

Integrated Marketing Communication
Prof. Vinay Sharma
Department of Management Studies
Indian Institute of Technology - Roorkee

Module No # 02

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Design Thinking in IMC Part-I

So welcome back. We were somewhere here that all of us were trying to come to a plane wherein we were trying to conclude or wherein we told ourselves that we were at communication war. And the essential thing in this war is that it is an intelligence-based war. Everyone has intelligence or excess intelligence. It is accessible to one and all; it depends on how well you can use it, and believe me, sitting in this institution, we are producing one of the most talented students in the world. I can tell you that intelligence is there to the core.

You randomly assign students from the institution and give them a problem, and I tell you there is no problem on this earth they would not be able to address. They know how to do that. They know how to reach the core. So, these students are (I have several such students) studying in different institutions in this country, and several other countries while they are going to various corners of this world, and are part of that intelligence that is being customized, generated and customized, and then used further. Now the question is, how should we be thinking about all this? Design Thinking. I will talk about what design thinking is, but design thinking does have a role to play in integrated marketing communication. Yes, it has. That is why, I am talking about this, but the point is how & why?

So, what is this? I am thinking that is it thinking for design? Somehow there are several elaborative versions of design thinking. People talk about design thinking regarding value chains in terms of products, services, provision of services, and so on. But let me tell you, the definition is a more significant aspect of design thinking. There are several definitions, as I told you.

Just serve them and go to Amazon and type design thinking books; you will get hundreds of design thinking books and the best of the best, and several versions would elaborate on the subjects.

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But the definition here talks about it slightly comprehensively about its design thinking as a human-centered approach to innovation that draws from their designer tool kit to integrate the needs of people, the possibilities of technology, and the requirements for business success are the

larger broader view. And I will take you further as far as this subject goes; keep this in mind.

I will not design for this as of now, but we will keep mentioning the elements here in this definition. So and at, what is it all about? It is actually about integrating the aspects of what? As of now, we are talking about integrated marketing communication and other things related to integrated marketing communication in marketing communication for the process.

For example, we have talked about it, What creates the demand? If you pinpoint and look at the needs and wants they make, they get converted into an order. But communication plays a particular role in propelling and generating that demand that matters.

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So while conceiving the mutual effect and structuring an action such as communication. Communication is results, so looking into what is to be affected by the communication and how that particular variable or element would be influential and designing the communication is what you call design thinking. I will be elaborating on that in a short while from now.

So now you would be feeling or you would be having a complicated thought, but believe me, you have to practice looking into elements or listing down to details and then force the correlation of these elements with each other. It is like statutory, it is like different sorts of functions.

And wherein one is correlated to each other; there are several modes of correlations. So I have several names to those functions, but as I am saying, list the elements to which they may connect. For example, if you have the product in mind, it will become interesting as you have a product in mind, so comes the customer. Because logically, the product is to be sold to a particular target customer.

So when the customer comes to mind during or before this process, the product's name would be there while you have the effect under the customer. Otherwise, what would you say? What would you tell your customer what I am offering to you? So that has to have a name, and why should it be a name? Why should you call it that way? Why should you call Nike, for example?

So some you would think into that to have a reason for that and all. And also, you are passionate about the particular kind of word for your product, but definitely, you would try to create a resonance of that name with the customer, and customer choice is later on. And let me take you there, and as soon as you have a name customer and a product, you will have a deadline.

Because now you want to have a specifically targeted rhythmic statement for your customer,

"Just do it" or "Zindagi ke sath bhi, Zindagi ke baad bhi," "Darr ke aage jeet hai". I have talked about this earlier also. But randomly looking into tag line is now how you will find a connection between the product and the customer, and the tag line starts looking into this. And then this is how we are looking at testing elements, and we are trying to connect those.

