THE EMERGENCE AND RISE OF NON-TRADITIONAL MARKETING

Advertising important element in marketing → broad reach and targeting potential.

Rarely can a new product introduction take place without advertising at its core.

Several models of advertising effectiveness have been developed (AIDA Hierarchy of Effects), and

metrics to measure **placement** (ie. Target market reach, and the frequency, exposure, cost per 1000) and **evaluation** (waste, wearout, recall, recognition) of advertising activities.

Why the emergence and shift away from the use of traditional ad tools?

1. rising cost of media ad
2. advertisers are losing control over traditional ad media – zapping, fragmentation of specialized networks and magazines → dilutes control over messages and audiences → messages are not being heard
3. convergence of communication and entertainment → blurring, removing the control of marketers. Info power shift to consumers

Three main categories of NT marketing tools:

a. cross-promotions
b. place-based promotions
c. sponsorships

**Cross-promotion: examples**

1. movie product placement supported by joint ad campaigns of film producers and manufacturers → ‘control through cooperation’
2. multi-level ads → shopping bags, shared coupon events (buy one pound of Ronzoni and get a jar of Ragu free)

**Place-based promotion: examples**

1. audience-captive environments → schools, theaters, airports, hospitals
2. NT ads → featured on school buses, on popcorn bags, hospital meal tray liners, airplane videos, Wal-Mart – ATT cards

**Sponsorship promotions: example**

1. ‘control thru patronage → associating the brand with a desirable celebrity, team, event, or place
NT will give marketers new and additional tools to reach their target markets. NT executions reflect new philosophy of marketing and ad

1. blurred distinction between ad and entertainment
2. masking the identity of corporate sponsors – stealth marketing
3. creating grassroots trends

**Differences between Traditional and Non-Traditional Marketing**

**PHILOSOPHY:**

Traditional Marketing:
- highly disciplined, structured
- use the ‘4C’s’ (competition, consumers, company, collaborators) and other established frameworks
- control – target market, media, message, content – pro-active, certain
- FOCUS: strategic planning

Non-Traditional Marketing:
- trust own judgment, more flexible, serendipitous, chaotic, reactive, uncertain
- FOCUS: on execution than planning

**PROCESS OF COMMUNICATION EFFECTS:**

Traditional Marketing:
- awareness
- knowledge
- liking
- preference
- desire or conviction
- purchase
- re-purchase

Non-Traditional Marketing:
- exposure/visibility
- buzz, word-of-mouth (virtuous circle)
- infatuation (missionary advocacy for the brand)
- sales/purchase
CAPABILITIES AND BENEFITS:

Traditional Marketing:
- validated through empirical research
- results more easily forecasted due to pre-testing, past experience

Non-Traditional Marketing:
- more credible
- can be more efficient
- creates word-of-mouth or "buzz"
- sometimes unknown

BUDGETING:

Traditional Marketing:
- highly controlled and disciplined
- all costs are known

Non-Traditional Marketing:
- more efficient budgets generally lower – opportunity for ‘free’ press
- many costs are unknown due to uniqueness – must be flexible

TARGET MARKET:

Traditional Marketing:
- defined segment based on demographics and/or psychographics
- focused, segmented

Non-Traditional Marketing:
- non-discriminatory, broad reach
- intended audience will self-select

METRICS:

Traditional Marketing:
- known and measurable metrics
- pre-testing, post-resting (reach, frequency, imagery, conversion)

Non-Traditional Marketing:
- no pre-testing
- difficult to evaluate
- might have to design own metrics
- BMW: nothing blew up
SKILLS REQUIRED:

Traditional Marketing:
- traditional marketing/advertising skills of strategic thinking, creativity, and project management

Non-Traditional Marketing:
- new emphasis on creativity, resourcefulness, ingenuity
- flawless execution is key
- strong negotiation skills a must