

Marija Jankovic, MsC

University Mediterranean, Faculty of business
"Montenegro Business School", Montenegro

Integrated Marketing Communications and Brand Identity Development

UDC: 005.53:658.626 ; 659.442

DOI: 10.7595/management.fon.2012.0015

Modern marketing paradigm is based on the increasing importance of the relational, environmental and socially responsible marketing concept. Modern marketing mix does not take into account only the satisfaction of consumer needs, but the realization of long-term communication with him. The concept of developing brand identity refers to the importance of different marketing tools for the purpose of creating, developing the brand and establishing stronger emotional connection with the consumer. The added value that makes the brand, is related to in addition to functional, its symbolic and emotional sides, in addition to the functional one. The concept of integrated marketing communications enables companies to use various techniques and communication tools to communicate the message the brand has to the target public as credible, consistent and clear.

Keywords: integrated marketing communications, modern concept of marketing, brand identity, media communications.

1. Introduction

Along with the new age of communications arrival, with the faster and faster information technology development, it has become necessary to improve marketing of communications and to coordinate newly appeared changes with them, by placing the information into the center of attention. Marketing communications maintain a two-way communicate with their consumers and thus they address the consumers' needs. However, the entire previous concept of marketing is no more sufficient to satisfy all their needs. Contemporary paradigm of marketing relies on an integrated communication of marketing of all marketing mix elements. It demands more than a good product, a good price and availability. Integrated marketing communications develop the awareness of a brand, its service or the company, and that represents the prism through which public see us. Brand development contemporary acts, based on the market, technological and emotional factors, require an adequate use of an integrated marketing communications strategy, along with the systematization of marketing activities, with the intention to put the brand to a better position. New technologies lead to a greater fragmentation of media, which shows us that there is more and more marketing tools' influence on the awareness of brand itself and its value. The goal of companies' today is to influence the emotions of individuals and not of the groups. Therefore, the synergetic effect of all the communicational tools together comes to be very important. Integrated marketing communications include all the subjects participating in communication, analysis, planning, usage and control of communications, the media and promoting channels choice which will be focused on certain target groups, in order to achieve a greater competitiveness and effect of the brand.

2. Contemporary marketing mix concept and the brand identity development

Neil Borden, a teacher at Business school at Harvard, is considered to be the founder of the "marketing mix" term. The term becomes popular after his speech before the American Marketing Association in 1953. According to him, marketing mix presented the sequence of "**ingredients**" which, as a culinary receipt, if been well "mixed", would be able to make a product, capable to satisfy consumers' needs and desires. The traditional concept of marketing mix is based on the combination of products, price, place (of distribution)

and promotion, in order to satisfy the consumers' needs. New marketing paradigm relies on each marketing mix element communication, separately¹. A product communicates through its quality and design with the aim of satisfying consumers' needs and exceeding their expectations. What is also important is its shape, package, colour and other features as well. The price communicates through compliance with the product's quality. Consumers usually perceive the relation "the lower price the worse quality" and vice versa. Distribution sends information about the product's availability and exclusiveness. As the most intensive and exploited element of the marketing mix, promotion uses its different shapes. Nowadays, inquiries, chat rooms, forums, friends, all of them rank among the most significant independent sources of receiving information, so that even promotional activities turn to this direction.²

It is not only the product of company that becomes important, but also the overall impression caused by the entire organization on the market. Corporative brand and its image are important. The corporative image is something every company strives for in order to achieve a long-lasting, positive image in the overall public viewing. Therefore, it is important to methodically and thoughtfully create marketing programs, to approach the activity of planning of all the organizational levels strategically, and all this with the intention to develop the identity of the brand.

The identity of the brand is crucial in developing relations with the consumer as well as in creating consumer's experiences along with the brand. Consumers' experiences with a brand, the brand recognition on the market, recognizing the consumer in a brand, they all have an effect on strengthening the corporative identity value. Therefore, contemporary marketing conceptions emphasize the meaning of strategic analysis, not only of the consumer, but also of competition and internal analysis, the analysis of brand itself and the company that supports it. By using consumer's analysis based on qualitative research, one gets the data about what kind of attitude and perception consumers have towards some brand. Competition analysis studies strengths and weaknesses of competitors³, coming to a conclusion about which segment one should act in, and how. However, let's not forget the fact, that successful companies give their best in creating a recognizable brand today, just because of the more and more expressive competition and even greater differentiation. Let's just take into account the data that only 5% of buyers stick to a certain brand, and that 68% of them usually do not always buy the same products and brands. Even 73% of buyers use five or more different "shopping channels" (trade, online shopping, catalogues etc), and only one fourth of them do their regular shopping in one particular shop³. This data tell us about the extent to which companies should be prepared to change and have in mind the alternative branding strategies. The analysis of the company itself is most importantly highlighted this way, which includes not only resources and available means of the company, corporative brand analysis, strategies and tactics, but also the brand's value analysis itself. (The **Brand Finance** company, a worldwide leader in the corporate brand value measuring market, measures the global and affirmed company's brands value⁴. The Coca-cola company's brand value is 32 millions of dollars. Compared to the company's value, the brand's value is emphasized and it makes 32% of the total company's value. This information tells us about the increasing corporate brand's importance for the company, being treated as a part of intangible assets). Therefore, contemporary marketing conception implies searching for alternative strategies which will increase the brand's value. One of the prominent authors in alternative strategies field, David Atker, thinks that the identity of brand is a 12-dimension compound which he classifies into 4 perspectives⁵:

