**Chapter 5**

**Multiple choice questions**

Strategy, according to MacIntosh and Maclean (2015), is a function of:

Planning, creativity and people

Creativity, strategic planning and no people

Strategic planning, people and competition

Competition, creativity and planning

**2** Marketing research and consumer insight help shape marketing communications by:

Helping to design and develop a brand’s marketing and managerial communications

Helping to uncover and develop the big ideas to propel a brand’s creative communications

Helping to drive the communications to perform through having a promise, and being positioned correctly.

All of the above

**3** Strategic marketing management (SMM) integrates strategic management, and with marketing communications strategy by means of appropriate goals that:

Highlight the direction the marketing communications is to take

Highlight the direction the brand positioning is to take

Highlight the direction the strategic positioning is to take

Highlight the direction of the segmentation and target audience.

**4** Strategic management and strategic marketing management (SMM) drive marketing communications strategy by shaping the marketing mix which is known as the:

Just the 4 Ps

Only 1 P

All 7 of the Ps

All the Ps except people

**5** Marketing communications strategy is centred around an understanding of:

Consumer audiences, media composition, brand positioning and market development

Brand positioning, stakeholder audiences, the creative platforms and media composition.

Market development, government audiences, creative platform and brand positioning

Creative platform, media composition, the company’s positioning and stakeholder audiences

**6** Positioning, in marketing communications strategy, is how you want to be positioned in the minds of:

Consumers, customers and stakeholders.

Community, customers and stakeholders

Customers, employees and consumers

Caretakers, consumers and community

**7**There are three distinct audience groupings in marketing communications strategy which are:

Profile, pull and play

Pull, play and profile

Pull, push and profile

Play, ploy and pull

**8** The ‘big idea’ in marketing communications strategy is where the creative idea acts as a platform for:

Advertising, brand and participatory communications

Advertising, brand and interactive contradictions

Advertising, brand and participatory commiserations

Advertising, brand and interactive configurations

**9** Media composition includes:

Frequency, reach, creative content and media channels

Frequency, creative reach, contact and media channels

Frequency, reach and content, and creative channels

Frequency, channels of reach, creative content and media

**10**  A basic marketing communications plan consists of elements that include:

Where are we? Where do we want to go? How will we get there? and How well have we done?

Situational audit, objectives, strategies, tactics and review

Analysis, design, implementation and control

All of the above.

**Answers**

1 a). Strategy is a function of planning, creativity and people. Planning is only one part of what constitutes a successful outcome. Strategy also includes developing a platform which facilitates ideas, skills, creativity and fortitude; and at its heart, are people as strategists.

2 d) All of the above help to aid the creation, design and development of brand and corporate communications.

3 d). Marketing strategy or SMM, highlights the direction for segmentation analysis and evaluation, along with identifying the target audience. It also encompasses the main thrust of the positioning concept and includes the marketing mix strategies.

4 c) All 7 of the Ps within the marketing mix, which are the 4 Ps of product, pricing, promotion, place (distribution) plus the 3 service Ps of physical evidence, people and process. Strategic marketing management ensures co-ordination and consistency across the marketing mix.

5 b) Marketing communications strategy is understood around the structure of the strategic position of the brand, all the stakeholder audiences, including consumer, communication and all publics, and the creative platform of the promise which is translated into across different types and combinations of media. It is therefore centred around an understanding of brand positioning, audiences, creative platforms and media composition.

6 a) Positioning is about visibility and recognition thus being ‘forefront’ of mind in all of your publics. Marketing always singles out consumers who are likely customers; customers because of the exchange having taken place and the greater likelihood of customers returning, and stakeholders because this term is inclusive of all publics.

7 c) Push, pull and profile are the three strategic audience groupings because they require different types of communication. Pull is where the communication flow is to the end-user and relies on the customer to pull products through the channel network. Alternatively there is Push, where the communication flow is through an intermediary such as a retailer or distributor; and finally Profile, which includes communications with a whole range of different stakeholders, for instance employees, investors, government regulators and the local community, as well as customers and potential customers or consumers.

8 a). There are three types of promotions in which the creative idea acts as a conduit to springboard communications so that the consumers attends or is hooked-in to the marketing communications. These are advertising-led communications, brand-led communications and participation-led communications.

9 a). The way media is identified, selected and planned for includes an understanding of the effectiveness of how the media is composed, and the dimensions or frequency of messages (how often do I need to talk to my audience to be effective); reach (to whom am I going to talk and likelihood of responding); the media channels identified for selection (the intermediate means and methods of enabling communications to flow either singularly or two-way); and the message or the creative content which will compel the audience to do something such as respond (or just be aware of the brand and communication).

10 d). All answers are correct. There are various formats for the structure of a marketing communications plan. Most follow a pattern which includes analysis with a situational audit and answers the simple question: where are we? This is followed by the element of design which includes developing the objectives and asking the question: where do we want to go to? Next is implementation, which includes the marketing communications strategies and tactics with the question: how will we get there? And finally, the element of control which includes a review and evaluation asking the question: how well have we done?