

Integrated Communication Plan - for the UK Mobile Phone Market



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(Quinton Balistreri)

INTEGRATED COMMUNICATION PLAN - FOR THE UK MOBILE PHONE MARKET



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GRIN Verlag Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Neuware - Document from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A (83 percent), University of Teesside, course: Integrated Marketing Communication, 32 entries in the bibliography, language: English, abstract: This report outlines a new IMC strategy for the Siemens Mobile brand, which, despite being a well recognised brand, has yet to make a strong impact within the 16-24 year old age group. It also contains an in depth analysis of the target market, and as well as a breakdown of the current position and image of Siemens Mobile. The target market for this segment has many unique attributes, which make it unusual, but one which is potential very profitable. The 16-24 year old group is very fashionable, sociable, and concerned with social acceptance, but at the same time wishing to display a degree of individualism . Siemens mobile is currently has an image of a focused, efficient, technologically advanced company with a reputation for quality engineering. They are currently positioned towards the older business class clients, who value quality and engineering excellence. In order to appeal to the 16-24 year old market, a re-branding and re-positioning of the Siemens Mobile brand will need to occur. A new, fun, trendy, fashionable, energetic, and youthful brand of Sie Mobile (pronounced see-mobile) will be introduced which will appeal to younger people. This new brand will be closely correlated to the attitudes and values identified within the 16-24 age group. Sie Mobile will be introduced in several stages, based on the customer s buying process (Holder and Watson pyramid model; IDM, 2004). It will utilise both established and new marketing techniques...



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