

الفكرة الإعلانية الكبرى في حملات الاتصال التسويقي المتكامل

The big advertising idea in integrated marketing communications campaigns (IMC)

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Abstract

The research aims to activate the concept of integration in marketing communication campaigns by integrating a combination of marketing communication tools such as advertising, personal selling, sales promotion, public relations and direct marketing in one model that unites communication efforts to work together in harmony, The big idea of the campaign is the basis of access to an integrated marketing communication campaign . The descriptive approach was followed in the study . The study reached several results as : integrated marketing communication is a more comprehensive communication than traditional marketing communication, and it's an interactive dialogue between the parties, the big idea of the campaign contribute to drive more successful, integrated marketing campaigns, also it supports the brand and contribute to building a strong image brand image, this is one of the goals of integrated marketing communications campaigns, as well . It also effectively influences the behavior of the target audience and drives it to take a certain reaction towards the advertisements, the big successful idea contribute to transfer society from the traditional to the limits of creativity. In the light of the results of the research, the study recommends the need to rely on the idea of integration in the marketing communication campaigns for interactive dialogue between the parties of the communication, and the necessity to study the target audience comprehensively and deeply as it is the starting point for any integrated marketing campaign, the need to pay attention to the development of creative thinking skills of the advertising designers to reach new and effective advertising ideas, and rely on teamwork and give importance to all the ideas that they produce, it is possible to get the big idea from the simplest ones.

Key words : Big Idea, Integrated Marketing Communications (IMC)