ΟΙΚΟΝΟΜΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

# Advertising & Communication Management

Polyxeni (Jenny) Palla, PhD

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# Week 1

## Introduction

- Introduction to Advertising & Integrated Marketing Communications. Underlying the importance of IMC in Marketing (Belch & Belch, 2021)



- Defining Digital Advertising from Online to Omni channel (Rodgers & Thorson, 2026)

# Chapter Objectives

**1. To examine the promotional function and the**

- growing importance of advertising and other
- promotional elements in the marketing
- programs of domestic and foreign companies.

**2. To introduce the concept of integrated**

- marketing communications (IMC) and consider
- how it has evolved.

**3. To examine reasons for the increasing**

- importance of the IMC perspective in planning
- and executing advertising and promotional
- programs.

**4. To introduce the various elements of the promotional**

- mix and consider their roles in an IMC
- program.

**5. To examine how various marketing and promotional**

- elements must be coordinated to communicate
- effectively.

**6. To introduce a model of the IMC planning**

- process and examine the steps in developing a
- marketing communications program.



# What is Marketing? (AMA)

The American Marketing Association (AMA), which represents marketing professionals in the United States and Canada, defines **marketing as**

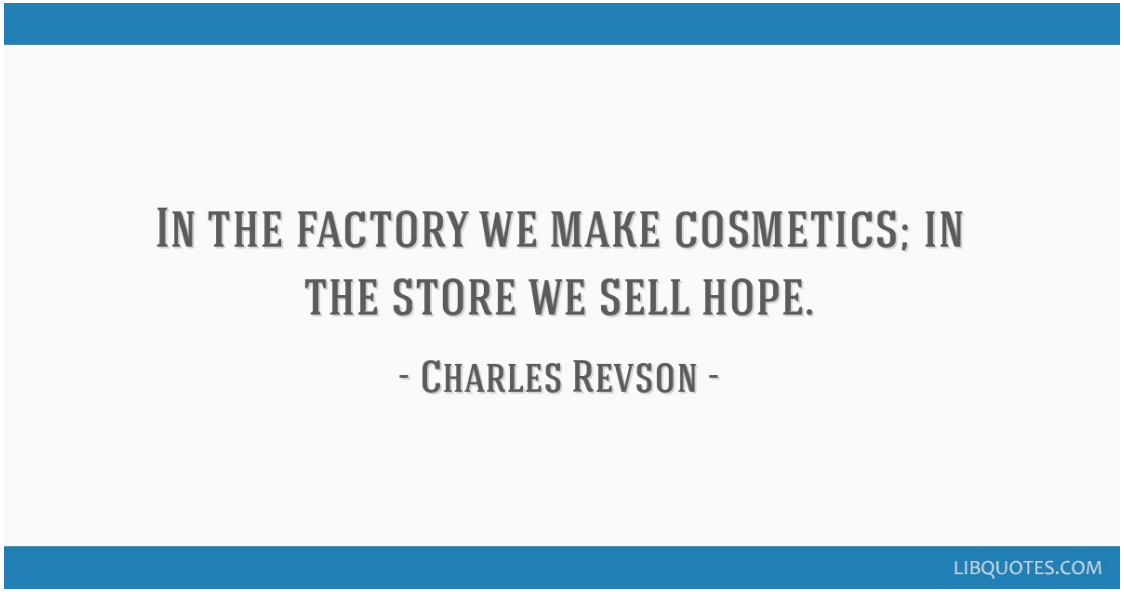
***"the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives".***

Effective marketing requires that managers recognize the interdependence of such activities as sales and promotion and how they can be combined to develop a marketing program.

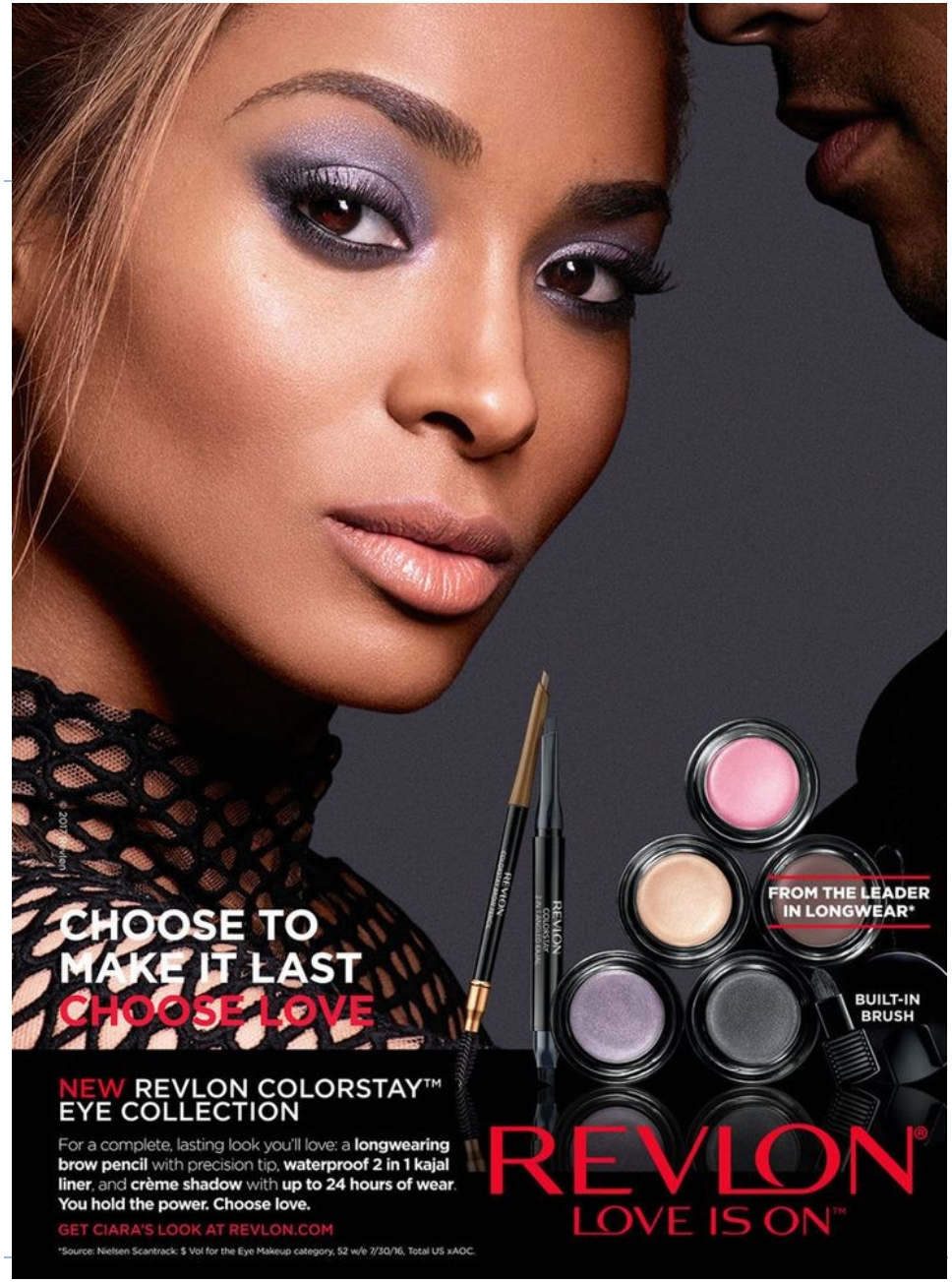


# Marketing

- Marketing focus on exchange
- Relationship Marketing
- The Marketing Mix
- Integrated Marketing Communication



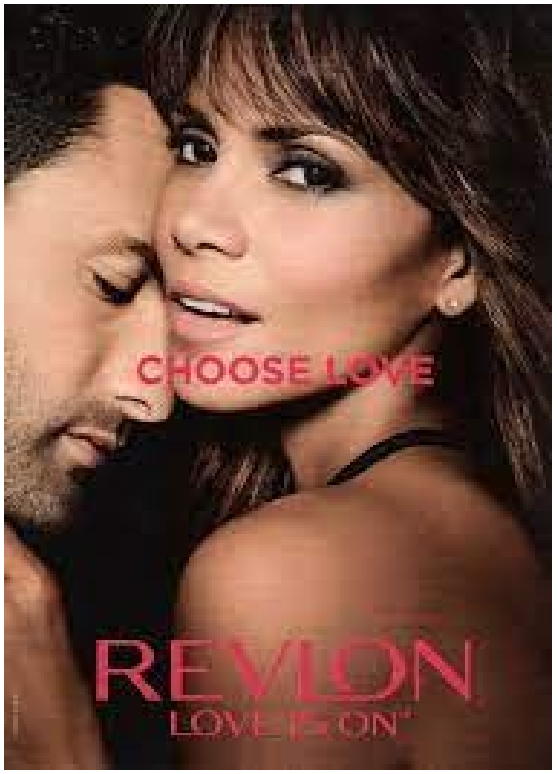




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# Marketing Concept

This quote — *'In the factory, we make cosmetics; in the store, we sell hope'* — encapsulates the **marketing concept**.

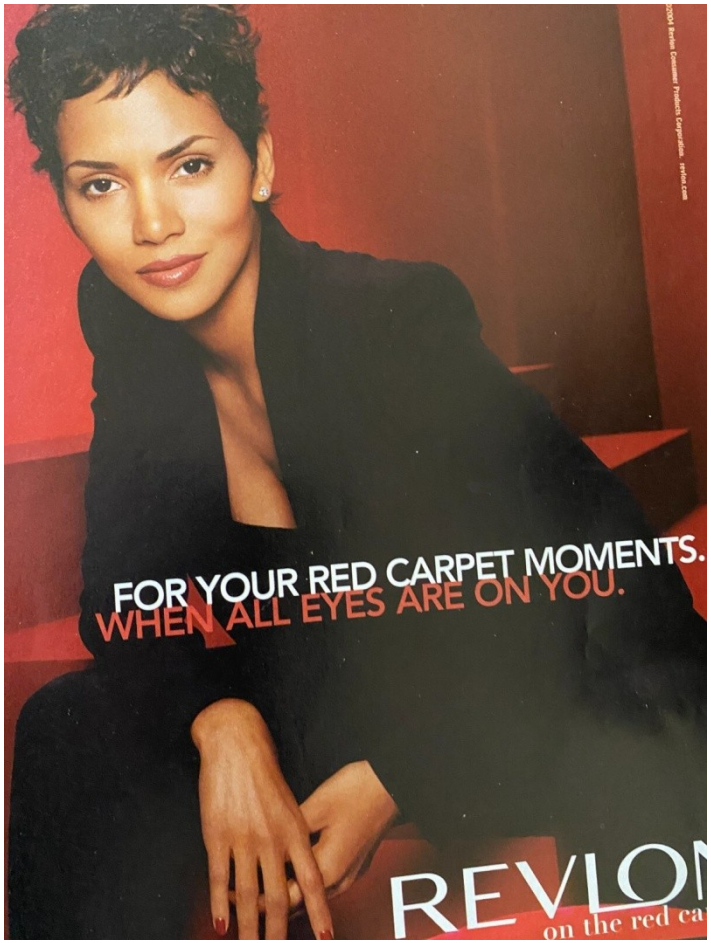
- The marketing concept is not just about producing goods or offering services; it's about **understanding and satisfying customer needs and desires**.
- In this case, the company isn't simply selling a product — a cream, a lipstick, or a perfume. It's selling something much deeper: **a feeling**, **a promise**, and **an aspiration**. When customers buy cosmetics, they're often buying **confidence**, **beauty**, **self-esteem**, and even **hope** — the hope of feeling better about themselves or being perceived differently by others.
- This is the difference between a **product-oriented** approach and a **marketing-oriented** one.






# Marketing Concept

- A product-oriented company focuses on what it makes — the physical item, the formula, the features.
- A marketing-oriented company focuses on what people **want and feel** — the benefits, emotions, and value the product delivers.
- So, this quote reminds us that marketing goes beyond the functional — it connects to the **emotional and psychological needs** of consumers. That's what makes brands powerful and meaningful.
- In short: the factory creates the product, but marketing creates the **meaning** behind it."



# Marketing focus on exchange

- Exchange is the central focus of Marketing.
- For exchange to occur, there must be two or more parties with something of value to one another and a way to communicate with each other

- Advertising and Promotion play an important role in the exchange process by
  - Informing consumers of an organization's product or service and convincing them of its ability to satisfy their needs or wants.

Non-profits ads employ ads for altruism.



# Relationship Marketing

*The focus of market-driven companies is on developing and sustaining relationships with their customers.*

*This* has led to a new emphasis on **relationship marketing, which involves**

- creating,
- maintaining, and
- enhancing long-term relationships

with individual customers as well as other stakeholders for mutual benefit



# Relationship Marketing

The movement toward relationship marketing is due to:

- Customers have become much more demanding
- Desire superior customer value, including quality products and services that are competitively priced, convenient to purchase delivered on time and supported by excellent customer service.
- Personalized products and services tailored to their needs and wants.

Advances in information technology, flexible manufacturing systems and new marketing processes have led to

**mass customization**



# Relationship Marketing

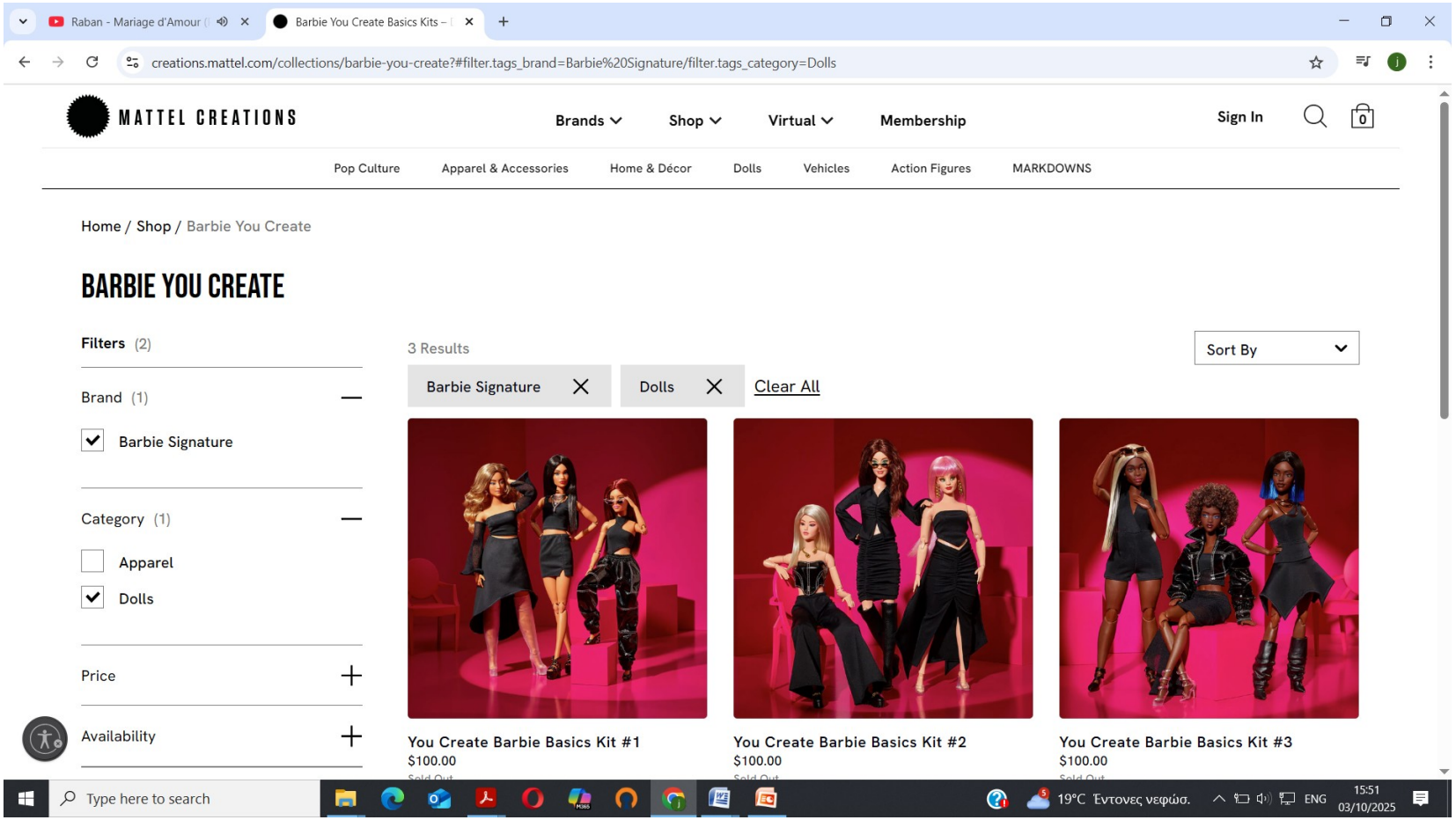
New technology is making it possible to configure and personalize a wide array of products and services including computers, clothing, cosmetics etc.



