

Communication Codes of Intellectual Support for Management Decisions

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Abstract. Modern marketing is based on the concept of integrated marketing communication as the only way for brands to communicate with consumers. This type of communications has a number of serious advantages besides classic marketing approach due to synergy-effect of each component although it is still have a number of issues. The authors of this article combines theoretical basis of modern marketing communication approach in order to develop special communication codes of intellectual support for management decision making.

1. Introduction

The concept of the integrated marketing communications is standard among marketing experts. Scientists: D. Schultz, S. Tannenbaum, R. Lauterborn F.J. Kitchen define it as "... a new way of understanding the whole, made of separate parts as advertising, public relations, sales promotion, management of relationship with clients, personnel and contact audiences ...". J. Burnett and S. Moriarty, in their turn, define an essence of a complex of the integrated marketing communications: "... the concept unites all instruments of marketing communications in it – from advertising to packing, intended for formation of the appeals, sent by the company for allocation of the goods". Such information materials for support of decision-making process do not require special training in production and for this reason they are produced unprofessionally, at the level of intuition of employees who do not have scientific competencies. That is why such tools (infographics) have become generally accepted in practice. Practitioners of systems engineering develop these materials based primarily on the rules of graphic design and corporate identity of organizations.

The cause of the theory of the integrated marketing communications consists in the tendencies of efficiency's falling of the marketing communications making a complex, which were outlined in the end of the 20th century. This falling is noted by practices of marketing communications of many countries and reflects changes in society: growth of a role of IT, mass character of impact on society of mass media, increase of experience in consumption of goods of clients, growth of cost of communications.

In response to the outlined tendencies, there was also a theory of the integrated marketing communications assuming that advantages of each of separate elements of that complex of marketing communications would compensate shortcomings of other elements. Besides, all elements of the

complex of the integrated marketing communications are combined so that there was a synergy enhancing effect of communication influence. According to modern researches, the synergetic effect of marketing communications is a timely alternative of the falling of effectiveness and economic efficiency of marketing communications, which began at the end of the 20th century, proceeding in the current global marketing situation.

Therefore, the integrated marketing communications have the general purpose achievement of synergy between its separate components and generation of bigger efficiency, than in realization of strategy of consecutive application of each of them separately.

Achievement of this specified purpose, depends on how full communication potential is used - set of means of communication influence and set of the tools used during the developing and realization of these means. The provided formulation of communication potential needs specification because of plurality of opportunities of communications of the company with target audience.

2. Integrated communication approach

The synergetic effect can be reached only if one and all elements of this plurality are adequate to the purposes of communications. The given specification will allow companies to avoid serious mistakes in practical communication activities. This is because the elements of the integrated marketing communications, included in a complex without assessment of their adequacy to the communication purposes, can, on the one hand, significantly reduce total effect of communication, and monotony of perception of this communication by recipients, on the other.

The last phenomenon can be explained with the known psychophysical law of Weber (Fechner) which defines dependence of mentality of the client on the physical quantity of external incentives. At the same time for growth of a client response in an arithmetic progression, it is necessary to provide differentiation physical (and emotional) incentives in a logarithmic progression. Therefore, the most important part of marketing at company is assessment of efficiency of the integrated marketing communications and separate components, optimization of their combination on structure and application conditions.

At assessment of efficiency of communications, J. Lancaster and L. Messinem recommend to answer the following questions:

- To what consumer group marketing communications are directed?
- What information do consumer groups have to obtain?
- What objectives have to be achieved by means of communications?
- What is the price of means of achievement of these objectives?
- How shares in financing of the budget of these communications are distributed between participants of communications and in responsibility for achievement of the goals?
- How to control achievement of the goals of marketing communications?
- What criteria demonstrate efficiency of communications?

For increase in accuracy of measurement of efficiency of marketing communications, it is necessary to add the list of questions without which assessment of efficiency of communications will be not rather exact:

- Who is a communicator? What is his purpose?
- How data-based and decisively the contents of the address for target audience are? Whether correctly it identifies its sense?
- Whether address transmission media meet expectations of target audience and places of reception of marketing communications? Are these channels optimum from the point of view of efficiency of achievement of the goals of communications?
- Whether the target audience reacts to communications correctly?
- Whether there is an interrelation between the cost of the budget of marketing communications and achievement of their purposes?

The concept of the integrated marketing communications (IMC), i.e. sharing of advertising, Public Relations, sales promotion, direct sale, communications in client zones, etc. with other elements of a complex of marketing – is one of the most considerable marketing achievements of the 90th years of the last century. After the huge weakening of efficiency of the components of a complex of marketing most of theorists and practitioners of marketing arrived at "an idea that each instrument of marketing communications has certain advantages on an equal basis with shortcomings, each tool has a certain mission in respect of achievement of goals of allocation of goods therefore the most effective option of allocation will be the integrated marketing communication (IMC)".