1. Brand as a product - the field of products, attributes, quality/value, aims, users, country of origin.
2. Brand as an organization - organizational attributes, local contrary to global ones;

¹ Buha Vesna, Janičić Radmila, Filipović Vinka, Gligorićević Mirjana, Virtual reality in distance education and marketing communications, Management – theory and practice management magazine, vol. 16, no. 60, pg. 51-59, 2011.

² For example, the greatest auction websites employ and pay auction experts well for maintaining communication on their well visited forums, with an aim to offer their customers as many information as they can.

³ 40.000 products are available in regular stores.

⁴ According to "Brand Finance" consulting company data, publishing a list of 500 best brands in the world every year, the best corporative brand is "Google" with 44 billion dollar value. The second place belongs to "Microsoft" -42 billion dollars, while the third place belongs to the chain of stores "Wall-Mart", with 36,2 billion dollar value. This year the "Apple" company improved by 12 positions, and reached one of the top places of the list with the value of 29,5 billion dollars. The top of the list belongs to American companies, and 13 out of 20 most valuable companies are situated in the USA. The British company "British petroleum" suffered a greatest loss this year, which made it fall from the 51th to 104th position of the list.

⁵ Aaker D. A, *Building Strong Brands*, Simon & Schuster Adult Publishing Group, New York, 2006.

3. Brand as a person - brand's personality, relation between brand and buyer;
4. Brand as a symbol - visual images/metaphors, brand's heritage.
5. The same author imagines brand's identity as a compound of a basic and expanded identity. The basic one represents the central and out-of-time basis of brand; it remains constant, even when brand is transferred to other markets and products. The expanded identity includes different elements of brand's identity, organized in meaningful and coherent groups⁶. Brand's identity represents the result of brand strategies, used by the company, resulting from the consumer's perception. Therefore, contemporary marketing conception recognizes the basis of brand in maintaining the external and internal company's culture, emphasizing the communicative role of every single element of a marketing mix. By emphasizing the communicative role of every single marketing mix element, the first pointed out is the value for buyer, the availability, the price and the communication. In this domain, it is important to identify the value (which way can a company identify a chance for an offer of new values?); to create the value (the offer of value) and to deliver the value (value delivery in a more efficient way).

Coca Cola, Microsoft, Intel, Singapore Airlines, Disney, CNN, Mercedes Benz, McDonald's, Ikea... are the examples of companies that have an emphasized communication with the target public and an excellent perception of their consumers. The value and strength of these brands has been developed with strategic pondering and clever management, over a long period and by analytical observing the market and consumers, along with permanent interaction. McDonald's has not defined its business as baking patties. The company held its image by forming a unique personality, actually by experiencing this personality with which these buyers are in active interaction. Shops cause a special visual impression, different flavour of the kitchen, relations of the employed, but also presents for kids, lottery, special package and the unique flavor⁷. A contemporary company needs to be aware of the fact that it is not enough just to find a buyer. It is necessary to keep him. Along with the clearly designed contemporary vision of brand, and with defined brand identity values which it wants to achieve along with sound organizational culture, the company can and certainly should manage it. The initial steps towards a successful corporate branding are the awareness of the company itself as an organization and a knowledge of the way in which public experience it.

3. Integrated marketing communications and brand development

Marketing communication is the contemporary marketing key component, which includes all communicational activities between the organization and its target groups. Relying on the promotional and creative usage of all the elements, it tries to increase sales and improve the business result. To increase the brand's value, companies use the integrated approach for informing their prospective and real consumers about their products, services and sales conditions. Integrated marketing communications represent strategic business processes that are used for brand planning, development, coordination and communication with the target public. Integrated marketing communications represent a way of observing the entire marketing process, from the aspects of the receiver.

