

Integrated marketing communication : creative strategy from idea to implementation

Blakeman, Robyn, 1958-

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20451202&lokasi=lokal>

Abstrak

Summary:

Now in its second edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective integrated marketing communication (IMC). It also details changes in traditional advertising and marketing principles. Blakeman covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices and how these affect the development of the creative message. -- from back cover