

Key marketing communication tools for a brand marketing essay



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Marketing communication tools are decided by a brand based on their capacity (people, power, finance) and strategy they can use to market the brand to their targeted audience by in-depth evaluation and study of the different factors that influence the behaviour of the buyer to get attracted and consume their product. The brand I have chosen is Emirates Airlines which offers a more service based product and currently uses its marketing communication tools to increase their awareness and value to be perceived as an important corporate image in the airline industry. The two key marketing communication tools used by Emirates airlines that are discussed in this coursework are sponsorship and advertising.

Emirates has established its corporate image as a reputable and affordable airline providing high quality service and winning many airline awards including Best Airline of the year awards for two consecutive years in 2001 and 2002 as well as the Best in-flight entertainment award in 2010. (Skytrax, 2010).

It is found by empirical evidence that success in service development requires a deep understanding of customer needs, preferences and expectations (Gustafsson et

al., 1999) and that, marketing strategies implemented by airlines to expand internationally must take into consideration different expectations and perceptions of passengers (Sultan and Simpson, 2000). To build brand loyalty, increase the perceived value of the brand and other positive feelings for the brand, the airline invests heavily in sponsorship in international sports that includes football, cricket, rugby and golf to name a few. The massive

investment by the airline in sports sponsorship provides extensive media coverage and large audiences for the brand. It uses massive sponsorship for maintaining its brand image and expanding its customer base by increasing awareness through sponsorship of international events. " Sponsorships are used to drive brand communications across multiple platforms, tapping into the passion and dynamism that defines the relationship between a sport and its fan base." (Fenton, W., 2009). Sports provides an opportunity to identify and reach large audiences who share particular characteristics, not only at each event but more importantly through media that attach themselves to these activities.(Fill, C., 2005). The airline makes use of an attractive sporting event in an attempt to transfer the positive image of the sports event onto their brand. (Nufer, G., 2009).

Emirates uses different sports to target different people with varying characteristics to obtain a far-reaching exposure. For example, sports events of golf are sponsored because it has a global upmarket appeal and golf clubs are well-suited for corporate entertainment offering the chance of playing as well as watching (Fill, C., 2005). Hence, the number of individuals targeted by the brand is increased tremendously.

Emirates being associated with an international sport or with flying sportstars and players for various sport competitions make it a high class airline in view of the customers especially if the players or team that is flown by Emirates is of high interest to an individual. In addition to this, an individual's perception of the airline is increased as he sees the airline sponsoring events across different sports, creating a positive impression about the airline due to its massive investment, creating promotion that <https://assignbuster.com/key-marketing-communication-tools-for-a-brand-marketing-essay/>

appears to be something else, such as sports entertainment, is a particularly persuasive technique since the communication is experienced without any critical resistance (Hackley, C., 2010). Two examples of massive sponsorship deals by the airline are considered here.

People are fascinated by global events like the FIFA world cup and are viewed by thousands of spectators. For example, a cumulative television audience of 26. 29 billion viewers followed the 64 games of the FIFA World Cup 2006 with an average 259. 9 million viewers per game. (FIFA, 2010). Emirates paid around 45 million euros to sponsor the FIFA world cup 2006. (Nufer, G., 2009). As a result, Based on the effectiveness and success of the world cup sponsorship in 2006, it has cemented its status as an official FIFA partner up to and including the 2014 FIFA world cup.(FIFA, 2010).

Arsenal football club unveiled a £100 million, 15-year sponsorship deal which included the naming rights of the stadium and shirt sponsorship (Hollis, S., 2008). Emirates has found that its name recognition has grown exponentially within the UK following its title sponsorship of Arsenal's new stadium causing an increase in the airline's brand awareness (Hollis, S., 2008).

Emirates also sponsors events in the internationally-acclaimed Australian symphony orchestras reflecting similar values of high quality and innovation. This sponsorship has helped Emirates to target the wider community that include frequent flyers. Emirates offer special fares to subscribers of Sydney Symphony and also have naming rights for one of their main concert events called Emirates metro series. (Sydney Symphony Orchestra, 2009). Also , Emirates tries to emotionally connect to the people through the concerts and

exhibits common traits and values between the airline and the symphonies like high quality , innovation, luxury , style and of course first class entertainment. (Emirates, 2010). Chong(2009) suggests that arts sponsorship has social benefits which generates goodwill towards the brand organization by providing funds for traditional art organizations (Hackley, C., 2010). A large amount of publicity is gained as the event gets wide media coverage.

