

Sanna Savelius

INTEGRATED MARKETING COMMUNICATION PLAN FOR GSK
NORDIC

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INTEGRATED MARKETING COMMUNICATION PLAN FOR GSK NORDIC

Savelius, Sanna

Satakunnan ammattikorkeakoulu, Satakunta University of Applied Sciences

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Supervisor: Antola, Kati & Tanhua, Daniela

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The purpose of this thesis was to create an integrated marketing communication plan for GSK Nordic. This included creating a marketing gift that will be sent to Swedish service firms and suggestions on how IMC could be implemented also in the future. The focus was on creating a marketing gift which would help GSK Nordic achieve their goal of finding co-operation partner from Sweden.

Theoretical part of this thesis focused on the concept of integrated marketing communication and communication methods and tools. Since the target group in Sweden is business customers, the concentration was on B-2-B communication.

Empirical part, which was the marketing gift, was done by arranging checkpoints. Three checkpoints were held so that personnel in GSK Nordic were able to answer questions and comment the process of creating the marketing gift. This thesis also includes suggestions for GSK Nordic on how IMC and communication methods and tools could be implemented in the future.

As a result of this thesis GSK Nordic has a marketing gift that can be sent to the target group in Sweden. Suggestions for future help GSK Nordic develop the marketing gift idea further and also implement and develop their integrated marketing communication methods.

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1 INTRODUCTION

The topic of my thesis is Integrated Marketing Communication plan for GSK Nordic. GSK Nordic is still a small company but they work as distributor of a bigger company called GSK CNC Equipment Co Ltd which is located in China. GSK manufactures CNC equipment like CNC systems, servo motors and drivers. They also manufacture industrial robots.

GSK Nordic works as a distributor of GSK products at the moment mostly inside Finland. They are still building up their business and their goal is to expand markets to Nordic and Baltic countries. For now their goal is to get service firms in Sweden to sell GSK products forward. GSK Nordic is still quite unknown and that is why they want to have a creative way to contact the service firms with a marketing gift. The marketing gift is a USB stick which will deliver information about GSK Nordic and their products.

My goal in this thesis is to create the marketing gift for GSK Nordic and, to be more specific to create a communication message that will be sent to Swedish service firms by using the USB stick. Suggestions on how IMC could be implemented in future are also included in the thesis. I will study the theory of integrated marketing communication, marketing communication tools and also issues that need to be considered when dealing with Swedish markets. This theory will be the base for the information that I am going to create for the marketing gift.

2 INTRODUCTION TO GSK NORDIC AND SWEDISH MARKETS

2.1 Introduction to GSK Nordic

GSK Nordic is a small company located in Rauma. They work as a distributor for GSK CNC equipment in Finland. GSK is a CNC manufacturer located in China. GSK CNC equipment are one of the third most selling CNC equipment in the world. GSK equipment include for example, molding machines, industrial controlling systems and industrial robots. (Website of GSK Nordic, 2013.)

GSK Nordic is still building their business, customer base and reputation slowly but steadily. Their plan is to build all-inclusive service that they provide to their customers. All-inclusive covers the product, training, instructing and installing. GSK Nordic has a market leading products to back them up and the business opportunities in Nordic and Baltic countries are huge.

I have been working in GSK Nordic since January 2013 dealing with marketing related issues. The idea of the marketing gift was introduced to me when I started working there. I immediately thought that this could be the topic for my thesis. Working inside the company helps me to be involved with the project and I am able to ask advice and opinions from my boss and co-workers.

2.2 Swedish markets and business culture

GSK Nordic is planning to widen their markets into other countries. Their first goal is to co-operate with Swedish service firms that would sell and distribute GSK products forward. These service firms vary from small to big size companies. The service firms are operating in a same or similar field as GSK Nordic. They have chosen Sweden because the market for these products are almost three times bigger than in Finland. With the help of the service firms they want to be able to reach more customers and create name for GSK Nordic.

Because GSK Nordic is dealing with Swedish business customers it is important to consider the business and gift giving cultures in Sweden. Business culture in Sweden can be described as quite relaxed and quite similar as in Finland. When addressing a new topic or issues, everything unnecessary should be cut out and go directly to the point. (Website of Kwintessential, 2013.) This has been taken into consideration when the information for the marketing gift is created. Unnecessary information that the customer does not need to know have been cut out and the focus will be on the issues that GSK Nordic wants to point out. All the needed information is also kept quite short so that the customer has the time and the interest to go through the material provided.

Business gift culture in Sweden is not that common but when gift is given it should be practical to use. Business gifts are usually appropriate when closing a deal. (Website of Giftpedia, 2013.) In this project the gift will be a USB stick which will help to deliver the message to customer but is also practical for the customer to use afterwards.

3 PURPOSE AND OBJECTIVES OF THE PROJECT

The purpose of this study is to understand the concept and role of integrated marketing communication, and apply this knowledge when creating marketing gift for Swedish service firms in business-to-business marketing context and create suggestions for IMC implementation in the future. The marketing gift will be a USB stick which has GSK Nordic's logo. The USB stick will include information about the company and specified information concerning the GSK products. To avoid confusion, I will also create instructions for the gift. The instructions have to answer and explain question for the customer like: why is the gift sent, who is the sender and why the gift is beneficial for the receiving organization.

The responses that GSK Nordics will receive from Sweden are going to be analyzed. Based on the answers I am able to determine if the gift was successful and what fac-

tors made it successful. If the responses are negative or there are no responses at all, I am also able to analyze what went wrong and what should have been different.

My objectives that are set for this thesis are questions that help me to focus on the right issues and achieve my goal. I have set separate objective for my theoretical part and for my empirical part.

Objectives in theoretical part

- What is integrated marketing communication?
- How it is implemented?
- What are the advantages of IMC?
- What are target groups?
- How IMC is implemented in B-2-B marketing communication?

Objectives for empirical part

- How IMC will be implemented in case company?
- What information is included to the marketing gift?
- How target groups react to the marketing gift?

3.1 Conceptual framework

Conceptual framework shows the aspects that are discussed in this report. The conceptual framework is based on the model from Fill & McKee which I have modified to include all the different aspects of IMC and communication tools that effect on empirical part which is the marketing gift and suggestions on how to implement IMC in the future.