Now it is as if you are a juggler putting up balls into the frame. So he starts with one ball, puts up the second ball, and puts up the third ball, and then all these are after a particular stage. The viewers do not know which ball came first. Design thinking is juggling. No, it is not that it is a very systematic procedure. So first, we have to look into the elements, and then as soon as you have the tag line, why did you create the tag line?

Because you have the product's positioning in the minds, you want to generate a positioning of the products in the customers' minds. You want them to recall those products with the perspective with the usage with the frame of the product, price and place kind of 3 P's we have talking about it. And then you have the forcing mode of reaching that customer. That you already have a place where that customer would come to purchase the product.

Would it go to a shopping mall, an online portal, a large departmental store, or a small retailer somewhere? Where would he go? Or would he use several kinds of mobile banking or financial applications nowadays? They are also into product selling also they have become retailers now. They are joining that thing also, so you have a place in mind.

And then would you like to generate the kind of an extent where all you should be reaching which all places you would be going. Yes, you would become slightly giddy when or I should say marketer would be becoming a little silly at this moment when he says that now things are synchronizing, and that would be reaching to all. But do not forget that to get all, you have to have so many products; otherwise, you would not be able to reach all, so you have to have that kind of production.

You have to have that kind of a production capacity, or you would be marketing that product in your name to so many vendors based on your quality standards; many organizations have just marketing organizations, and you never know where they are getting those products manufactured for example. But, when you must have that excess or supplies with you and then when you think about capacitation or enhancing the capacity.

Then you have a context of existing market demand and a forcing demand. Now when you have the context of existing market demand then forcing need, you will have a competition in your mind. You have a prospective market research element supporting growth that is to be caused by you. The kind of strength which; you would be able to maintain in terms of that particular kind

of a product and so on.

Do not forget that the story started from a simple conception of the product, the product's name, and the communication about that product. And now, we are reaching the production capacity towards technological enhancement. Because once you want to increase the production capacity, you must have technological enhancement also. Or you would like to stick to traditional production threads, but then you would be informed by so many people.

Several organizations use traditional methods to produce their products; I can name them. But then they are focusing upon many people for that, and these keep on going and mention why events are important? As they generate attention in demand if complemented by communication, I am referring to cricket now. I have come back to communication. For example, cricket seeks attention from everyone in this cricketing country.

Everyone watches cricket, so many products are into the frame, and demand gets generated; it directly relates to economic development or, generation of order. But do not forget the relationship we saw in different elements while listing those continuously.

Have you heard; this example recently or this news recently that some chips or semiconductors not being available in the automotive market industry were slightly reducing or slowing down their production. I am saying that if advertising is very prominent in automotive, demand would get generated. But they would not be able to supply, so they reduced the communication.

Obviously, somehow someone would have initiated the communication and suddenly gets the news that he has to slow down the production; then what happens. That either might create the customer frustration, or the customer might start looking for alternatives or might be getting away from that particular thought of purchasing that automotive at that moment.

For example, if that very here n number of customers think about changing their automobiles, they might postpone it, whose loss is not customer loss. So, ladies and gentlemen, this is the glimpse of design thinking. Wherein all the elements are connected, what are we to do? We must learn to list those elements and then form a direct functional relationship on the piece of paper through lines that may connect them.

And then would arrow based on direct and indirect dependence as simple as that. Just give you an example. It is like cooking a dish; if you know how to cook, you are very clear about what I am saying? Or if you do not know and enjoy watching people how they are cooking, then go to a program like Masterchef for example, as various structures of that program wherein the judges give the participants or contestants an option to go for a few minutes, they go for shelf wherein

many vegetables and many things are there.

And simultaneously, they must think about and conceive a dish and choose and pick things. Or, if you do not have a word in front of them, they randomly pick and choose something they come up with and start preparing that. It might resonate with how things are and how elements are correlated to each other. And if you are more clear on that, then again, going back to choice is how we make choices in due course of time in our life journey, and you will learn about design thinking elements there.