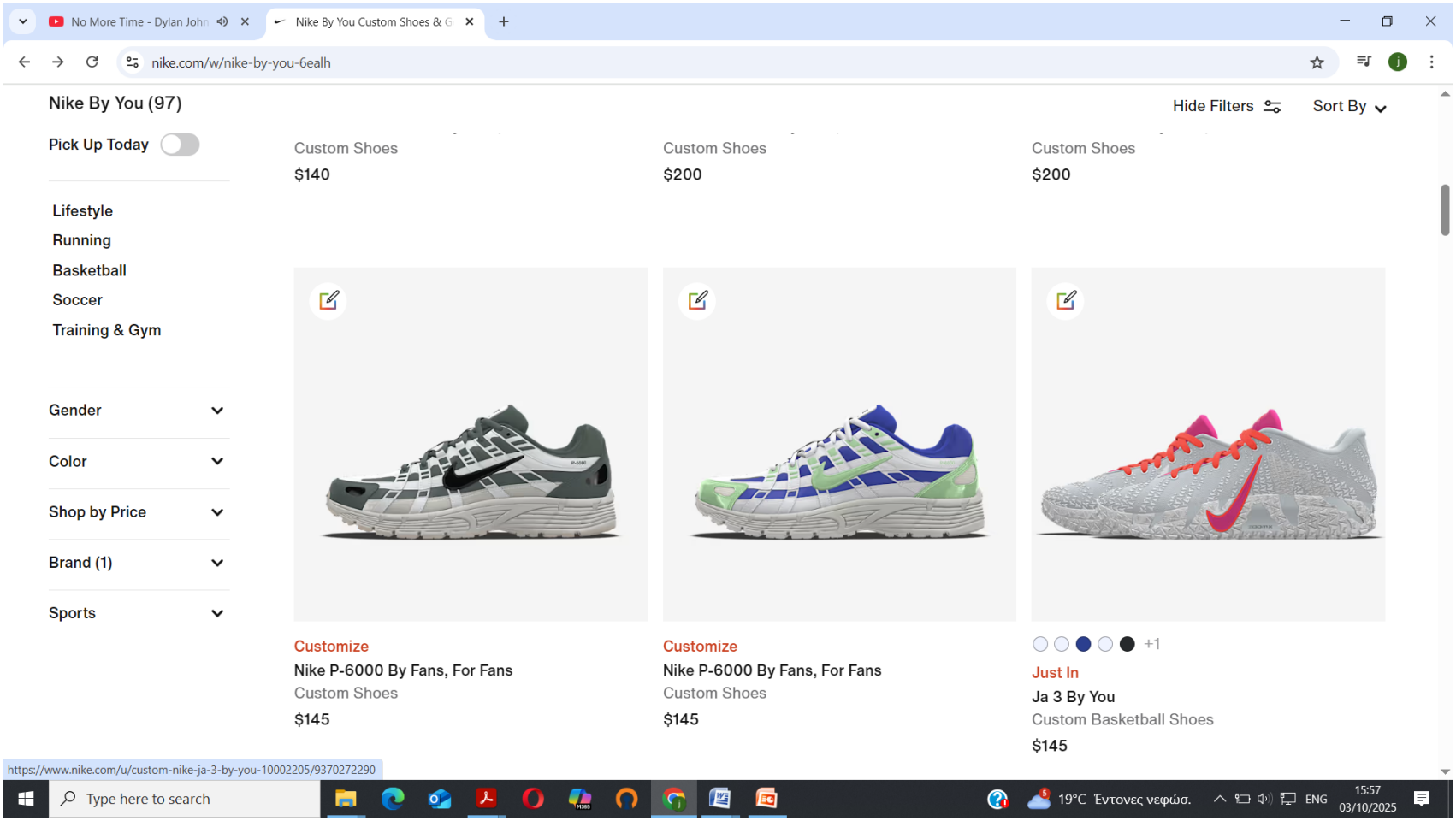
# Relationship Marketing

- Its often more cost-effective to retain customers that to acquire new ones.
- Marketing recognizing the importance of developing long-term relationships with its customers.
- Marketers are giving more attention to lifetime value of a customer because this is profitable




Raban - Mariage d'Amour
Barbie You Create Basics Kits –
creations.mattel.com/collections/barbie-you-create?#filter.tags_brand=Barbie%20Signature/filter.tags_category=Dolls
MATTEL CREATIONS
Brands
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Virtual
Membership
Sign In
Pop Culture
Apparel & Accessories
Home & Décor
Dolls
Vehicles
Action Figures
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BARBIE YOU CREATE
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Brand (1)
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Category (1)
Apparel
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# Nike by You


No More Time - Dylan John
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# Marketing Mix

Marketing

- Facilitates the exchange process and the development of relationships by carefully examining the needs and wants of customers
- Developing a product or service that satisfies these needs
- Offering at a certain prices
- Making it available through a particular place or channel of distribution, and
- Developing a program of promotion or communication to create awareness and interest.



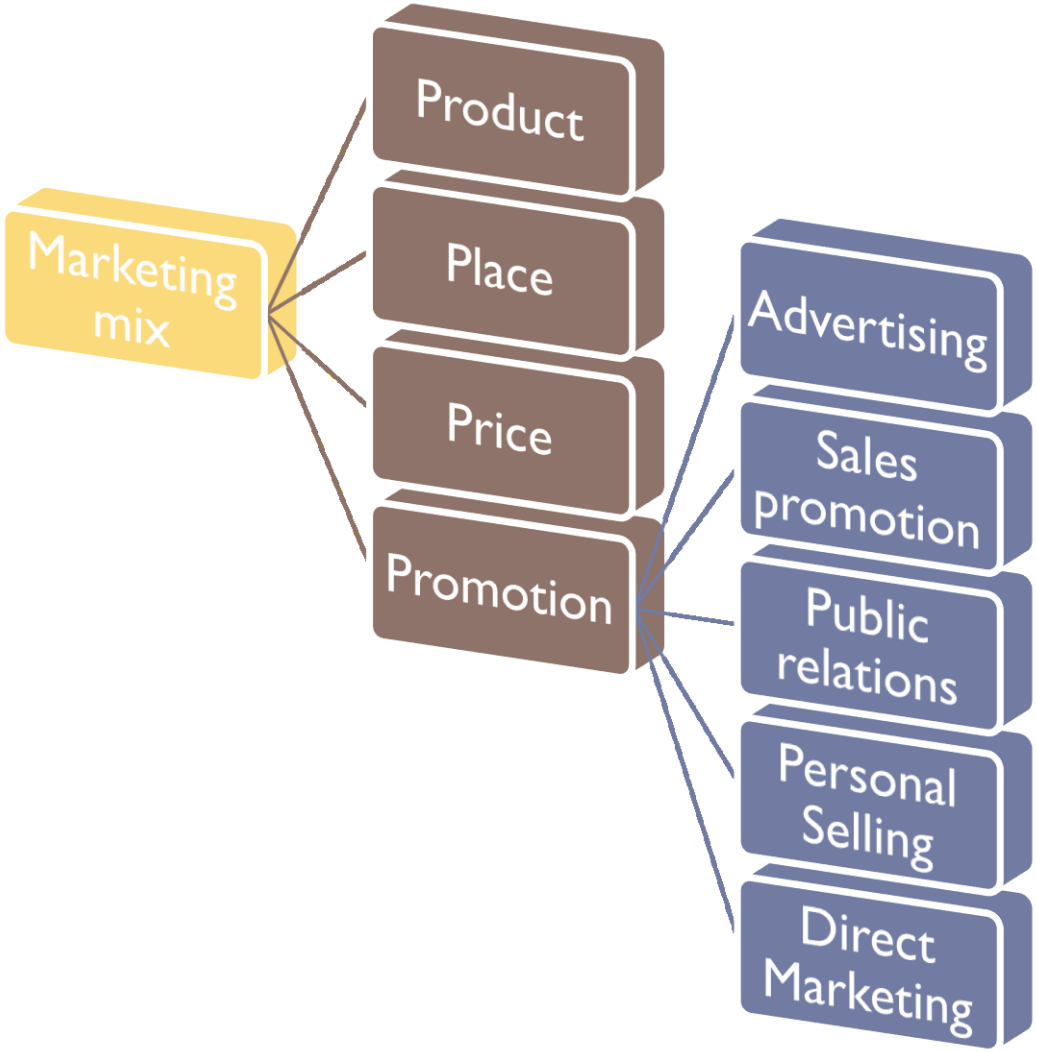
# 4 P's Marketing Mix

Product Place Promotion Price

The basic task of marketing is combining these four elements into a marketing program to facilitate the potential for exchange with consumers in the marketplace.



# Marketing Mix



# Marketing Mix

- The proper marketing mix does not just happen
- Marketers must be knowledgeable about each element of the marketing mix
- These should also **combine this elements in order to provide an effective marketing program.**
- The market must be analyzed through consumer research, and the resulting information must be used to develop an overall marketing strategy and mix.



# Advertising Program

- The advertising program must be part of a variable marketing strategy and be coordinated with other marketing activities.

- A firm can spend large sums on advertising or sales promotion but is stands little chance of success if the product is of poor quality, is prices improperly, or does not have adequate distribution to consumers.
- All the elements of the marketing mix should be cohesive into a marketing strategy
- All the marketing communication efforts should be integrated in order to achieve more effective marketing communications.



# Failure

For many years various marketing and promotional functions such as

- Sales promotion
- Advertising
- Direct marketing
- PR
- Package Design

Were planned and managed as separate practices, with different budgets and objectives

Failure to recognize that all marketing and promotional tools must be coordinated to communicate effectively and present a consistent image to target market



# American Association Advertising Agencies 4A's

- Integrated Marketing Communication [IMC] is defined as

A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication tools – advertising, sales promotion, public relations- and combines these tools to provide clarity, consistency, and maximum communications impact.



# Don Schultz of Northwestern University

*all sources of brand or company contact that a customer or* prospect has with a product or service

Schultz underlines that the process of IMC calls for

**a "big-picture" approach to planning marketing and promotion programs and coordinating the various communication functions.**

It requires that firms develop a total marketing communications strategy that recognizes how all of a firm's marketing activities, not just promotion, communicate with its customers.



# IMC – Coca Cola “it’s the real thing Coke” 1970’s

- Coordinate and manage the marketing communications programs to send to consumers a consistent message about the brand and the company.









# IMC & Branding

- Brand Identity: a combination of many factors, such as the name, logo, symbols, design, packaging and performance of the product as well as the image or type of associations that comes to mind when consumers think about the brand.
- It's the sum of all points of contact that consumers have with the brand, and it extends beyond the experience of using it.
- These contacts can also result from various forms of IMC activities used by the company such as advertising, sponsorship, website, packaging, point of sale, interactions with the brand.



- Nike's "Just Do It" campaign is a powerful example of effective brand advertising. It goes beyond selling sneakers—it's about motivating people to chase their dreams and push past their limits.
- By featuring top athletes and influencers, Nike reinforces the message that greatness is within reach for anyone who wears its products.



# Coca-Cola

Coca-Cola's brand identity is built on nostalgia and emotional connection.

Its classic Christmas campaigns, featuring the iconic Santa Claus, evoke feelings of warmth, joy, and togetherness.

By tapping into these emotions, Coca-Cola has created a brand that symbolizes happiness, generosity, and shared moments.









- Dove's "Real Beauty" campaign is a powerful example of advertising that challenges societal standards.
- By celebrating beauty in all its diverse forms, Dove empowers women and encourages self-confidence.
- The brand goes beyond selling beauty products—it stands for inclusivity, authenticity, and a more positive view of beauty.






# Apple

Apple's brand advertising is a masterclass in elegance and simplicity.

With its minimalist design and refined messaging, Apple has become synonymous with innovation and sophistication.

Through powerful storytelling, the brand highlights how its products inspire creativity and transform everyday life.









# IMC & Branding

- The challenge is to understand how to use the various IMC tools to make these contacts and deliver the branding message effectively and efficiently.

- A successful IMC program requires that marketers
  - find the right combination of communication tools and techniques,
  - define their role and the extent to which they can or should be used and
  - coordinate their use.



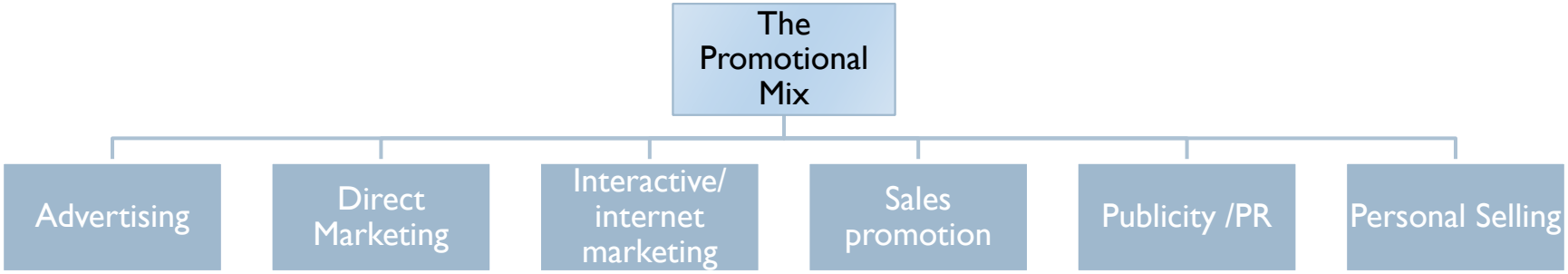
# The Promotional Mix: The tools for IMC

- Promotion: the coordination of all seller efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.

- The basic tools used to accomplish an organization ‘s communication objectives are often referred as the promotional mix
- Elements of the promotional mix: Interactive Media & Direct Marketing



# The Promotional Mix: The tools for IMC



# Advertising

- Any paid form of non personal communication about an organization, product, service, or idea by an identified sponsor.

- *Paid* space or time
- *Nonpersonal* advertising involves mass media
  - Transmit a message to large groups of individuals
  - There is no immediate feedback from the message recipient



# Advertising

- A very important promotional tool because
  - of its persuasiveness
  - Cost effective method for communicating with large audiences
  - Create brand images and symbolic appeals
  - Attract consumer's attention and help generate sales



# From Online to Omnichannel: The Evolution of Digital Advertising Definitions (Rodgers & Thorson, 2026)

Early definitions of digital advertising— labeled "web," "online," or "internet advertising"—

focused primarily on the delivery medium: a paid promotional message appearing on the web (Barnes, 2002) or across electronic platforms such as websites, email, and search engines (Strauss & Frost, 2001).

These **medium-based definitions** reflected the initial migration of traditional advertising into emerging digital spaces.

As platforms flourished, definitions expanded to emphasize **interactivity, ubiquity, and targeting sophistication**



# From Online to Omnichannel: The Evolution of Digital Advertising Definitions (Rodgers & Thorson, 2026)

Parallel developments place digital advertising within increasingly data-rich and computational infrastructures.

Contemporary formulations emphasize

- algorithmic mediation (McStay, 2017),
- precision targeting (Mills et al., 2019), and
- the construction of audiences through predictive modeling and automated optimization (Huh & Malthouse, 2020).

In this view, digital advertising is not simply a message placed within media; it is an ongoing, systemically mediated process shaped by data flows, platform governance, and computational decision-making.



# From Online to Omnichannel: The Evolution of Digital Advertising Definitions (Rodgers & Thorson, 2026)

Earlier definitions emphasized

what and where—the message and the medium

whereas contemporary formulations increasingly foreground who, when, and how: audience construction, behavioral segmentation, and predictive delivery systems.

This shift from static message placement to dynamic, algorithmically optimized interaction reflects broader transformations in media infrastructures and market logics.



# From Online to Omnichannel: The Evolution of Digital Advertising Definitions (Rodgers & Thorson, 2026)

these perspectives reveal five recurring conceptual dimensions used to define and analyze digital advertising:

1. persuasive intent,
2. digital platform infrastructure,
3. interactive communication,
4. data-driven targeting and
5. personalization, and algorithmic mediation and optimization.



(Rodgers & Thorson, 2026) pg. 5

Table 1.1 Key Conceptual Dimensions in Scholarly Definitions (2016–2025)

| *Conceptual Dimension* | *What This Perspective Emphasizes* | *Representative Scholarship* |
|---|---|---|
| Persuasive intent | Brand-initiated communication designed to influence audiences. | Dahlen and Rosengren (2016); Hudders et al. (2019) |
| Digital platform infrastructure | Advertising enabled and distributed through internet-based platforms and technological ecosystems. | Tauro et al. (2021) |
| Interactive communication | Two-way communication, user participation, sharing, and engagement between brands and audiences in digital environments. | Kumar and Gupta (2016); Lee and Cho (2020); Rodgers and Thorson (2018); Taylor and Kim (2025) |
| Data-driven targeting and personalization | Advertising delivery informed by behavioral data, audience analytics, and algorithmic personalization systems. | Huh and Malthouse (2020); Koslow and Stewart (2022); Ma and Du (2018); McStay (2017); Pearson (2024) |
| Algorithmic mediation and optimization | Automated computational systems shaping the delivery and performance of advertising. | Huh and Malthouse (2020); McStay (2017); Pearson (2024) |



# From Online to Omnichannel: The Evolution of Digital Advertising Definitions (Rodgers & Thorson, 2026)

*Digital advertising refers to brand communication delivered through networked digital technologies that enable interactive, data-driven, and algorithmically mediated promotion across platforms, devices, and media environments.*

Digital advertising encompasses a range of practices that operate within networked digital environments, including programmatic advertising, computational advertising, AI-driven advertising, and immersive advertising in virtual or augmented settings.



