

# PRINCIPLES OF INTEGRATED MARKETING COMMUNICATIONS

## AN EVIDENCE-BASED APPROACH

### SECOND EDITION

Marketing in the digital age poses major challenges for traditional and established practices of communication. To help readers meet these challenges *Principles of Integrated Marketing Communications: An Evidence-based Approach* provides a comprehensive foundation to the principles and practices of integrated marketing communications (IMC). It examines a variety of traditional and digital channels used by professionals to create wide-reaching and effective campaigns that are adapted for the aims of their organisations.

This edition has been thoroughly revised, and it introduces a 'consumer decision journey' as a framework for implementing communications to best meet the demands of a business and its consumers. Essential concepts such as synergy and IMC planning, uncovering insights and brand positioning, creativity and share of voice, social influence and content marketing, as well as system 1 and system 2 advertising pre-testing methods, are discussed in a clear and comprehensive way, and there is a strong focus on implementation of IMC strategies in digital and social contexts.

Each chapter includes:

- case studies of significant and award-winning campaigns from both Australian and international brands that illustrate the application of explored concepts
- discussion and case study questions that enable readers to critically evaluate concepts and campaigns
- a managerial application section that illustrates how concepts can be applied effectively in a real situation
- a 'further thinking' section that expands knowledge of advanced concepts and challenges readers to think more broadly about IMC.

**Lawrence Ang** is Associate Professor at Macquarie University. Prior to entering academia, he was a marketing research consultant. He has a keen interest in advertising effectiveness, customer relationship management, consumer behaviour and media studies.

### Advance praise for *Principles of Integrated Marketing Communications*

Lawrence Ang provides a comprehensive, insightful and thoroughly enjoyable treatment of the subject. *Principles of Integrated Marketing Communications* is a real treasure trove for students and will make them smarter and better marketers.

Professor Kevin Lane Keller, Tuck School of Business, Dartmouth College, USA

I have never read such an accessible but still really complete and insightful introduction to integrated marketing communications. Who else than our highly esteemed colleague Lawrence Ang could have written this book that is strongly recommended to students and practitioners.

Professor Peter Neijens, University of Amsterdam, Netherlands

The world of marketing communications books would be a better place if all books were like Lawrence Ang's. It strikes a perfect balance between academic rigour and practical relevance, with a distinct focus on state-of-the-art insights from both the academic and the professional advertising field. And maybe most importantly: it reads like a novel!

Professor Patrick De Pelsmacker, University of Antwerp, Belgium

Lawrence Ang has produced an original and insightful explanation of creativity in advertising based on his cutting-edge knowledge of advertising strategy. With wit and candour, he writes with authority showing how managers should approach creativity

Professor Scott Koslow, Macquarie University, Australia

Lawrence Ang did it again! The second edition again addresses practical suggestions but with comprehensive scientific evidence and intriguing examples . . . [I]n light of the COVID-19 crisis Lawrence demonstrates the importance of timing for communication and he shows how the three elements of communications: message – media – time relate to each other.

Professor Martin Waiguny, IMC University of Applied Sciences Krems, Austria

The second edition of Lawrence Ang's essential book *Principles of Integrated Marketing Communications* is even better than the first. It aligns relevant theory that is clearly explained with fascinating examples of IMC in practice, vividly bringing the subject to life . . . It's a brilliant and welcome contribution to this important topic.

Professor Francis Buttle, Macquarie University, Australia, Principal Consultant at Francis Buttle and Associates

The book provides a powerful compilation of creative executions in marketing communications. It's written in a convincing and accessible style and promises to engage and entertain its readers.

Professor Martin Eisend, European University Viadrina, Frankfurt (Oder), Germany

The book's exposition on social influence is a really interesting and balanced introduction to the complexities of social media marketing. It is wide-ranging, accessible and thoughtful.

Emeritus Professor Robert East, Kingston University London, UK

This book covers work in the branding domain more thoroughly than any other advertising book on the market . . . The integration of COVID-19 lessons is highly topical and encourages students to critically analyse recent short-term tactical decisions against long-term strategic brand priorities.

Associate Professor Jasmina Ilicic, Monash University, Australia

This book gives an excellent overview. The explicitly formulated learning goals are key for students.

Associate Professor Eva van Reijmersdal, University of Amsterdam, Netherlands

This book is packed with real-world applications and examples. It will provide a solid platform for those who strive to get an edge within the marketing sphere. A thorough yet easy read, this book will broaden students' thinking across both current and future marketing concepts – a must-read!

Melissa Airs, Senior Account Manager, Media & Digital, Kantar, Australia

Lawrence Ang brings a wealth of hands-on experience to this comprehensive book on advertising and research.

Dr Max Sutherland, author of *Advertising & the Mind of the Consumer*

This is an absolute must-read! It is full of marketing knowledge and practical applications, while still being very easy to read. I highly recommend it!

Damaris Boisne, Associate Director, Kantar, Australia

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LAWRENCE ANG

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## ABOUT THE AUTHOR

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Lately, he has discovered the art of social distancing.

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