9781107649187](http://www.cambridge.org/9781107649187)

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First published 2014

Cover designed by Pier Vido  
Typeset by Integra Software Services Pvt Ltd  
Printed in Singapore by C.O.S. Printers Pte Ltd

*A catalogue record for this publication is available from the British Library*

*A Cataloguing-in-Publication entry is available from the catalogue of the National Library of Australia at [www.nla.gov.au](http://www.nla.gov.au)*

ISBN 978-1-107-64918-7 Paperback

Additional resources for this publication at [www.cambridge.edu.au/academic/imc](http://www.cambridge.edu.au/academic/imc)

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*This book is dedicated to Dr NO  
(my darling wife, Nesrin Ozsarac, PhD)*

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## Acknowledgments

This book would not have been possible without the efforts of the publication team at Cambridge University Press. When the book's original commissioning editor, Bridget Ell, first suggested this book, I balked. However, she persisted and I said that I would write it if I were allowed to have a say in the book's format, hoping that the publisher would *never* agree to this. But after two months, they did! I took a deep breath. So, as this book goes to press, I would like to thank Cambridge University Press for this opportunity and for believing in the book as I wished to present it.

A big 'thank you' must go to commissioning editor David Jackson, whose logistic and creative support helped make my life easier. David's legal expertise and persistence in chasing up advertising images also dramatically improved this book. I also thank Philippa Wishaw for her encouragement early in the process to get me started. I am especially grateful to managing editor Jodie Fitzsimmons, who delicately chaperoned the manuscript into production, and to copyeditor Katy McDevitt, whose superb editing skills refined my prose.

Very sincere thanks to all the reviewers who so generously contributed their time and expertise to read through drafts of my manuscript. One particular reviewer read the whole manuscript and offered the most insightful comments – my heartfelt appreciation. And to Michal Matukin, who kindly critiqued the section on psycho-physiological aspects of ad pre-testing – *dziękuję!*

This book has benefited greatly from the inclusion of strong advertising images. Sincere thanks to all the organisations that kindly let us use their images. Special thanks to creative directors Steve Colls and Paul Blanket, who assisted with the Walkers and Acer case studies, respectively.

Although my name appears alone on the cover, I am indebted to my teachers, who have greatly influenced my thinking, especially John Rossiter, Max Sutherland and Larry Percy. These three wise men taught me more than I can ever say – thanks, guys. To their names I add a fourth, the late Werner Kroeber-Riel, who was not only brilliant but also showed me how to truly appreciate fine wine and food (such European sensibilities!).

I have also been greatly influenced by the coolest teacher at graduate school, Kevin Keller, who taught me all about brands (thanks Kevin!), and by Robert East, whose work on WOM continues to shape my thinking. To my good friend and collaborator Tobias Langner, thanks for continuing to inspire me with new ideas (and German beer!) – *Danke schön!* To a true English gentleman, Francis Buttle, thanks for all the private tuition on customer relationship management. To Rafal Ohme and Sam Hutton, you opened my eyes to psycho-physiological methods of ad pre-testing. And to the indefatigable Chris Dubelaar, long may we continue to muck around together with choice modelling.

Looking back, I thank Liane Ringham, who taught me the subtleties of being a good qualitative researcher, and Bill Harper, who taught me the complexities of tracking and

evaluating advertising performance (ever so carefully). Thanks to both of you for helping a (starving) graduate student find his feet in this world. To Greg Elliott, who lured me back to academia, a big ‘thank you’ for having such faith in an unknown quantity. My deepest appreciation for all your guidance and support over the years – I hope I have not disappointed. Stepping back even further, I thank Marcus Taft, who first suggested to me that brand names, like words, can be studied using fundamental reading theories.

Fast-forwarding to the present day, I thank my doctoral students, Joe Damrongphiwat and Camille Singh for keeping me young! And to all my friends at ICORIA – especially Edith Smit – thanks for continually expanding my mind, year in, year out. To my colleagues at Macquarie University, who never fail to entertain, thanks for the comradeship and laughter (and for sharing the anguish!).

Finally, to my best friend and soul mate, Nesrin Ozsarac, big hugs and kisses for putting up with this insane project (and my short temper, panic attacks, frustrations and sleepless nights). Without your love and constant encouragement, I would have given up. But above all, thanks for putting up with me for over 27 years. *Teşekkür ederim!*

Thank you all – so very, very much.

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