IMC

**EXAMPLES**

**Volvo**

**Absolute**

**Sturbacks**



# Volvo Logo

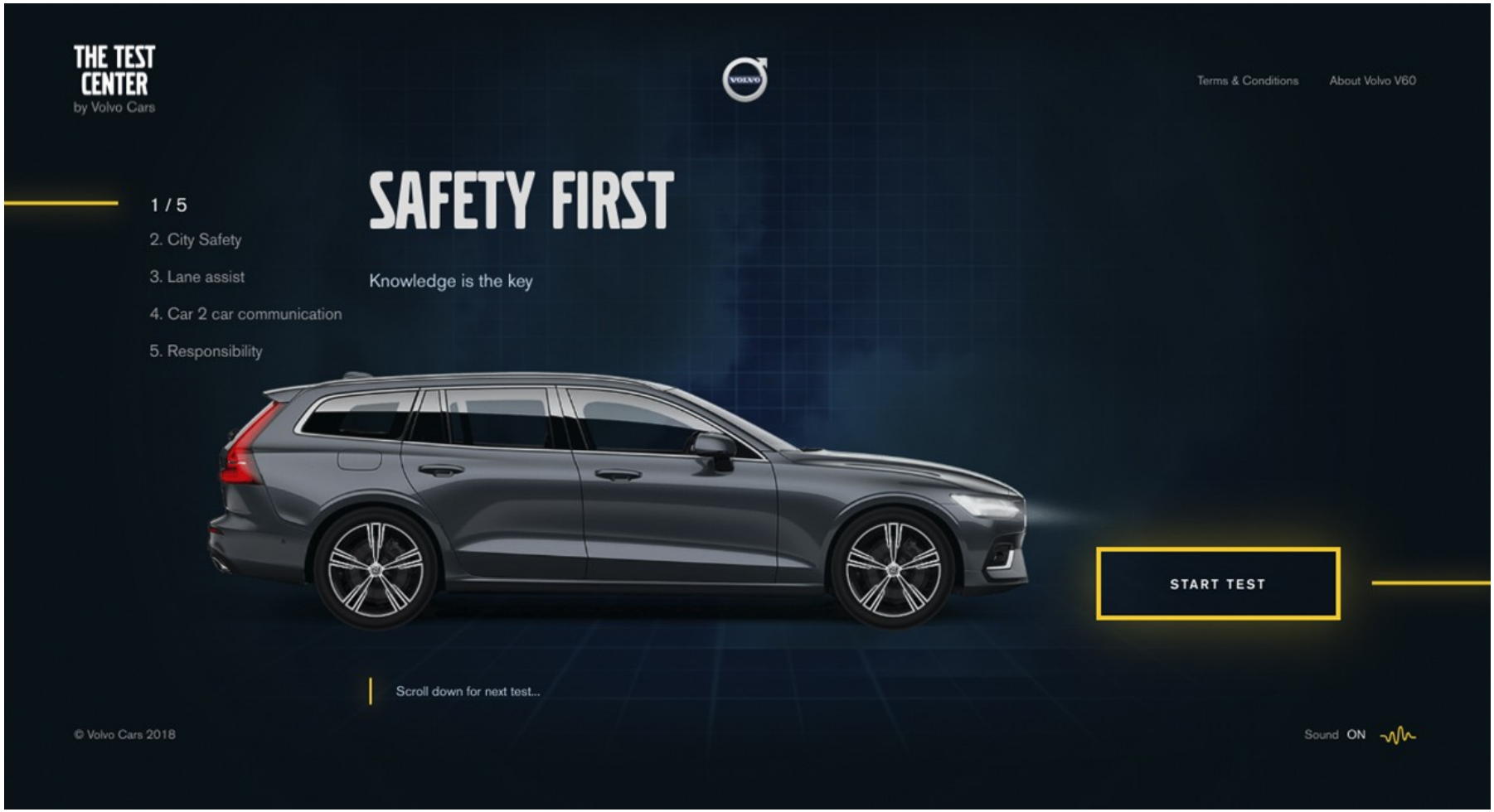


# Volvo print


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AT LEAST THERE'S STILL
ONE SAFE PLACE TO BE
volvocars.co.nz

# Volvo Print


"Our Vision is that by 2020, nobody should be seriously injured or killed in a new Volvo car."
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Volvo Print

# If Volvo thought life was cheap, they'd have built a cheaper car.

It would have been easy. Volvo could have used the 5,000 body welds most car makers think is enough, instead of the 10,000 Volvo safety research considers essential. Or built an ordinary passenger cabin instead of the reinforced steel 'safety capsule' that increases your chance of surviving an accident. Now with added protection from tubular side impact bars concealed in all four doors.

They needn't have given you disc brakes, with anti-lockup devices, on all four wheels—to stop you from 60 in under 3½ seconds. Or developed Volvo's unique dual triangular braking circuits—each capable of delivering 80% of Volvo's full 700 braking horsepower.

Orthopaedically designed posture seating; a new ergonomically designed dashboard layout; inertia reel front seat belts; thermostat-controlled through flow ventilation or (optional) air-conditioning. By eliminating fatigue and irritation, Volvo makes you a safer driver.

## The most comprehensive life insurance on wheels . . .

Today's Volvo has 40 major safety features to help you avoid having accidents, or save your life in an accident.

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# Volvo website

Car safety | Volvo Cars

volvocars.com/intl/v/car-safety

Our story Our heritage Sustainability Safety

## Car safety

Volvo Cars has been a leader in the field of car safety for decades. That will never change. It's our vision that no one should be seriously injured or killed in a new Volvo car.




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https://www.youtube.com/watch?v=hTjLmHXoNNw

