

Le Thi My Linh
MARKETING COMMUNICATIONS PLAN
Case study: YOUR.TV

Bachelor Thesis
CENTRIA UNIVERSITY OF APPLIED SCIENCES
Degree Programme in Business Management
June 2015

ABSTRACT

Unit Kokkola – Pietarsaari	Date June 2015	Author/s Le Thi My Linh
Degree programme Business Management		
Name of thesis MARKETING COMMUNICATIONS PLAN Case study: Your.TV		
Instructor Birgitta Niemi		Pages 49 + 6
Supervisor Birgitta Niemi		
<p>The goal of this thesis was to find out the best marketing communication tools in order to set up a marketing communication plan for Your.TV - an online television company located in The Netherlands. The topic derived from the author's personal interested field in marketing communication channels and training objectives. As Your.TV is a young-history company and planning to reach the target group - Vietnamese consumers living in Europe, this study will clarify a suitable effective with high result but low cost marketing communication strategy for the company.</p> <p>The theoretical part was about the concept framework of marketing and its communication tools. Also, it focused on describing how to build a marketing communication strategy by using different instruments in communication mix. From that, a marketing communication plan was formed for Your.TV in more details in the empirical part. In term of research methodology, the study used quantitative and qualitative research method in order to analyze and manage effectively the results eventually.</p> <p>As the results of this study, Your.TV has great opportunities to launch their products and services in European countries for the Vietnamese people. Based on what the advantages and benefits which Your.TV has, the company is able to compete with other competitors in television industry especially in Europe market. Recommendations for further research were also provided for the company to implement and develop their marketing communication channels.</p>		

<p>Key words Marketing, marketing communication, marketing strategy.</p>

ABSTRACT
TABLE OF CONTENTS
GRAPHS AND TABLES

1	INTRODUCTION	1
1.1	The aim of thesis	2
1.2	Research methodology	2
2	PRESENTATION OF CASE COMPANY - YOUR.TV	3
2.1	Company description	3
2.2	Mission statement	4
2.3	Market analysis	4
2.3.1	Market demand analysis	5
2.3.2	Target group analysis	7
2.4	Competition analysis	8
3	MARKETING COMMUNICATIONS	10
3.1	Marketing in general	
3.1.1	Strategic marketing planning	11
3.1.2	Marketing mix	13
3.2	Marketing communication framework	17
3.3	The promotion mix	18
3.3.1	Advertising and promotion	18
3.3.2	Direct marketing	19
3.3.3	Public relation	19
3.4	Marketing communication process	20
4	SOCIAL MEDIA IN MARKETING COMMUNICATIONS	22
4.1	Social media marketing	22
4.2	Social media elements	24
4.3	Social media marketing communications planning	26
5	MARKETING COMMUNICATION PLANNING – CASE COMPANY: YOUR.TV	29
5.1	Research analysis	29
5.1.1	Research questionnaire	29
5.1.2	Research results and evaluation	30
5.2	Marketing mix	34
5.3	SWOT Analysis	36
5.4	Marketing communication strategy	38
5.5	Marketing communication mix	41
6	RECOMMENDATIONS	45
7	CONCLUSION AND SUGGESTION	46
	REFERENCES	48
	APPENDICES	

GRAPHS

GRAPH 1. Pay-TV household penetration, primary and secondary services, by platform, 2011 and 2016 (www.analysismason.com)	5
GRAPH 2. Pay-TV households, primary services by platform, Europe, 2011–2016 (www.analysismason.com)	7
GRAPH 3. The 10 steps of the strategic marketing planning process (Malcolm & Hugh 2011, 41.)	12
GRAPH 4. The Levitt Construct (Ian 2006, 106)	14
GRAPH 5. How communication works? (Sherlekar et al. 2010, 252)	20
GRAPH 6. The Classic Purchase Funnel (Evans & Bratton 2012, 40-41)	23
GRAPH 7. The social feedback cycle (Evans & Bratton 2012, 44)	23
GRAPH 8. Social media channels and groupings (Evans & Bratton 2012, 168)	26
GRAPH 9. Social media planning cycle (Barke et al. 2012, 26)	26
GRAPH 10. Questionnaire flow	30
GRAPH 11. Which country do you live in Europe?	31
GRAPH 12. Which Vietnamese television programming would you like to see?	33
GRAPH 13. Marketing communication strategy	40
GRAPH 14. Marketing communication mix	41

TABLES

TABLE 1. Do you have Vietnamese television channels in your television programming?	32
TABLE 2. Do you like to receive many different Vietnamese television channels from one television programming provider?	32
TABLE 3. How would you like to get information about Vietnamese television programming provider?	33

1 INTRODUCTION

Over the last century, the word "television" (TV) has become an indispensable part of our daily life. Since television was first invented, it has brought many aspects to human society such as education, entertainment, sciences, politics, and so on. Your.TV is a European online television company that offers foreign television channels to help foreigners keep in touch with their language through the latest television programs from back home. Considering the increase of the Vietnamese population in Europe, Your.TV wants to examine the possibilities of offering a Vietnamese television package in the territory of European countries.

In other words, the growing young Vietnamese generation creates a potential market for Your.TV. For this reason, a market analysis has been proceeded to figure out the needs of Vietnamese television channels from the consumers. Accordingly, based on the research result, a strategic marketing communication plan will be written down in this thesis focusing on how to introduce Your.TV's Vietnamese television package to Vietnamese consumers in Europe market.

In this study, the case company - Your.TV will be presented in the first part to give an overview of the company. The theory part comes up with the basic concept of marketing communication. Particularly, this part indicates the objectives and benefits of the role of marketing communication in customer relationship together with promotion mix. The next section of the thesis is marketing communication planning for the case company which can be found with a further in depth empirical analysis. Furthermore, researches and findings in this field for the case company will be discussed. Lastly, the thesis ends up with conclusion and some suggestions for further researches.

1.1 The aim of the thesis

The thesis aims to offer applicable and cost-effective ideas to formulate a marketing communication plan based on the central key question:

"How can Your.TV introduce the Vietnamese television package successfully to the European Vietnamese consumers by making use of marketing communication?"

In addition, it consists of different analyses which are made of the case company, the European television market and the target consumer groups. Besides, the theoretic models are used to lay the foundations for the marketing communication plan. Different elements of marketing communication are provided with clear explanation in order to build up a plan with recommendation on how to commercially introduce and launch Your.TV's television package to Vietnamese consumers in Europe.

1.2 Research methodology

This study will utilize both quantitative and qualitative data collection tools. To aid the search, the theoretical part was conducted to give an academic picture of marketing communication and its characteristics. It was obtained by collecting data from different public books, academic articles and study reports.

About the case study, various published information and company presentation were collected in order to analyze the company's background as well as give an overview of the company's products, services and recent developments. In addition, the writer also combines literature books and Internet bases to gain a numerical and statistic insight about the European television market. In the same way, the information was interpreted to track the current trends and approach the target group attitudes, interests and demands. Altogether, the data were collected and analyzed carefully to be able to understand and manage effective results eventually.

2 PRESENTATION OF CASE COMPANY - YOUR.TV

In this part, the internal and external analysis of the company will be presented. The internal section will analyze the company's background which includes product and service description. It will also introduce the mission statement of the company. After that, market analysis will come up in the external analysis section where market demand, target group and competition will be investigated.

2.1 Company description

Your.TV is a start-up television company that is planning to launch television on the European television market. Your.TV is founded by the current CEO - Gijs Davelaar who has over 12 year experience in the field of broadcasting and cable industry, working as a television producer and production manager. Your.TV is in partnership with Iphion - a technology company located in Eindhoven, The Netherlands. (Your.TV 2013)

In other words, as a Your.TV's partner, Iphion takes responsibility for the technology and production to ensure the core value that Your.TV will provide different packages with simple and convenient television services as well as free of choices. All the production process will be conducted by Iphion to connect and combine the Internet technology with the regular television in order to provide consumers a new interactive television experience.

Meanwhile, Your.TV focuses on marketing and distribution. Consumers can order various TV channels and contact with Your.TV through their website which is the main source of distribution. The company is expanding its position through the process of promotion itself to get more resources. They are working hard on contacting different foreign TV channel companies and offering them the possibilities to monetize their content and distribute their channels in Europe through Your.TV. More importantly, another phase of Your.TV's marketing purposes is approaching the consumers to introduce their products and services. This is the reason why Your.TV needs strategic marketing plans for different target markets.

2.2 Mission statement

Nowadays, the newest wave of improvements of television is called "Enhanced, Interactive Connected, Smart personal televisions". This new improvement provides consumers an innovative and personalized way to manage television content. In the middle of this development, Your.TV is positioning itself by accomplish its mission statement.

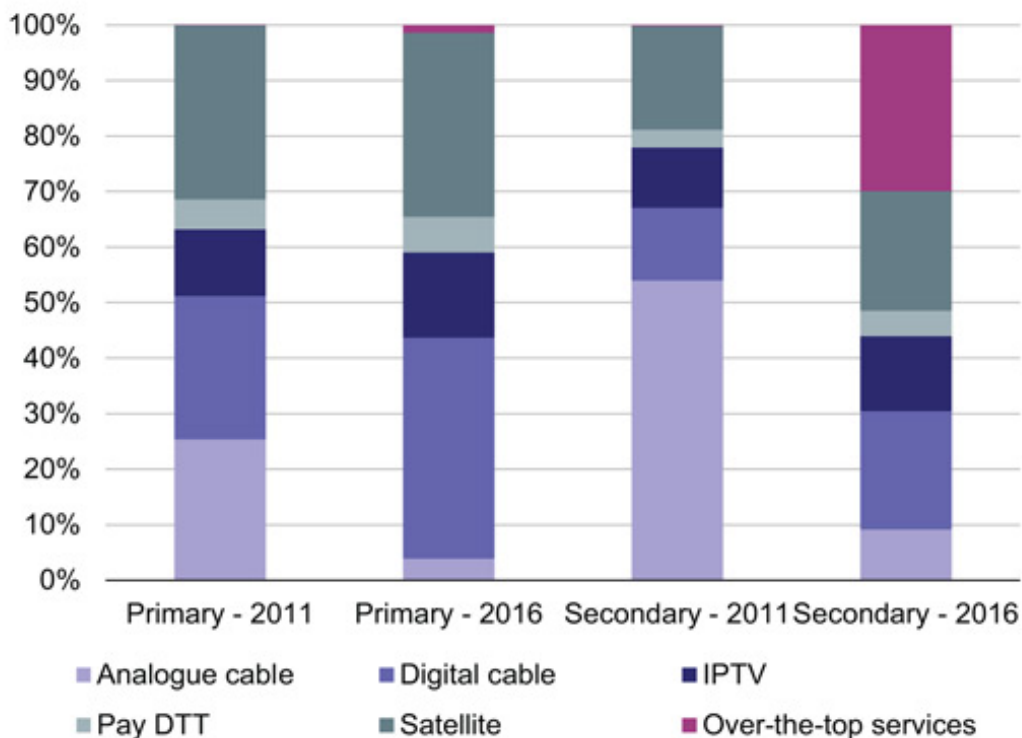
An organization's mission represents what they wish to achieve for a long-term. It not only help managers in taking decisions based on which opportunity they pursue, but also aid investment and develop decision making. A good mission statement needs to be clearly defined and market-oriented. (Baines, Fill & Page 2013, 130-131.)

The mission of Your.TV is offering with High Definition (HD) quality television services which are delivered through Internet broadband connection. By combining Internet technology and regular television, the company is trying to connect and provide a variety of channels from all around the world together including both national and international channels from each country. This aims to ensure the company's concept that helps expats and foreign people stay in touch with their own language by watching television programming from back home. And also, behind a good product, a flawless production process will make certain values of Your.TV providing services with simplicity and convenience and free of choices.