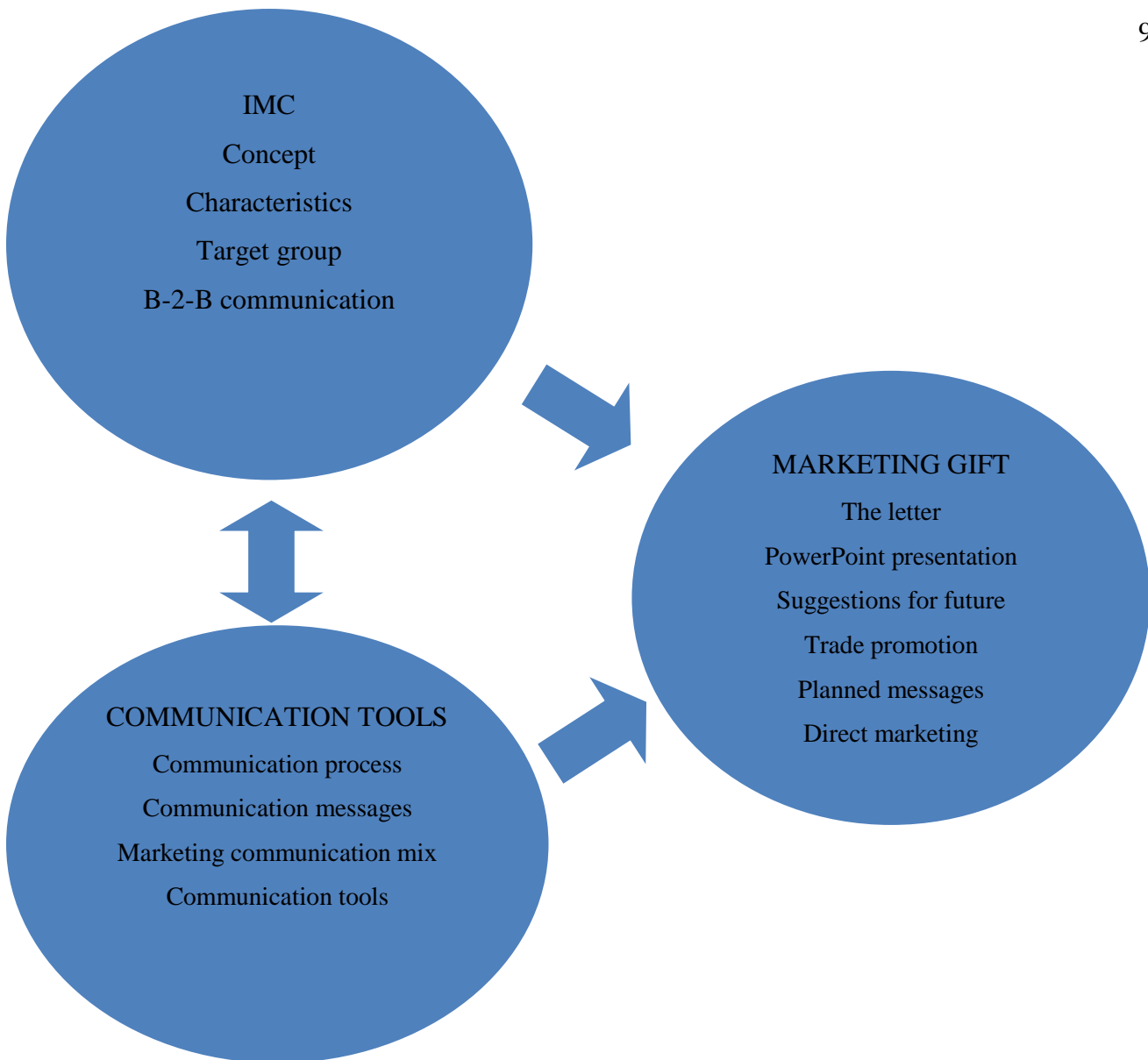


Figure 1: Conceptual framework (Fill & McKee 2012, 276).

4 INTEGRATED MARKETING COMMUNICATION

4.1 Concept of integrated marketing communication

Percy has defined in Strategic Integrated Marketing Communication “as the planning and execution of all types of advertising-like and promotion-like messages, selected for a brand, service, or company, in order to meet a common set of communication objectives, or more particularly, to support a single ‘positioning’.”(Percy 2008, 5). Experts in the field of marketing have also defined IMC as “coordinated marketing

communication” and “one voice communication” (Grove, Carlson & Dorsch 2002, 395). Clow and Baack define IMC as “the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on customers and other stakeholders at a minimal cost” (Baack & Clow 2010, 32).

According to Schultz IMC is strategic process which is used to plan, develop, execute and analyze brand communication in short and long term periods in the point of view of the consumers, customers and potential customers and also from the point of view of the other relevant internal and external target groups. (Vierula 2009, 93-94.)

Christian Grönroos has defined IMC as integration of different medias and marketing such as direct marketing, media and other marketing communication tools. IMC should be seen as a strategy and process which has long term goals. Grönroos has stated the importance of setting goals for IMC. This is one key aspect to consider when IMC is implemented. Setting up clear and long term goals will be the base for implementing IMC in organization. (Grönroos 2007, 305.)

IMC has also been defined as a customer relationship. Having a strong customer relationship is advised and it supports the company’s IMC plan. (Percy 2008, 8). IMC is a process that requires first planning and the implementation. IMC is wider than the “traditional” methods used in marketing. IMC uses many different communication tools to reach consumers. It is important to see IMC as a process that requires work and planning rather than just a one task that has to be done. (Percy 2008, 6.)

Many different definitions and ways of understanding the concept of IMC can be found. Professionals working in the field of marketing and even companies have their own way of understanding the concept. In modern world it is becoming more and more important to have an integrated approach in marketing but the concept of IMC have been recognized already during the 80’s. IMC has developed during the years because of technology developments like social media. IMC is becoming wider and companies and marketers have many different communication methods in use. (Percy 2008, 5-7.) Companies have realized that they cannot only trust the “old” and traditional ways of marketing. New and untraditional methods have to be used so that

companies are able to communicate with their customers better. (Baack & Clow 2010, 37).

IMC is a wide concept that can be seen and understood differently, but to put it simply, the key of IMC is to implement different marketing methods and tools to create a clear message to the customer. It is a process that requires work, planning and setting up goals. In GSK Nordic IMC has never been implemented before. Implementing IMC in the future in GSK Nordic can be beneficial for them. They are working in a field where there is a lot of competition and because GSK Nordic is still a small and starting company they need something to make them be noticed. They already have good quality products coming from GSK to back them up but with implementation of IMC could help them to achieve an image and build customer base. GSK Nordics competitive advantage could be more personal approach with customer by using direct communication methods. The marketing gift can be used as an example of the personal approach.

Now the IMC is used to create a successful marketing gift for GSK Nordic to use. The marketing gift is carefully planned tool which will deliver planned message to the target groups in Sweden to help GSK Nordic to achieve their goal of finding co-operation partners from Swedish markets.

4.2 Advantages of implementing integrated marketing communication

“In integration the goal is that entity is bigger than the total of the components” (Vierula M 2009, 103). IMC sends a controlled message to the consumer that speaks to the customer and answers the needs. Vierula shows that Pickton and Broderick have determined the advantages of IMC in the point of view of the organization as 4E’s:

- Effectiveness: focusing on the right things, professionalism, economical
- Economical: more economical usage of the economics and human resource
- Efficiency: doing the right things

- Enhancing: add value, productiveness and learning
(Vierula 2009, 104.)

By analyzing the advantages of the organization it is possible to see that these are also advantages for the customer. When the organization understands the elements, advantages and the whole concept of IMC, it will create advantage for the customer because the organization will be able to create and deliver constant and clear message for the customer. (Vierula 2009, 104.)