But at the end of the day, from the marketer's perspective, design thinking focuses on integration from a communication perspective. And the effect of the first element and the last element, however, is significantly related to the last part is to be the first element. I will not complicate things by taking them further into life cycles. There will be addressing a bit about that thing in the next section.

But here, I would like to pass and take you towards the extended aspect as we have to know what happens through the power of communication. Because what we are learning here is to enhance communication effectiveness through design thinking elements by understanding the effect which may generate. So if he understands this and if he understands the extent of communication.

So should we be including the element of sustainability and ethics in design thinking? That is what I am trying to put in front of you. Because that should also be called, whose responsibility is this? I am X kind of manufacturer producing equipment which is very relevant into today's contemporary times. It might be some electronic equipment, some automotive equipment, whatever.

You cannot do without that, for example, and I want to generate demand; communication is my power; I am using it effectively. These kinds of subjects enable the understanding of that effectiveness more or less. Hundreds of B-schools are the generation which can do that effectively, all of them getting involved in that very nice. But what would happen at the end? The kind of waste that kind of production would generate later on should we be considering that element while thinking into a design thinking.

Yes, we must because our understanding of innovation, sustainability, and ethics tell us that will contribute to our profitability. Just focus on increasing linear demand levels; I should not be saying irrational demand. Concentrating on that might not help because as and when the product reaches a particular stage of stagnation or decline.

And we might not be able to evolve the usage or something might have happened by them to that kind of products or some policy structure would have chased because people would have decided or the world has decided that they should be refraining from using x kinds of products. How important they are by that time which is the loser we would be loser we would have been gained marketers would have earned lots of markets to enter lots of business and revenue by that time.

But again, they would vanish, and the objective is not to disappear goal is to sustain; the aim is to grow up, and the purpose is to stabilize. So we should consider sustainability as a part of, when we are generating communication. We know what kind of demand we generate, the procedures, and the processes. Instead, we should generalize that demand and diverge into different product lines for the same customer.

Or we should be innovative in those products and work on the recyclability of these products, which many companies happily do. And they are recycling those things which could have been dramatic and drastic waste. They are working on that intensely. And that is becoming a very intensively integrated part of design thinking.

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So, just to read these last two lines from this particular slide, ethics and sustainability entering the path of greed should be an integrated part of design thinking because a marketer in communicator must be responsible for his customer and respond to everything. The responsibility towards the customer should be prime responsibility, as simple as that.

If you cannot even realize what detrimental effect might bring, we should be responsible for the customer. And now, in further sessions, I would be focusing on the relationship of design thinking with the modes of indicated marketing communication. And there, I would emphasize a straightforward relationship, not to complicate it that much that how kind of we should be looking at IMC, it is the effect on different marketing elements.

I have a few earlier sections, but here I would emphasize the life cycle of products and product lines. When we mention product lines, I would be talking about production lines as such and so. And then, we will try to build the proper case on design thinking elements as far as the visible marketing course. So when I say visual marketing, you would realize that if you think of a particular model, you would be able to learn the effect directly.

And then that effect would percolate down to ex element as such also. Unsurprisingly, you would learn how product augmentation process innovation is also done. And then it has a positive effect on reformulating communication again. Because fundamentally, we have to focus on reformulating the contact, I would leave you with the question that once you position a particular

kind of a product in the customer's minds through a powerful communication perspective.

It is tough to change that positioning, and many times detrimental for example, today, we have said that we are this. It would help if you looked at us from this perspective with this usage. And the other day, you want to tell them, no now you should be looking at this at us with this kind of perspective. It is a difficult call. So to reduce the probability of that particular situation wherein you are compelled to change your positioning, it is always advisable.

You always foresee the integration of your communication of the element, which would evolve in time. So that you develop your communication rather than changing your positioning, or you may be adjusting your position somehow rather than changing it and getting deteriorating results in terms of profitability or customer acceptance.

So I will leave you with this thought, and then in the next section, I will elaborate upon design thinking and the modes of communication.

Goodbye, for now, thank you. See you in the next session.