2.3 Market analysis

In television market, Your.TV will offer to consumers Pay television service which is the most popular television service in Europe. This type of services consists of Analogue cable, Digital subscriber line, Digital cable, Satellite, Internet Protocol television (IPTV) and over-the-top services (OTT services).

According to Analysis Mason forecasts (2011), the Pay TV still maintains its position as a primary TV services which is shown in the following figure.



GRAPH 1. Pay-TV household penetration, primary and secondary services, by platform, 2011 and 2016 (www.analysismason.com)

In term of Pay TV, the primary service is the basic Pay TV services that are used as the main service delivery to the main TV set in a household. Secondary services are services that are added separately into the main TV set for example multi-room services, Internet connection services. (www.analysismason.com)

As shown in the Graph 1, among 100 % household penetration, from 2011 to 2016, Digital cable and Satellite are the key growth drivers in in primary service of Pay TV. Over-the-top service is becoming popular and rises up in both primary and secondary services.

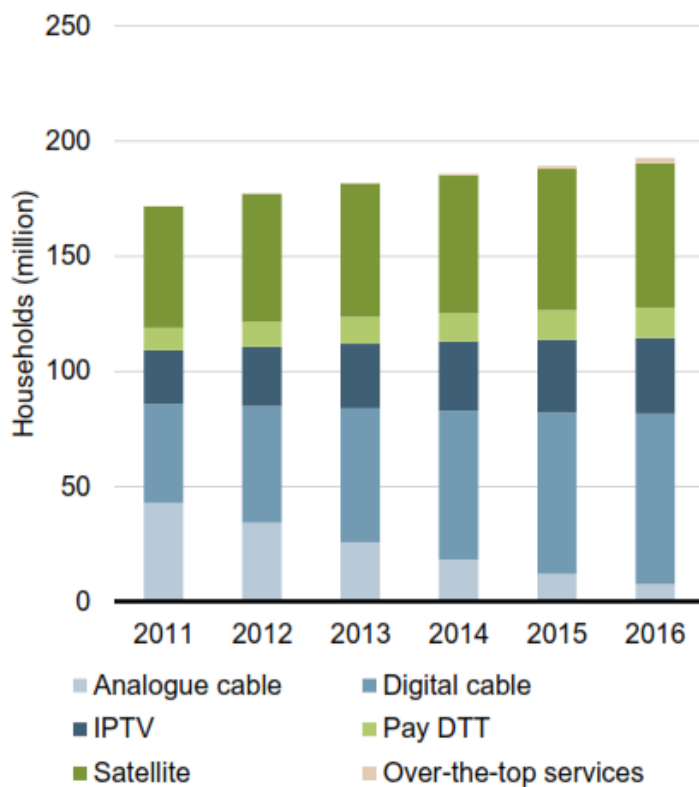
2.3.1 Market demand analysis

In the broadcasting world, there are many options getting services content with the high quality and convenient models. The television has become more than just a box with the convergence between digital and internet. It is changing the way in which consumers use

the communication services and consume its content. In the meantime, media landscape development has impacted significantly on regulation and conditions of competitive environment.

Furthermore, while the media market is a widespread option, some broadcasting market creates challenges for competition policy. For example, there are some limitations for accessing a number of foreign television channels on the internet. And also, the emergence of new products and services has influenced the demand and interest of consumers. Additionally, technology never stops growing so the need of innovation and development of broadcasting services and instruments are challenges for many companies. Searching and analyzing the market is required to be updated continuously.

However, the needs of Pay TV will continue increase. A statistic from Analysis Mason forecast shows that for Europe as a whole, the number of households receiving primary Pay TV services will increase. An estimate number of Pay TV in Europe in 2011 as well as its forecast until 2016 will be presented in the following graph. (www.analysismason.com)



GRAPH 2. Pay TV households, primary services by platform, Europe, 2011–2016
(www.analysismason.com)

Graph 2 reveals that the number of households which receive the primary Pay-TV was increasing from 2011 to 2014. It will increase even more according to the forecast for 2016; this number will be about 180 million with the appearance of Over-the-top services. Satellite and IPTV are the key growth drivers of this primary pay TV. Meanwhile, the cable services will decline because of the new coming digital platform.
(www.analysismason.com)

2.3.2 Target group analysis

The target marketing group of Your.TV in this marketing communication plan is Vietnamese people living in Europe. Hence, it is essential to research and analyze the potential of Vietnamese European population, especially Vietnamese households. To get this information and reach to the target marketing group, Your.TV is also trying to contact the communication group of the marketing communication plan. This communication

group will be the Vietnamese communities, organizations and networks in Vietnam and Europe. The company has to convince many Vietnamese television organizations to agree offering Your.TV the opportunities to monetize their television content not only in Vietnam but also all over Europe.

According to Jeannette Schoorl and Carlo van Praag, in their research note named "Panorama on population diversity in the European Union", in 2007, they had identified the following result of Vietnamese people living in Europe: The Western and Northern Europe are the most Vietnamese populated places, typically in France, Germany, Belgium, Czech Republic and Poland. (Schoorl & Praag 2007.)

Moreover, back then from the historical war of Vietnam, there were a big number of Vietnamese people who entered into Europe under the European Union's rule of refugees. Nowadays, many communities of Vietnamese can be also found in some countries like The United Kingdom, The Netherlands, Norway and Sweden.

Generally, the young generation of Vietnamese consumers is evolving in Europe. They are demanding a connectivity and social media which can enhance their lives. Therefore, there is a definite prospect for Your.TV to introduce a Vietnamese television package for this target group.

2.4 Competition analysis

In the European television market, as shown in the Graph 2 above, the top three popular digital broadcast systems are Digital Cable, IPTV and Satellite. All the operators of these systems are the competitors of Your.TV.

In February 2015, Cable Europe Congress released a result that the investments for the next generation of internet access and digital television in European cable industries are kept going and paying off. The president of Cable Europe - Manuel Kohnstamm stated that the cable industry showed steady growth through the economic crisis, but now is really jumping ahead in performance (Gregg 2014). This can be seen as an opportunity for

Your.TV to develop because cable television system is easy to install, fully integrated and no self-investments.

Besides, Satellite and IPTV are also growing significantly as key drivers of Pay-TV. Satellite is the most competitive system of Your.TV since consumers can have a wide range of TV channels without monthly subscription. Nevertheless, this competitor also has some disadvantages of installing and operating because of weather dependent and complex installation process.

Your.TV is focusing in IPTV which will distribute channels through the internet network. This is different with the Internet television. With Internet television, consumers can use a couple of sites like YouTube, MSN to watch video, free download and up load. Yet it only aims at amateur video quality and there is no restriction of the content since which can expose children to negative influences. Hence, IPTV is one of the common systems that broadcasting operators pay more attention to improve and make it more effective and competitive.

3 MARKETING COMMUNICATIONS

In this chapter, the author concentrates on defining the concept of marketing in general and marketing communications. This theory maintains the substantial meaning of the marketing strategy with marketing mix 4P's. Additionally, the objectives and communication mix of marketing communication will be described. As well the promotion - one of the 4P's will be focused on and built up with the combination of various elements and activities to set out clear and feasible objectives that interact closely with the case company. This theoretical basic framework provides important knowledge for the latter empirical part.

3.1 Marketing in general

The question about marketing definition and its requirement of efficiency has been answered by a variety of definitions from over the past 40 years. In other words, the nature of marketing has been constituted by considering different emphases and orientation which emerged during the numerous processes of works and activities. (Gilligan & Wilson 2012, 3.)

Historically, a range of authors have discussed about the concept of marketing at a great length of lines. Kotler and Armstrong emphasize that we should not understand the term "marketing" in an old sense of "telling and selling" but in a wider meaning as satisfying customer needs. Both individuals and organizations can obtain marketing as "*a social and managerial process*" to understand customer needs. From that, they can develop their products more effectively to provide to the customers in exchange of profitable values. Additionally, they not only create value for customers but also build strong customer relationships for the business. (Kotler & Armstrong 2010, 29.)

In a market where the arrangement of providing opportunities to exchange goods happens, marketing is viewed as a gigantic machinery to make a flow of goods from producers to consumers on the basis of reliable anticipation. This flow of goods becomes an ongoing and dynamic process which involves a set of diverse interactions of matching between

production and consumption. According to the objectives and capabilities of an organization, this process will be started through a marketing research as a tool to examine the market demand. (Sherlekar, Prasad & Victor 2010, 2-7.)

During the development of marketing, marketing plays the roles of both a philosophy and technology. In the role of a philosophy, marketing sets up a clear guidance and direction for business to decide the amount of production. Meanwhile, as a technology, it clarifies all the issues regarding to the decision of what, how and when the production can be done more effectively to distribute to the customers. However, this concept has got several of changes regularly depending on the conditions caused by human behavior. This is called the evolution of marketing. (Sherlekar et al. 2010, 13.)

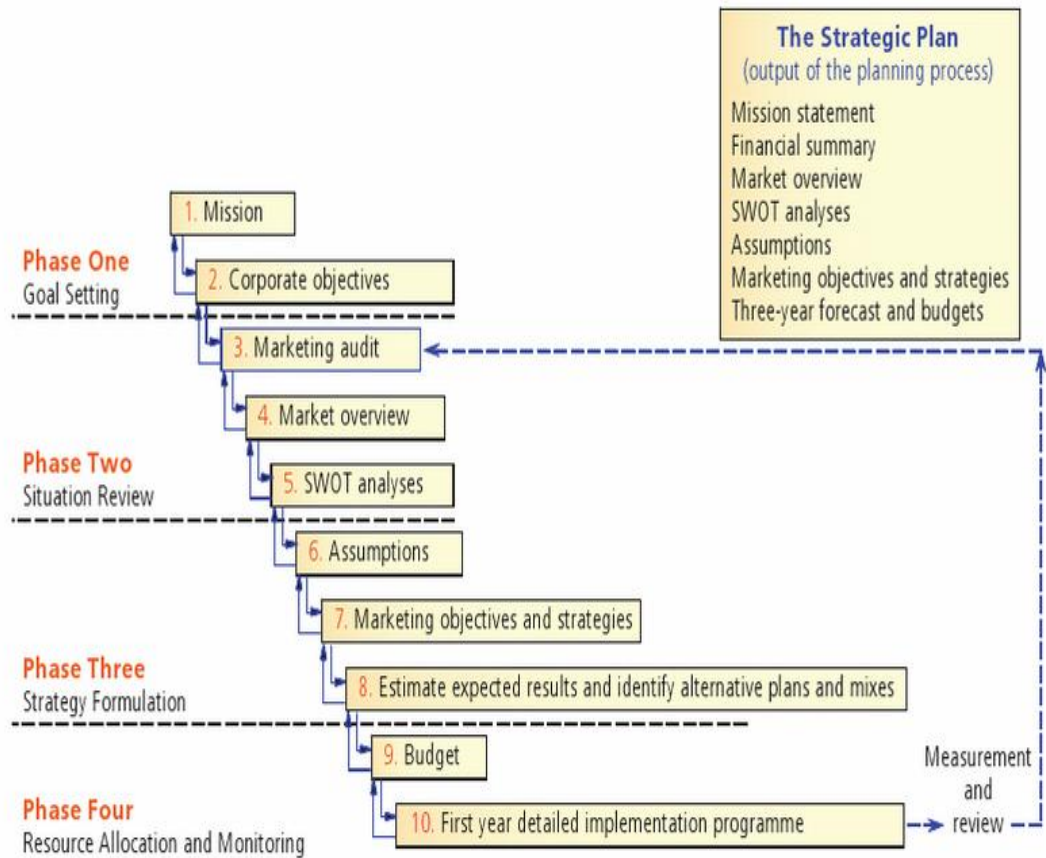
3.1.1 Strategic marketing planning

Change is a truism which brings the most frustrating challenge in marketing, but it also creates great opportunities for an organization. Change can appear everywhere, from the customers, competitors or even inside the organization. Therefore, it is essential to make and develop the strategic marketing plan because *"strategies that are highly successful today will not work tomorrow"*. (Ferrell & Hartline 2012, 22.)