Advantages of implementing IMC for GSK Nordic can be seen in 4E's. When the gift is created the focus will be on right issues and a professional touch is added to the picture meaning that GSK Nordic is not just selecting randomly a gift and then sending it to their target groups. The focus and emphasis is on the research which makes it easy to focus on the right things and also makes it professional. When the focus is on the right issues, resources are not wasted. Creating a marketing gift and reaching the goal will help GSK Nordic to add more value to their business, increase productivity and bring new business opportunities.

Like it is mentioned before, GSK Nordics advantage when implementing IMC could be having the personal approach and direct communication. When the company grows in the future it is even more important to see and understand the 4E's so that they are able to focus and keep the personal touch in their business but also create something new that will add more value.

4.3 Target groups

To have an effective marketing communication it is important to know who the target groups on the communication are. Organizations determine their target groups so that the message can be directed for the right audience. (Duncan 2005, 231.)

The idea of the target groups have been developed during the years. At first the idea was that the communication process is between the organization and the customer only. The idea was to improve the sales. The concept of target groups has become wider during the years and now the marketing communication concept includes also

the external parties of the organization, for example, suppliers, officials, media and other parties. Internal parties are also included. People working inside the organization have an influence on the communication process therefore it is an important part of the target groups. (Vuokko 2003, 14-15.)

It is important to choose right communication tool so that the organization is able to deliver constant and clear message to the target group. The goal is to create clear vision of the organizations product or service. The point is not to include everything in the communication; the target groups do not need to know every single detail about the company or the product. (Vuokko 2003, 12.)

When dealing with business customer, finding the right target group is even more important. Business customers bring more sales than average consumer but on the other hand acquiring new business customer is more expensive for the organization. Not defining the target groups is a waste of resources for the organization. (Duncan 2005, 235.)

In GSK Nordic the target groups have been defined as the service firms operating in Sweden. The target groups are selected companies that work in the same or similar field as GSK Nordic. The goal is to find co-operation partners in Sweden so it is very important to choose the right target group. Choosing wrong companies into the target groups will only waste money and time and the wanted result will not be achieved.

4.4 Characteristics of integrated marketing communication

To be able to implement IMC effectively it is important to know and understand what characteristics are included in the IMC process. There are nine characteristics in IMC:

- Approach is planned and covers communication actions.
- The goals of communication are clearly defined and they work together with the organization's other goals.
- All the target groups are included. (Internal and external parties.)

- The management of the organization has to be included in all the communication that happens between the target groups and the organization.
- Managing communication is efficient.
- Combined product/brand and organization communication.
- All possible tools and methods of communication are used.
- Communication messages should support each other and minimize the possibility of conflict.
- Different media and channels are used.

(Vierula 2009, 106.)

These characteristics are important to consider when dealing with IMC. In GSK Nordic, when messages for the customers are created, all the steps should be gone through to make sure that message is clear and that it will be able to reach the goal. When multiple messages and tools are used, it is important that the messages and tools support each other and delivered the planned and clear message. This should be applied in all the cases when IMC is used.

4.5 Business to business marketing communication

In B-2-B marketing communication the goal is to interact with the target groups by sending messages in a way that the organization is able to reach their goals. These goals are reached by implementing IMC. Organization uses many different communication tools to send the message to their target groups so that they would be able to reach the goals they have set. (Brennan, Canning & McDowell 2010, 175.)

When IMC is implemented it is important to consider:

- What goals organization is trying to reach
- What communication tools are used
- Setting budget

(Brennan, Canning & McDowell 2010, 177.)

When dealing with business customers, more personal approach is used. Using mass communication like advertising is not preferred because it would be a waste of the organization's resources. Advertising is very impersonal and does not offer the customer much detailed information and in B-2-B the customers usually needs very specific and detailed information. In B-2-B marketing the role of advertising is mainly for support and the actual message is sent by using sales promotion, public relations, direct marketing and personal selling. (Fill & McKee 2012, 275.)

Sales promotion and to be more specific trade promotion in B-2-B context is for helping the buying process move along. This means that the focus is not on closing the final deal but it is more about moving the customer towards the sale. Gifts and other company related products are given to the customer in order to push the customer towards the end goal. Gift and other related products are also good way to create attention and interest in other organizations. (Fill & McKee 2012, 277.)

Public relations in B-2-B are focused on maintaining the existing relationships with the organization stakeholders. Public relations explain the possible changes, events and other relevant news that are going on in the organization. Public relations are usually handled with press realizes, press conferences, events and corporate advertising. (Fill & McKee 2012, 280.)

Direct marketing in B-2-B is often used as supporting part of personal selling. Direct marketing is often more favorable for organization because it is cheaper than personal selling because the face to face aspect is missing. There are three main parts in direct marketing: direct mail, telemarketing and web enabled.

- Direct mail is promotional material that is personally addressed to the target groups/group. It is used to support personal selling, to create awareness, and boost up image and credibility.
- Telemarketing can be used in many different aspects inside the company like collecting information about customers, closing sales and providing information.

- Web enabled is replacing and putting together telemarketing and direct mail. Through websites and internet organizations are able to handle all the communications faster, easier and cheaper.

(Fill & McKee 2012, 281-283.)

Personal selling is the most important tool used in B-2-B marketing but it is also the most expensive one. Personal selling is important for organization because it is about creating relationships and it requires two-way-communications. Organizations use other marketing communication mix elements to support the personal selling. (Fill & McKee 2012, 283.)

GSK Nordic's customers in Sweden are business customers. The goal for GSK Nordic is clear: to generate interest in Swedish service firms and find a co-operation partners. Direct communication tools are implemented in this project because it helps to achieve the goals better. Understanding the B-2-B communication is also important not only because of the marketing gift but because most of the customer GSK Nordic deals with are business customers and the big markets are clearly in the business sectors.

5 MARKETING COMMUNICATION PROCESS AND TOOLS

5.1 Communication process

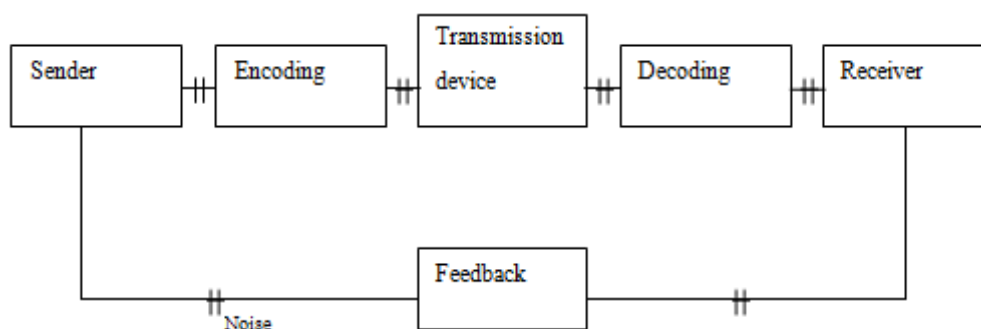


Figure 2: Communication process (Baack & Clow 2010, 30).

Figure 2 shows the communication process which is an important part of the IMC. The communication process starts with the sender. When considering the IMC process, the sender in this case would be an organization and they want to promote their products. Encoding is the advertisement/message that the organization creates. (Baack & Clow 2010, 30.)