# Volvo TV commercial



https://www.youtube.com/watch?v=hTjLmHXoNNw

# Volvo TV commercial

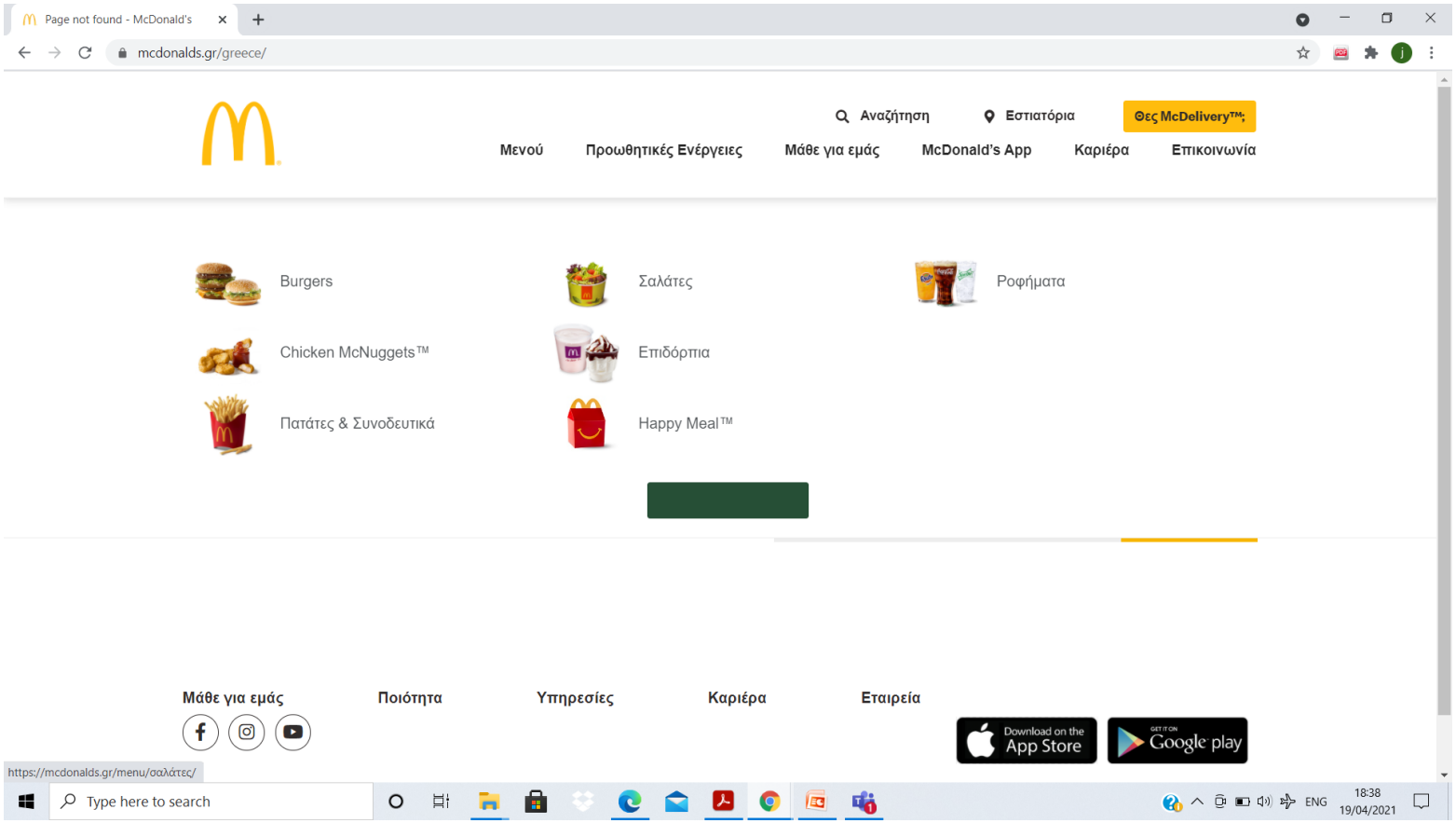


# McDonalds Logo

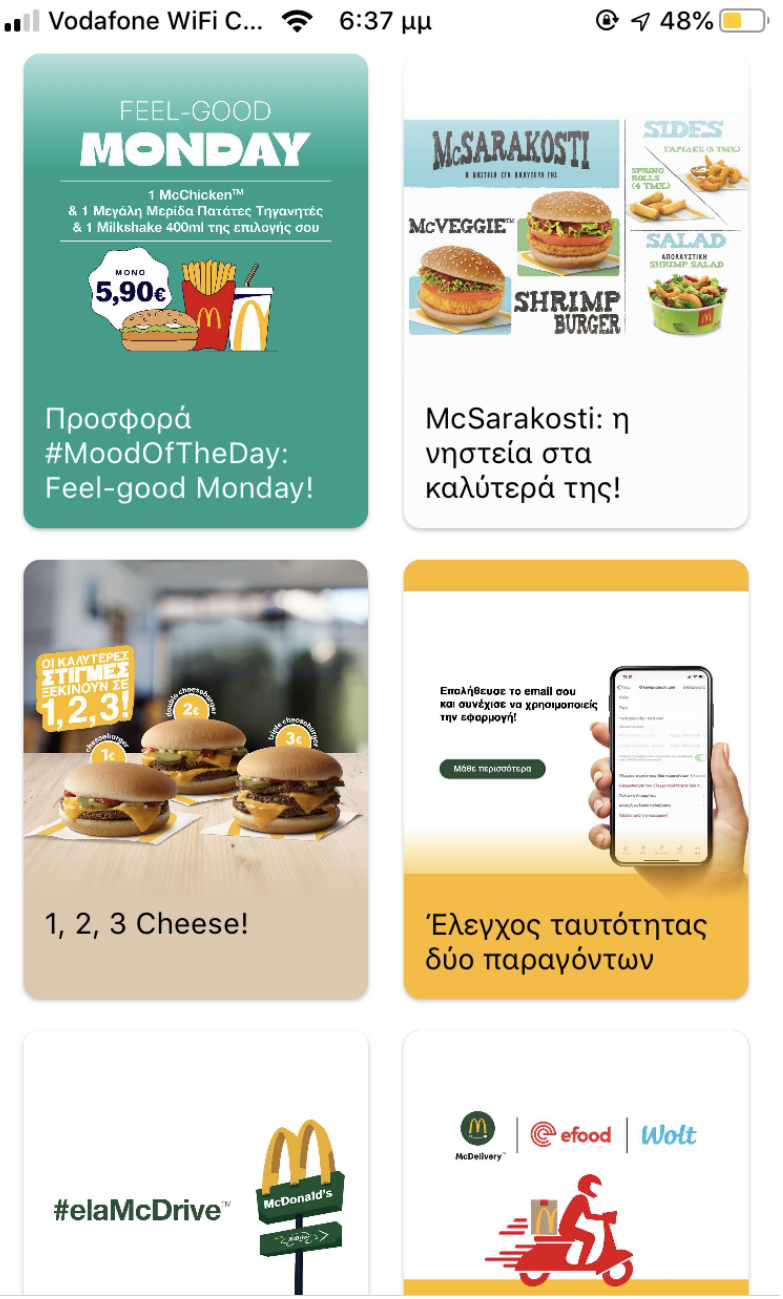


# McDonalds website

https://mcdonalds.gr/greece/



# McDonalds application



# McDonalds outdoor



# McDonalds Store

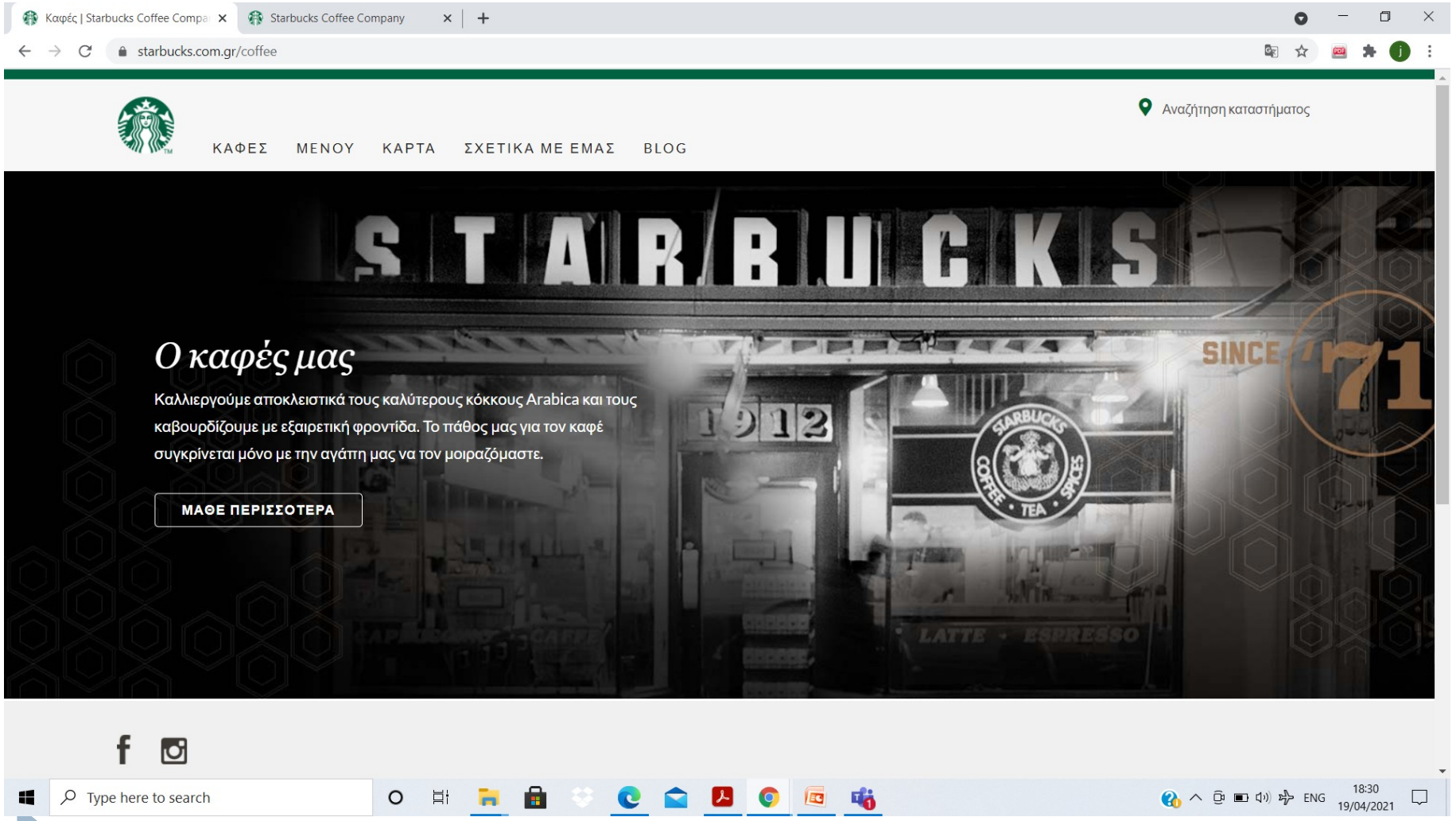


Starbucks logo



# Starbucks website

https://www.starbucks.com.gr/coffee

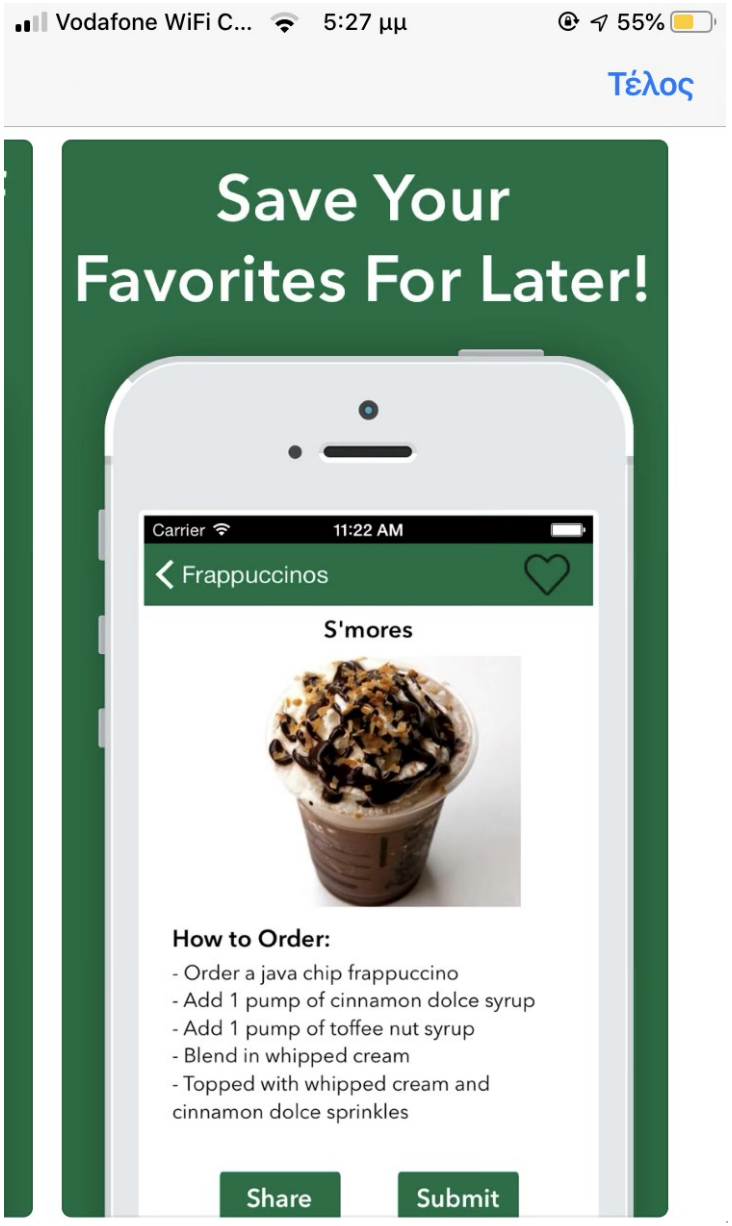


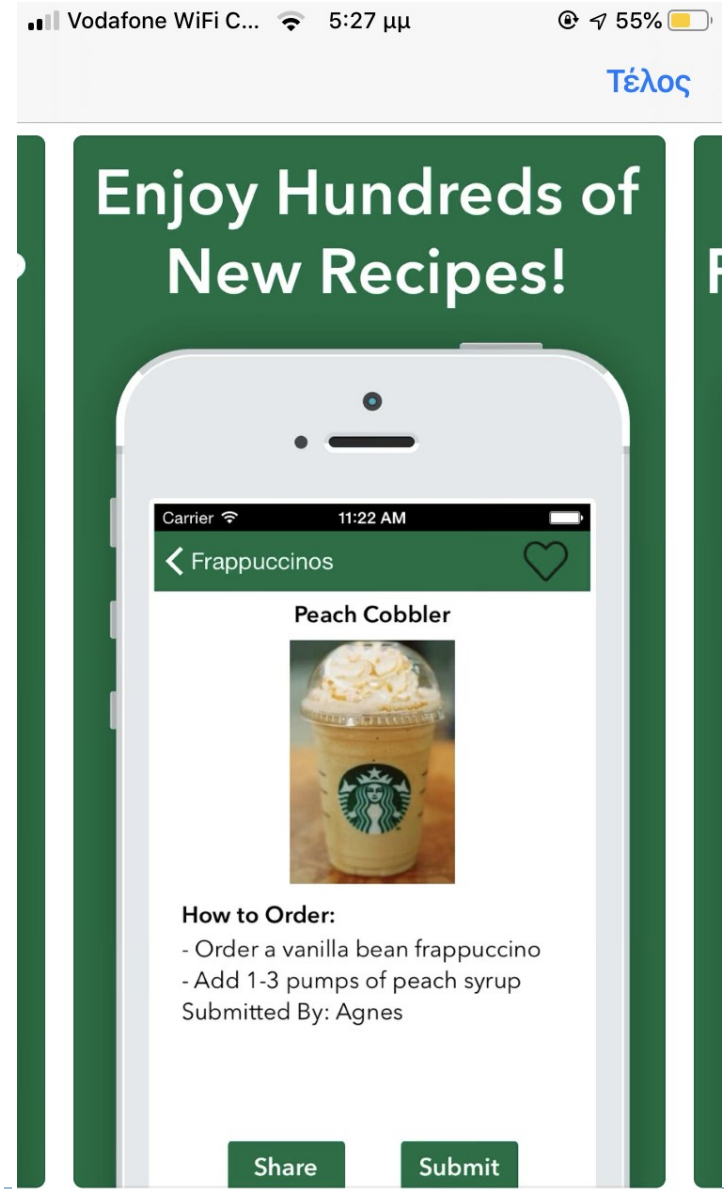
Starbucks video commercial

https://www.youtube.com/watch?v=u3ybWiEUaUU

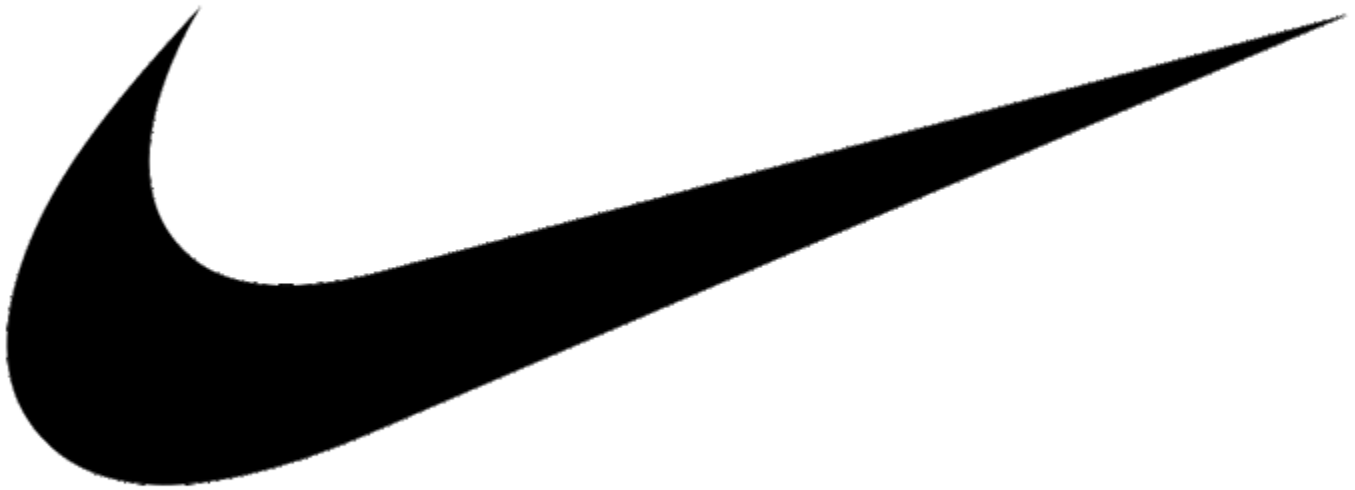


# Starbucks application



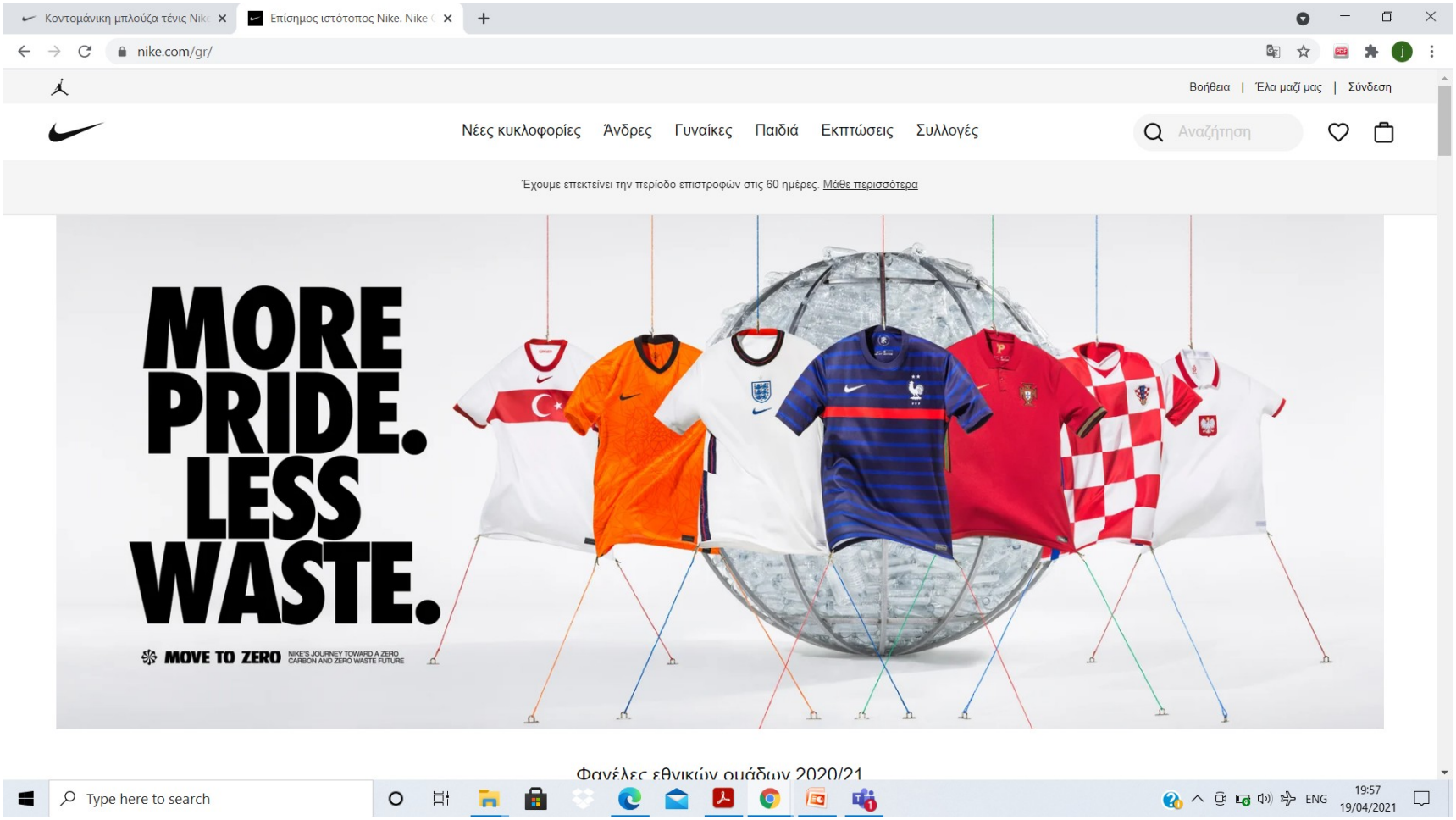



Nike logo



https://www.nike.com/gr/?cp=58647052125_search_%7Cnike%7C106851489 25%7C105807448456%7Ce%7Cc%7CGR%7Cpure%7C452451451089&gclsrc=a w.ds&ds_rl=1252249&gclid=Cj0KCQjw1PSDBhDbARIsAPeTqrcEVqMxRMr_R 75fA6swiW8yJXVxQ67AnU6iDnQ4vGaYzAXGoMfhjUQaAr81EALw_wcB

Nike website

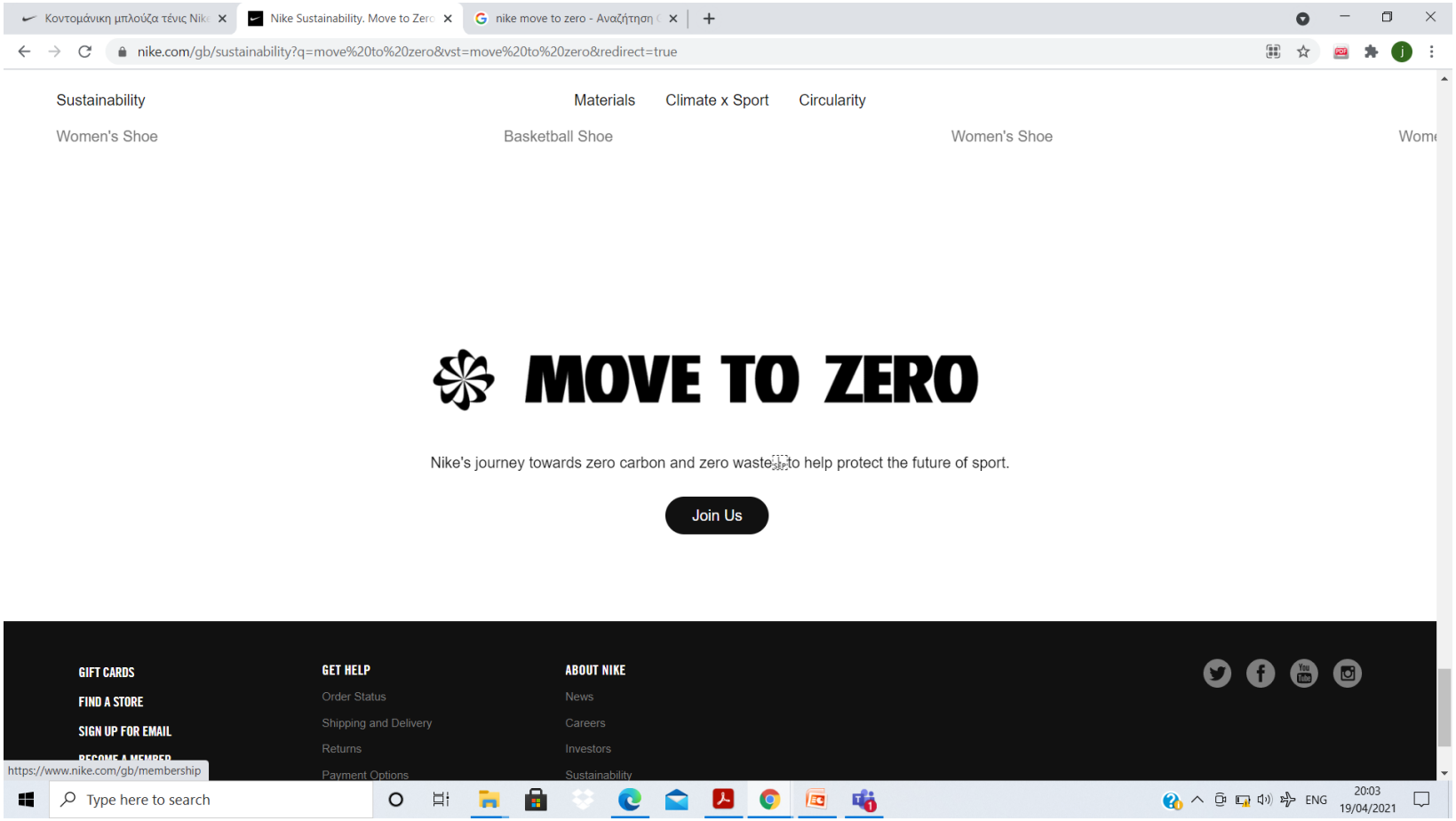


https://www.nike.com/gb/sustainability?q=move%20to%20zero&vst=move%20to%20zero&redirect=true