According to Ferrell and Hartline, marketing strategy is all about "people serving people". In particular, an organization trying to find itself in a cell is well fulfilling the needs and wants of other people who can be customers, stockholders or employees. It is attributed by several reasons, one of them is that nowadays customers become very price sensitive, they always seek for the best value comparing among different products. That is why understanding the basic needs and motivations of those people, the organization can face with the changing internal and external environment. Thus they will have a better analysis to develop a sustainable plan and implement contemporary action to be outstanding to their competitive alternatives. (Ferrell & Hartline 2012, 22 -24.)

Moreover, to accomplish the marketing strategy, any organization will readily consider formulating a marketing plan that will handle all the setting of marketing objectives to

achieve them. The Graph 3 describes the main steps in a strategic marketing plan. (McDonald & Wilson 2011, 41.)



GRAPH 3. The 10 steps of the strategic marketing planning process (McDonald & Wilson 2011, 41.)

As shown in Graph 3, these ten steps of the strategic marketing planning process are formed into four main phases which reflect the output of the process. This process begins with a goal setting that concludes the mission statement through identifying corporate objectives. The next phase includes marketing audit which is responsible for appraising the factors affecting a company's performance in a certain period, market overview and SWOT analysis. Coming next is the phase three named strategy formulation. In this stage, assumptions will be written to standardize the planning environment by a specific situation. Also, some specific marketing objectives and strategies will be also defined and planned such as advertising strategy, pricing objectives. Then, to complete this formulation stage, the planning tasks will be tested out and estimated the results to prepare other back

up plans and alternatives. Later on, it is also important to allocate and monitor the resources in the end of the process. A budget for the cost of strategies and alternatives would be necessary. The budget is usually proposed for three years with more details in the first year budget. Finally, the organization will implement the first year plan based on other objectives and depends on circumstances. (McDonald & Wilson 2011, 41-48.)

3.1.2 Marketing mix

A strategic marketing plan would be successful when the organization knows the means by which marketing objectives will be achieved. The marketing objectives involve a linkage between the four major elements of marketing mix: product, price, place and promotion. It represents different options which organizations can choose to implement the whole plan of bringing their product to the market. (McDonald & Wilson 2011, 279.)

After the article "The concept of the marketing mix" had been published by Neil H. Borden, the term "Marketing mix" became widespread. Borden expressed that he used this term in his teaching from the inspiration of James Culliton who described the marketing mix as "*a mix of ingredients*" in the late 1940's. Later, these ingredients were summarized and categorized into the 4Ps by E. Jerome McCarthy in 1960 that it became the best-know way of marketing mix definition today. (www.netmba.com)

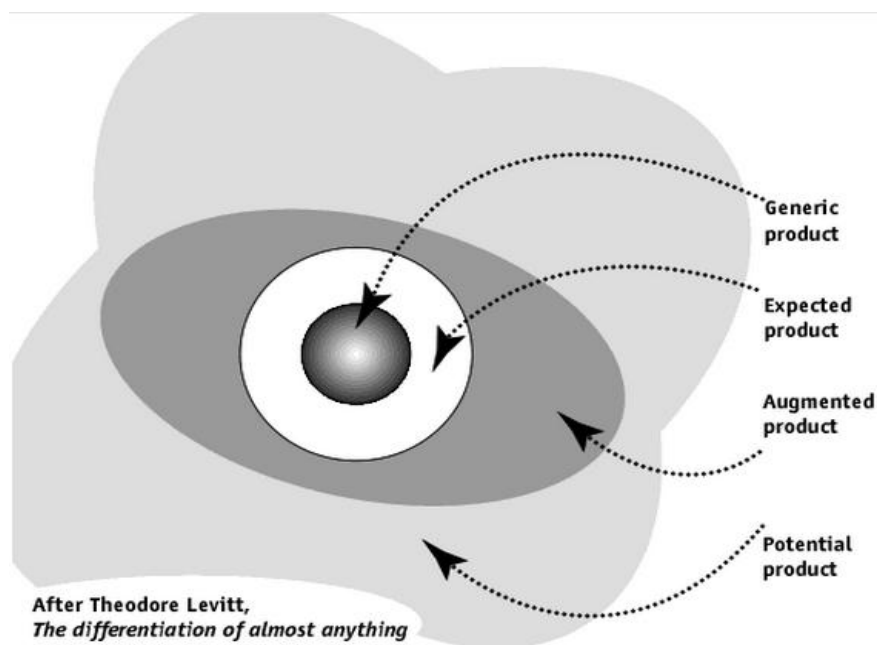
The 4Ps is used as a functional tool which helps to control marketing tactics that a firm wants to obtain and influence on the market by the way it wants. Each P takes its own function and responsibility (Kotler & Armstrong 2010, 76.):

Product

Product is a blending of goods and services possessing utility. It evolves a mixture of components which will be consulted by the marketing manager for making decision. This mixture has four main components like product variety and quality, services, brand name and package, as well as other additional ones like design, features and warranties. (Kotler & Armstrong 2010, 76; Sherlekar et al., 2010, 30.)

According to Ruskin-Brown (2006), product is a collection of goods and services. For instance, a screen is a product with many different features such as: size and speed but customers buy it together with various services like delivery, installation and hot line support. Thus, the word "product" stands for all the total benefits that a company offers to the market by carefully consider how to satisfy the needs of customers. (Ruskun-Brown 2006, 104-105)

Furthermore, Ruskin-Brown also reveals that all the features and benefits of any product would be classified with reference to the following useful model designed by Theodore Levitt in his publication named "The Differentiation of Almost Anything": (Ruskin-Brown 2006, 106.)



GRAPH 4. The Levitt Construct (Ruskin-Brown 2006, 106.)

In Graph 4, the model initially starts with the generic or core level in the middle. There is no "total" product that can be built without a well-defined generic. That is because it plays a foundation role which a company must find in order to hold the main features offering the basic benefit required. The next three layers surrounding the core illustrate the relevance additional ideas for the product's future life. An expected product is described as the customer ability to enjoy the natural aspects of the products. An example is that a television as a complete product will become an expected product when the customers

consider about the quality of cable connection, internet access. The next layer is augmented which is a competitive differential advantage of products. It aims to explore the distinguished benefits or any intangible services that a company should focus on to make it stand out from the competitors. Eventually, what is more important and will show the business ability in the future is the potential product which contains many reservoirs of ideas. In a nutshell, to be successful compete with others in today's non-stop growing market, an organization needs to make one step ahead of the competition concerned to some future predictions for both products and services. (Ruskin-Brown 2006, 100-112.)

Price

Price is described as a dynamic component producing profit which is the whole reason for doing marketing. It is the only factor in the marketing mix which determines the sales and revenues and directly influence on the long-term survival of any business. In addition, price denotes an indicator of the largest value for money. That is why it is able to have an impact on customer behaviors and their perceptions of the enterprise products comparing with other competitors. (Ruskin-Brown 2006, 168.)

Moreover, price also represents an agreement between seller and buyer concerning the value of the total product offerings. By transferring the ownership, the buyer gets the physical products as well as "a bundle of expectations and satisfactions" such as: accessories, after-sales services and many other benefits, the seller receives in return a source of revenues and this makes profit for the business. (Hundekar, Appannaiah, Reddy & Ramanath 2010, 77.)

In brief, price plays an exclusive role as a powerful marketing instrument. Marketers need to recognize the importance of customer perceptions, their attitudes of creating the reaction to prices in term of psychological dimensions. In the same way, other relevant internal and external variable factors that affect the price must be taken into account for evaluation of pricing decisions. Last but not least, the enterprise needs to make accurate pricing decisions to maximize the effectiveness of marketing mix and to firm a feasible marketing plan. (Hundekar et al., 2010, 78-88.)

Place

Place in marketing mix is also called distribution - "Your route to market". It is the way in which all activities of the company to make products meet the customers. This distribution is built up by two main factors: A distribution channel and channel management. A distribution channel represents for many other companies which have the function of moving the products from the place of production to the place of purchase. The channel management is about managing and handling the processes of delivery products between different destinations in the distribution channel. (Ruskin-Brown 2006, 116.)

The "route to market" holds three golden functions in the structure of distributing. Basically they are transactional, logistical and facilitating. The first function - transactional creates the linkage between buyer and seller through various activities of widely delivering with a low cost coverage. It also helps to maintain the connection inside the market by paying attention on keeping in touch with the customers. The next function combines handling tasks which refer to logistics. The first three steps assorting, storing and sorting will be physically conducted. After arranging the orders from customers, products will be grouped and delivered to market. It can be provided from the stock which is close to the market, so that the end customers can get benefits from this availability of choices. Lastly, the facilitation function carries out the flow of goods and payments through the channels and make sure everything runs smoothly. (Ruskin-Brown 2006, 120-122.)

Promotion

Promotion embraces all the activities which promote the product benefits through communication with customers and persuade them to make purchases. Promotion is a central communication element in the marketing process. There are many different communication tools in promotion mix. A successful promotion process requires well employed techniques which will be taken in to account of promotion mix. Moreover, identifying a clear range of messages about a product or an organization is also very important to convey the products benefits. At the same time the company needs to ensure the message will reach the buyers effectively as intended. (Ruskin-Brown 2006, 137.)

3.2 Marketing communication framework

The holistic process of marketers to communicate responsibly, respectfully and sensitively with consumers and customers to satisfy their needs is called marketing communication. On the other hand, one of the most common sense for marketing communication is advertising due to its visibility in the marketing communications (marcoms) mix. It runs as an ongoing process by which a supplier or marketer of products, services represent to its target audience with the goal of a better commercial or other relationships.(Koekemoer 2004,1-3)

In other word, Fill clarifies that every act which people or an organization have done under the name of marketing communication should be foremost audience-centered. This is also the key reason why some of the works made of marketing communication have greatly succeed, average or poorly failed. It is critically important for organizations to engage their products and services with a variety of audiences in order to pursue their marketing objects. The audience here is not only the people who are going to buy their products and services, but also other people or organizations who have affect into their business for example suppliers, distributors or retailers. In order to communicate effectively with customers, marketers can seek for various marketing communication tools to present their organization and brands to the customers and persuade them to enter a long-term relationship with the organization. (Fill 2006, 4-5)

The purpose of marketing communication goes through four main steps to finally deliver messages. The first step is to create brand awareness and inform the target audience of the company. After that, the communication may achieve the goal of persuading customers to use products and services. Building credibility and reinforcing experiences for the customer to enter the exchange relationship with the company is necessary as a following step. This needs more efforts to remind and convince people to try an exchange. Finally, communication can work as a differentiator which differentiates one company from others in the market, to maintain their brand with the current customers and attract prospective customers. (Fill 2006, 6)

3.3 The promotion mix

To interact with the target groups of customers, an organization can use various methods of communication which are called promotion mix or communication mix. According to Kotler, “A company’s total marketing communication mix- also called its promotion mix consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objectives.” (Kotler & Armstrong 2010, 35).