Successful companies have for a long time now recognized the fact that buyers control the market. They are the ones who determine what they want to see, feel or hear. Firstly, people act down-to-earth while shopping, so they will always give advantage to a product for which one would pay the same price as when buying the same product somewhere else, but along with some added value (ex. bonus, a free product, a larger quantity of the same product, etc). Consumers today demand comfortable shopping, shopping from their houses so that they would be able to see catalogues without any rush and, eventually, choose the things they would buy⁸. There is more and more shopping from home in Montenegro nowadays, and the tendency increases.

Among the factors which caused forming the integrated marketing communications, technological factors are favoured along with the market ones. Market factors include: fiercer competition, investing into promotional activities growth, promotional budget redistribution, consumers' behaviour changes. Among technological factors, the emphasized ones are: media fragmentation, interactive media appearance, the

⁶ Kotler Ph, Keller L., Marketing management, 12. edition, Datastatus, Belgrade, 2008, pg.279-280

⁷ <http://www.poslovnaznanja.com/>

⁸ 12% of total shopping is done from home in the USA.

possibility of creating of the consumers' data base, partners and competitors. One of the most significant tools in marketing communication is advertizing and it is very often identified with the term "communication". The fact is that creating a successful brand becomes more and more difficult. Companies increasingly invest into their promotional activities, while marketing budget requires to be planned thoughtfully. Out of 50% of the best British brands, only 18% were created in 1975. Total investments in advertizing out of the USA in 1999 and 2000 rose by 60%, reaching the estimated sum of 231 billion dollars⁹. These data indicate how difficult it is to keep the brand and how much marketing means maintenance requires.

Nowadays, integrated marketing communications concept is adopted as a new branch of marketing development which incorporates all the marketing elements in communication. The local company's "Trebjesa Brewery, Niksić" example shows us a successful integrated marketing communication strategy appliance. The company, a market leader (with 91.8% of market share), communicates with more than three basic brand's values. The company communicates with general public by using excellent promotional tools among which are: certificates on numerous quality rewards, lottery games system for the customers, promoting material for the caterers, distributive discounts (99% of catering and retail objects in Montenegro sell their products), highlighting the recognition of brand (bitterness of the brand, as mark of recognition), innovation (Nik Gold Brewery in Budva), social responsibility (the "while drinking, I don't drive" campaign, conducted on TV stations, billboards all around the country, with a great reception and a clear message sent). The brand communicates well with its price, it is available to the middle-level-income people. Tin packages are a bit more expensive than returnable packages, but that is an additional motive for consumers to keep their environment clean. With its sequence of sponsorships and lottery games (football championship sponsors) and with an impressive slogan "Beer for friends" and "Always among friends", the company has accomplished its communicational aims and managed to create a strong link between the brand and its consumers. While observing new advertisements, we can notice younger population participating, (with which the company itself tries to do away with the traditions according to which only older population drinks beer and who the brand stuck to), in which way this company increasingly tries to include this category of the population into consuming their products. In all its propaganda, the brand has been presented as national, traditional, but still obeying the contemporary market demands (launching of their new products Nic Gold, Nic Cool, Nikšićko Tamno). The "Trebjesa Brewery" company strengthens its brand (which is definitely one of the most distinguishable ones in the region), along with its products and its good communicational tools as well.

In an integrated marketing communication, it is important to have a clear and definite message that stresses the quality of the product, the company's advantage and its vision. In order to apply the integrated marketing concept of communication itself properly, the company has to accomplish the following:

1. Develop horizontal communications - enable the employed to accomplish their tasks in team work, share information among working groups, affect strengthening of the employee's image throughout the corporate identity creating.
2. Integrate marketing activities, development, forming and coordinate usage of marketing program, process and activities;
3. Redefine the organizational structure, definition and usage of optimal organization as a whole, with an increased usage of the Internet and on-line business. Searching for the simpler way of management should be the imperative in organizing the communicational tools;
4. Intensify the usage of informational technology in communication with target publics and create a more complete data base of customers and stakeholders. Considering this segment, it is of high importance to have a good CRM concept (Customer Relationship Marketing Concept), which is an essential part of the company itself (investment into a reliable and powerful data base about the customers, including as much as 400 information about each buyer and representing a huge and demanding task of the company. This software is quite expensive, so that companies usually make partnerships for the aim of promoted automation of business processes¹⁰.)
5. Develop specialized departments in an integrated marketing communication company;
6. Estimatie integrated marketing communication effects of the company.
7. Relying on clearly defined corporate and marketing communications, and directly communicating with the

⁹ Jobber, D. Fahy, „Marketing Basis“, Data Status, Belgrade, 2006.