In the past communication elements were often considered as separate kinds of activity while the marketing philosophy now considers that integration is absolutely necessary for achievement of success as it is well formulated in the following quote of S. Plavucas: "The marketing specialist who is successfully working in modern conditions is the one who coordinates a communication complex". Integrated marketing communication allows coordinating and strengthening separate instruments of communication for achievement of the maximum influence.

Integration of the communications (IMC) used in marketing is defined as "a new way of understanding the whole which seems made of such separate parts as advertising, public relations, sales promotion, logistics, the organization of relationship with employees, etc." by world famous experts in the field of marketing D. Schultz, S. Tannenbaum and R. Lauterborn. Eventually, all efforts on integration of all subjects and objects participating in process of interaction and exchange of information reconstruct separate marketing communications for this purpose "to see it in the way the consumer can see it – as a flow of information from a uniform source".

Classification of IMK made by P. Smith, K. Berri and A. Pulford, which can be taken as a basis, includes: personal selling's, allocation of sales (sales promotion, advertising, direct marketing, sponsorship, exhibitions, the corporate style, packing, advertising in a point of sale, verbal messages (word of mouth), the Internet and new media.

According to the opinion of the doctor of sociological sciences, F.I. Sharkov, the integrated marketing communications are "interaction of forms of communications at which each of them has to be integrated with other instruments of marketing and is supported by them for achievement of maximum efficiency".

Other words, the purpose for combination of various instruments of marketing communications is obtaining effect of synergy. Synergism – the term which became recently popular in relation to a complex of marketing communications means effect of interaction of various instruments of the communications arising at their sharing. The effect of synergy arises due to combination of the advantages inherent in each instrument of marketing communications separately.

For example, a lack of advertising is absence in immediate purchase for target client audience. The companies can successfully compensate this issue by tools of other components of the above-stated complex, such as direct marketing, personal selling's, POSM for stimulation in client zones. Shortcomings of three specified communications – short duration of application and lack of orientation on establishment of the long-term confidential relations with target audience are successfully compensated by instruments of advertising.

3. Integrated marketing communication environment

According to the researches nowadays we can notice a transformation and interpenetration of communication channels: verbal and non-verbal, rational and irrational what can be also named "neuro-marketing". So, it is expedient to classify the concept "integrated marketing communication environment (IMCE)" – a form of realization of multichannel, multidirectional system of the integrated marketing communications. Moreover, all this forms make the set of the elements, which are in the relations and communications with each other forming a certain integrity and unity, set of conditions in which activity of participants of marketing communication proceeds; people around, a situation and set of the interconnected or interacting elements connected by community of these conditions.

IMCE unites not only all types of marketing communications (advertising, public relations, direct marketing, sales promotion, brand – communications, etc.), and instruments of marketing communications (tools of corporate image, formation of an image of the politician, the system of addresses and drawing up slogans, advertising, packings, etc.), but also all subjects of communication. It not only interaction of forms of a complex of communications at which each of them is integrated with other instruments of marketing and is supported by them for achievement of maximum efficiency but also interaction of producers, sellers, clients, which can act both as senders and as recipients of marketing communications, and messages accept multidirectional character (show internal and external properties). All this will lead to increase in value of goods increase in efficiency of communication in general.

The theorist of IMC D. Schultz offered IMC as unidirectional, but which is carried out in the different ways. Information in the course of implementation of communication is transformed, adapts due to expansion of knowledge and shift in information technologies, which are available to all participants of communication. Based on the newest researches of psychology, there is an opportunity to allocate multi-touch communication channels that the tendency of strengthening of influence due to complex influence on all channels of perception confirms: sound, light, flavoring, tactile feelings.

Thus, concept IMCE – includes all this types of communications, participants of communication process, means, methods, external and internal conditions and also multidirectional communications between them.

The integrated marketing communication in client zones of goods (IMCMP) will be a special case of IMCE. Feature of realization of IMCMP is the limitation of application by a framework of the enterprises of home shopping service and service trade. These are not communications any more as there was earlier "one to many" or "one to one" as D. Schultz writes. These are multidirectional communications "many to many".

One more major line of IMCMP is cooperation in the course of their realization of two main types of communicators at once – the producer and directly the owner of the retail enterprise. Especially it is characteristic of producers of goods of national and international brands. The relevance of similar cooperation is explained by coincidence of interests of these participants of market process in achievement of a main objective of IMCMP – sales promotion of the goods realized at retail. Target audience of IMCMP is the set of the individual clients buying goods for own needs.

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