3.3.1 Advertising and promotion

Advertising is planned and created to carry the message effectively. It is both a science as well as an art. Advertising is a psychological process of drawing attention, creating interest, arousing desire, giving convincing reasons so as to lead a consumer to action of buying or make him inclined to buy. Advertisements increase the turnover and profitability if used rightly. So advertising tells well in order to sell. (Chunawalla 2010, 14)

Promotion is a communication package of furthering the growth or development of something; such as advertising that is done to make people aware of something and increase its sales or popularity. (www.merriam-webster.com) Promotion passes on information between buyers and sellers about the product in such a way that interest is created in the mind of the prospective consumer about the product. Then there are convincing arguments and persuading the customers in favor of the product. (Chunawalla 2010, 8-9)

3.3.2 Direct marketing

Direct marketing refers to direct communication with the target groups of customers to have a prompt response and to build up a strong relationship with them. It uses telephone,

e-mail, fax and other electronic tools to communicate with the customers which motivate them to buy products or services directly from the manufacturer. In direct marketing, highly targeted marketing efforts are developed to build one to one relationship with the customers. Sending printed materials by post to customers' addresses gives important information about what the company is marketing to current and potential customers. (Trehan & Trehan 2010, 40)

Besides, telemarketing is also another form of direct marketing to contact the potential and prospective customers on telephone. Many call centers nowadays offer telemarketing services to companies on demand. Call centers maintain numbers of prospective audiences and make telephonic contact to the target audience for the company. (Trehan & Trehan 2010, 39-40.)

3.3.3 Public relations

Public relations aim to foster goodwill and favorable relationships with the company's various public. The main focus of public relations is to develop a positive image with various sections of the public such as customers, suppliers, shareholders, employees, governments, media, and society at large. According to Edward L. Bernays, the 'father' of Public Relations, Public Relations means, "quite simply, the name of the engineering approach, i.e., action based on thorough knowledge of the situation and on the application of scientific principles and tried practices in the task of getting people to support ideas and programs." The Institute of Public Relations, London, defines Public Relations as "the deliberate, planned and sustained effort to establish and maintain understanding between an organization and its public." (Chunawalla 2010, 61)

There are four elements to the mechanics of Public relations and these are:

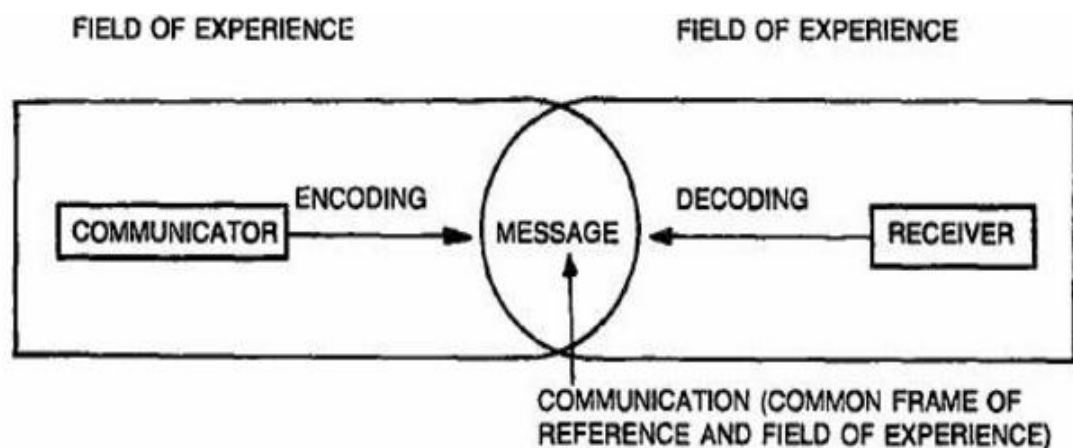
- Transmitted message
- An 'independent' third party endorser to transmit the message.
- A target-audience
- A medium through message is being transmitted.

Public relation has greater value and credibility to create a good image for the company since it is not paid for. Advertising is essential to take advantage of that good image for actual selling. Public relation and advertising cannot be replaced since both are different from the view of their objectives. (Chunawalla 2010, 61-62.)

3.4 Marketing communication process

The process of communication in marketing includes three important elements: sender, message and receiver. From the Latin word "communis", communication is bringing the meaning of "common", so that a true communication will happen only if the message is in common or aims to deliver the same thing to both of the sides. To recognize an effective communication, the result will come out together with receipt of the message which includes understanding and acceptance through decision-making of the receiver to make a purchase. (Sherlekar et al., 2010, 252)

In a marketing communication process, there are six main elements which need to be focused on. They interact closely with each other as showed in the following Graph 5:



GRAPH 5. How communication works? (Sherlekar et al., 2010, 252)

In a marketing communication process, there are six main elements needed to be focused on to obtain an effective communication. Starting with the sender, the sender is the main source where the message comes from. It may be a person, a company or an organization who wants to promote their product and services. He can choose different forms of deliver

to attempt sending the message to the receiver. Next is the message which contains the commercial idea, theme and the sales story. It is significant to make sure the message is clear and in the same field of experience of both sender and receiver. Then, the sender makes an action of encoding to transmit the message under different tools. The channel is the third element which is used to transmit the message to the target audience. It may include a salesman, an advertisement, telephone, mail or newspaper. By using various channels, the message will be decoded to deliver to the next focusing element, the receiver. The receiver in this case is the target audience which would be a single person or group of people, reseller or even a potential purchaser. The next phase is also important to focus on the feedback. A response or reaction from the receiver or customer will be a feedback which reveals their understanding and feeling about what they have received. This helps to improve the effectiveness of communication. The final element is the noise which may bring many challenges to affect the effectiveness of the communication in a negative way. (Sherlekar et al., 2010, 253-256)

4 SOCIAL MEDIA IN MARKETING COMMUNICATIONS

What is social media? According to merriam-webster's definition of social media forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos) (www.merriam-webster.com). Wikipedia in 2008 defined social media as "Participatory online media where news, photos, videos, and podcasts are made public via social media websites through submission. Normally accompanied by a voting process to make media items become "popular." Moreover, listening and responding to their conversations by paying attention is a great way to understand what social media is about as a marketer. (Evans & Bratton 2012, 38)

The relationship between operations and marketing is similar to a promise and delivery and which is the core idea of social media. In terms of business circumstances, social media is based on which of the actual experience matches the expectation. Apparently word of mouth is increasingly spreading through digital social media farther and faster. (Evans & Bratton 2012, 42-43). In this section, following parts are explained: social media marketing and social media elements.

4.1 Social media marketing

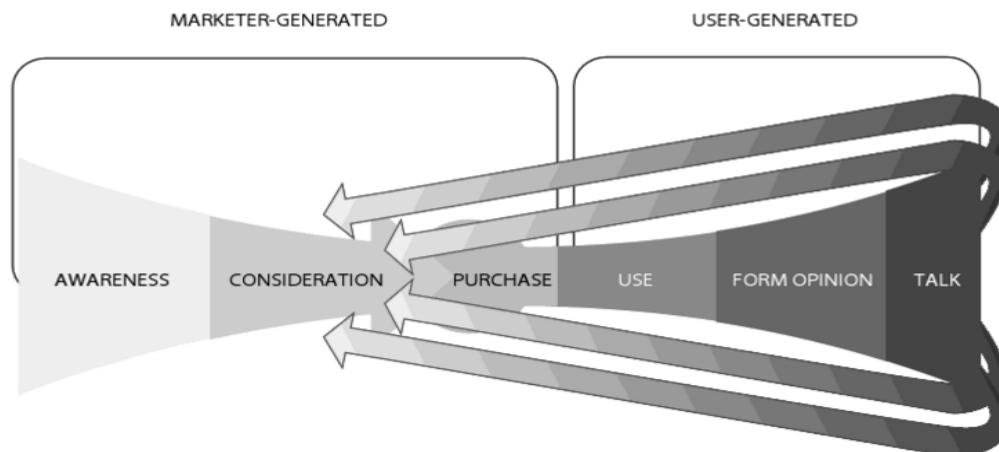
Social media marketing, or SMM, is a form of new fundamental game changer in the way we are communicating with the customers and partners. (Brown 2012, 1). SMM implements various social media networks in terms of achieving information about customers' perceptions and what they think about your company. The right social media network will enable a company to improve and discover marketing communication effectively and create more branding goals. These days, it is not enough to have a website for your business, your digital storefront extends to social media marketing sites like Twitter, Facebook, LinkedIn and YouTube. Every time you tweet, post, or share in the spirit of giving and sharing, you are reminding people of you and your brand and your expertise and bringing them to your existing sites in ways you can hardly imagine. If you carry out your social media interactions with this giving spirit in mind, more people will

share what you have said, and that is the biggest boost you can have in your social authority. (Khare 2015, 10-11) The traditional idea of social media perspective is to initiate customer awareness to pursue products. Three main steppingstones to sale are defined as awareness, consideration and purchase as shown in Graph 6. (Evans & Bratton 2012, 40)



GRAPH 6. The Classic Purchase Funnel (Evans & Bratton 2012, 40-41)

The purchase funnel model is a design to have an intuition both why traditional media works so well and marketers find difficulties to initiate through the potential application of social media who rely on traditional media exclusively. Additionally, the purchase funnel demonstrates the process from awareness through consideration to purchase. Furthermore, the most important aspect from a marketer's perspective is in building and maintaining feedback that takes place through social media to learn where and how to influence the social conversations. Social media nowadays is at the peak of the current trends in consumer to consumer conversation. (Evans & Bratton 2012, 42)



GRAPH 7. The social feedback cycle (Evans & Bratton 2012, 44)

Graph 7 above shows the extension of the classic purchase funnel and the impact of post purchase social media reviews, comments etc. all influence consumer buying behavior. Post purchase activity or user generated is based on the relationship between the consumer expectation and the experience of the product or service they receive. The social feedback

is driven by word of mouth to word of mouth which brings the consumer to the point of purchase funnel in the consideration phase. Besides, from the marketer's perspective, consideration phase of the purchase cycle is inaccessible and mostly avoided. Generally, marketers invest heavily in awareness of products and at the point of sale that bring back the consumer to re-consider their consumer behavior on the favor of the marketers. (Evans & Bratton 2012, 44-45)

4.2 Social media elements

In this section, several of social media elements will be presented: Facebook, Twitter, LinkedIn, YouTube, blog, microblog. Facebook is the most popular free social media website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. According to statistics, it currently has over 800 active users and is slated to have over a billion in the next few years, and its users spend over 700 billion minutes per month on Facebook. When people log on to Facebook to check up on their beloved ones, they also have an opportunity to check on your business. (Khare 2015, 111-112)

Twitter is a free social media marketing tool that allows you to reach out and connect with current and potential customers is one of the best ways to advance with registered members to broadcast short posts across the web. Following related industry in Twitter will give you a secure flow of followers in return. Besides, for business to business (B2B) or business to consumer (B2C) Twitter helps you to listen, share information, reward, respond, and create awareness in your business for potential customers online. Twitter can be a great place to offer customer service to your clients. (Khare 2015, 70-73)

LinkedIn is a social platform for businesses, enabling you to focus conversations around your field or niche. This site designed especially for the business community. Interactions with other LinkedIn members who are in your own industry via posting, messaging, and connection requests to build your professional network, and moreover, finding new customers by asking and answering questions, participating in LinkedIn groups, creating an event, advertising, and more. (Khare 2015, 143-146)