¹⁰ Jankovic M., „E-business in insurance companies“, master thesis, Faculty of Economics, Podgorica, 2009.

target publics, socially responsible business, caring for and promoting sound attitudes, the company manages to form a good image and to maintain its brand. On the other hand, due to great media fragmentation, the buyer chooses the material for promotion. All this causes the need for marketing communications integration. It is not enough to simply promote the product, it is also necessary to send a clear message about the brand itself along with the coordinated activities. Therefore, the strategic approach to the integration of marketing communications takes an important place in building the identity of the brand.

4. The synergetic effect of marketing communications

The modern marketing business philosophy emphasizes the organization and implementation of integrated communications, but not separate ones, as was previously the case. To what extent the marketing communications will be implemented depends primarily on the organization, types of products / services, the business strategy, and within it, the defined strategy of corporate and marketing communications. The company analyzes the past effects of communications, carries out an analysis of their performance, listens to the response of satisfied customers, analyzes and follows the concrete communication strategies, controlling its own ones and improving its business. The effect of unifying marketing communications (synergy) has always proved in practice to be greater than the effect of the action of each individual communication. The field of direct sales is becoming increasingly competitive, with the fragmentation of mass market, differentiated product range, complexity of marketing communications and electronic communications improvement. By integrating communications, a consistent and clear message is sent to the target audience, which ultimately increases brand awareness, directly affecting its image.

More than 9% of the economic activity in the United States is generated through direct marketing. Although it does not require high costs, it is an expensive form of communication, if used for one-time sales. Forms of direct marketing are often related to the media system, that is, they use advertising messages. Primarily they are: postal, print and electronic media. The advantages of this type of marketing are reflected in the personalization (creating "one to one" marketing), controllability (media control, cross-selling (creating the base of potential products, which customers may possibly buy), the possibility of testing all the variables that determine the success of a promotional campaign, such as: customer mailing lists (mailing lists), mail size, contents, format of advertising message, shape and color of letters, creating a reliable database of customers, developing long-term and trusting relationships with customers, possibility of integrating with other forms of marketing communications.

The technology has contributed significantly to the development of telemarketing. By using the video phones, this type of communication will experience a real breakthrough and partially reduce the cost of other forms of sales. Good staff training (telesalers, who are mostly women), is as important as observing the time at which the customers should be contacted. In this case, we are talking about outbound marketing. The inbound type of direct marketing initiates the calls from customers, if they were previously advertised about the existence of a brand. It also initiates a possibility of complaints, delays in delivery, etc. In America, the penalties for those companies that do not have the phone for customer complaints are being introduced, which is considered completely justified and stimulating in order to provide a better service. Strong controllability and flexibility are the main characteristics of direct marketing and as such they influence the establishment of long-term relationships with customers and strengthening of the brand. On the other hand, more complete databases are created which provide information about the preferences, habits and affinities of customers, with the aim of building the new or enhancing the existing brands, which will fully meet the needs of the market.

Direct mail, as a popular form of media, directly affecting target markets enables the achievement of flexibility and greater personalization of potential and actual customers by sending letters, flyers, (some companies send audio and video recordings by mail). In the UK, mailing costs less than a pound, while a visit to prospective buyers may cost up to 50 pounds. This form of direct marketing is characterized by a high level of distrust, with a tendency to decline. The standard direct mail includes: an envelope, a letter, a brochure, a response means for and a reply form. While the letter communicates with the customer and sends him a call for action, a brochure details the elements of the product and is sent when you need to tell the story. The form for the response is a desirable form for sales growth, as it includes a response form or order form, with the number of free phone numbers or other communication instruction. The form for sending the reply is a return envelope which is sent to the recipient free of charge. Free postage displayed on the envelope significantly increases the response rate.

Kiosk marketing is a form of integrated marketing communications which is increasingly used by companies nowadays. Machines and automatic machines for ordering products / services, which are delivered to the buyer at the given address, are placed at airports and in shops. The Florsheim Shoes company has machines in several of its stores, where the customer indicates the type of shoes they want (formal, sports), together with the size. The picture of Florsheim shoes that meet the criteria of the customer appears on the screen. If certain shoes are not available at the store, the customer can call and order by phone, giving a credit card number and address to which the product should be delivered. This form of marketing significantly improves good communication with the customer and faith in the brand, distinguishing it in the eyes of customers from similar brands. **Catalogue sales** have an important place in communication with upper- and middle-class people, who do not have enough time to purchase outside the home. About 71% of Americans do shopping from home, spending about \$ 150 a month. The comparative factor is emphasized here, since the customers are given a possibility to examine the catalogue in more detail and make a comparison with the on-line offer of other providers. This type of communication has a strong influence on brand building, along with on-line ordering. On the other hand, production of catalogues is expensive and requires constant updating.