Transmission device is the channel which is used to transmit the advertisement to the target audience. Transmission device can be almost anything from traditional media like TV, radio, magazine to advertisement in social media. Usually many channels are used to deliver the message so that results would be better. (Baack & Clow 2010, 30.)

Decoding phase is the one when the message reaches the target audience. They see, feel and hear the message the organization has sent through the transmission device. The decoded message goes to the receiver so in this case the customer. Everyone has their own way of understanding messages and this means that there might be misunderstandings. This is one key part of the IMC, the main point of the message has to be clear and understandable so that customer can be reached. (Baack & Clow 2010, 30.)

Final phase is the feedback. This is very important part because with feedback the sender is able to know how the message was received. The feedback can be anything; visiting the organization website, store, asking questions or complaints. (Baack & Clow 2010, 32.)

image about the organization. Unlike planned messages customers feel that service messages are more trustworthy because service messages are hard to plan beforehand. (Grönroos 2007, 305.)

Unplanned messages are considered to be the most trustworthy because they are not planned and not controlled by the organization. Unplanned messages are provided by other customers who have had or are having an interaction with the organization. Unplanned messages go from one to another by word of mouth, articles, internet etc. (Grönroos 2007, 305.)

Absence of communication is mostly seen as a negative communication. Absence of communication can happen in a situation where, for example, a customer has ordered something from the organization and for some reason the delivery is delayed. The organization does not inform the customer about the delay; there is absence of communication between the organization and customer. Organization should avoid the absence of communication because it can build negative image and mistrust between organization and customer. (Grönroos 2007, 307.)

In GSK Nordic case planned message will be used. The information that will be sent with gift is chosen and created in a way that it would generate interest in Swedish service firms. This method can be risky because the customer knows that the information placed on the memory stick is planned by GSK Nordic and may not be trustworthy. This risk is reduced with direct communication. Often planned messages are meant for mass communication but in this case direct communication is used which makes the message more personal and trustworthy.

5.3 Marketing communication mix

5.3.1 Advertising

Advertising is a paid message that is placed in newspaper, TV, radio etc. The advertisement usually includes information concerning the organization, products, service, discounts and the communication is very impersonal. The message is impersonal be-

cause the advertising is used in mass media which makes it hard to have the personal effect on it. In impersonal communication there is no instant feedback so it is very important to consider how the target groups will react to the advertisement and how the organization wants the target groups to see the ad. (Belch & Belch 2012, 18.)

Advertisement is very useful and popular method that many organizations use, especially if their products and services are targeted for masses. In IMC advertising is also a big part because it is still the most efficient way to reach target groups. Advertising can also be used as a brand building tool because with advertisement the organizations are able to provide information but also influence on the consumer perception. (Belch & Belch 2012, 20.)

5.3.2 Direct marketing

Direct marketing includes many different aspects. Direct marketing involves interaction between the customer and the selling organization. Communication between the customer and organization helps the selling party to collect important data of the customer. There are some key characteristics in direct marketing:

- Unlike personal selling, direct marketing does not include face to face communication.
- Usage of on and offline media for communication
- Communication responses are measured.
- Usage of database

(Brennan, Canning & McDowell 2010, 204.)

There are many ways of direct marketing. Database marketing, internet, direct mail and telemarketing are part of the direct marketing. Database marketing is where the selling organization uses the database to create the target groups and send them personalized or impersonal communication. The idea is to create awareness, acquiring new customers, or re-enforcing the old relationships. (Brennan, Canning & McDowell 2010, 204.)

Direct mail is contacting the target groups by sending materials using on- or offline media. Direct mail can be used to send personalized messages to the target groups. Direct mail can be used in many ways like creating interest, encouraging customer to visit a company or visit their website. One factor that highly effects on the successfulness of the direct mail is the target group. When the direct mail is send to the right target group the results and responses will be beneficial for the organization. (Brennan, Canning & McDowell 2010, 205.)

Telemarketing is one of the most common ways of marketing communication. Telecommunication is used to contact the customers. Organizations use telemarketing to contact existing and potential customers. There is inbound and outbound telemarketing. Inbound telemarketing is when the customer contacts the organization and the outbound is when the organization contacts the customers. (Brennan, Canning & McDowell 2010, 206.)

Internet plays a big part in the marketing world. Direct mail is often handled online because it is convenient for both the selling organization and the customer. Organization can distribute all the needed information and execute marketing mix elements to the customer trough internet and the customer is able to interact better. For example, the customer is able to buy the product/service straight online. (Belch & Belch 2012, 22.)

5.3.3 Interactive/Internet marketing

Internet marketing has slowly evolved over the past years and now it is one of the most popular methods of marketing besides advertising. Internet and interactive marketing makes the consumer more involved and the flow of communication goes back and forth. This means that via internet the consumer is able to ask for quotation, comment on product or service, order and buy products. Interactive marketing also includes mobile phones which have become an important part of the marketing. (Belch & Belch 2012, 22.)

The popularity of internet marketing can be explained with the functionality. With internet marketing it is possible to execute all the elements in the marketing communication mix. It also helps organization to gather valuable information concerning their customers and they are able to offer detailed ads to their target groups. Interactive/Internet marketing is an effective way to deliver messages to the mass audience but it can also be used as direct communication. Organizations are able to send personalized messages to their target groups for example via email. (Belch & Belch 2012,24.)

5.3.4 Sales promotion

Sales promotion is adding value to the sales process and stimulus to distributors and consumers. The target of sales promotion is usually to generate more sales. Sales promotion can be divided into two categories: consumer-oriented sales promotion and trade-oriented sales promotion. (Belch & Belch 2012,24.)

Consumer-oriented sales promotion is targeted for the end user of the product or service. The goal is to get the customer to make a purchase right away; this is done by giving coupons, giving out samples, arranging contests and other material that would encourage a customer to purchase something. The goals of consumer-oriented sales promotion are short term and there usually is not relationship built between the organization and the customer. Consumer-oriented sales promotion is directed to masses because the goal is short term and the idea is just to boost up sales temporarily. (Belch & Belch 2012, 24.)

Trade-oriented sales promotion is more focused on B-2-B promotion. Trade promotion's target groups are suppliers, distributors and other related organizations. The promotion is done by offering promotion products (small gifts related to the selling organization), sales contest, trade shows and events. Sales promotion is quite popular in organization and it is a good way for the organization to promote their business, image and brand. It is also a great way to create interest and awareness in other organization. Trade-oriented sales promotion can be both mass and direct communica-

tion. Depending on how large the target groups are, trade promotion can be created for masses but if the target groups are smaller, promotion can be personalized for the target audience. (Belch & Belch 2012, 24.)

5.3.5 Public relations

Public relations are an impersonal message that informs the latest changes, news, products, services etc related to the organization. Unlike advertisement, organization does not directly pay the news to be published but they try to get the media to publish it for them. To be able to do so, organizations arrange press conferences, articles, photos and other material that would generate the interest in media. (Belch & Belch 2012, 25.)

