

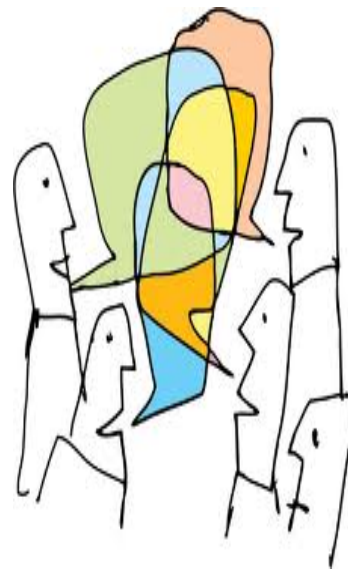
# Ethnography for IMC



Jing Jiang

## AGENDA

- Definitions
- Relationship to IMC
- Main objectives
- Advantages
- Applying Ethnography (Dunkin Donuts example)
- Conclusion



## What is the IMC?

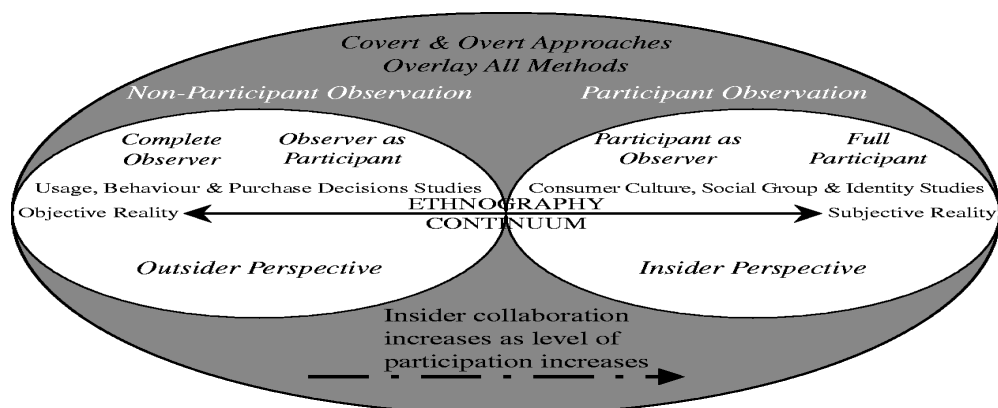
- Integrated Marketing Communication (IMC): A strategic process which enable a same message communicated through different channels to produce one same result. (Kliatchko.2008)

## GOAL for IMC

- Produce and deliver a message to audiences/ consumers.
- Make the message effective in generating an attitude in the audiences/consumers.

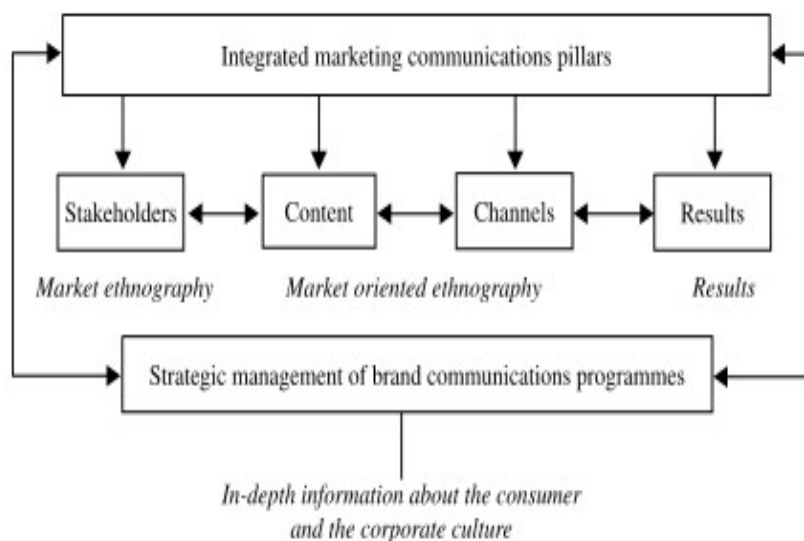
## What is the ETHNOGRAPHY?

- Scientific research process of the different human race and specific human culture.



# Ethnographic Research

- Marketing ethnography
  - Study the social processes inside the organizational environment also known as “ethnography of marketing”.
- Market-oriented ethnography
  - Study on the consumer culture.



Source: Kliatchko (2008, p.145)

## Main objectives for ethnographic research

- Observation
  - Aware of what people do.
- Understanding
  - Understand ideas and channels of communication.
- Common language
  - Speak to consumers in their terms.
- Effective communication
  - Identify customers' needs, wants, lifestyles and desires.

## Advantages of ethnography research

- Understand customer demand
- Improve communication messages
- Improve communication channels
- Improve sales
- Improve promotions strategies



# Applying Ethnography



- American franchisees VS. International franchisees
  - Dunkin' Donuts operating idea
  - Dunkin' Donuts restaurant setting
  - Coffee VS. Donuts



# Applying Ethnography

- Cultural awareness

Chinese Market - Adapt to local tastes

Korean Market - New environment  
- Promotion

Japanese Market - Local competitor



## Applying Ethnography

- Burger King is Getting rid of its long-time “King” mascot in order to start emphasizing a healthier image



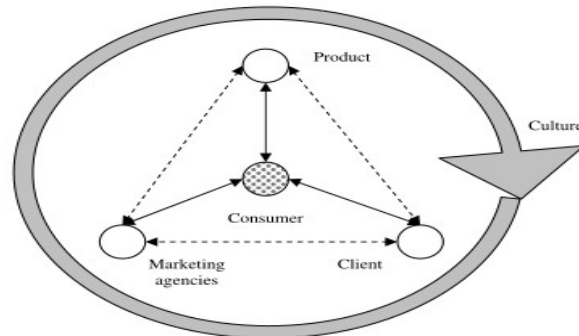
## Applying Ethnography

- KFC sells Chinese food in order to adapt Chinese market.



## Conclusion

- Ethnography research is an important tool to be incorporated inside IMC agenda.



**Notes:** In this graphic, each arrow represents a communication channel relationship built between the different organizations inside the marketing mix. All these relationships are inside culture, which shapes and reshapes such relationships (represented by the circular arrow)

Thanks!

A hand-drawn smiley face with a wide, open-mouthed smile and two arms raised in a 'V' shape. The drawing is simple and appears to be done with a marker or thick pen. A small signature or mark is visible at the bottom right of the smiley face.