

Marketing Communications:

**An advertising, promotion and
branding perspective**

2nd Edition

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“A brand is not so much about rational arguments, but the way that the company resonates with people emotionally”

Steve Jobs (1955-2011)

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Acknowledgments

This book builds upon our journey in the field of marketing communications which has been shaped by years of dedicated learning, practice, teaching, and research. We aim to support undergraduate and postgraduate students in mastering marketing communications as they advance through their education and as they prepare for their professional careers in business and marketing communications. In this new edition, we have updated and expanded the content to reflect the latest trends, technologies, and best practices in the field.

We would also like to express our deep appreciation to Geraldine Bell for her invaluable contributions to the first edition of this book. We wish her a fulfilling and well-deserved retirement. We extend our heartfelt thanks to our colleagues at Goodfellow Publishers for their unwavering support and collaboration.

BT & HSh

Dedication

To my beautiful wife, my daughter Lia, and my parents and brother.
Thank you!

BT

To my wife, Naghmeh, and my parents, Nahid and Ali. Thank you!

HSh

Biographies

Geraldine Bell BA (Hons) MBA ACIM is Assistant Professor, Marketing, with 25 years' industry experience in marketing management and marketing communications roles. With a degree in the History of Art, she started her career as a graduate trainee in a global advertising agency in London working on a variety of FMCG accounts including jeans, tights, toothpaste, whisky and leisure. After a short stint at Revlon International, she handled the advertising and PR for Scottish brands such as Harris Tweed and Shetland knitwear. She then moved to British Airways Holidays, working on the Sovereign and Enterprise brands – a brand portfolio that grew to include Falcon and Twenty's after acquisition by Owners Abroad – all of which is now consolidated in the First-Choice brand and owned by TUI. The mid-nineties, and into the noughties were spent as UK Group Brand Manager at the Scottish Tourist Board/VisitScotland managing Scotland's Autumn Gold campaign, before moving into education. She currently teaches Leisure Marketing, Marketing Communications and International Marketing.

Elaine Collinson (PhD) has over 30 years of experience teaching Marketing at undergraduate, postgraduate, and executive education levels. Her expertise includes Marketing Strategy, Branding, Marketing of Education, Entrepreneurship, Services Marketing, and Small Business Growth. She has extensive experience working with industry to enable growth, delivering training programs, and collaborating with economic development agencies. Her research has informed economic policy, and she mentors for Interface. Elaine has led several research projects and published in various academic journals and books on business development and support.

Ross Curran (PhD) is the Associate Head of the Department of Marketing and Operations at the Dubai Campus, and the Global Programme Director for the MSc in Digital Marketing. Ross leads several undergraduate and postgraduate courses delivered across Heriot-Watt's three campus locations and has published in academic journals, and practitioner media.

Chris Dodd (PhD) is a Consumer Psychologist with a particular interest in the social, psychological and experiential aspects of consumption. He has developed and delivered many programmes and courses within marketing, communications, psychology and management, catering for both academic and practitioner audiences. His research is particularly informed by a focus upon people and their relationships with social and physical environments. His work has been published in numerous international journals and he sits on the Editorial Advisory Board of the journal *Young Consumers*. He is a Chartered Psychologist and Associate Fellow of

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Martin Gannon (PhD) is Senior Lecturer in Entrepreneurship at the University of Edinburgh Business School. He has a track record of publishing in internationally leading journals and an active interest in philanthropy, family business, tourism development, and sustainability research.

Sean Lochrie (PhD) is an Associate Professor in Management at Heriot-Watt University, Dubai. His primary research interest focuses on the creation of custodianship behaviours within World Heritage Site management. Recent publications have explored stewardship and local community engagement in World Heritage Site management. He has published research in journals including the *Journal of Marketing Management*, and the *International Journal of Contemporary Hospitality Management*.