# Nike website



# Nike website



Nike flagship store Paris



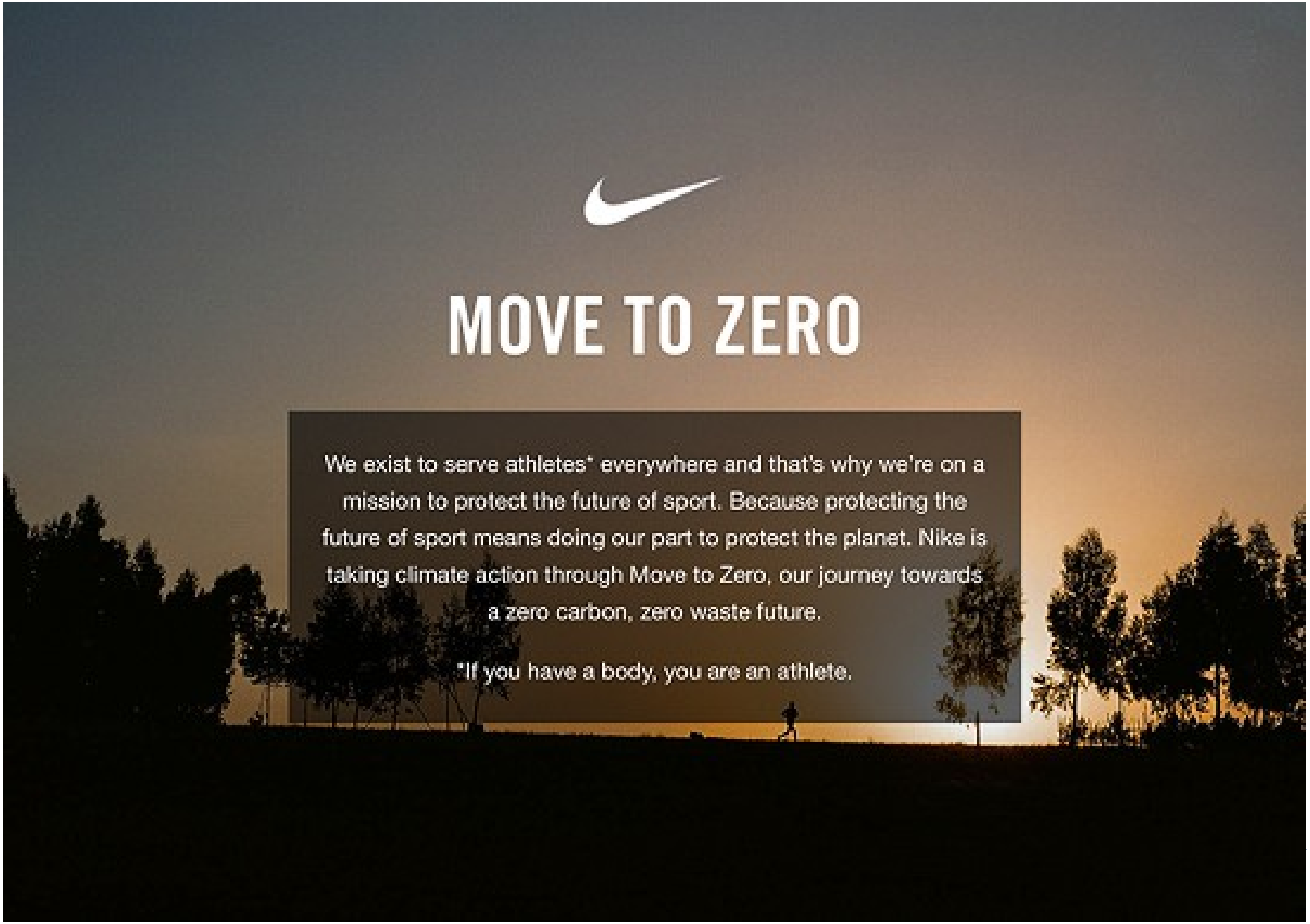
Nike shoes package



Nike package



Nike print ad



Nike outdoor



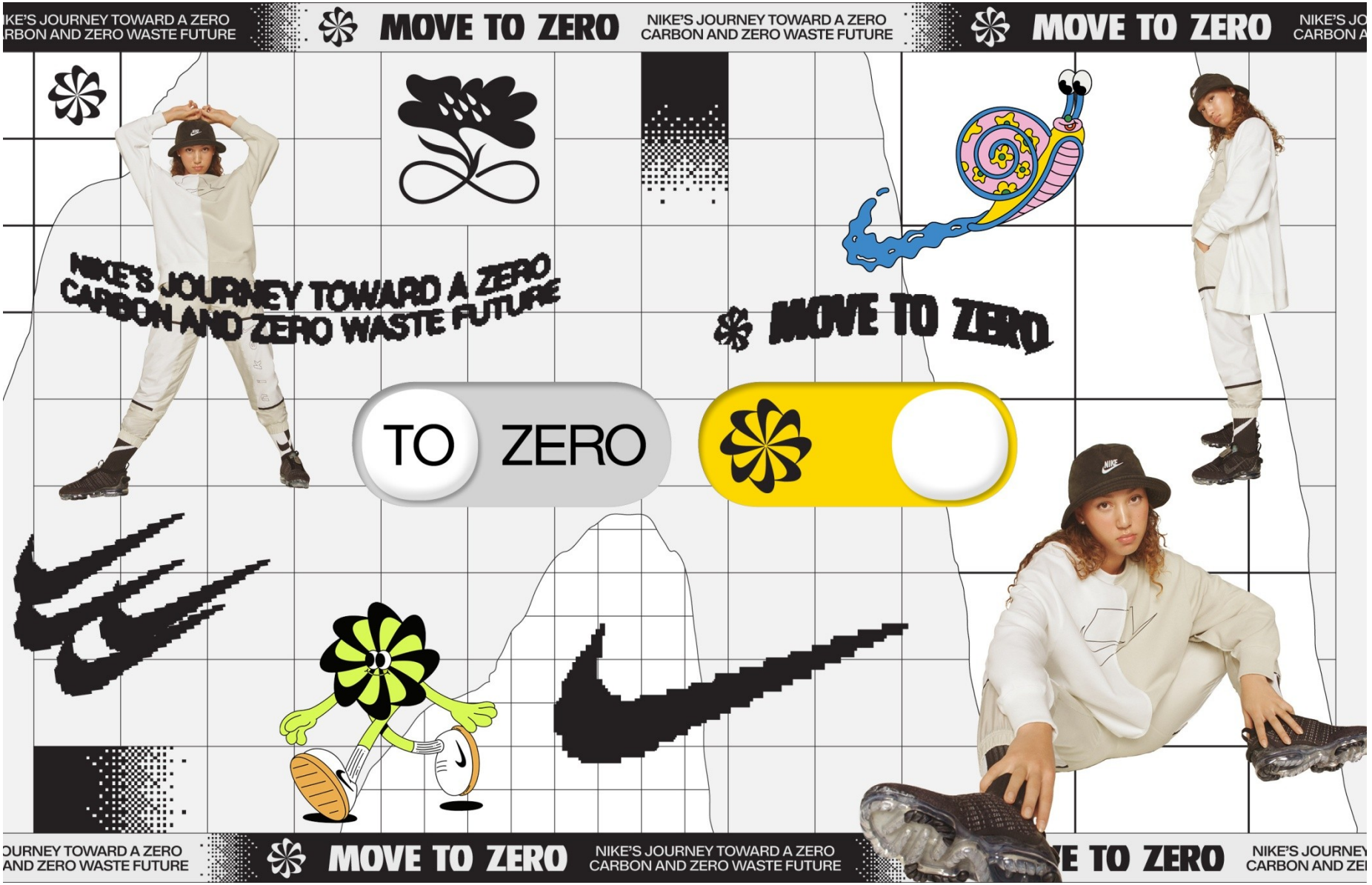
Nike outdoor



Nike print ad




THIS IS
TRASH
MOVE
TO
ZERO
MOVE TO ZERO IS
NIKE'S JOURNEY
TOWARD A ZERO
CARBON AND ZERO
WASTE FUTURE
IN ORDER TO HELP
PROTECT THE
FUTURE OF SPORT.


MOVE TO ZERO
NIKE'S JOURNEY TOWARD A ZERO CARBON AND ZERO WASTE FUTURE
MOVE TO ZERO
TO ZERO
MOVE TO ZERO
NIKE'S JOURNEY TOWARD A ZERO CARBON AND ZERO WASTE FUTURE
MOVE TO ZERO

# THIS IS TRASH.

*At least 25% of this sneaker weighs in at pure trash.*
*Introducing Space Hippie, one big step with a small footprint.*



**MOVE TO ZERO**

NIKE'S JOURNEY TOWARD ZERO CARBON AND ZERO WASTE TO HELP PROTECT THE FUTURE OF SPORT.


MOVE TO ZERO IS NIKE'S
JOURNEY TOWARD ZERO
CARBON AND ZERO
WASTE TO HELP PROTECT
THE FUTURE OF SPORT.


A RACE
WE CAN WIN
SNOWBOARDING
"I ALWAYS THOUGHT THERE'D BE PLENTY OF SNOW IN THE MOUNTAINS.
WE ALL HAVE TO DO OUR PART ON CLIMATE CHANGE TO PROTECT THE FUTURE OF SNOWBOARDING AND, MORE IMPORTANTLY, OUR PLANET."
- CHLOE KIM
TENNIS

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Sustainability

Materials Circular Solutions Impact Products Sustainability Home



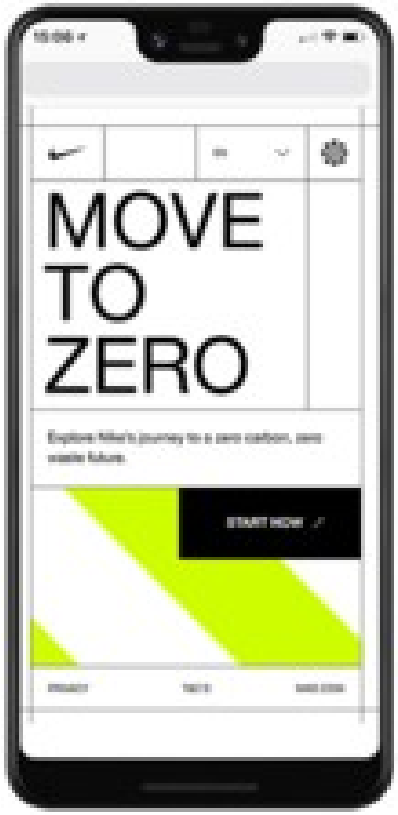

# MOVE TO ZERO

MOVE TO ZERO IS NIKE'S JOURNEY TOWARD ZERO CARBON AND ZERO WASTE, HELPING TO PROTECT THE FUTURE OF SPORT.

https://www.nike.com/gr/viosimotita



# Nike application





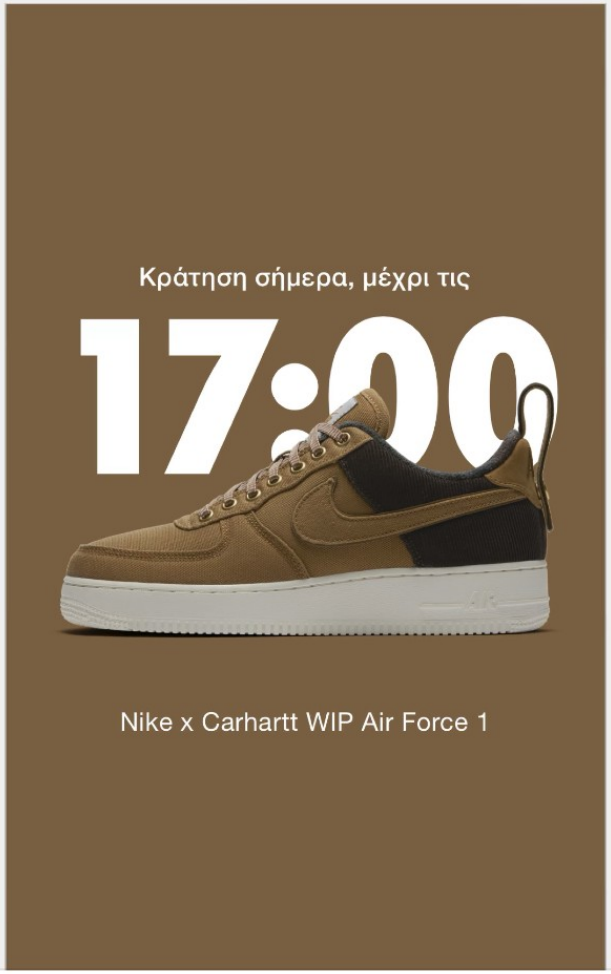




Vodafone WiFi C... 10:12 μμ 52%

Τέλος

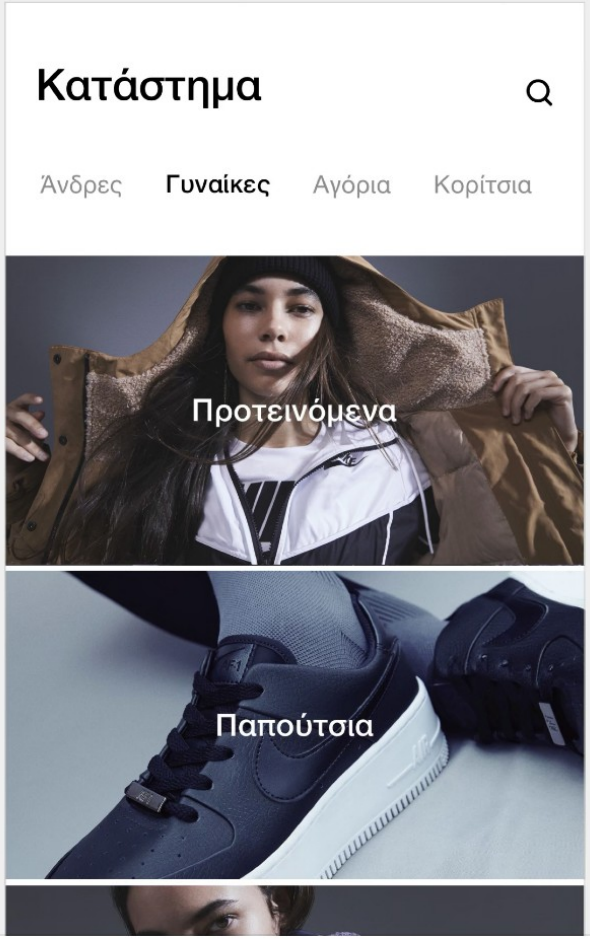
Προνομιακή πρόσβαση μελών σε προϊόντα, εκδηλώσεις και πολλά ακόμη

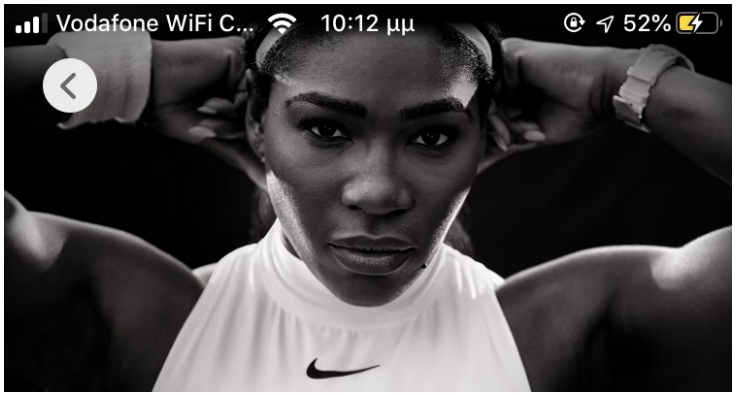



Vodafone WiFi C... 10:12 μμ 52%

Τέλος

Δωρεάν αποστολή και επιστροφές για κάθε παραγγελία





# Nike: Παπούτσια & Ρούχα

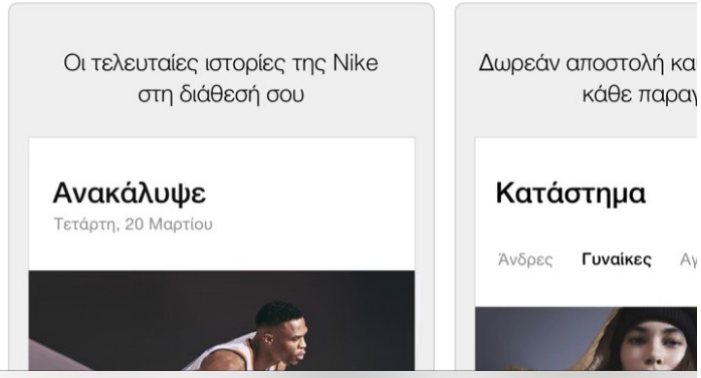
Nike, Inc

ΑΠΟΚΤΗΣΗ

4,9 ★★★★★
5,1 χιλ. βαθμολογίες

#5
Αγορές

4+
Ηλικία







Σήμερα | Παιχνίδια | Εφαρμογές | Arcade | Αναζήτηση

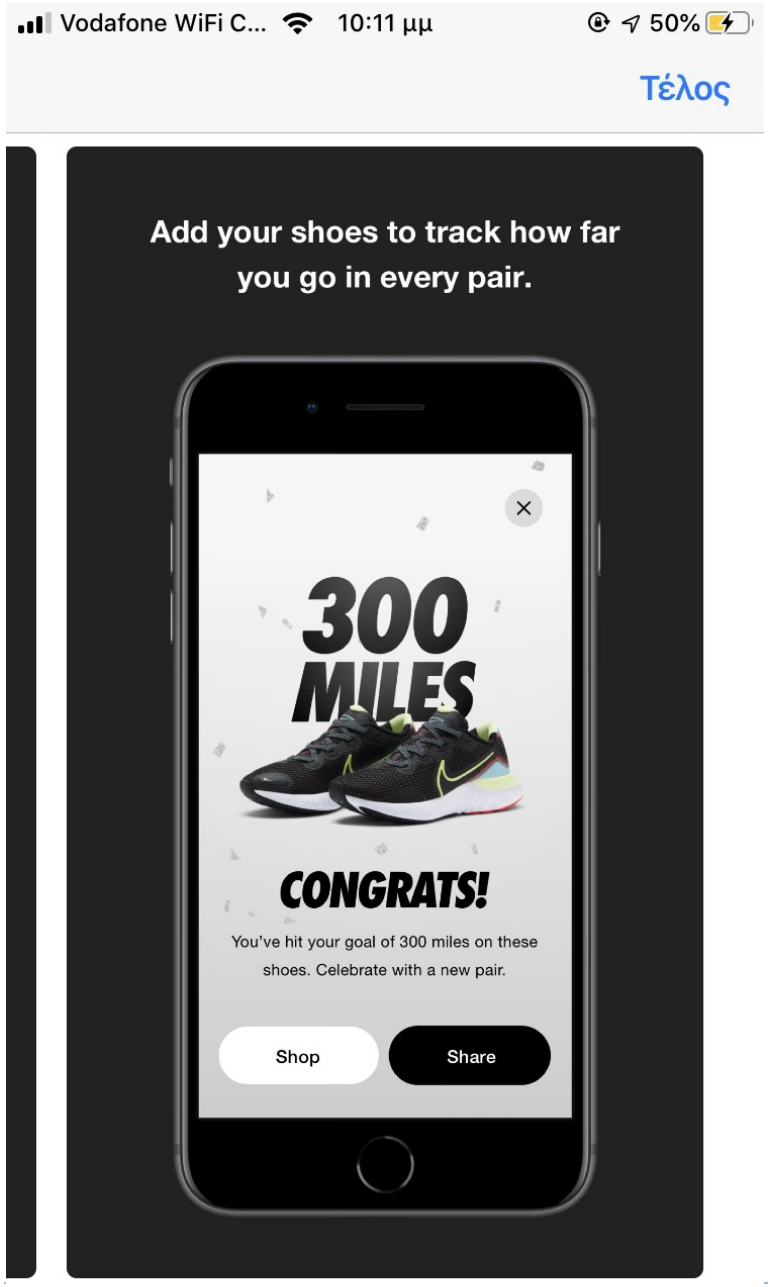
Τέλος

Οι τελευταίες ιστορίες της Nike στη διάθεσή σου

## Ανακάλυψε

Τετάρτη, 20 Μαρτίου




Vodafone WiFi C... 10:11 μμ 50%
Τέλος
Add your shoes to track how far you go in every pair.
300 MILES
CONGRATS!
You've hit your goal of 300 miles on these shoes. Celebrate with a new pair.
Shop
Share


Vodafone WiFi C... 10:11 μμ 50%
Τέλος
Crush your goals and unlock achievements.
JUST DO IT. SUNDAY 5K
SUNDAY 5K
You ran 5k with the global community.
October 12, 2020
Share

Vodafone WiFi C... 10:10 μμ 50%

Τέλος

Dig into the details with records of every run.