Internet marketing enables companies to use the Internet in order to create brand awareness, make the customers interested, provide information, influence the attitudes of customers, and support communication goals¹¹. **Electronic marketing** uses one or more electronic media (resources, tools, techniques, technologies, systems) to achieve a measurable response and / or transaction. In addition to telephone, radio, television and other traditional electronic media, modern electronic media are increasingly used in e-marketing, such as: cable television, mobile phones, computers, the Internet and other network technologies. As brand development is a slow and expensive process, Internet marketing is a way to inform customers about the characteristics of the brand, enable on-line, simpler and faster purchase, while on the other hand, it offers a possibility of discussing, chatting between customers and a public display of discontent with the offer of the company. Communities of on-line customers are becoming more powerful and their views have now become one of decisive purchasing factors. The creation of electronic forums is nowadays a very important tool of communication that companies must take into account. Toyota car owners who use America Online, can maintain on-line discussions and exchange experiences. Nestlé is committed to conducting open, ongoing communication with target groups, potential investors and other stakeholders. The guiding principle of this policy is the relationship with target groups where Nestle treats all target groups in the same situations in such a manner that all sensitive information is published and disclosed in time so as to be available to everybody in a transparent manner. The company has a strong Internet marketing strategy, based on the placement and provision of good information (and). All information is quickly found on the websites of the company immediately after its publication, for example, the financial report on business operations. The web site is proactive and has an option of giving answers to frequently asked questions, providing all necessary information that may interest the investors, including areas such as the environment and so on. The company has developed a proactive file of all the press conferences that have taken place in the past, so it has enabled good transparency of all information. The well positioned part of the site with information relating to future events provides a good insight into all reports of interest on the dates and types of press conferences. Accreditation of journalists has been solved in a way that the part of the Nestlé site covering the media, has offered an option to journalists to apply and obtain accreditation for certain events very quickly. Nestle is actively involved in promoting the events, results, decisions which are important for the company by buying media space on radio and TV stations, where the information important for the company, as well as for the audience, is presented to the public in the form of unobtrusive programs. Good communication in the form of advertising activities, TV, radio, press and others, used through the marketing mix, has made a good basis for the Nestle company to establish a good and proactive relationship with the advertisers. This is a great example of excellent communication with the target audience through the Internet channels, which leads to accepting the brand as serious and loyal.

Public relations emphasize the importance of marketing communications in order to create public support for a company's activities, through the promotion of understanding and goodwill. Positive publicity is expected as a result of planning efforts concerning their creation and maintenance. In terms of strengthening corporate identity and company image, publicity serves to help consumers understand the quality of the product. The modern marketing paradigm emphasizes the growing importance of publicity and public

¹¹ Jovanovski Igor, "Management – Journal of management theory and practice, vol. 15, br. 56, p. 78-83, 2010.

relations, more than advertising. However, failing to use them will hinder an effective achievement of the goal. Highly selective communicating tool are public relations, too. Public relations contribute to the integrated marketing communications in several ways: creating excitement in the market, before the advent of advertising, where there is no news about the product, providing additional value to consumers of the service sector, etc.. **Sponsorships** are a means of communication with consumers, whose aim is to create brand awareness. According to Jobber, sponsorship is a "business relationship between those who provide funds, resources or services and the individual, event or organization, which in turn offer some rights and association that can be used for promotional purposes." There is a wide range of activities that can be sponsored, ranging from sports, artistic, to socially beneficial, and entities such as teams, people or events themselves: competitions, fairs, exhibitions and so on. The Red Bull company has an interesting strategy when it comes to sponsoring various festivals, sporting events, concerts, entertainment etc. Besides the brilliant slogan "Red Bull gives you wings", in all its sponsored events the company offers free degustations, believing that public opinion makers have a major impact on the growth of purchases. In the classic Red Bull events, such as "Racing karts without motor" and "Red Bull flying day" events involve participants in developing marketing initiatives (various methods and techniques of drinking, etc..). Sponsoring the event, including participants in the degustations and competitions, the company has achieved a closer link of prospective and actual consumers with the brand.