Andreea Oniga (PhD) is Assistant Professor in Digital Marketing at Edinburgh Business School, Heriot-Watt University. Andreea completed a PhD and an MLitt in Marketing at the University of St Andrews. Andreea has 10 years of experience teaching in Higher Education, and has taught courses in digital marketing, customer experience, and marketing communications, amongst others. Her current research interests revolve around digital marketing, online communities and digital consumer behaviour. Andreea also has experience working with the industry, as academic supervisor on a Knowledge Transfer Partnership (KTP) in the area of digital marketing strategy.

Rodrigo Perez Vega (PhD) is an Associate Professor in Marketing at Henley Business School. His research interests are in social media, digital marketing and the interaction between consumers and new technologies. Prior to finishing his PhD, Rodrigo had marketing experience in several digital marketing and brand management roles within FMCG and service industries.

Mostafa Purmehdi (PhD) is a social scientist with a doctorate degree in Marketing from HEC Montreal. Mostafa is interested in questions around sustainable marketing strategies, web 3.0 markets and applications of blockchain technology in digital marketing. At New York Tech, he co-chairs the Sharpening Institutional Identity committee, sits on the Vancouver Research Grants Committee, and is the Director of Business Outreach at the Vancouver campus.

Hamid Shaker (PhD) is a Senior Lecturer in Marketing at Nottingham Business School, Nottingham Trent University. His research interests include online consumer behavior and the impacts of transformational technologies on consumer behavior. His work has been presented at and published in major marketing conferences and journals.

Kitty Shaw (PhD) is a teaching fellow at the University of Edinburgh Business School and an experienced marketing practitioner with 22 years' experience in the financial services sector, working in a variety of research, communications and planning roles. Her current research interests include the marketing of pensions; financial education; and engagement with financial services. She teaches Marketing Communications and Financial Services Marketing.

Babak Taheri is a Full Professor in the Department of Hospitality, Hotel Management & Tourism at Texas A&M University. He has an established reputation in the marketing field with a specific expertise in marketing management, consumer research, hospitality, tourism, leisure and cultural consumption. The innovative nature of his research traces to multidisciplinary work and to methodologically robust measurement and assessment of key concepts. In recent years, he has over 150 academic publications, a significant number of which are in internationally rated top-tier journals with high impact factors. He is Associate Editor of two journals: *The Service Industries Journal* and *International Journal of Contemporary Hospitality Management*. Furthermore, he received extensive coverage in media outlets such as *The Conversation*, *The Irish Times*, *Travel Daily News*, and *Esports News*.

Kathryn Waite, BA (Hons), Dip CIM, MBA, MSc, PhD, is Associate Professor of Digital Marketing at Edinburgh Business School, Heriot-Watt University. Kathryn is the Global Head of the Marketing and Operations Department. Kathryn's research interests relate to information provision and use within the online environment. Her current work has focuses on how online provision by financial services organisations support family carers of those living with dementia. Kathryn is interested in trust, engagement and empowerment strategies used by organizations within the digital environment.

Preface

Overview

In today's dynamic marketing landscape, the marketer's paramount challenge is to craft and select the optimal promotions mix to achieve business objectives. This process of designing, developing, and implementing promotional campaigns unfolds in an environment of rapid and constant change. Both marketers and consumers navigate an information-driven world, saturated with diverse media and an overwhelming array of brand choices. The technological revolution has fundamentally altered how consumers perceive, process, and react to communication messages. In this media-rich era, brands must break through the noise by being not only engaging and compelling but also empowering and inclusive, ensuring they stand out amidst the plethora of marketing activities. The advent of digital transformations, including artificial intelligence (AI) and extended reality (XR), has further revolutionized marketing communications, offering new ways to personalize and enhance brand experiences. To run a successful marketing communications campaign, your brand must resonate deeply with audiences, fostering genuine connections and fostering a sense of community.

This book aims to equip you with the essential knowledge and skills to navigate the evolving field of marketing communications. While we cannot cover every aspect, we provide comprehensive insights into key areas to support your academic and professional journey. Here is an overview of the structure and content of our book on marketing communications, designed to guide you through the essential concepts and practices in the field.