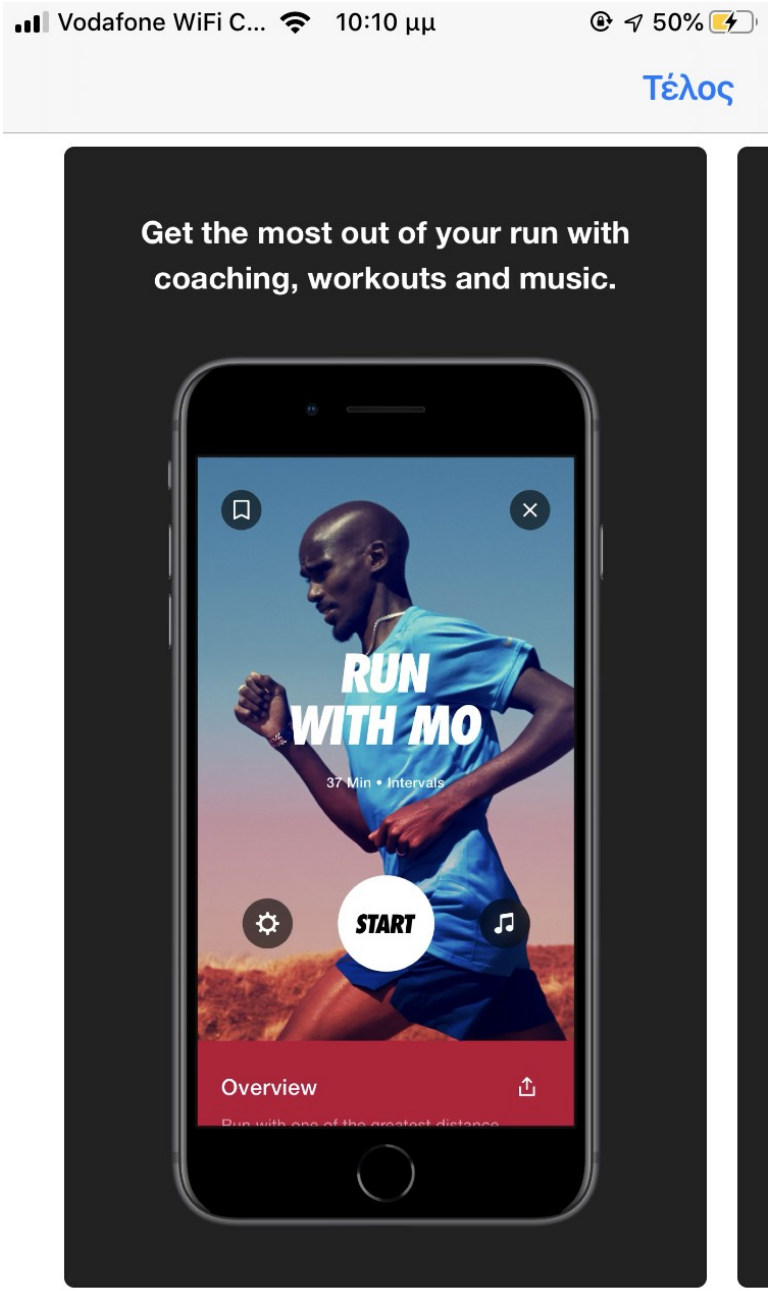


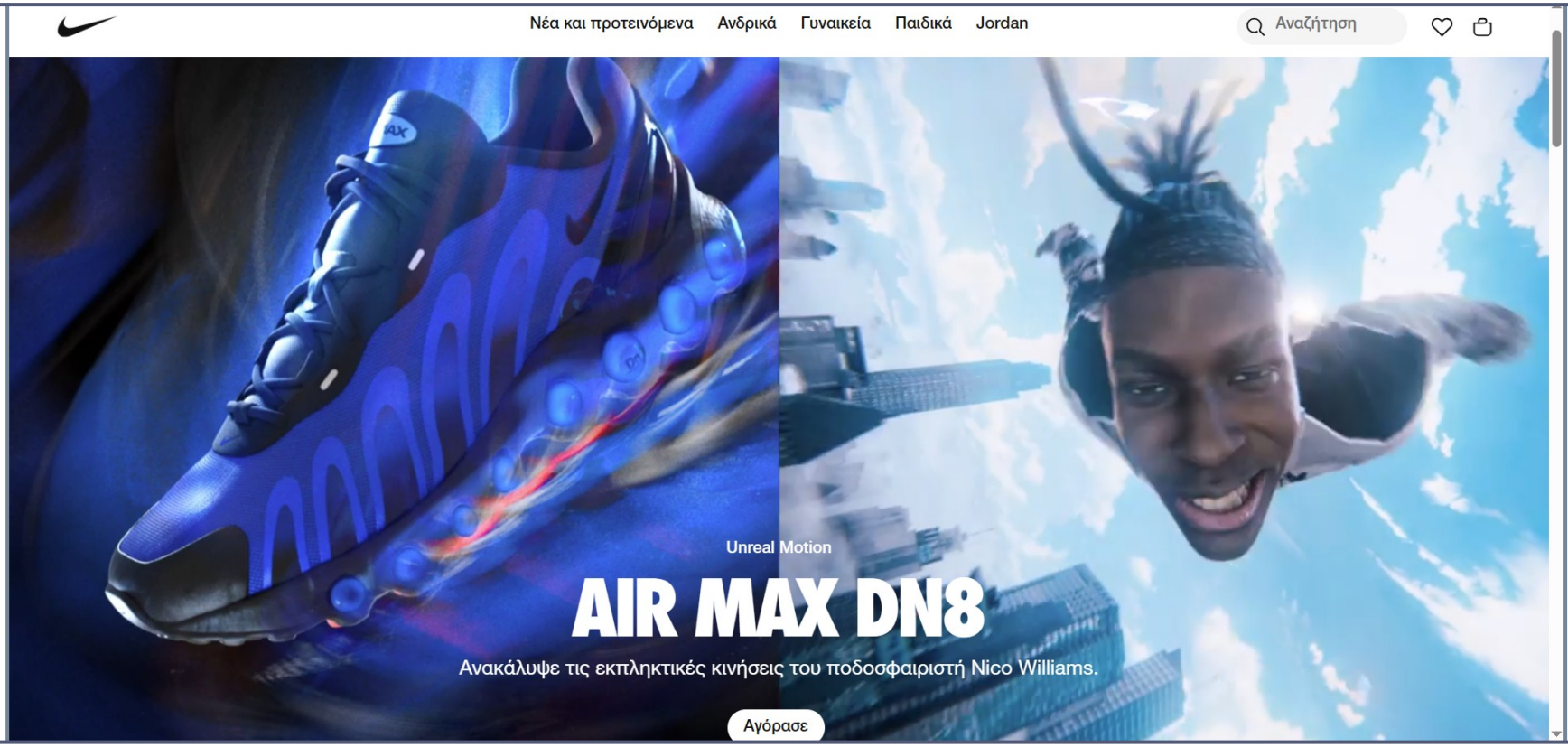

Vodafone WiFi C... 10:10 μμ 50%

Τέλος

Track your progress and get real-time feedback.




Vodafone WiFi C...
10:10 μμ
50%
Τέλος
Get the most out of your run with coaching, workouts and music.
RUN WITH MO
37 Min • Intervals
START
Overview


Νέα και προτεινόμενα
Ανδρικά
Γυναικεία
Παιδικά
Jordan
Αναζήτηση
Unreal Motion
AIR MAX DN8
Ανακάλυψε τις εκπληκτικές κινήσεις του ποδοσφαιριστή Nico Williams.
Αγόρασε

# Nike IMC – Retailing

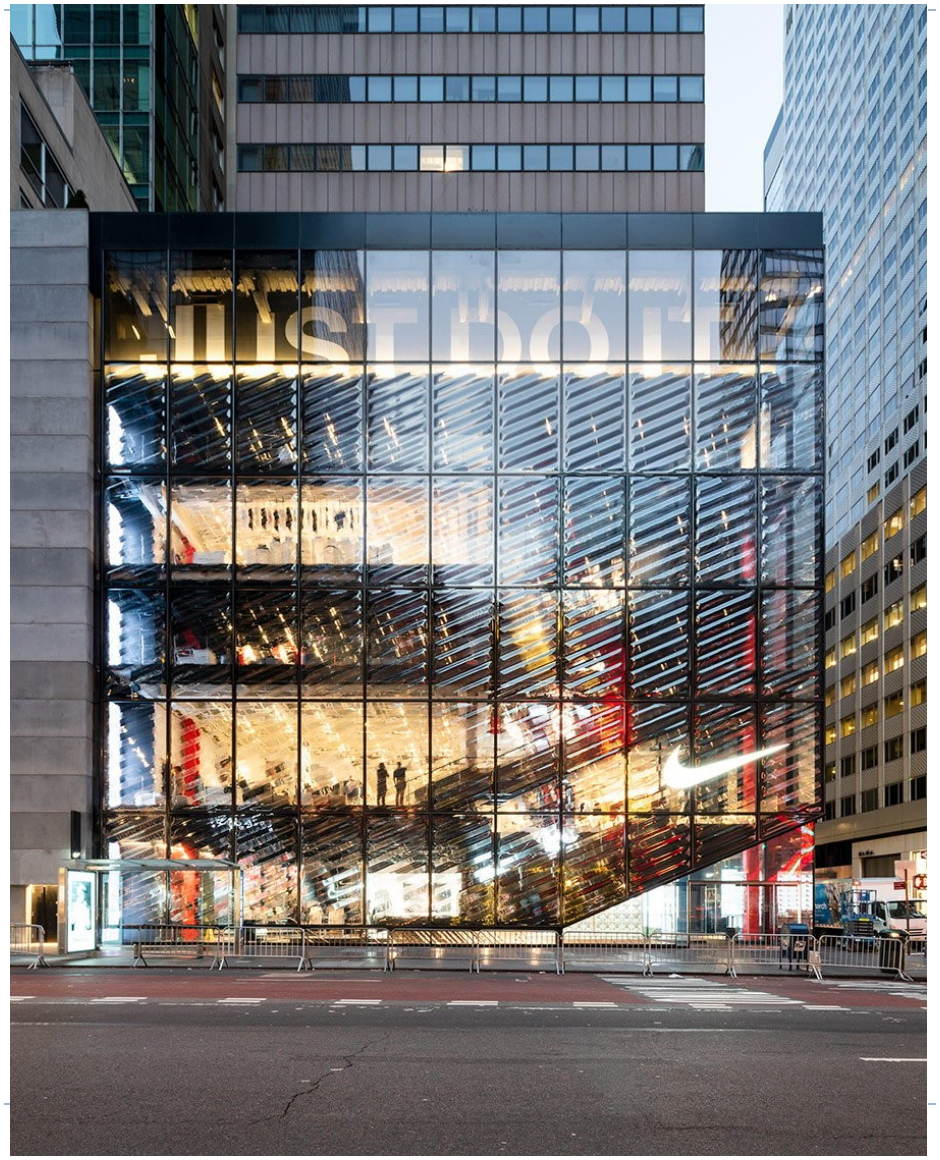
- Founded by Blue Bowerman & Phil Knight 1971
- First brand name: blue ribbon sports



# Nike flagship store NY

- HOUSE OF INNOVATION





- Six level flagship store
- Frictionless with a lot of screens
- On the one hand 'Team Nike' staff are incredibly helpful and omnipresent.
- On the other, it is possible to shop entirely through the Nike app: scan QR codes to request items to be delivered to dedicated pick-up zones;
- 'Ask The Expert' for advice via the chatbot; kiosks have 'hanger drop' and bags;
- buy online using 'shop the look' on mannequins.

It is possible to be outfitted without having spoken to a single associate.



# Nike – innovation house

- Nike plans to add more features to the flagship shops as

  *it learns more about its customers and what they want*,

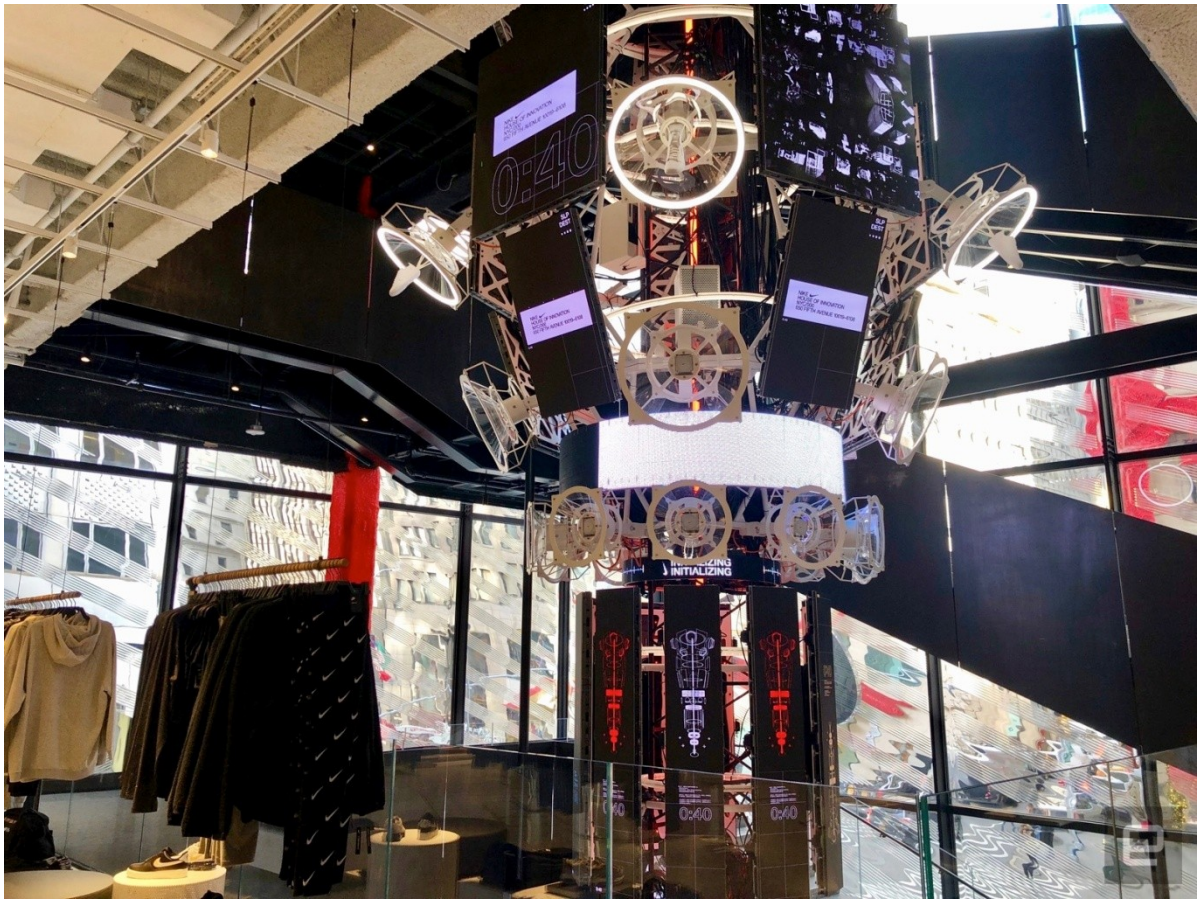
  as well as what services end up being successful.

- "The day we open the store, that's the day we've got to continue to learn, reinvent and drive new innovations,"
- "Our platform allows us to scale these services anywhere this app exists.
- The things we find that are working, we'll bring the best of those across our whole fleet."