But according to Hackley (2010), large sums are spent on research studies that look at brand awareness, recall, liking and purchase intention as a result of sponsorship. He further states that the outcome of sponsorship can only be assessed in terms of long-term brand profitability that is evident in the history of the airline's sponsorship for more than a decade. Sponsorship can easily become risky when negative publicity arises due to the intangibility of the service that increases the buyer's purchase risk. The effects of sponsorship should be closely watched

and damage control techniques must be used when negative publicity arises (Clow, K. and Baack , D., 2007).

Advertising is a major component of integrated marketing communications. The advertising by Emirates airlines includes print media(newspapers, journals, magazines) , electronic media(television, e-mail, LED screens, text messages, internet advertisements), online advertising (website design and features, banner ads, videos), outdoor media(kiosks, hoardings, sign boards) as well as inflight magazines. Advertising is a very important tool of marketing as it helps building a brand image for the airline and also keeps

the re-enforcement of the brand to the viewers. The airline uses advertising for brand building and to convey key features of its service like customer service, innovation, good connectivity and luxurious experience. The themes used by Emirates for advertising consists mainly of a holiday destination, high connectivity of the airline and its luxury in-flight experience, trying to connect logically as well as emotionally to the targeted audience.

Some of the television and online advertisements with themes like holiday destinations makes an individual imagine himself present at the advertised destination or enjoying the luxurious in-flight experience depending on the advertisement. According to Escalas J. (2004), those individuals who engage themselves in such mental simulation generate a positive affect resulting in more favourable brand evaluations when compared to those who do not engage in it, therefore increasing the advertisement effects. If an advertisement creates a positive mood then it is more likely to create a positive implication of the brand. (Aylesworth, A. and Mackenzie, S., 1998).

Sometimes advertisement is combined with promotions like reduced ticket prices for a certain period to certain destinations. According to Jones (1995b), this is an important strategy since advertising in combination with promotions has more effect than just advertising. (Putte, B., 2009).

Advertisements along with promotions are used in strategies to manage the demand with the supply. For example, the airline can offer discounted tickets to fill unbooked seats or it can charge different prices at different times to shift demand from peak to non-peak periods (Kotler, P. et al., 2008).

Putte(2009) suggested that purchase intention is determined almost entirely by previous purchase behaviour . So although the advertising creates brand awareness and affinity towards the brand, the previous experience of an individual or the people around him influence an individual in his purchasing intentions. So the main factor that determines the purchase of the product at the end is the positive influence of word-of-mouth that gives credibility to the brand rather than the sponsorship or advertisement messages paid for by the service provider(Kotler, P. et al, 2008). Hence the reputation of the airline in providing the expected service is important.

Since the product of Emirates airlines is mainly a transportation service with few tangible goods, the service characteristics of inseparability and variability play an important role in determining the experience of customers. When considering inseparability, Emirates airlines employs high trained staff for its cabin-crew members who also come from different nationalities and speak multiple languages giving an image of a global airline. Inseparability is an important factor as it is not only the passenger in the service interaction but also the other passengers around him that are influenced.

Service variability means the quality of service depends on who provides them and when, where and how (Kotler, P. et al, 2008). These factors are important as it influences the experience of passengers thereby influencing the word-of-mouth which is important in determining purchase intentions.

Most companies use sponsorship as a means of supporting and re-enforcing their brand awareness along with other forms of marketing communication

tools. Emirates seems to be very successful in using sponsorship as an effective marketing communication tool and it includes a lot of advertising in most sponsorship deals. But a clear cut distinction cannot be drawn between advertising and sponsorship as sponsorship in most cases includes advertising of the sponsor. Similarly advertising and sales promotion are sometimes integrated. A marketing manager must take into concern all the different forms of marketing communication tools and use a suitable combination of integrated marketing communication with the ultimate goal to increase sales and generate higher profits for the company.