Public relations are a popular method among organization that wants to create awareness in masses. It is a lot cheaper than advertising because the company itself is not paying the news to be on TV or radio. It is also more trustworthy in the eyes of the customers because the news is not coming straight from the organization itself. On the other hand, public relations are hard for the organization to handle because the publicity might not be positive. Customers who have a negative saying about organization, product or service might end up public and this way damage the organizations image. (Belch & Belch 2012, 25.)

5.3.6 Personal selling

Personal selling refers to two-way communication and face to face communication. With personal selling the selling organization is able to react to the customers' needs better and offer tailor made solutions. This method is very effective but it can be quite pricy for the organizations because of the required face to face communication and if the customer is 100km away, it will be expensive to send a salesperson there. (Fahy & Jobber 2009, 272.)

Figure 4 shows the selling process of personal selling. As it can be seen, the process is not that long but it requires a lot of work and preparation. Personal selling is part of direct communication methods and often used in B-2-B communication.

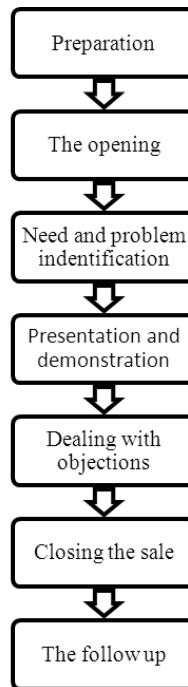


Figure 4: Selling process (Fahy & Jobber 2009, 272).

5.4 Communication tools

There are many different communication tools that an organization can choose to deliver their message. The most common tools can be named as TV, radio, magazines and social media which are used in advertising. These tools are the ones that organizations use to deliver their messages mainly because it is easy and those tools are able to reach many customers at once. There can be many other tools that can be used as well. More creative tools can and should be used and tailored to make it suitable for the specific target group.

Table 1: Communication tools (Blythe 2000, 30).

Element	Explanation
Advertising	Paid message that is placed in newspaper, TV, radio etc.
Ambient advertising	Part of the environment message. For example message placed on a receipt that is gotten from the grocery store.
Press advertising	Message placed on a newspaper, magazine etc.
TV advertising	Message placed on TV like commercial.
Radio advertising	Message that appears on radio.
Outdoor advertising	A message that is placed outdoors like poster, billboards etc.
Transport advertising	Messages that appear on stations and transportation vehicles
Outside transport advertising	Messages that appear in the side of busses, metro, taxi
Press release	Tells about the organization and their new developments
Public relations	Keep up the relationship between the organization and media.
Sponsorship	Organization funds different events in exchange of publicity.
Sales promotion	Promoting the business to boost up the sales.
Personal selling	Two-way communication between the organization and customer.
Database marketing	Organization builds database of the customers and sends personalized and other communications to them.
Telemarketing	Inbound and outbound telecommunication
Internet marketing	Organization website, social media etc.
Off-the-screen selling	Combination of telecommunication and TV. For example TV-Shop.
Exhibitions and trade fairs	Organizations are able to display their com-

	pany and products to customer and other companies working in the same field.
Corporate identity	Organizations image.
Branding	Coordination of communications.

In GSK Nordic's case mass communication is not used. In the point of view of the marketing gift, the target group is quite small so using mass communication would be waste of resources and it would not help to achieve the goals this project has. In general the focus in GSK Nordic should not be in mass communication. Most of the customers are business customers and the target audience can clearly be found in business sectors rather than individual customers.

The marketing gift is a combination of sales promotion and direct mail. The USB stick itself can be categorized as sales promotion and more specific trade promotion. The gift contains logo and contact information of GSK Nordic and the receiving organization can use it later on. The information that the USB stick delivers is categorized as direct mail. The information is detailed and personalized for the specific target group and the idea is to create interest and awareness.

6 RESEARCH PROCESS

6.1 Methodology for the research

In this thesis an integrated marketing communication plan is created for GSK Nordic which also include marketing gift that is sent to Swedish service firms and suggestions on how IMC can be implemented in the future. For theoretical part the theory of integrated marketing communication together with marketing communication process and tools were studied. When conducting a research there are different methods to choose from. To be able to analyze the research result it is important to choose a right method. There are two methods, quantitative and qualitative. Quantitative is more based on numbers and statistical analysis when qualitative is based on words

like the information that is get from interviews. Since there is no statistical analysis in this thesis, qualitative analysis will be conducted. In qualitative approach the analysis already starts during the collection of data when again in qualitative approach the analysis can begin after receiving the result, like numbers from statistical analysis. (Lewis, Saunders & Thorhill 2003, 378-379.)

In this thesis qualitative research is used since the theoretical part is gathered by using secondary data and checkpoints. Working in the company at the time this thesis is done, makes it possible not to have planned and structured interviews. Checkpoints are used in this case to discuss about the progress with GSK Nordic. Three bigger checkpoints are held to discuss details concerning the marketing gift but also how IMC could be implemented in the future.

6.2 Implementation

Checkpoints were used so that everyone was able to be on top of the things, discuss and see the progress.

6.2.1 First checkpoint

During the first meeting, the discussion was still on the general level. Ideas were discussed and how to go forward. It was decided on where to get the actual material for the gift like the USB stick and also the packaging for the gift. The main focus of the meeting was on information that is delivered with the marketing gift. We decided to have a PowerPoint presentation which contains brief information about GSK Nordic and it also explains why the gift is sent and contact information. We also want to provide detailed information about GSK products but including them into the PowerPoint would make it too long and the viewer would lose interest. To make it more clear PDF file is included on the stick which has all the detailed product information. Since the PDF file of the products already exists, there is no need to focus on creating it.

The gift also includes a letter which would explain who is sending this gift and what it contains. The letter will also include information on the future plans, meaning that after the companies in Sweden have received the gift, GSK Nordic will be in contact with them. Contacting the customer ensures that the goals of the marketing gift are reached and that feedback concerning this gift are received.

6.2.2 Second checkpoint

Second meeting was held to discuss and see the progress that has been done with the marketing gift. Materials for the gift were ordered from China and waiting to be arrived in Finland. Drafts of the PowerPoint and the letter were also done for the meeting so we could all discuss together what is already good and what may need to be changed.

PowerPoint has to be short but informative so that the reader has the patience to read it through but it also has to answer the main questions the reader has: what is GSK Nordic and why this gift is sent. The look of the PowerPoint should be professional but with a little something special.

The letter that will be placed with the gift has to be professional and short also. It should answer the main questions: what is the package the customers have received and what it contains. The letter also has instructions for the USB stick. PowerPoint provides the GSK Nordic contact information so that the customers are able to contact right away if they have anything to ask but after two to three weeks when the gift is sent, GSK Nordic will contact all the companies and ask their opinions and thoughts on the gift. This is also mentioned on the letter so that the customer can be prepared.

6.2.3 Third checkpoint

During the last checkpoint we checked what is already done. At this point the materials for the gift were finished. The sending time was originally considered to be during August but there had been delays when ordering the material and after consideration it was thought best to send it later during autumn. This was chosen because most of the people have had their summer holidays and gone back to work so it is assured that there is someone in Sweden to receive the gift.