YouTube is an interesting social media that was founded in 2005. YouTube is the number one place for creating video content, uploading video for free and get the HTML code you need to place your video on other platforms like your blog or Facebook Page. YouTube can be an incredibly powerful social media marketing tool. (Khare 2015, 181-183)

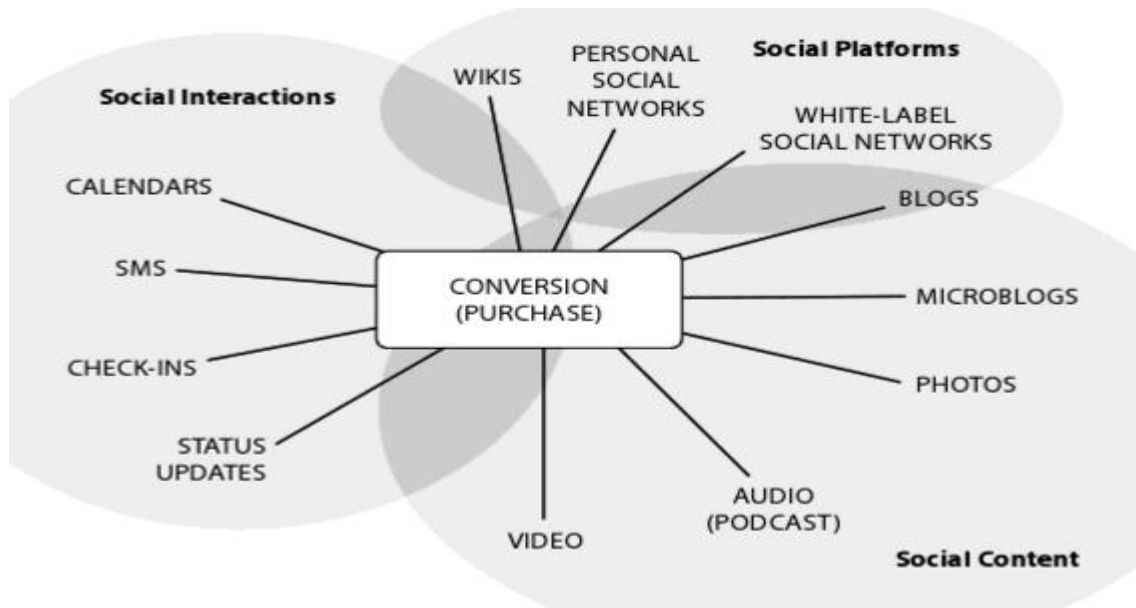
Wikipedia is a socially built online free encyclopedia. Anyone registered on the site can create an article for publication however the social processes that make this emerging form of media so powerful. Although anyone can edit or write anything in Wikipedia but it is also true that just as soon as you do within a short period of time someone else will look at what you just wrote and either validate it or revert the passage to its prior state. (Evans & Bratton 2012, 32-33)

Blogging is a great social media elements that allows you to share a wide range of information and content with readers. A blog is a platform where an individual can write his or her articles, comments, links or other individual posts. The purpose of blogging may be understood in many ways, someone reads blogs for news and others use blogs for marketing expansions. (Evans & Bratton 2012, 176)

Microblogs is among the most important social tools that associated with Twitter and Facebook, Google+ and corporate tools like Salesforce.com. Microblogs offer you the opportunity to explore the “wisdom of crowds” by asking questions and gaining innovation insights. (Evans & Bratton 2012, 177-178)

Video and Audio Podcasts are an important 15 to 30 minutes episodic marketing program. A podcast can be utilized as an extension of a current program to deliver in-depth material about the use or application of a product. (Evans & Bratton 2012, 178)

In Graph 8, the social media channels and groupings are shown:



GRAPH 8. Social media channels and groupings (Evans & Bratton 2012, 168)

4.3 Social media marketing planning

A solid and well-built social media plan is required for success that marketers should identify to help the organization to be successful and prosperous going forward in marketing socially. (Barker, Barker, Bormann, Neher. 2012, 26)



GRAPH 9. Social media planning cycle (Barker et al., 2012, 26)

It is shown in Graph 9 that the marketing social media cycle is a continuous process which is constructed by eight steps:

Listening: To understand the customers in a social environment, marketers need to listen carefully. This helps a company or an organization to specify its social media situation. Thus, they can make better decisions and better strategies to achieve an effective social media marketing plan. Moreover, not only from customers, the company can also know how its competitors are doing through competitive information by listening what people talk about them.

Setting goals: To satisfy the need of consumers, there are lots of work to be done to determine the right goals for organization. Marketers should find the right location, research for the behavior, tastes and demand of the target customers. This will help to analyze precisely the strengths, weaknesses, opportunities and threat of organization in the market.

Defining strategies: After setting goals, it is important to develop strategies. With available information, case-by-case, organizations will apply them into their situation in the social market to adjust and concrete the most suitable strategy.

Identifying the target audience: Identifying the target group of customers will create facilitation for organization to organize and manage their strategy more effectively. It also helps the company enable to reach the most potential and susceptible customers.

Selecting tools: It means to choose the most appropriate social media channels to approach the target customer favorably. After that, the organization can focus on developing the chosen social media tools to achieve the social media plan.

Implementing: This process is about "platform-specific tactics" which can be built from selected tools, according to strategies and goals of the social media marketing. It requires a clear tactics for implementing the social media strategies through various channels to execute the goals.

Monitoring: Tracking, measuring and evaluating are concluded in this process. Tracking and measuring different aspects of the social media will allow organization to evaluate the outcome of social media marketing.

Tuning: It is a process of adjusting the factors of the plan and developing the strategies so that the organization can maximize their efforts to be successful in social media marketing. The process is continuously and constantly.

(Barker et al., 2012, 27)

5 MARKETING COMMUNICATION PLANNING – CASE COMPANY: YOUR.TV

This chapter first discusses the research questionnaire, its design, implementation and results. After that, the process of the marketing communication planning for Your.TV's introduction phase will be described. The company's access to the market can be called successful if the targeted group is reached by the right informative and effective marketing communication channels. The company is on its new starting stage hence the plan will focus on creating high results, by low costs through the marketing communication efforts which will be an effective marketing way.

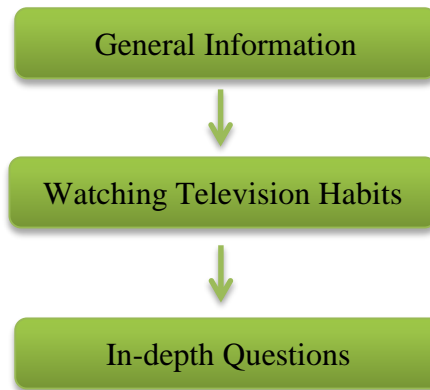
5.1 Research analysis

A quantitative research method of questionnaire was conducted for this thesis. In this part, the author will present the questionnaire survey, its results and evaluation. In a limited time period, a number of respondents were required to answering a survey which includes relevant quantifiable factors that would be usable for analyzing the current potential market of Your.TV. It was decided to have Vietnamese households living in Europe as respondents but since Your.TV is predominantly aimed at expats and foreigners living abroad, it was also desired to have other Vietnamese people who are working and studying temporally in European countries.

5.1.1 Research questionnaire

The questionnaire survey was designed in both English and Vietnamese language and conducted online through a webpage link for a group of Vietnamese people who currently are living in Europe. The aim of the questionnaire is to determine the respondents' watching television interest, habits, especially in Vietnamese television channels with regards to television programming, how important certain reasons are motivating these interests and habits and other marketing research relevant factors. In order to investigate

carefully and precisely, the questionnaire was designed following the flow of different types of information as shown in the following Graph 10:



GRAPH 10. Questionnaire flow

Overall, the questionnaire was formed by both open-ended and optional questions to get diverse information on the research topic. The questionnaire was designed for the respondent to answer easily and quickly in less than 5 minutes. The survey includes 12 questions with the first three questions were the general information section. The next four questions were established the current situation of television programming using of the respondents. The rest of the survey aimed to investigate in-depth the demand of the people on Vietnamese television programming.

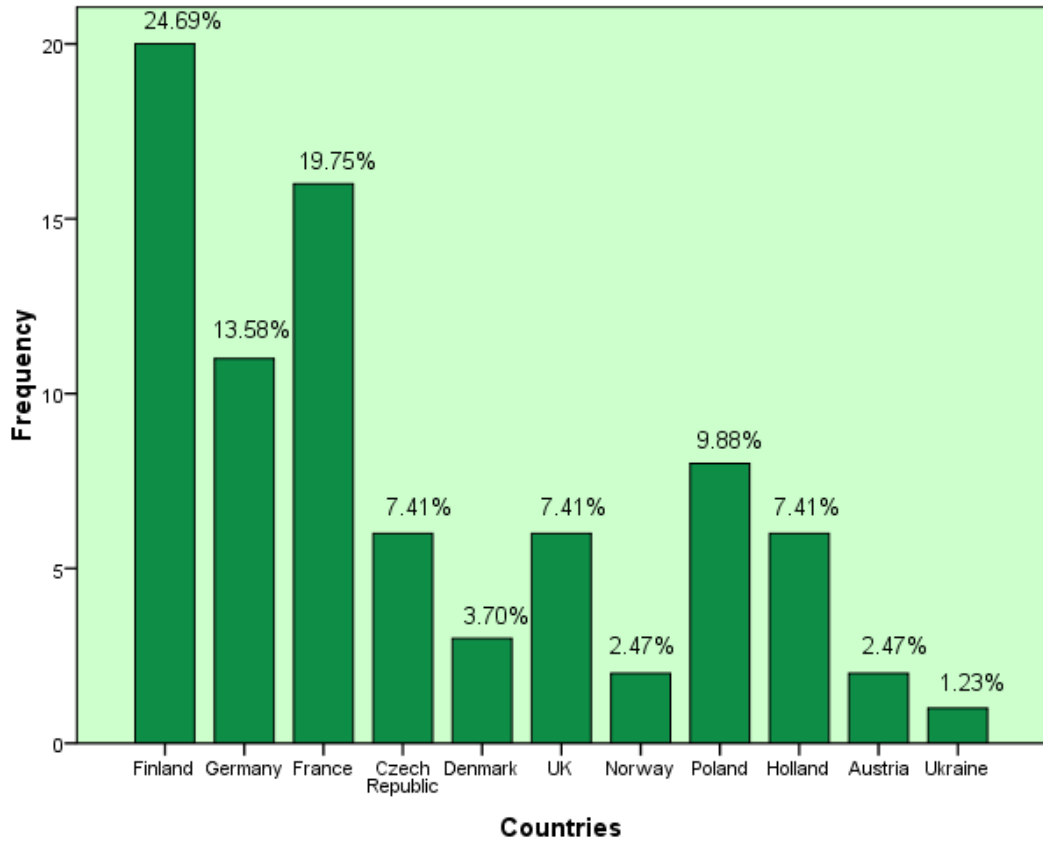
5.1.2 Research results and evaluation

The survey was sent out and received in total 81 responses within one week. The questionnaire will be analyzed accurately and describes through tables and graph by making use of SPSS programming. A full result can be found in APPENDIX 2.

The respondents consists of 43 males and 38 females that range from the age of 16 to more than 40, meaning that the outcome does not have a big different between number of male and female respondents. The majority of the respondents are in the age range of 20-29 years old following by the second group of age from 30 to 39 years old. This result here

was satisfactory because it has a wide variation of age and the respondents from the age range that could be considered of most television programming purchasing conscious.

The third question reflects the number of countries where the respondents are currently living. The result is shown in the following graph:



GRAPH 11. Which country do you live in Europe?