# Nike innovation house

- Array of screens that upgrade visual energy

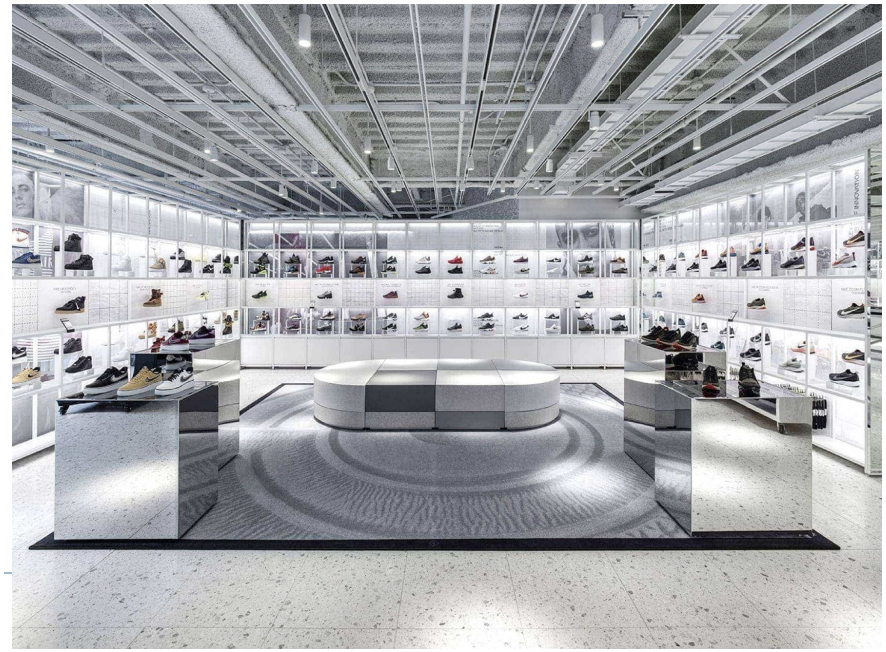


# Nike
# house of innovation

- Much of the shopping experience is build based on and around a Smartphone app
- *Shop The Look*
- *Nike Instant Checkout*

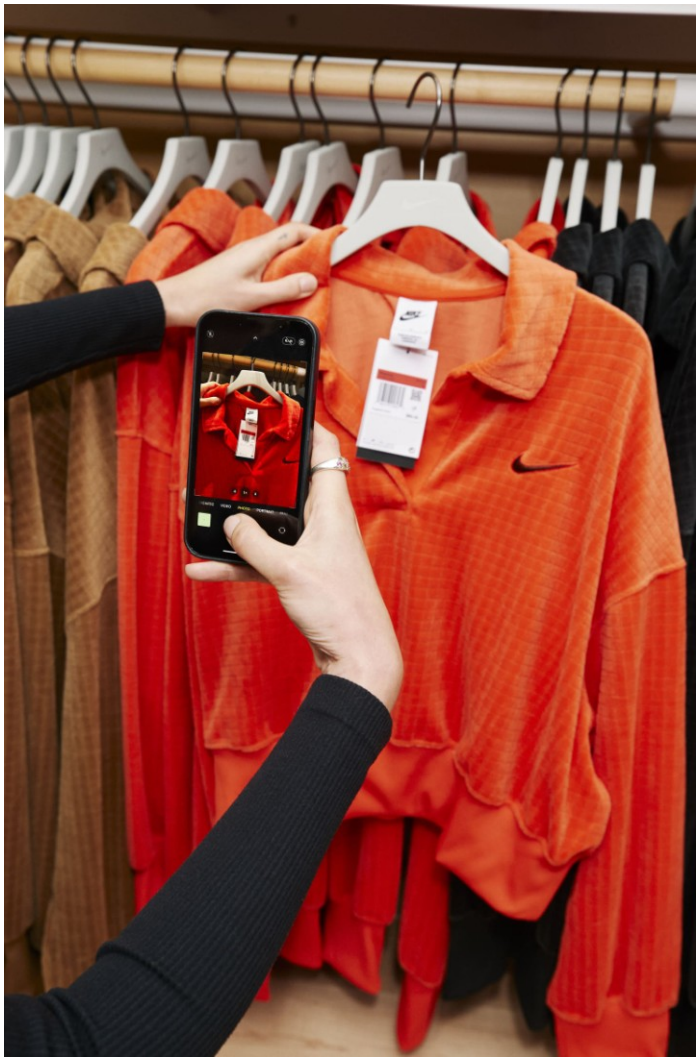
- The store also has two maker's studios that enable shoppers to fully customize their shoes, all the way down to laces, fabrics, and decals.



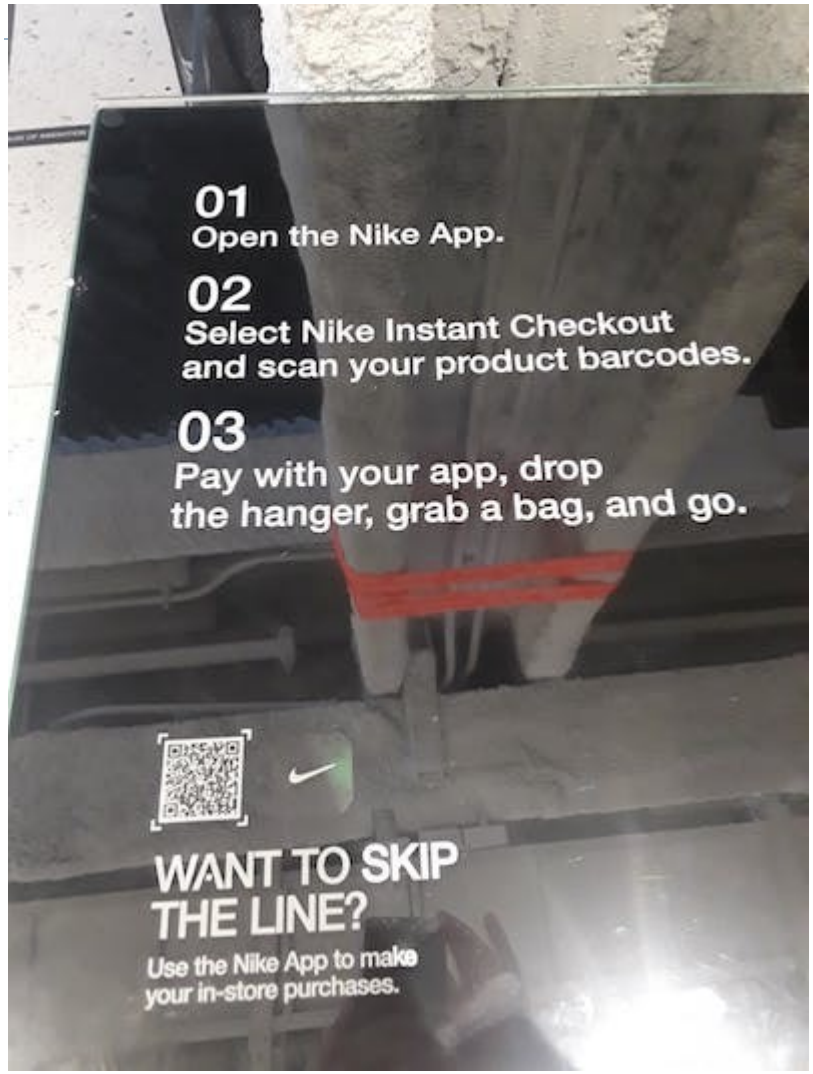



06
One of NYC's
Sleekest Fleeces.


06
One of NYC's
Sleekest Fleeces.



- *Nike Instant Checkout*



- *Nike Instant Checkout*



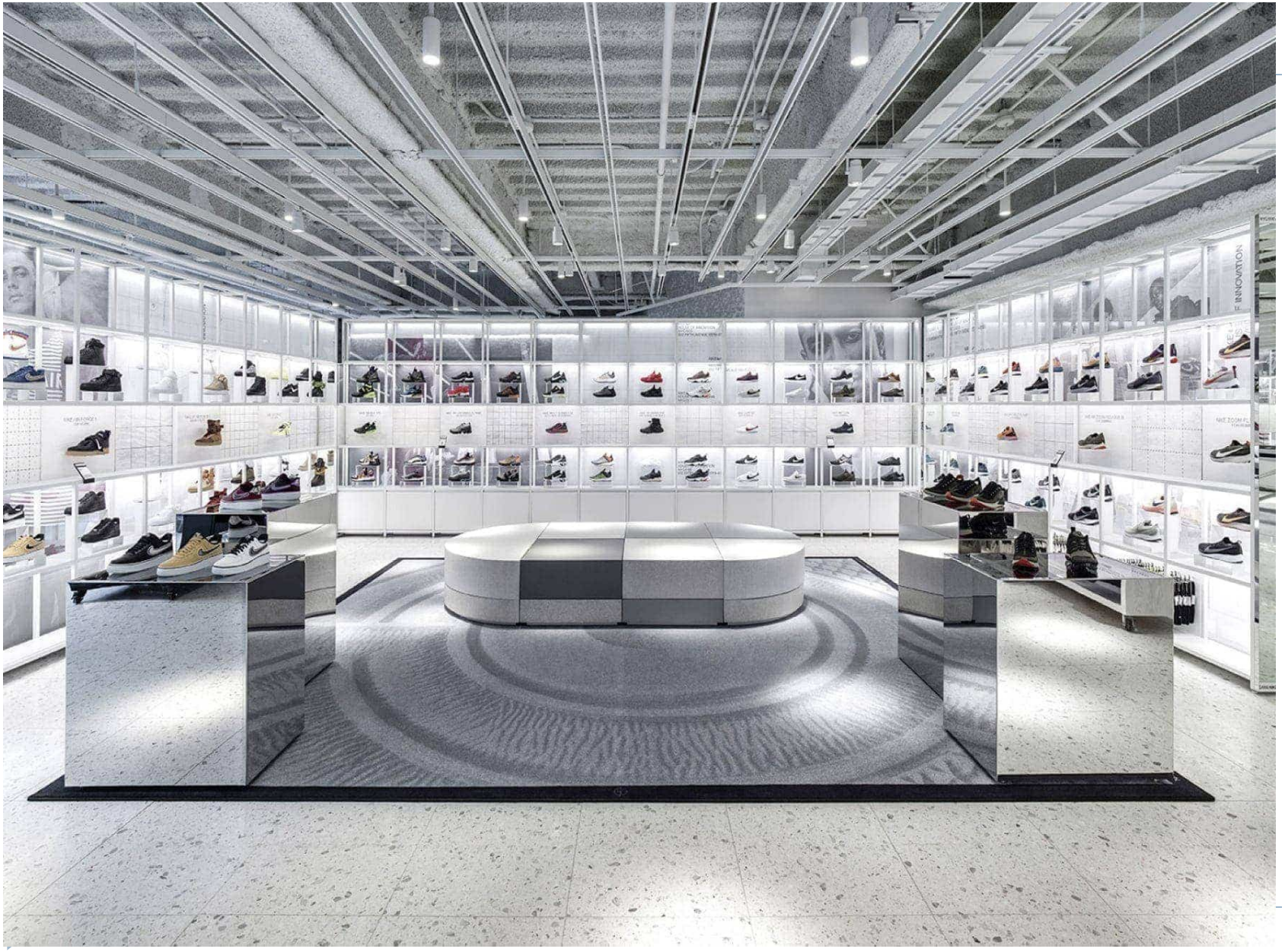



# Nike – Speed Shop

- The Nike flagship store in NYC allows customers to order shoes online and try them on in the store.
- Called the Speed Shop, customers use a special entrance to find their shoe locker, which is unlocked via smartphone.
- After trying the shoes on they can check out on mobile without having to even interact with a person! Fast and easy!







# Nike House of Innovation

- Shoppers automatically become NikePlus members after downloading the Nike app.
- They receive such perks as discounts, personalized recommendations and exclusive product offers.
- NikePlus members spend three-times more on Nike.com than other shoppers do
- The conversion rate of shoppers into NikePlus members at Nike by Melrose was six-times higher than at the rest of Nike's stores.
- The retailer tracked members who had come into the store versus a comparable set of customers who hadn't.
- The members who had visited the shop later spent 30% more online than the ones who didn't have the in-person experience,
- In Shanghai, where Nike opened a store similar to the New York flagship, Nike says it is signing up a new member every two minutes. "We're seeing our members engaging at a rate that exceeded our expectations,"