Sales promotion is commonly used by companies in order to achieve short-term effects on the budget increase. Price reduction is one of the most common ways of improving sales, which is preferable in case of the brands with low market share, while in case of large corporate brands it can sometimes cause damage to the company. In order to improve sales, companies use various techniques with the aim of encouraging new purchase, including: promotional samples, promotional coupons, bonus packs of products, special promotions of products / services, promotions at point of sale of products / services, contests, special events. The techniques to improve sales lead not only to the current commitment to a brand, but seek to reinforce a longer-term consumer demand for products / services. How and which way the company will operate in the market depends on many factors, among which the following stand out: size of the market, communication goals, behaviour, preferences and habits of customers, competitive strategy and the allocated marketing budget. Promotional sales tools are samples (miniature packaging products delivered through direct sale or through a print media) suitable for product testing, promotional coupons (a form of promotional media, which are delivered to a retail store to replace part of the product / service, or acquire the product at a discounted price) special occasion sales (excellent manner of enhancing the end-of-season sales); bonus packages (frequent stimulating techniques to foster trade, increasingly used by sellers, the most common form of which is "two for the price of one"), corporate promotional resources - are all corporate promotional funds that are branded by the company title (diaries, lighters, key chains, flags, umbrellas, pens, branded clothing manufacture, calendars, etc.); special cards for special clients-discounts as gratitude for loyalty in long-term purchases, or business cooperation; sweepstakes and contests - obtaining the products / services by participating in the auction or by luck. Stimulating sales promotion techniques are not only meant for the consumers, but also for intermediaries and distribution channels, that are just as important for the entire chain of value creation.

According to *Marc Gobe*, the author of "Emotional Branding - the **emotional branding** is a new paradigm of connecting with people", by which the brand means the promise and the fulfillment of that promise, and branding means giving the power of the brand to specific products or services. Brands promote love and intimacy with the consumer. They address him in the first person singular, and strive to be living beings - friends. *Apple iMac* is another word for sensuality, in addition to a high quality and sophisticated design. The investment of corporate resources and efforts in bringing about real emotions in the consumer is the best investment that one company can make. More and more companies nowadays realize that new opportunities are not based on reducing costs and increasing profits, but on creating innovative models and understanding that intangible things become more valuable than tangible ones. On the fast-food restaurant market, Mc Donalds carefully builds its brand based on a special visual experience, different kitchen flavours, employee relations, gifts for children, contests, special packaging, unique flavors, arousing positive emotions with their distinctive symbol, and building the image of a socially-responsible company (*Ronald McDonald House Charity Funds*). The importance of branding today lies in the brand experience through all five senses. Emotional branding is based on four pillars, namely:

- Familiarity with the consumer, with significant changes in the structure of today's consumer, to which companies have to pay attention (generation changes, an increasing impact of women in the society);
- Sensory experience - experience the brand through all five senses (Singapore Airlines is a company that uses a sophisticated Asian scent in its aircraft, which is a sign of recognition of the company);

- Imagination - imaginative approach to product design, packaging, sales, advertisement and Internet sites allows for the brand to break through the set limit and win the hearts of consumers in a new, fresh manner;
- Vision - the most important factor in long-term success of a brand. Brands are going through a natural life cycle. Therefore, to create and preserve their success in today's market, they must be positioned so that they can always be re-devised. (*The vision of Walt Disney's-We will be the happiest place on Earth*).

The synergy of integrated marketing communications tools usually has much better effects in comparison with that they produce when they act separately. It is therefore important from the aspect of a previously conducted strategic analysis (internal, competitive analysis and consumer), that a marketing and corporate strategy should be carefully designed, in order that a long-term brand recognition and image are ensured by improving the reputation of the company.

5. The role of media in developing brand identity

A special form of integrated communications, with which a brand identity is developed, belongs to media and advertizing. Besides the mentioned advantages of electronic communication with the stakeholders, the importance of advertizing in media and its influence on the brand identity should be pointed out. The functional character of the product transmits the brand's value on one hand while on the other hand, media represent the means of advertising. The sense of brand existence is created via media and with the aim to inform and affect the customer. Messages one desires to advertise are not only emitted via walls, billboards, boards, newspapers stands, shops, roofs, transport means, cinemas, shopping malls, etc.