Graph 11 shows that there are 11 countries from the answers and the highest percentage is Finland with 24.69 %. In France and Germany, there are also many respondents took part in the survey with the percentage of 19.75 % and 13.58 % respectively. This is a positive result because it is accurate with the initial market research from Your.TV that Finland, France and Germany are included in the region where most Vietnamese people are living.

The next two questions aim to examine the number of television sets and number of hours spending for television programming of the respondents. The results are fluctuated regarding to the range of age of respondents that can be found in the APPENDIX 2.

Question number 6 in Table 1 reveals that 72.8 % of respondents do not have Vietnamese television channels in their television programming. The rest already experienced watching Vietnamese channels. This shows that there is still a large amount of people who can be the potential customers and should be awarded and approached in the market.

TABLE 1. Do you have Vietnamese television channels in your television programming?

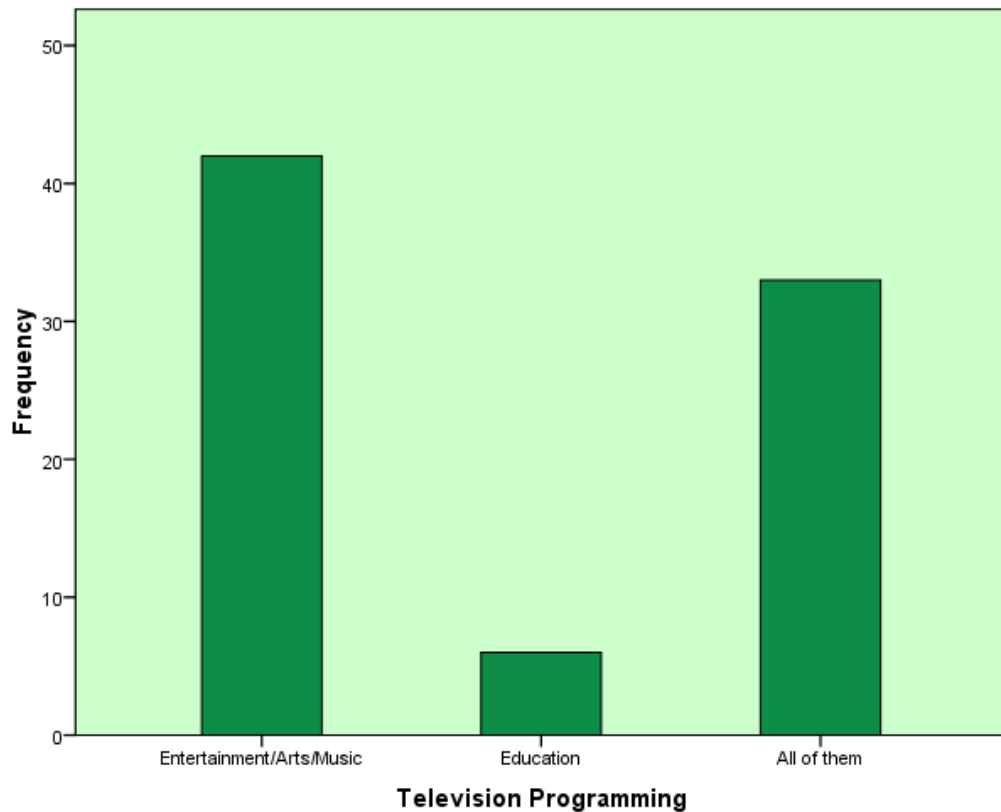
	Frequency	Percentage
Yes	22	27.2
No	59	72.8

Moreover, comparing with the next question, 84 % of respondents would love to receive many different Vietnamese television programming. This result again ensures the demand of the market on the products which Your.TV are aiming to. More detail figures are shown in the Table 1 and Table 2.

TABLE 2. Do you like to receive many different Vietnamese television channels from one television programming provider?

	Frequency	Percentage
Yes, I would love to.	68	84.0
No, I don't like.	2	2.5
Others	11	13.6

When the respondents were asked about which television channels they are interested to see, the result is shown in the following:



GRAPH 12. Which Vietnamese television programming would you like to see?

As can be seen in the Graph 12, Entertainment/Arts/ Music is the most interesting channels with more than 40 respondents would like to see. Only few people aim to have Education channels as their favorites. Others do like both all kinds of the channels. This outcome helps to determine different kinds of channels which are most interesting for the potential customers of Your.TV.

The question about how the respondents would like to get information from television programming provider established the ways which is considered the tools that can be used to approach them. Table 3 shows the responses of the questions and surprisingly the highest percentage of 94 % respondents would like to get information is social media tool. It strongly determines the demand of information spreading the social media channels where the customers can be reached easily and quickly. Website is the second channel that 9.9 % of respondents chose to use. Newsletter and email are least percentage of respondents selecting to get information about television programming provider with 3.7 % and 2.5 % respectively.

TABLE 3. How would you like to get information about Vietnamese television programming provider?

	Frequency	Percentage
Newsletter	3	3.7
Email	2	2.5
Website	8	9.9
Social media	68	84.0

5.2 Marketing mix

Product

Your.TV is offering international channels in order to implement the concept of keep foreigners in touch with their language. The channels from Your.TV will be provided through Internet and interactive television. This is a current innovative television experience in the broadcasting industry nowadays. To compete with other competitors, Your.TV holds some unique selling factors, they are:

Your.TV has a large amount of television content. With more than 200 channels from all around the world, Your.TV is able to offer many favorite national channels from each country. The company is planning to offer more than 1000 channels in the future.

Customers have a free choice of to select their favorite channels according to their interests and needs. Then they will have to pay for what they have chosen. This is a flexible way for customers to manage their budget. For European consumers who are living abroad, Your.TV has many ethnic television packages for them to choose from and play their native European channels.

The final unique point is interactivity. Although all the package of channels come from different nations, Your.TV is capable to make use of smart and connected television to other social media networks. The company also enables to offer television remote control

in which customers and use iPhone or iPad to switch channels or open other options through Internet like YouTube.

Price

The price lists of television channels from Your.TV will depend on different channels from different nations. For the Vietnamese channels, the price scale is not fixed yet. But overall, it aims to be not only very competitive to the competitors but also really affordable to the customers.

Place

Your.TV is operating as an online organization. The main website will be the central source of distribution. In addition, the company can be contacted by email, telephone or other social media like LinkedIn or Skype to question or discuss any issues regarding to the products and services of Your.TV.

Promotion

Currently, Your.TV is going to make some plans for promotional activities based on different distribution places. The company is focusing in contacting and dealing with the television channels first, offering them the chances to publish their channels in Europe through Your.TV. This is the first phase in the marketing communication strategy. The second phase is to contact and approach the final customers who are going to buy the channel packages from Your.TV.

5.3 SWOT Analysis

The SWOT analysis provided by the CEO Gijs of the company was based on his own view of the company's situation. This analysis will be described to evaluate the internal and external factors that are essential for Your.TV in order to build up a better strategy. The strengths, weaknesses, opportunities and threats that may affect the company's business operation will be examined.

Strengths

Your.TV is actively working to strengthen the unique points that help the company compete with its competitors. Firstly, instead of offering television services through specific Internet broadband connection, the company uses the High Definition quality which is possibly connected through any regular Internet broadband. In addition, above research about television industry shows that the rate of IPTV subscribers using Internet access is increasing. This will rise up the demand of high quality television services from consumers. Your.TV catches up with this trend and makes it become the advantage of the company's business.

Furthermore, in term of history, although being a young company, Your.TV is able to develop specific innovation and software development of digital television. With the share in technology from IPHION who has in-depth knowledge about Internet, networks and video compression, Your.TV is supported strongly and operated confidently.

Besides, Your.TV has a large amount of television channel. With this diversity of contents, the customers can have multiple choices to pick their favorite channels. The company offers many Vietnamese television channels as well as ethnic television packages. Especially, Your.TV offers interactive options which can be found in the combination of Smart and connected television. It provides consumers the convenience of choosing and selecting the television package.

Weaknesses

Your.TV is on the starting stage and on the way to introduce itself into the market. Although the company has been contacted by many television organizations from all around the world, Your.TV still needs more time and strategy to approach with the consumers. Another weak point is the low budget for marketing communication purposes. Financially, the company depends on self-investments, loans and support of private investors. This amount of money is mostly invested in new television features, techniques and improvement, so that the company may face the difficulty in searching for sponsors available to support the finance for the marketing communication plan.

By comparison, in terms of price, Your.TV has a high purchase comparing with other competitors because of additional monthly subscription fees and other hardware.

At the moment, while there are many competitors who offer television services through telephone package and Internet bundle together, Your.TV only uses television subscription to offer. This is actually the very basic service that most of the television organizations have. Your.TV does not have retailers. The main distribution source of the company is the main website where all the information and contact details can be found. This limited distribution will make it difficult to offer the products and services to consumers.

Opportunities

Your.TV is planning to approach the Vietnamese consumers living in Europe. A market analysis shows that there is a potential of growing Vietnamese population mostly in the Western and Northern Europe. Also, this estimated population created different communities in Europe and the young generation who are so close with technology and Internet connection is expected to grow fast. This brings lots of opportunities for further growth for the company.

In the meantime, the number of households using Pay TV in Europe is increasing according to the forecast. Among those, IPTV and Satellite are driving the growth of traditional Pay TV which is the strong product that Your.TV offers. So far, Internet access is an increasing exponentially demand from customers in many countries. Using different websites for photo, music downloads and instant messaging sites now can be provided through Internet broadband which is reachable by using Smart and Connected television.

In terms of European broadcasting, there is no retreat into ethnic media among the Vietnamese speakers; Vietnamese language and other European languages are used alongside on the European television to gain a wider view of news and information of the world. It creates a free entrance within the European countries in the television field.

Threats

Many Vietnamese houses use the satellite television in the daily life to get news and information. This popularity of satellite television is caused by many reasons; one of them is the price. There are some free channels offered by satellite television organizations based on the free-to-air (FTA) which is increasing significantly nowadays. This is a threat for Your.TV. Meanwhile, Your.TV has several of Vietnamese television contents which

consumers can choose from instead of being overloaded with lots of channels. To compete with those Satellite televisions, the company has improved interactivity and higher quality content as a strong point.

Another threat is the purchase for hardware and additional costs. The monthly fees are required for the subscription, while other satellite is free and most Vietnamese people are able to watch Vietnamese channels though the choices are limited. This threat can expose the weaknesses of Your.TV but it can be reversal. Free channels do not always indicate high quality and good services. Your.TV can survive this threat by offering consumers package of services to try out the high quality with catch-up television and interactive connection. In the end, the services after purchasing will persuade and switch the customers to make the decision of choosing Your.TV due to the quality it offers.

5.4 Marketing communication strategy

The aim of this section is to draw up a basic outline for the marketing communication strategy. In order to start forming a strategy, marketing communication objectives and target group will be identified and analyzed.

Marketing communication objectives

At the moment, the objectives of the marketing communication plan are divided into two levels of marketing and communication. The first marketing objective is to gain customers attention. Your.TV is still new with the Vietnamese people all over Europe so that introducing this group about Your.TV product service benefits is an initial step to achieve. Moreover, the strategy also includes some activities to ensure customers will show and demonstrate their positive attitude on Your.TV's products and services. Then a certain number of this target group will start buying and making purchase each year for Your.TV.