During the last checkpoint there was discussion about the future plans and how IMC could be implemented in the future. The idea of the marketing gift is also going to be implemented in the future. The idea is to have a Finnish version of the gift that can be used in the Finnish markets. Also for this reason contacting the companies in Sweden after receiving the gift is important so that analysis can be done on what went good and what should be changed. It was also discussed how having more personal touch on marketing and selling could be advantage point for GSK Nordic.

6.3 Reliability and validity of the research

The goal when making a research is to avoid making mistakes, but still the reliability and validity varies from case to case. Researchers evaluate the reliability and the validity to support the research that has been conducted. Reliability means how reliable the results are. For example, if two researchers are conducting a same research and they both end up in the same result, it is reliable. Validity determines how well the research results have been achieved. For example, the researcher has a certain image and idea of the research he/she is conducting but when a questionnaire/interview is given to the target group, they may not share the same view as the researcher so there can be misunderstandings. (Hirsjärvi, Remes & Sajavaara 2007, 226-227.)

In this research the validity can be considered as high because of the checkpoint. The checkpoints made it possible for everyone to be involved with the process of creating gift and share their opinions, thoughts and comments. This is reduced the risk of confusion and misunderstandings.

The fact that the theoretical part was chosen to go together and support the marketing gift makes the reliability of the research higher. In this case the theoretical part explains the actions done during the empirical part.

Since the aim of the gift is to gain co-operation partners from Swedish markets it is important to react to the results that are received from Sweden. With the results it is possible to determine if the goals are reached and if the gift was successful.

7 RESULTS

7.1 Marketing gift

In this chapter the results of the thesis are introduced. The results include the marketing gift and also recommendation for the future of GSK Nordic marketing communication.

7.1.1 USB stick and the gift box

The marketing gift that was created to be sent to Swedish service firms is one of the results of this thesis project. The gift consists of three main elements which are the letter, PowerPoint-presentation and PDF file. The gift also includes a container which has GSK Nordic's logo and a USB stick that also has the logo. The USB stick contains the PowerPoint and PDF file. Since the PDF file is coming from GSK Nordic and it was not created as a part of the thesis it will not be introduced here.



Picture 1: GSK Nordic gift box



Picture 2: GSK Nordic memory stick

7.1.2 The letter

The letter lays the ground work for the whole gift. After receiving the GSK Nordic gift box, the letter is the first thing that the receiver will see and the idea is that it will be read first before continuing to the USB stick. The letter's goal is to briefly explain what the gift is for and what it contains. The letter only briefly explains content and purpose of the gift because the main message can be found from the PowerPoint presentation. It also encourages the receiver to contact GSK Nordic but also informs that after two to three weeks receiving the gift GSK Nordic will contact them to hear their opinions concerning the gift and the possibilities GSK Nordic is offering.

To ensure that the receiver is able to use the USB stick safely, the material that is put on the sticks has gone through Anti-Virus software, this is also explained in the letter. Instructions for how to use the stick are provided to ensure that every receiver is able to reach the material on the stick. The letter can be found in Appendix.

7.1.3 The PowerPoint presentation

PowerPoint will deliver the main message to the receiver in Sweden. The presentation starts with main page that has GSK Nordic name, the next slide is for explaining the outline of the presentation and also the same instructions that the letter provides which are that the PowerPoint contains presentation about GSK Nordic and the PDF file contains detailed information about the products. Instructions are provided again in the presentation to make it clear as possible for the reader.

The outline of the presentation is short and simple:

- GSK Nordic: purpose and objectives
- Possibilities GSK Nordic is offering
- Contact information

The content is kept short and simple so that the reader has the energy and time to go through it and the main purpose is not to explain every detail about GSK Nordic but more to attract interest and attention.



Picture 3: First slide of the GSK Nordic PowerPoint



Picture 4: Outline & Instructions

GSK Nordic: purpose and objectives

This slide explains the purpose of GSK Nordic, which is describing their main work: distributor of GSK products in Nordic and Baltic countries and that they are offering a wide range of CNC solutions.

The objective part is one of the most important parts. The objectives explain what GSK Nordic's goals are and it also gives the reader an idea of why GSK Nordic is contacting them. The objectives state that GSK Nordic's goal is to find co-operation partners from Sweden and with the help of the co-operation partners build an all-inclusive service to customers. All-inclusive means offering installation, updating, training and maintaining possibilities to customers. This is once again kept quite short and simple because it should raise interest, ideas and questions to the readers mind and encourage them to contact GSK Nordic to get more information.

GSK Nordic: Purpose and Objectives

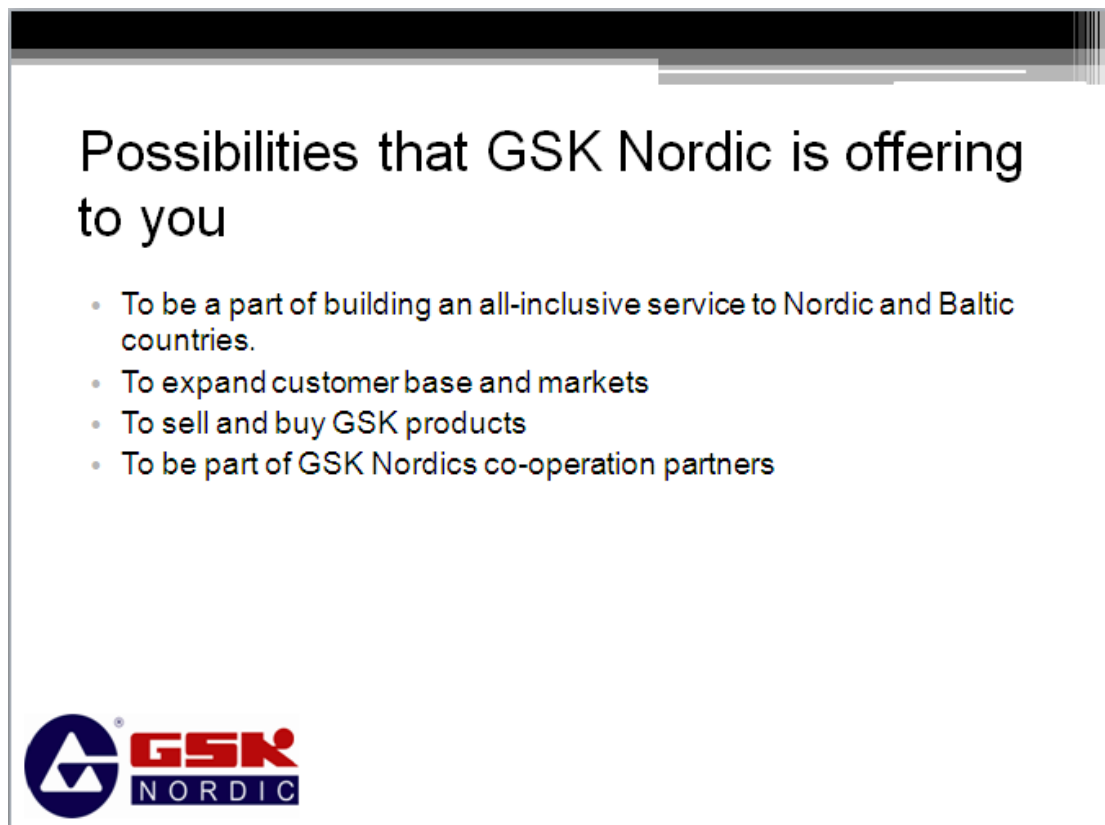
Purpose	Objectives
<ul style="list-style-type: none"> • GSK Nordic works as a distributor of GSK products in Nordic and Baltic countries • Offers wide range of CNC solutions to their customer 	<ul style="list-style-type: none"> • To find co-operation partners in Sweden • With the help of co-operation partners build an all-inclusive service to customers • All-inclusive service contains: <ul style="list-style-type: none"> ▪ Installing ▪ Updating ▪ Training ▪ Maintaining