Advertising represents a form of paid and impersonal communication about organizations, products/services and all these by a particular sponsor. The impersonal form of communication implies that there is no more possibility that information be returned by the person who receives it. In a one year period, more than 200 companies in the USA spend more than 100 million dollars on advertising. Advertising messages are now not only passed on via print, electronic or interactive media. They can be spread through: walls, posters, billboards, kiosks, shops, roofs, means of transport, internal transport stations, cinemas, shopping malls, etc. A survey conducted this year by *Microsoft* has confirmed that advertising is more effective if implemented through print media than on television. Although consumer habits have changed with the development of electronic media, the print media occupy a special and important position in promoting products. There are different types of ads, ranging from black and white or full colour ones, based on the text and illustrations, to inserting a variety of leaflets, brochures and similar materials and their distribution with newspapers (in Montenegro there is a strong tendency towards this type of communication and sales growth). Studies show that every pound spent on advertising in print media in Great Britain brings five times the value or income of five pounds. (One pound investment in television advertising brings £2.15, and £3.44 is gained if the advertising is carried out on the web). *Microsoft* has conducted a survey among 26 leading British retail chains, of which 24 are among the 100 largest advertisers in the UK. The study recommends advertisers to increase the budget for print media and the web by 10%, with the same percentage reduction in investments in TV ads. In Britain, in 2009, revenues from TV advertising for the first time in history were less than the budget spent on the web, which turned \$3.6 billion¹². The research results confirm a previous research of the British Journal *Science Brand* which shows that advertising in print media gets double the value of the investment in other media. The research results show that Internet advertising will reach the figure of \$62 billion in the following five years¹³. In advertising, the role of magazines and newspapers differs from that of the electronic media, because it allows the presentation of detailed information whose processing speed is determined by consumers themselves. Selectivity is one of the advantages of magazines, i.e. their selective ability to appeal to target audiences. Prestige is an important feature of this advertising method because that is how consumers perceive it. The costs of advertising in magazines are relatively high, and disadvantages of such advertising are reflected in insufficient frequency compared to other media, as well as in large competition. Newspapers are the largest advertising medium, particularly attractive to local advertisers for promotion of products/services at the local level. The most important feature of this advertising method is a large geographical coverage, and, on the other hand, its disadvantage is reflected in brevity. Advertising in newspapers is not cheap, and in order to inform consumers

¹² <http://www.asmedi.org/Newsletter/Jun%20Nr129.html>

¹³ <http://www.blic.rs/Vesti/Svet/193552/Stampani-mediji-superiorniji>

about the existence of the brand, companies usually lease space for a few days, which, in turn, means higher costs. To meet the increasing demands of consumers, local newspapers are available on the Internet. National news web portals compete with each other in design and style, to attract people of all ages. The wide penetration of the market allows advertisers to send their message to all market segments.

Advertising in electronic media includes advertising on television, film, CD and video-tapes. Television is a multimedia service, which is, as a means of advertising, today most effectively used in appealing to consumers. This means advertising can quickly cover a wide audience, with high integration and reaching a large number of market segments. Being an expensive medium, it has been exposed to high competition, especially from the moment when cable TV appeared. Television is criticized as a selective medium. However, a certain level of selectivity is possible because of the different composition of the audience, resulting from the programme schedule, broadcast time and geographical coverage of the program. As a medium, it is mostly used as a direct incentive for sales activities. An average advertising 30 seconds spot on the largest four TV networks in the US, in peak time, is seen by nearly 10 million households. The cost per one thousand households is \$14. Cable television enables addressing to special groups which are relevant to the brand, through specialized channels for a specific field of interest (sports, nature, music, crime movies and series, etc.). Over the past decade, the impact of advertising through the mass media has dramatically declined (due to video recorders, remote control, cable TV, satellite dish, the Internet, lifestyle). Only 19% of viewers said they watched commercials during a TV programme. For that reason, particular attention is paid to timing and advertising period of products through this medium. Most companies will use the Internet for advertising (the most commonly used format for advertising is e-mail), which is one of the reasons of the impacts of global crisis. In Great Britain it has become the biggest medium for advertising in the last three years.

Radio is an often ignored medium in branding. It is characterized by high frequency, selectivity, human voice and coverage, whereas its biggest disadvantages are its incapability to retain the attention of the listeners and the absence of pictures. It is important to select a radio station where the company wants to advertise, due to knowing the demographic structure and preferences of its listeners. One of the most recognized commercials in the world of brand advertising is the example of Absolut vodka. The advertising strategy was focused on two unique aspects of the product: name "Absolut" and its distinctive bottle shape. The campaign was one of the most successful in the world and turned the name Absolut into a synonym for vodka. While sales of all other spirits have fallen by over 40% in last 15 years, Absolut vodka sales have increased 10 times and various Absolut brands together have a 70% market share.

Interactive media take an important position in the field of branding. The most interactive media are the Internet and mobile telephony. In addition to the advantages of the Internet technology, it is necessary to mention banners, as the most widely used form of advertising, rectangular-shaped, situated at a specific part of a web site. The service of posting a banner is paid to the advertiser. By clicking on the banner on the webpage of the company, a product or event is opened, and thus prospective customers can be reached. A banner may be posted in the form of flash banners, containing audio or video animations, as it would be more attractive to prospective customers and thus increase the number of visits. Mobile phones provide a great opportunity for communication with users. Montenegro is a leader in the region with the highest frequency of use of mobile devices. For that reason, this form of advertising is interesting to local advertisers. Although mobile marketing is a novelty, the telecommunications industry requires attention. SMS (Short Message System) represents a system of short messages, very popular among users. This type of advertising is desirable for the promotion of commodities offered by a company, discounts, activities and information about new brands. The new technology provides conditions for the development of additional services via MMS (Multimedia Messaging System), messages that contain both pictures and sound. The most important service of new technology is access to the Internet via the mobile phone and exchanging messages from one system to another. Through mobile devices, a product/service may be ordered and easily paid for.