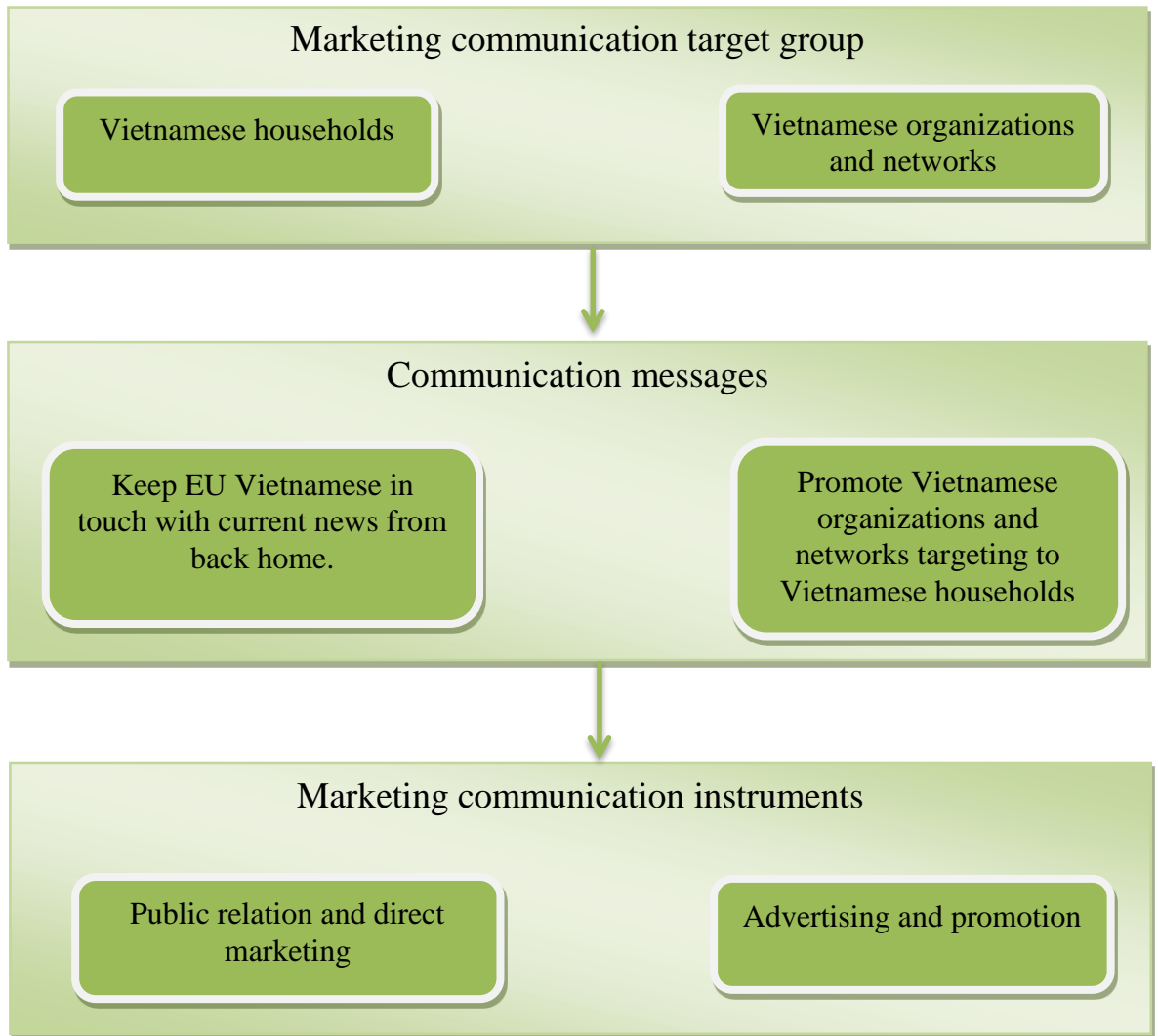
Another objective is about communication purposes. For example, Your.TV will be informed and recommended to Vietnamese people by some organizations, networks or communities. Due to the benefits in promotion that Your.TV can offer for Vietnamese organizations and networks, collecting and identifying the contacts of those organizations

and networks will be the very first step to make them acquaint with Your.TV products and services.

Marketing communication target group

The presentation about Your.TV has mentioned about the target group that the company marketing communication plan aims to approach. This plan will focus on reaching the marketing target group, Vietnamese households all over Europe. This is the primary target group of Your.TV. On top of that, Your.TV will approach the Vietnamese communities, organizations and networks in both Vietnam and European countries. This group plays an important role with high value to help Your.TV reach the end users. In brief, it has a function as communication channels.

The communication channel will receive a clear message from Your.TV to understand the opportunities to help expats having national television channels that Your.TV offers to keep them in touch with the latest news from their home country. The message will reach the target group through marketing communication instruments selected from the plan set up which is formalized in the following graph:



GRAPH 13. Marketing communication strategy

Graph 13 shows the general strategy to reach the marketing communication target group. To reach them effectively, a set of effective messages are pointed out to introduce the target group and familiarize them with Your.TV. Your.TV can help them keep in touch with their cultural through television programs. The company is also able to provide them a sense of hometown and cultural belonging. The messages are composed to communicate in the marketing communication target group through some instruments which will be shown in more details in the next section.

5.5 Marketing communication mix

This part is the process that Your.TV will choose and set up the marketing communication activities based on the marketing communication mix. There are several of tools in marketing communication mix have been chosen to promote and help to send the communication message to the target group as shown in Graph 14.



GRAPH 14. Marketing communication mix

Your.TV will mainly focus on the social media tools to promote because of its budget limitation. Media tools provide a chance of free advertising with cost saving but effective. This thematic promotion can also help Your.TV to spread its name and create reputation through a great and easy way of awareness and exposure. Additionally, it involves wider audiences and long term effects possibly focusing on examining and tracking customer attitudes.

Public relations and direct marketing

Blogs

Blogs nowadays are powerful tools for market orientation. It creates a buzz for the company products and services. Almost everyone today read blog and has a blog to collect and share different information and opinions. There are various types of blog such as Google blog, Wordpress or personal page site. The entries are diverse and easy for the users to share text, pictures and videos. A blog can provide all vital aspects of organizations or individuals. The new information is quickly updated will keep people up with the current situation. By blogs, the company can build up their own image which they want consumers know about the company.

Blogs can be used to approach and inform the target group of Your.TV by adding company's information and updating articles. At present, Your.TV doesn't have its own blog yet. This tool will be perfectly considered to create brand awareness among the blogs user and communicate functional benefits with blogs publications. Beside to create a new blog, the company can also make use from other blogs in the same themes by linking its own blog or website to the others.

Email and newsletter

Email is a both formal and informal way which is rated most popular used application on the Internet. By collecting the contacts of target group and open an email marketing campaign, the company can partly reach the target consumers. For that, Your.TV needs to prepare a presentation with and compelling message about the company as well as a list of target group contacts. E-blasts - a way of sending email to a large number of people can be used when all the contacts are collected.

In fact, this tool was applied beside telemarketing to introduce Your.TV to Vietnamese television organizations. This is one of the tasks that the author had done in her training. The presentation of the company together with the offering message was sent to a big amount of organizational managers. The result showed that it had a great effect to the Vietnamese television company. A couple of them replied with interest to ask for more information and deal the term of contracts. Although there was limited time for the author to contact other organization but the results were positively to for Your.TV to keep doing this in its marketing communication plan.

Advertising and promotion

Facebook

Facebook is one of the most popular social media which opened a brand new golden era in the social network. It allows users to send message, add friends, share opinions, pictures and videos. A Facebook page is a great way to get close with database of followers and client.

Your.TV intends to create its profile on a Facebook page. It is also possible to open a group of Your.TV where the entire target group can contact, discuss and share their opinions. This way Your.TV is building a community, a common place to update different issues regarding to Your.TV besides the wall posts on Facebook page.

Twitter

Twitter provides the followers every updates shortly and quickly. It functions a micro-blogging service which increase the intensity of target group attention. Your.TV will search for the right followers on twitter that can lead to a wider connection to communicate with the audiences. The company also needs to keep tweeting every one or two day to remain the attention of the followers.

YouTube

YouTube is highly popular video sharing website. It becomes the main place where almost the video on the Internet can be found. YouTube is widely used next to television. It is a convenient way to get information and knowledge based on people interest. Your.TV is planning to create a YouTube account to upload its profile in a visual way as well as other material and activities.

Your.TV websites

At the moment, Your.TV website is the main and most important site in social media strategy. The website contains the information regarding to the company. It is also used for distribution. However, it need to update and extension the current information. Your.TV's website will provide all the other social media links of Your.TV and reversely, all the others social media have to be linked with the main website. It has a layout that up to date and high quality of information about company background, products and services. There

is also function for consumers to give opinions and feedback. In the future, the website will be more frequently updated and renewed.

6 RECOMMENDATIONS

This marketing communication plan aims to examine possibility of introducing Your.TV products and services to Vietnamese people all over Europe. This can be successful if a suitable communication channels is chosen and the marketing target group can be reached. With a high result and low cost, the marketing communication mix will maximize their functions to provide informative and effective approach to the target group.

Despite the competitive situation in the market, Your.TV has its own advantages and benefits that need to be fully utilized. It can be challenging for the adaption of Your.TV at the beginning when the company has to introduce itself to the target group. However, the company has great opportunities to persuade the Vietnamese people living in Europe by its free of choices of television channels and large amount of television content.

Due to the possibility to get into the market, the following recommendations have been made in order to strike and achieve the goals:

In marketing communication strategy, the characteristics and benefits of the products need to be considered and link to all the tools which are used to reach the consumers. By then, choosing the correct and effective marketing communication tools to reach target group with full information about Your.TV are important. By keep in contact with Vietnamese organizations and networks, this way the company will always possibly approach the final users who are Vietnamese households in Europe.

7 CONCLUSION AND SUGGESTION

This bachelor's thesis has drawn up the marketing communication plan for Your.TV based on the background information and approaches which are provided by the current CEO Gijs Davelaar of the company. The plan was formed gradually following the guide of the CEO during the time the author worked for the case company as a trainee. The main focus was to analysis the opportunities that Your.TV can access into the target market and identify the tools which can be used to reach the wider audiences. By the limitation of time and information, the author is not able to ensure the accurate plan and implementation after her training period. Therefore, the study will be applied in a flexible way as an outline, different actions are always required to adapt with the situation of the company as well as the market.

Your.TV is a young-history European online television company that offers foreign television channels. The company has a strong independent partner Iphion which takes responsibility for technological part meanwhile Your.TV can work on marketing and distribution. At the moment, the company focuses on its basic concept of helping foreigners keep in touch with their language through the latest television programs from back home. Considering the increase of the Vietnamese population in Europe, Your.TV wants to grow a marketing communication to clarify the expectation of offering a Vietnamese television package in the area of European countries.

Research into the market found that there are big opportunities for Your.TV when it comes to offering high quality television with interaction and Internet connection. The growing young Vietnamese people in all over Europe also open a larger market for the company realized the future grow. The SWOT analysis reveals the strengths and opportunities that the market is fairly easy for Your.TV to establish its presence and become a competitive television company.

However, during the process of building the plan, there are several obstacles that were founded. On top of that is the narrow budget. The company needs to utilize the maximum use of media promotion and marketing activities because of cost saving. Another thing is competitors that are also growing dramatically each year in the market. Following and

updating to be on track with the development and movement of the competitors are also essential to create unique and suitable plan for Your.TV.

REFERENCES

Books

Baines Paul, Fill Chris & Page Kelly, K. 2013. Essential of Marketing. Oxford University Press.

Barker Melissa , Barker Donald I., Bormann Nicholas, Neher Krista. 2012. Social Media Marketing: A Strategic Approach. Cengage Learning.

