



# The New Way of Marketing Communications

## Introduction

The world is changing everyday, modern marketers need to update and equip themselves with innovative marketing communications tools for in 21<sup>st</sup> Century. Among strong competition, marketers needs to access customer insight with innovative communication tools.

## Objectives

To learn and understand new concept and innovative marketing communications

## Course Outline

### Part I: Marketing Communication

: From Traditional way to New way of Communication

- Refresh and understand change in marketing Communication
- Original concept of promotion as a part of Marketing Mixs.
- Integrated Marketing Communication Concept
- Brand Communication
- New Media : New way of communication

### Part II: New way of Consumer Behavior

- Understand changes of lifestyle and consumer behavior which leads to change of media adaptation behavior
- Analyze change of ICT technology which leads consumers to New way of communications
- New technology for marketers for new communication tools
- Analyze consumer life style
- Analyze Change of consumer media- adaptation behavior

### Part III: New Media & New way of Communication

- Familiar with media and innovative communication
- Website: Consumer & Business
- Banner : Single & Campaign
- Beyond the Banner : Jump pages, Landing page and Interstitials



- Viral Marketing : includes product lunches, Promotion Campaigns and Games
- Mobile : SMS, MMS WAP Site, I-Mode site including games and applications for mobile phone and PDA
- Ambience
- OHM-Out of Home Media with new Technology
- Advergaming
- Ad Words
- Buzz

#### Part IV: Innovation and Integrated way to Communication

: Sample and Case Study in applying “New way of communication” efficiency (creative combination of conventional and new media)

- QR Code : Barcode Revolution –Japan
- Nike-Japan
- Napster-Japan
- Xbox360/ Microsoft Corporation- Japan
- Several nominated examples in Interactive Media and Innovation from Asia Pacific Advertising Festival 2007, 2008