Picture 5: GSK Nordic: Purpose and Objectives

Possibilities that GSK Nordic is offering to you

This slide show what GSK Nordic is offering to the service firms. It creates interest in the reader to take part of the possibilities GSK Nordic is offering to them. GSK Nordic is offering the service firms to be a part of building an all-inclusive service, to expand the customer base and markets, to buy and sell GSK products and to be a part of GSK Nordic co-operation partners. This slide is also very important because when the reader receives the gift it will raise questions like what is GSK Nordic trying to offer us and this slide will be the answer for that question.

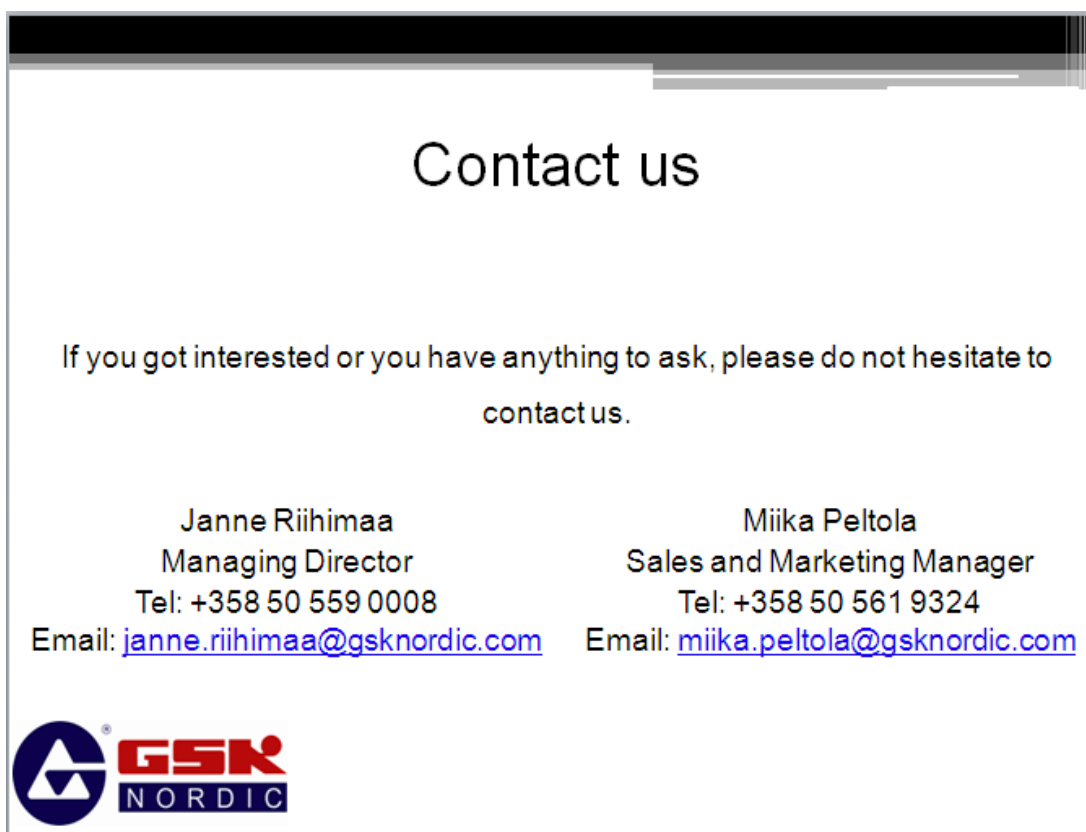


Picture 6: Possibilities GSK Nordic is offering

Contact information

The last two slides of the presentation contain contact information. The contact information is left out of the letter on purpose because the idea is that the receiver would go through the material before contacting so he/she will receive the contact information from the PowerPoint. Presentation also says that please do not hesitate to


contact GSK Nordic in case of questions, thoughts or comments. The ideal situation is that all the firms that receive the gift would contact GSK Nordic right away. Because this scenario probably will not work it is important that GSK Nordic will contact all of these companies and hear their opinions, thoughts and questions. The contact after receiving the gift is important so that GSK Nordic is able to reach their goals and also receive feedback concerning the marketing gift.



Contact us

If you got interested or you have anything to ask, please do not hesitate to
contact us.

Janne Riihimaa Managing Director Tel: +358 50 559 0008 Email: janne.riihimaa@gsknordic.com	Miika Peltola Sales and Marketing Manager Tel: +358 50 561 9324 Email: miika.peltola@gsknordic.com
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Picture 7: Contact us

The last slide is for finishing the whole presentation. The presentation ends with a “punch line”: Command the future with GSK Nordic and also the website information. The idea of this last slide is to finish the presentation strongly and give the reader something that he/she could remember like the punch line. There is also the website information which is intentionally left at the end because the idea is to first go through the presentation and after that visit the website for further information. If the website information would be placed on the first slide, there is a risk that the

reader would go visit the website right away and possibly forget to look through the PowerPoint presentation.



Picture 8: Command the future with GSK Nordic

7.2 Target groups

Target groups for the marketing gift were already defined and known before this project was started. The target groups are defined as small, medium and big sized service firms that work in a similar field as GSK Nordic, as a seller of the products or as a user of the products. Because the goal is to get the service firms to sell GSK products forward, the information on the gift includes also technical information concerning the products. The technical information can be found on the stick on a separate PDF file.

7.3 Business to business marketing communication

The marketing gift is sent to Sweden to business customers and this has to be considered in the communication process. Direct communication is used to contact the customers mixed with sales promotion. The USB stick and the gift box are categorized as trade promotion and the letter, PowerPoint and the PDF file are direct communication.

7.4 Planned message

In this marketing gift planned message is used since the gift is sales promotion and direct communication. Planned messages can be risky to use because the customer knows that the message is planned by the sending organization so it might not be trustworthy. One big factor in this case reduces the risk and that is direct communication. GKS Nordic is directly communicating to their target group and not masses. The message is planned by the sending organization but it is tailored to suite the specific target group and it can easily be seen that there has been a lot of thought behind this gift and it is not something that is randomly sent to different firms. These factors make the message more credible in the eyes of the service firms.