# Shanghai Nike house of innovation



# Nike house of innovation



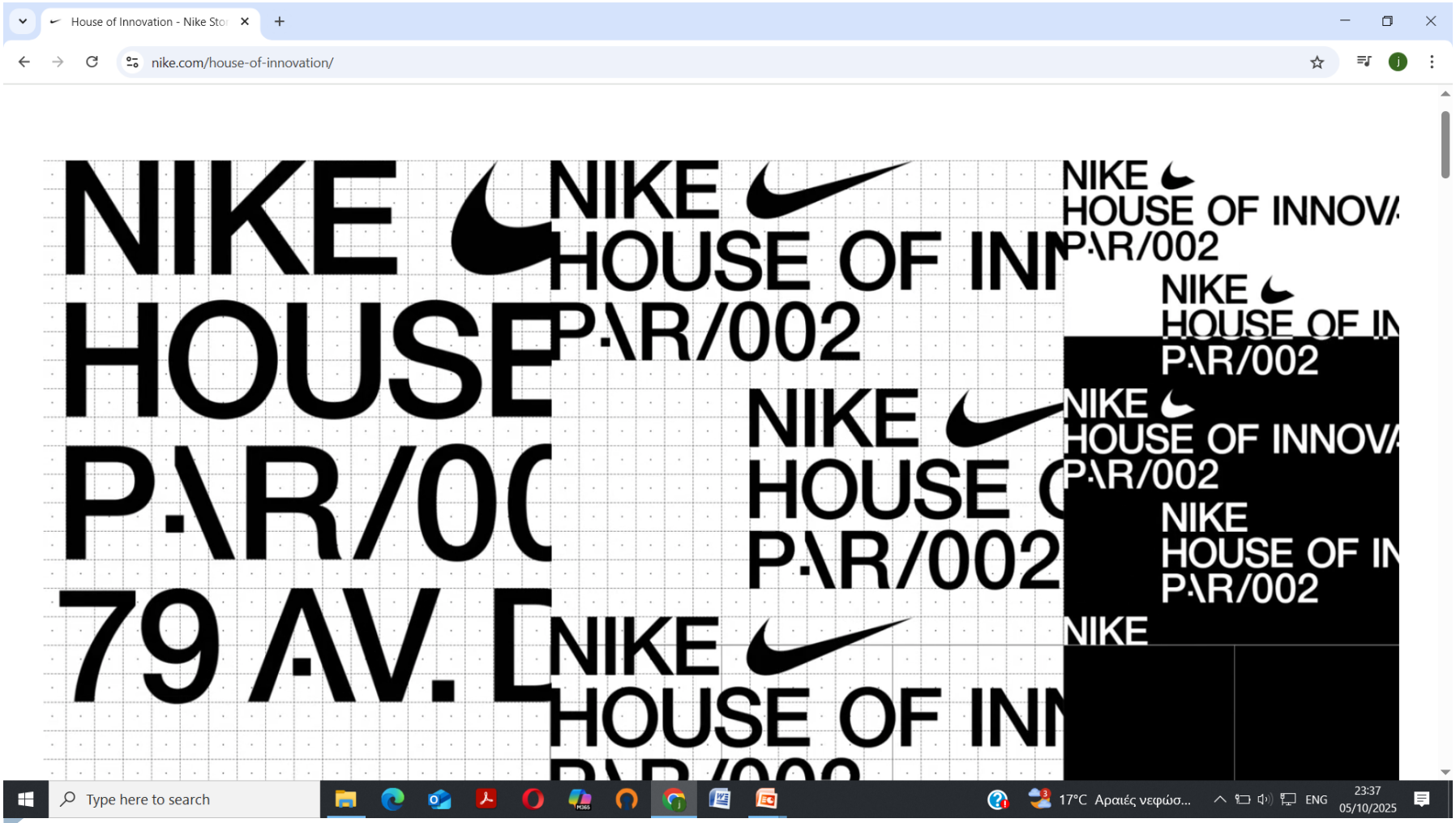
# Paris Nike House of Innovation

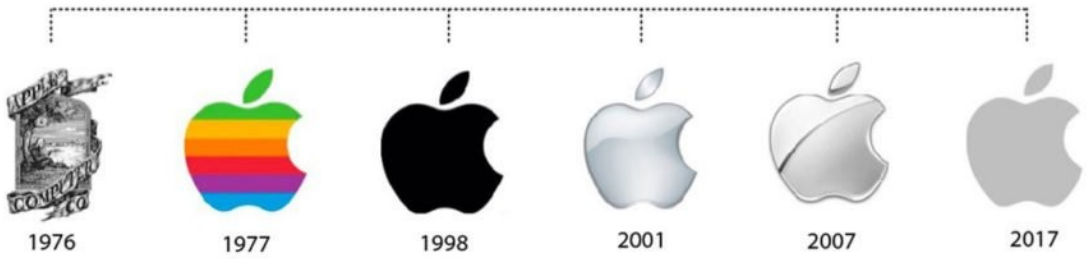


# Paris – Nike house of innovation

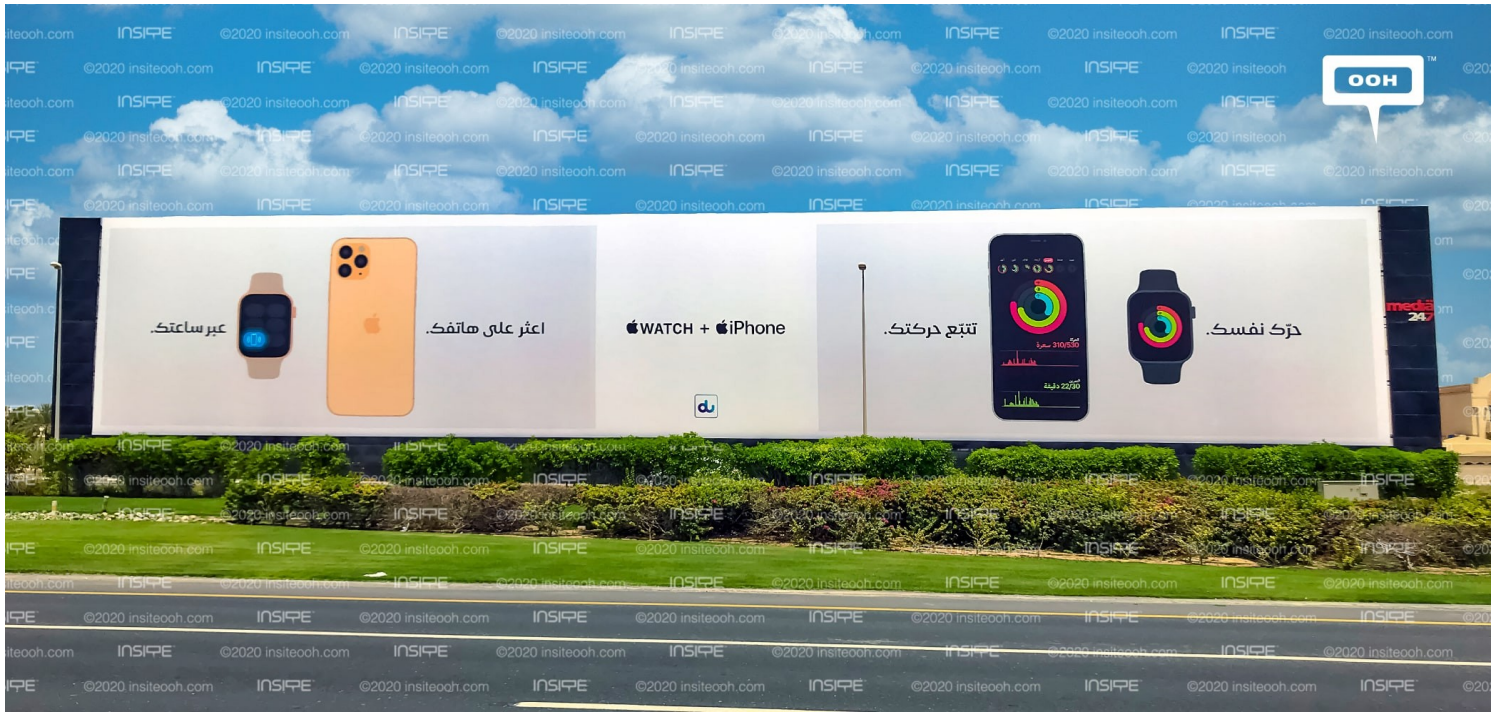


https://www.nike.com/house-of-innovation/




1976
1977
1998
2001
2007
2017

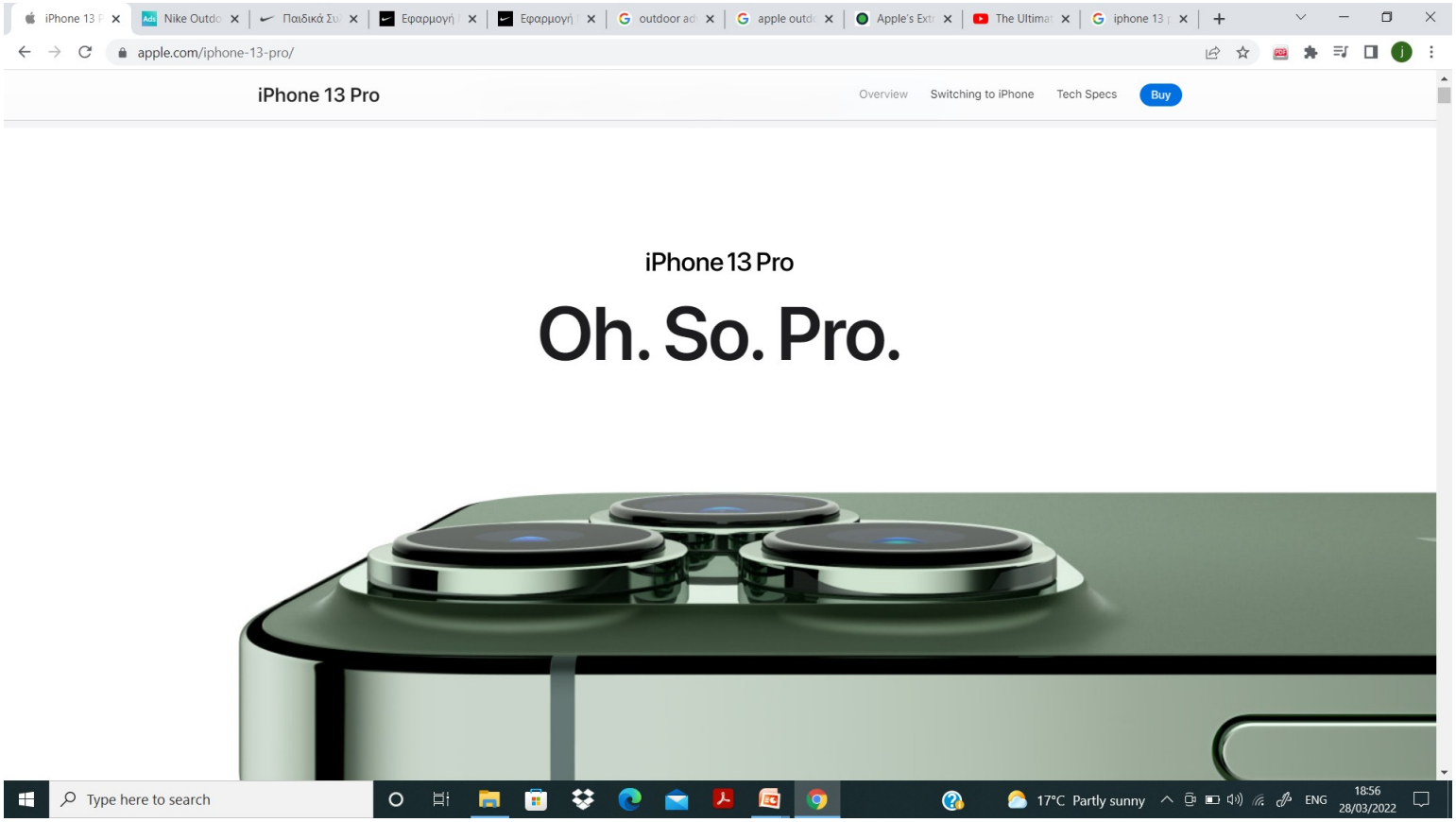

AirPods Pro
The Centre

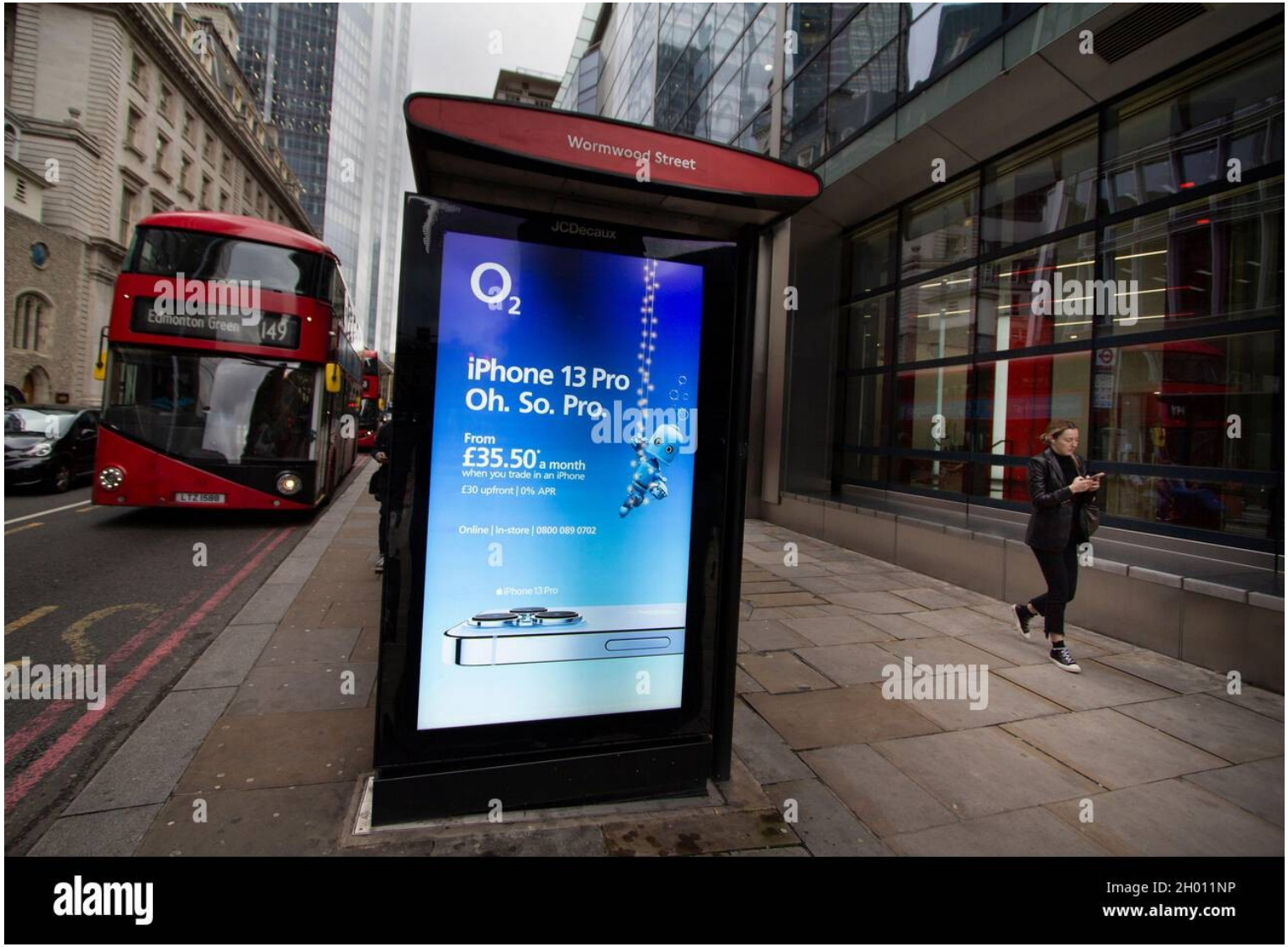

OOH
حرّك نفسك.
تتبّع حركتك.
WATCH + iPhone
اعثر على هاتفك.
عبر ساعتك.


iPhone X
November 3
AT&T


iPhone 13 Pro
Oh. So. Pro.
MONEY EXCH
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£ MONEY $
€XCHANGE
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Mike Kemp
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when you trade in an iPhone
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iPhone 15
WOW

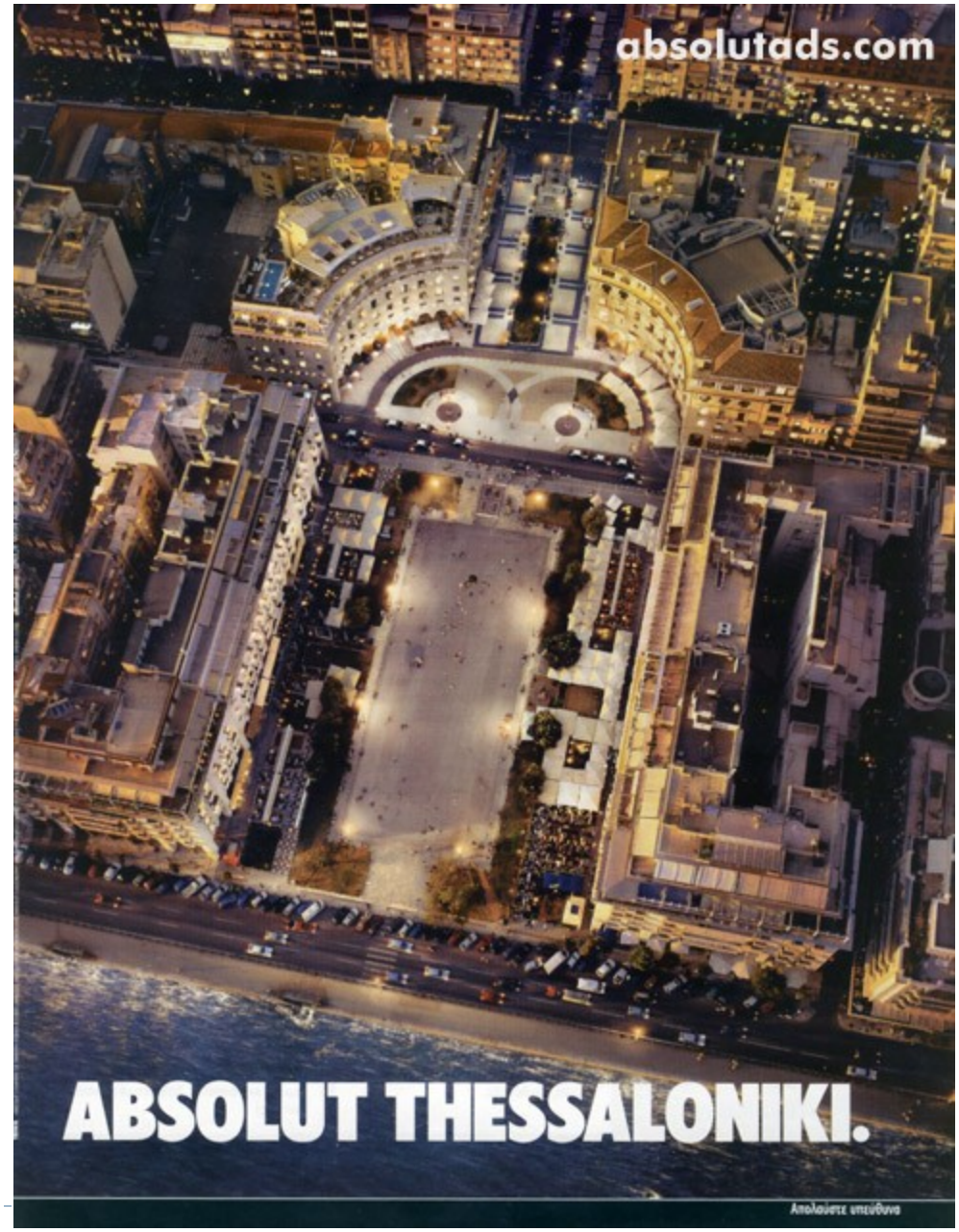
# iPhone

Σχεδιασμένο να αρέσει.




ABSOLUT®
Country of Sweden
VODKA


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10
ABSOLUT LONDON.


absolutads.com
ABSOLUT THESSALONIKI.
Απολαύστε υπεύθυνα

Absolute vodka commercial

https://www.youtube.com/watch?v=CnqkA71jNuo




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https://www.youtube.com/watch?v=EdldqzCC66M
Absolut vodka transform today

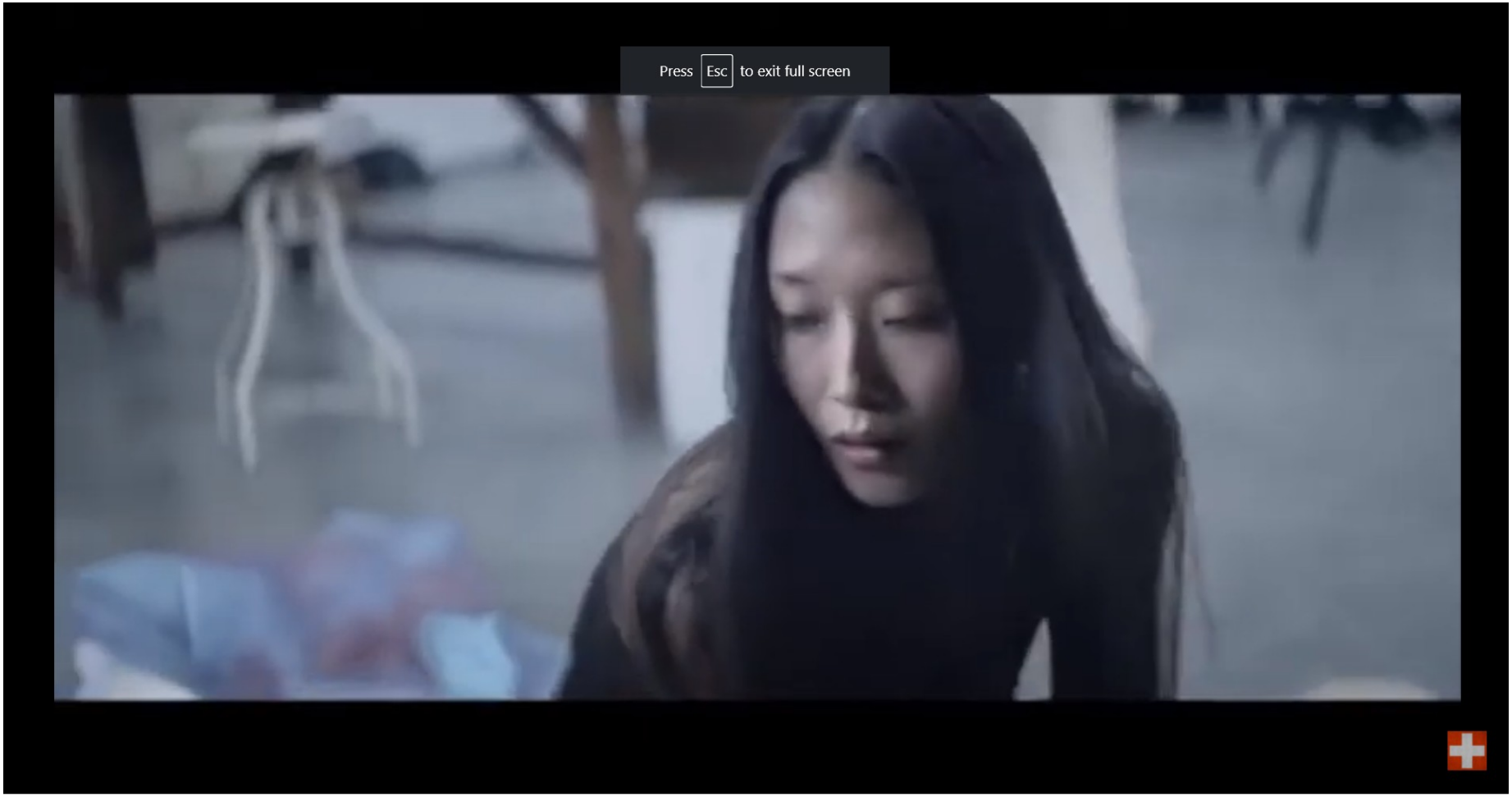



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Show all


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