Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_

**Directions:**

Complete the following worksheet. Assignment is worth **50 points**.

**Part I -Integrated Marketing Communications** (**10 points**)

*Selecting the right tools for the job and combining them into a successful marketing effort is a critically important task for modern marketers.*

What are the common methods for IMC?

|  |  |
| --- | --- |
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. |  |

**Part II – Identify Targets and Message of IMC (40 points)**

As you watch the videos, answer the following questions for each video:

* 1. Who is the target of this IMC effort?
  2. What core message is being communicated?
  3. How many and which communication tools are being used?
  4. How does this IMC activity turn people into active participants instead of remaining passive audience members?

**IMC Example #2: Ariel Fashion Shoot**

A jam-squirting robot. A busy mall. Designer clothes. Facebook. No, this isn’t the plot of a sci-fi action move targeting “tween” girls It was, at the time in 2011, the largest and most interactive product demonstration ever undertaken, for a laundry detergent called Ariel Actilift. It grabbed attention across Scandinavia and induced thousands of people to participate by playing a silly remote-controlled game. In the process, it also proved the remarkable stain-fighting powers of the laundry detergent at the center of it all.

<https://www.youtube.com/watch?v=gOOLyUfO1Ag>

**IMC Example #1: Small Business Saturday**

In 2010, American Express teamed up with millions of small businesses to create a marketing event that quickly became a tradition during the holiday shopping season the U.S.: *Small Business Saturday*. To make it successful, American Express and its small business network had to create something out of nothing and then convince consumers to show up.

<https://www.youtube.com/watch?v=NgmLC6jbxfg>