Book contents and layout

Chapter 1: This chapter attempts to tackle the existing theory of communications as it applies to consumer and marketing communications in particular. In outlining the topic of marketing communications, it details the marketing communication mix and makes an attempt to explain the processes of communications using the models which underpin of understanding of this topic. It also explores the role of AI in the marketing communications. Last but not least, this chapter gives an overview of marketing communications research in the academic and practice contexts.

Chapter 2: This chapter on advertising as a discourse delves into the realm of languages as places, which helps us to further our understanding of the present. Discourses are places which are the means by which, according to Foucault, we "*reproduce ideologies and interpret cultural materials*", and nowhere is this more so than in advertising. Depth is provided with a meaningful discussion on semiotics,

which looks at the relationship between image and texts. The chapter also draws on the illustration of political marketing and PR as an exemplar of marketing communications discourse.

Chapter 3: The focus of this chapter is on consumer decisions when consuming communications. It explores why consumers are driven to make certain decisions, and how they manage their experiences before, during and after consuming marketing communications. It draws on consumer values, motivations and involvement as a means of framing our understanding around what consumers do in terms of behaviour, what they feel by way of emotion and what they think in terms of cognition.

Chapters 4, 5 and 6: A judicious approach to marketing communications calls for an analysis of the tools available and planning for marketing communications looks at planning in order to achieve the required outcome in terms of marketing communications strategy. Chapter 4 argues that whilst there is no particular distinction between the various parts of strategy, there is a need for a structure in evaluating strategy and the discussion concludes with a suggested framework for marketing communications planning. While Chapter 5 provides an approach to planning for marketing communications, Chapter 6 outlines the key points to consider when not just planning for the short term with brand communications, but when building long term brands. This chapter draws on the science of semiotics outlined in Chapter 2 and makes the link to how brands use signs and symbols to leverage advantage. This chapter also draws on the concept of positioning, first posited in planning for marketing communications, taking the concept deeper to further develop our knowledge, so that marketers can be more efficient in designing brand communication strategies. Chapter 6 gives us a more detailed look at the impact a clear market positioning has on the promotions mix, and on integrating marketing communications. It examines the efficiency gained from market positioning as it is used to maximise the effect of using multiple media platforms which also allows managers to save on resources

Chapter 7: This chapter explores the nature of creativity within an advertising context, making the case for the one 'big idea' which can be translated from the positioning concept into a creative platform of aesthetic values (content and appeals), which will further benefit and deepen integration.

Chapter 8 explains the importance of digital media within the multiple platforms available, saying that digital marketing is a new and exciting phase in the development of marketing communications. This section of our book looks at how to use digital media to best effect when developing marketing communications. It aims to provide you with core knowledge so that you can navigate this stimulating communications landscape.

Chapter 9 explores the transformative role of Artificial Intelligence (AI) and the Metaverse in modern marketing. It explains AI and its different levels—Mechanical, Thinking, and Feeling AI—and sees how they apply to automating processes, generating cognitive insights, and enhancing customer engagement. This chapter also examines the darker sides of AI, such as bias, privacy concerns, and sustainability issues. Finally, you'll delve into the Metaverse, uncovering its potential as a new frontier in branding and marketing.

Chapter 10: This chapter on international advertising presents you with a global view of marketing communications. It covers the challenges that the culture brings to the question of whether marketing communications should be standardised or localised. It explores the degree to which country of origin affects the perceptions consumers have and the decisions they make about certain products and services, and how marketing communications can exploit this and leverage it to best effect.

Chapter 11 holds several case studies for you to develop and deepen your core knowledge, allowing you to gain insight by applying knowledge to practice. This also gives you an idea of how some firms tackle marketing communications in this modern communications environment.

We wish you all the best,

Babak and Hamid. *Eds*