Mobile devices allow us to purchase a product / service with simple way of payment today. In this segment, companies must respond by developing interactive sites, thus enhancing the cooperation of e-consumers. This is an important medium for branding, some recent research has shown, stressing that mobile telephony penetration of 10% may affect the economic growth of 0.59%. Developing media, new technologies, encourages companies to think in new directions of advertising, with the aim of making a more comprehensive approach to the customer and attempting to improve the position and development of the brand thus also maintaining the company image as a positive, serious and socially-responsible company.

Conclusion

The main purpose of integrated marketing communications is a long-term quality of communication with the company's customers. The major characteristics of integrated marketing communications are strategic, two-way and targeting specific consumer needs. Employees at all levels of management must be aware of the many legal and ethical problems that today surround marketing communication. Companies need to carefully and proactively work to make their communications with customers and stakeholders open, honest and pleasant. In saturated markets, the excessive offer of product / service requires companies to pay constant attention to strategic analysis, both internal and those obtained from the market. Creating a brand and its positioning is a complex task for one company. From creating the identity of brand elements (name, logo, symbol, color, brand, etc.), through the perception in the eyes of consumers, to the use of various tools of marketing communication, brand management becomes a serious management of the brand values. In order to develop a brand identity, companies use synergetic effects of marketing and corporate communications, which act together to achieve greater effects on brand value than if they acted individually. The key element is related to the creation of messages and target audience to whom the messages would be sent. Additionally, it is very important to choose a method of placing messages in order to receive feedbacks, with a clear message that the brand is recognized properly. The role of the media is extremely important in creating the identity, especially in these days and in the age where advanced technologies (especially the Internet and mobile technology) begin to play a more prominent role in modern marketing. Emotional branding and the brand experience through all five senses is a new marketing paradigm. Modern brand identity determines the overall organization, with emphasis on corporate social responsibility. Therefore, the integrated marketing communication is undoubtedly important in creating the reputation of the company, in order to preserve customer loyalty and achieve long-term relationships with company stakeholders.

REFERENCES

- [1] First D. Aaker, „Building Strong Brands“, Simon and Schuster Adult Publishing Group, New York, 2006.
- [2] Second V. Filipovic, Stankovic M. Kostic, „Marketing Management“, FON, Belgrade, 2011.
- [3] Third V. Filipovic, Stankovic M. Kostic, „Public Relations“, FON, Belgrade, 2011.
- [4] Filipovic V., R. Janicic, „Strategic marketing“, FON, Belgrade, 2010.
- [5] Gregory J., „The Best of Branding - Best Practices of Corporate Branding“, McGraw Hill, New York, 2004.
- [6] Jobber, D., Fahy, J., „Fundamentals of Marketing“, Data Status, Belgrade, 2006.
- [7] Larry P., „Strategic Integrated Marketing Communication“, Elsevier Inc., Canada, 2008.
- [8] K. Keller, „Best practices in branding - lessons from the world's strongest brands“, 1.edition, Mass Media International, 2008.
- [9] Kotler Ph., K. Keller, „Marketing Management“, 12th Edition, Prentice Hall, New York, 2008.
- [10] Ognjanov G., „Integrated Marketing Communications“, CID, Faculty of Economics, Belgrade, 2009.
- [11] Robyn Blakeman, „Integrated Marketing Communication“, McMillan, Canada, 2009.
- [12] Terence A. S., „An advertising promotion and other aspects of integrated marketing communications“, Prentice Hall, New York, 2008.
- [13] Kenneth C., „Integrated Advertising, promotion and marketing communication“, Prentice Hall, New York, 2009.
- [14] David P., „Integrated marketing communication“, Elsevier Inc., Canada, 2006.

Received: October 2011.

Accepted: June 2012.

About the Author

Marija Jankovic, MsC

University Mediterranean, Faculty of business "Montenegro Business School", Podgorica
email: marija.jankovic.mbs@gmail.com

Marija Jankovic, Mr. Sci - PhD candidate at the Faculty of Economics, University of Montenegro, in Podgorica. Master, two-year studies, completed in the Faculty of Economics (course: International Economics, Finance and Business), and four-year academic studies of economics at the same University, as one of the best students. She has received numerous scholarships during her studies. She attended school abroad. She is hired as assistant on five subjects, on both courses, at Faculty of business studies, University of Mediterranean.