7.5 Communication tools

The marketing gift has many different parts that can be categorized differently. The gift box and the USB stick are sales promotion and specifically trade promotion. Both of them are promotional gifts that promote the name of GSK Nordic. In this case the gifts themselves are not related to the industry that GSK Nordic works in but the USB stick was chosen so that it can deliver the PowerPoint and the PDF file but it is also something that can be used afterwards and it is quite important tool in business life.

The information on the stick is part of direct marketing and more specific direct mail. In direct mail it is important to consider the target groups and what kind of messages is sent to them. In this case the information in the letter, PowerPoint and PDF file are tailored for the target group in Sweden. With the tailored information GSK Nordic is able to reach their goals.

7.6 Future in GSK Nordic

This gift is one part of marketing communication that is used in GSK Nordic. The goal for GSK Nordic is at first to try out the Swedish markets; this is done because the markets are much bigger in Sweden than in Finland. GSK Nordic has many goals and ideas how to develop their business further so starting with Swedish markets is only the beginning. The marketing gift that is now created is planned to be implemented also in the future for Finnish markets. Receiving feedback and contacting the Swedish service firms is important for GSK Nordic because based on the feedback they are able to determine the successfulness of the gift and see what might need to be modified before trying it out with different target groups.

7.6.1 Implementing IMC

Implementing IMC in GSK Nordic in the future can be very beneficial option for them. With good IMC planning they are able to utilize different marketing communication methods in the most efficient way to reach customers. This will give them competitive advantage and also cut down the cost because they will not waste resources. IMC is already now important part of marketing world but in the future it will be even more important so implementing it now and developing it in the future will keep GSK Nordic up-to-date and maybe even ahead of competition.

7.6.2 B-2-B communication

Like it is mentioned the marketing will also be implemented in the future for reaching business customers. GSK Nordic should implement same methods also in the future like direct communication, sales promotion and personal selling when dealing with business customers. Personal selling is something that GSK Nordic could try implementing in the future, it is the most expensive method but also very beneficial. Personal selling includes face to face interaction with the customer which is a great help when creating deeper relationships with customers.

7.6.3 Communication messages

When building a customer base and finding co-operative partners, planned messages will mostly be used because GSK Nordic needs to promote their business and create awareness. When the customer base and awareness grows unplanned messages will also come into the picture, this means for example, word of mouth and articles concerning GSK Nordic. Unplanned messages can have a strong impact on the business and reputation so it is important that the messages are positive. There always has to be communication between GSK Nordic and their customers, because without communication there would be no business. This is why absence of communication has to be avoided, even in difficult situation the focus has to be on communication with the customer.

7.6.4 Marketing communication mix and communication tools

GSK Nordic can implement all the elements of marketing communication mix in the future but choosing the right method for right situation is crucial for reaching the goals. At the moment marketing communication with the customers in GSK Nordic is very detailed and personalized and it should be this way also in the future. GSK Nordic's competitive advantage could be providing the customer personalized touch. This can be reached by focusing on direct marketing methods and personal selling. Innovative methods like this marketing gift should be also used in the future. Creat-

ing new innovative methods will give GSK Nordic competitive advantage and make them better known in the industry.

Trade-promotion is also something that GSK Nordic could use in the future. For example, giving out gifts that include the company logo and this way promote the business like USB sticks and pens. More innovative promotional products that are related to the industry that GSK Nordic is working in can also be created. Innovating new promotional products is important to consider since USB sticks, pens and other related products are used by many organization. Offering the customer something new and different is going to make GSK Nordic stand out from the others.

8 CONCLUSION

In this project my goal was to create an integrated marketing communication plan for GSK Nordic. This plan included creating a marketing gift and also to give suggestions on how IMC can be implemented in the future. The main focus was on creating the letter and PowerPoint presentation that are part of the marketing gift. To be able to create the plan I had to study the theory of integrated marketing communication and also communication methods and tools.

The research method for this thesis was chosen to be qualitative. Since I was working in the company during the time when this thesis was written, there was no need to arrange any official meetings. In this case checkpoints were used so that GSK Nordic's owner can be up-to-date with the project and answer any possible question or concern there was when the empirical part was created.

As a result of this thesis marketing gift was created and it will be sent to Swedish service firms. Suggestions on implementing IMC and marketing communication methods and tools in the future were also created. IMC is part of the modern marketing world so implementing it now efficiently can help GSK Nordic stay behind or even get ahead of competition.

9 EVALUATION OF THE PROJECT

This project has been very long and hard but also rewarding. When I started the thesis project on January I was not sure if I will ever be at this point, writing the last words for my thesis. With help from my supervisor Kati Antola and the support from GSK Nordic made this project possible.

There were few problems during the project like timetable issues. Ordering of the material for the marketing gift took longer time than was expected so the date for the sending of the gift had to be postponed. Due to these difficulties I was not able to have the planned results part in my thesis. Otherwise I was able to follow my own personal timetable. During this thesis project my supervisor also changed from Kati Antola to Daniela Tanhua but luckily this change did not have any effect on my work so I was able to continue as planned.

Since I had to leave out the results part from the thesis due to time issues the focus was put on explaining the content of the marketing gift and also the suggestions for future. There is a possibility to continue this research in the future when the results are received from Sweden. The future research would focus on analyzing the results and determining if the gift was successful or not and what should be changed to make it successful.

I am personally satisfied with the results and I was able to reach my objectives that were set for this project. Hopefully the marketing gift will help GSK Nordic to reach their goals in Sweden.

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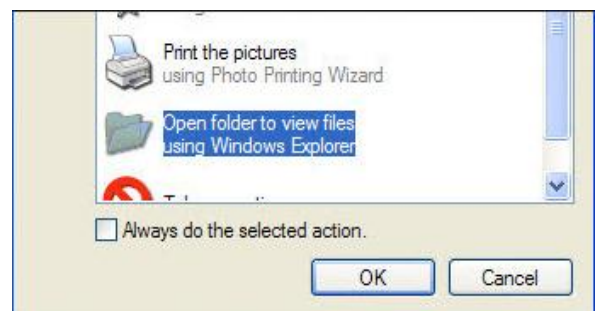


This package that you have received is a marketing gift that is sent to you by GSK Nordic from Rauma, Finland.

This gift contains a USB stick. From the USB stick you are able to find a PowerPoint presentation that briefly introduces what is GSK Nordic, why this gift is sent and also contact information. There is also a PDF file containing detailed information on the selection of the products that GSK Nordic has to offer. The files on the stick have gone through Anti-Virus program, so you are able to open them safely.

We hope that this gift will create an image of what we do and what we would have to offer you. After viewing the material we have provided, if you get interested or you have something to ask, please do not hesitate to contact us right away. In two to three weeks after receiving this, we will contact you to ask your opinions and thoughts concerning the marketing gift.

We hope that you enjoy this marketing gift and the possibilities GSK Nordic is offering to you.



Instructions for the USB stick:

1. Remove the cap
2. Put the USB stick on the USB port
3. A window will appear, click "Open folder to view files"
4. Double click the icons on folder to view the PowerPoint and PDF file