

Marketing Communications

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Session 2:

- Target groups
- **Objectives**
- Branding

MC objectives

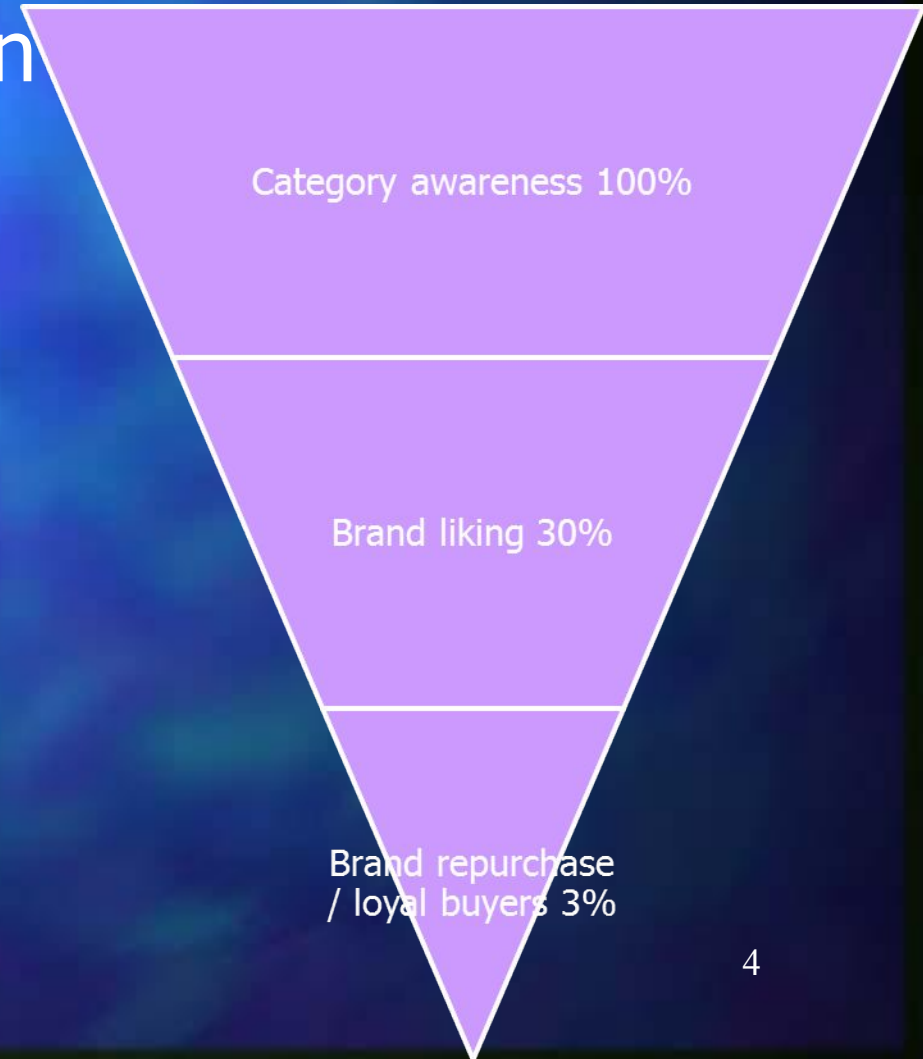
- “Defining advertising goals to measure advertising results”
- The DAGMAR approach of advertising was devised by Russell Colley
- Used in advertising to set advertising objectives and goals.

Communications objectives 1

- Category need
- Brand awareness: recognition and recall
- Brand knowledge / comprehension
- Brand attitude

Communications objectives 2

- Brand purchase intention
- Purchase facilitation
- Purchase
- Satisfaction
- Brand loyalty



PLC and MC objectives



PLC and MC objectives

- **INTRODUCTION**

Category need, brand awareness, brand knowledge, brand attitude

- **GROWTH**

Brand attitude, brand preference

PLC and MC objectives

- **MATURITY**

Top-of-mind awareness, brand attitude, brand loyalty, customer satisfaction

- **DECLINE**

Purchase, new target groups