

Integrated Marketing Communication through Strategic Consistency: An Innovative Proposal for Future Marketing

Swatantra Kumar and Sanjay Baijal

Much has been said so far about the integrated management of the tools that make up the communication mix (Integrated Marketing Communication). But most of the related studies are focused on analyzing economic-financial effect of the said management on companies and little effort has been devoted to study the effectiveness of an integrated marketing campaign in this regard. Starting from the strategic consistency as a way of integration, this paper considers the effects that an integrated campaign can have on the processing of information and on the evaluations that the consumer makes of the campaign.

I Introduction

Traditionally different agents that intervene in the communication process have operated in a relatively competitive sector in which most of the communication budget has been destined fundamentally to conventional mass advertising. However, in the last few decades the communication sector has experienced changes that have affected the way of operating of the various agents that intervene in it.

Greater competitiveness in the market and the saturation of advertising have forced advertisers to diversify their communication budget towards other instruments such as advertising reinforcement (Kitchen, Brignell, Li and Spickett 2004), making communication management even more difficult as they have to choose between a large number of alternatives. Likewise, the traditional advertising agencies have been facing greater competitiveness with the emergence of new types of agencies that offer the client specialized services (direct marketing agencies, public relations offices, interactive agencies, etc.), being the specialized agencies in the media that have gained most importance today. This diversity of agencies has meant that communication management is shared with several of them, thus causing greater heterogeneity in the messages and campaigns to be developed.

Conventional media have been fragmented, giving rise to a greater number of media aimed at more specific audiences and the development of new

Swatantra Kumar, Research Scholar, Department of Business Administration, DDU Gorakhpur University, Gorakhpur 273009, Uttar Pradesh, Email: swatantra.kr007@gmail.com

Sanjay Baijal, Professor, Department of Business Administration, DDU Gorakhpur University, Gorakhpur 273009, Uttar Pradesh, Email: sanbaijal@gmail.com