

Key Words :

Communication Strategy, branding, brand recall, Influencers, Marketing Plan

Subject Area:

Marketing- Integrated Marketing Communication Strategy (IMC)

Abstract :

Globalization has brought in tremendous changes in the manner in which companies/ marketers communicate with their customers. The communication landscape has undergone a metamorphosis in recent years. Marketing and promotion have become totally customer-driven and hence, it has become a challenge to the marketers to plan communication strategy in such a way to establish a perfect connect with the customer. It is an established fact in marketing, that people always prefer a 'connection' to 'information'. A company might present a wealth of information to the customer about the company and its products. However, the customer makes a buying decision only by getting the 'connection' ie. Feeling connected with the product/brand. The point of focus is "how an Integrated Marketing Communication (IMC) strategy should be designed to ensure strong brand equity for a product". The case focuses on the challenges faced by a Marketer of Aluminium roofing sheets to ensure strong brand equity by designing an appropriate Integrated Marketing Communication (IMC) strategy.