Brown Eileen. 2012. Working the Crowd: Social Media Marketing for Business. 2nd edition. Bristish Informatics Society.

Chunawalla S.A. 2010. First Steps in Advertising and Sales Promotion. Himalaya Publishing House.

Evans Dave & Bratton Susan. 2012. Social Media Marketing: An Hour a Day. 2nd edition. John Wiley & Sons.

Ferrell O. C. & Hartline Michael. 2012. Marketing Strategy. 6th edition. Cengage Learning.

Fill Chris. 2006. Simply Marketing Communications. Pearson Education.

Gilligan Colin & Wilson Richard M.S. 2012. Strategic Marketing Planning. Routledge.

Hundekar S.G., Appannaiah H.R., Reddy P.N. & Ramanath H.R. 2010. 1st edition. Principles of Marketing. Himalaya Publishing House.

Khare Phyllis. 2012. Social Media Marketing. John Wiley & Sons.

Koekemoer Ludi. 2004. Marketing Communications. Reprint Edition. Juta and Company Ltd.

Kotler Philip & Armstrong Gary. 2010. Principles of Marketing. Pearson Education.

McDonald Malcolm & Wilson Hugh. 2011. Marketing Plans: How to Prepare Them, How to Use Them. 7th edition. John Wiley & Sons.

Ruskin-Brown Ian. 2006. Mastering Marketing. 2nd edition. Thorogood Publishing.

Sherlekar S.A., Prasad K. Nirmala & Victor S.J. Salvadore. 2010. Principles of Marketing. Himalaya Publishing House.

Trehan M. & Trehan R. 2010. Advertising and sales management. FK Publications.

Publications

Schoorl Jeannette & Praag Carlo van. 2007. Research Note Panorama on population diversity in the European Union. European Commission.

Electronic publications

Over-the-top services are far more likely to appeal as complementary, rather than primary, Pay-TV services. Available: http://www.analysismason.com/About-Us/News/Insight/Insight_payTV_Europe_Jul2011/ Accessed 1 April 2015.

PayTV in Europe: Forecast and analysis 2011-2016. Available: http://www.analysismason.com/Research/Custom/Reports/RRB12_PayTV_forecasts_Europe_Jul2011/ Accessed 1 April 2015.

<http://www.merriam-webster.com/> Accessed 5 April 2015

<http://www.netmba.com/marketing/mix/> Accessed 5 April 2015

Svingen Gregg. 2014. Cable Europe: Cable Strong Cable Digital TV & Broadband Growth Send Competitive Shockwaves Through Europe. Available: <http://cablecongress.com/cable-strong-cable-digital-tv-broadband-growth-send-competitive-shockwaves-throught-europe/> Accessed 1 April 2015.

Your.TV <http://www.cloudbroadcasting.tv/> Accessed 1 April 2015

Marketing Research for Your.TV

My name is Linh Le and I am a student of Centria University of Applied Sciences in Finland. I am now writing my thesis and the topic is the Marketing communication planning for Your.TV. Your.TV is a young European online television company that offers foreign television channels. Your.TV wants to examine the possibilities of offering a Vietnamese television package in the territory of European countries.

This questionnaire will take less than 5 minutes to answer. I would greatly appreciate it if you could spare a few moments to answer this survey.

1. What is your gender?

- Male
- Female

2. What is your age range?

- 16-19
- 20-29
- 30-39
- 40+

3. Which country do you live in Europe?

4. How many television sets are there in your home?

- 1
- 2-3
- More than 3
- I don't have television at home.

5. How many hours do you and your family watch television programming per week?

- Less than 5 hours
- 5-10 hours
- 11-15 hours
- More than 15 hours

6. Do you have Vietnamese television channels in your television programming?

- Yes
- No

7. Do you like to receive many different Vietnamese television channels from one television programming provider?

- Yes, I would love to.
- No, I don't like.
- Others:

If you answered that you don't like to have Vietnamese television programming, you do not need to answer any more questions, thank you for your participation.

8. How many Vietnamese television channels would you like to buy for your television programming?

- A few favorite channels
- As much as the provider offers
- Others:

9. What is the reason why you would like to have Vietnamese television programming?

- To update the current news from home country.
- To learn the language.
- Both
- Others

10. Which Vietnamese television programming would you like to see?

- Entertainment/Arts/Music
- Education
- Politics
- All of them.

11. How would you like to get information about Vietnamese television programming provider?

- In person
- Phone line
- Newsletter
- Email
- Website
- Social media
- Others:

12. Do you like to get more international television channels beside Vietnamese channels?

- Yes, I would love to.
- No, I am not interested.
- It depends.

Thank you very much for your time! Your answers are greatly helpful for me to complete my thesis and provide some valuable suggestions for the Your.TV in marketing communication strategy.

Questionnaire results

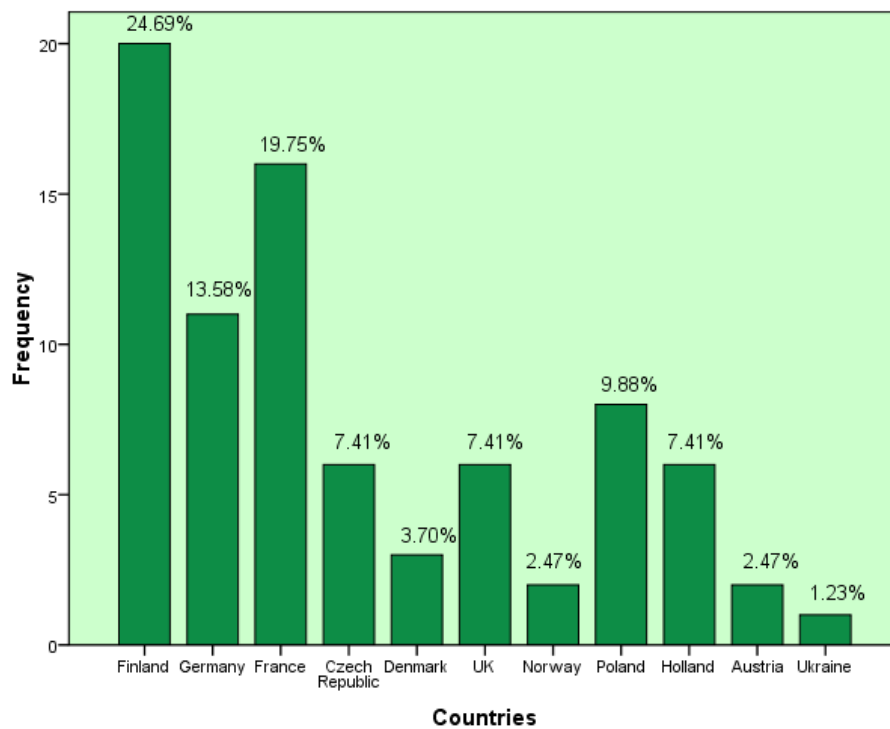
1. What is your gender?

	Frequency	Percentage
Male	43	53.1
Female	38	46.9
Total	81	100.0

2. What is your age range?

	Frequency	Percentage
16-19	1	1.2
20-29	46	56.8
30-39	26	32.1
40+	8	9.9

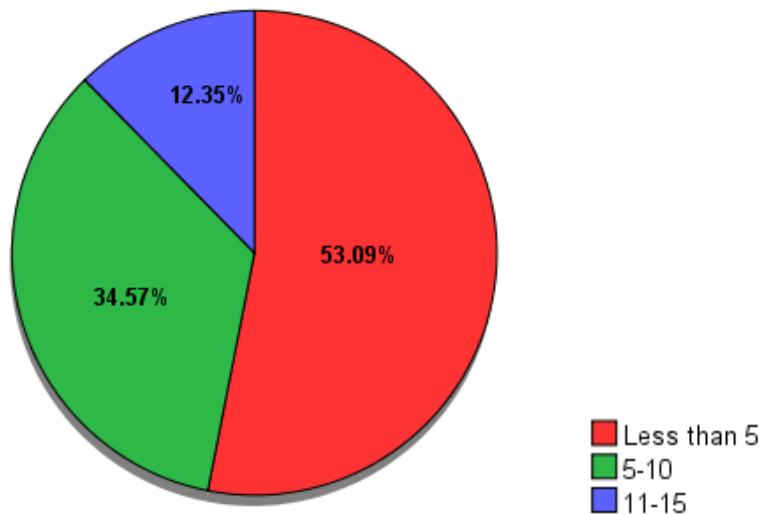
3. Which country do you live in Europe?



4. How many television sets are there in your home?

	Frequency	Percentage
1	62	76.5
2-3	7	8.6
More than 3.	1	1.2
I don't have television at home.	11	13.6

5. How many hours do you and your family watch television programming per week?



6. Do you have Vietnamese television channels in your television programming?

	Frequency	Percentage
Yes	22	27.2
No	59	72.8

7. Do you like to receive many different Vietnamese television channels from one television programming provider?

	Frequency	Percentage
Yes, I would love to.	68	84.0
No, I don't like.	2	2.5
Others	11	13.6

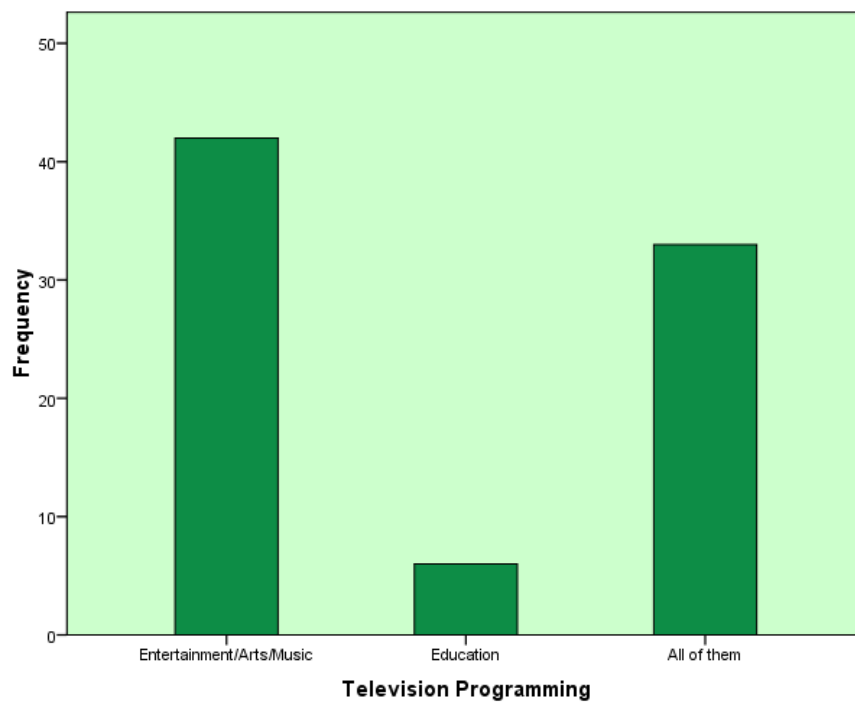
8. How many Vietnamese television channels would you like to buy for your television programming?

	Frequency	Percentage
A few favorite channels.	70	86.4
As much as the provider offers.	3	3.7
Others	8	9.9

9. What is the reason why you would like to have Vietnamese television programming?

	Frequency	Percentage
To update the current news from home country.	74	91.4
Both	7	8.6

10. Which Vietnamese television programming would you like to see?



11. How would you like to get information about Vietnamese television programming provider?

	Frequency	Percentage
Newsletter	3	3.7
Email	2	2.5
Website	8	9.9
Social media	68	84.0

12. Do you like to get more international television channels beside Vietnamese channels?

