



Encoding IMC

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MKT 673

Agenda

- Communication Functions
- Communications Process
- Encoding
- Encoding to a Message
- Challenges of Encoding
- Examples of Encoding
- Recommendations

Communication Functions

Encoding

1

Decoding

2

Response

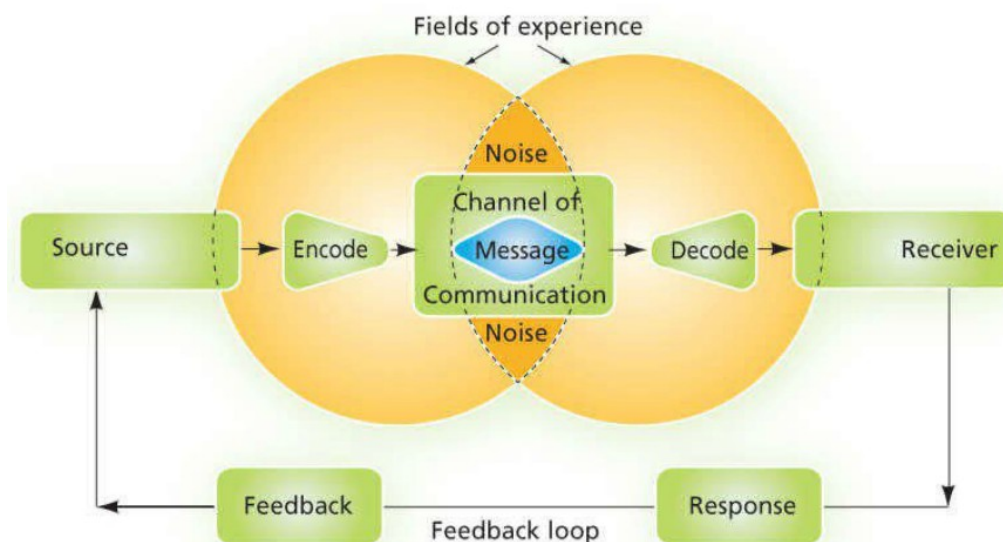
3

Feedback

4

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Communications Process



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Encoding

Conversion of the sender's ideas and thoughts into a message

- Words
- Sounds
- Colors
- Space
- Themes
- Symbols
- Pictures
- Numbers
- Gestures
- Movement



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Examples of Encoding



Think Different

JUST DO IT.



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Examples of Encoding



Federal Express: When it absolutely, positively has to be there overnight.

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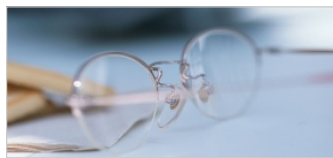
Encoding to a Message



Message Content

"what to say"

rational, emotional, and moral.



Message Structure

"how to say it logically"



Message Format

"how to say it symbolically"

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Challenges of Encoding

- Visual encoding & Acoustic encoding
- “Who are the audiences”, “what they want to reach”, & “what responses they want”
- The sender's encoding process vs. The receiver's decoding process.
- Considerable noise
- Gain receivers’ attention.
 - *selective attention*
 - *selective distribution*
 - *selective recall*

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Coca-Cola



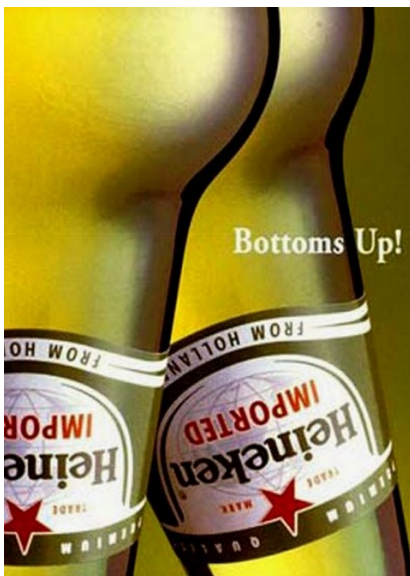
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Nike - Footlocker 2010 Apparel



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Heineken—Poster & TV Ads



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Recommendations



- Define the audiences
- Mnemonics—scientific perspective
 - One's memory will be better if they understood what was depicted.
- Keep it simply and short
- Encoding specificity
- Long-term potentiating
- To be the best one OR to be the worst

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Thanks !!

