

Tierra TM

Week 1: IMC Examples

for One Brand Name Product

Kara Boyd - ADV 5100

Due: 1/9/21 1/21

Submitted: 1/7/21

# Enterprise Rent-A-Car

*Integrated Marketing Communications IMC*



Tierra TM

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# **Mission Statement**

*To be the best transportation service provider in the world.*

*To exceed customers' expectations for service, quality and value.*

*To provide employees with a great place to work.  
To serve communities as a committed corporate citizen.*

# About Enterprise

- ❖ Enterprise is the world's leading brand of vehicle rentals and transportation services
- ❖ *Helping you get where you need to go*
- ❖ Founded in 1957 in St. Louis by Jack Taylor
  
- ❖ Core principles
  1. Compliance & Ethics
  2. Inclusion & Diversity
  3. Work/Life Quality
  4. Philanthropy and Community Relations
  5. Sustainability and Environmental Health / Safety
  6. Government Relations

# Transportation Services

# Subscribe

with  **enterprise**

**EXOTIC**  
CAR COLLECTION  **enterprise**  
by  **enterprise** *CarShare*

 **enterprise**  **enterprise**  **enterprise**  
FLEET MANAGEMENT FLEX-RENT **car sales**

 **enterprise**

 **enterprise**  
*CarClub* **COMMUTE**  
with  **enterprise**

# Product Focus for IMC Analysis



**car sales**

# Components of Integrated Marketing Communications



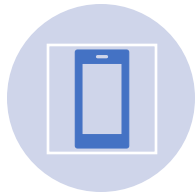
The foundation



The corporate culture



The brand focus



Consumer experience



Communications tools



Promotional tools



Integration tools

# **Integrated Marketing Communications**

*Objectives Implimented*



TV Commercial



Social Media Post



Sponsorship



Billboard



# What is Integrated Marketing Communications

- Inform + Persuade + Remind = Influence Customer Behavior
  - **Objectives**
    - Awareness
    - Brand Loyalty
    - Market Expansion
    - Persuasion
    - Educating Customers
  - **Elements**
    - Publicity
    - Advertising
    - Sales Promotion
    - Sponsorships
    - Personal Selling
    - Public Relations (PR)
    - Packaging
    - Direct Marketing
- 



# TV Commercial



Objective + Element = Persuasion + Advertising



Persuasion is integrated to encourage customers to ] change their thinking about buying a vehicle and purchase from Enterprise who buys the most cars



"Nice" Video Link: <https://ispot.tv/a/Awmk>



# Social Media Post Facebook

- Objective + Element = Brand Loyalty + Sales Promotion
- Social media posts engage brand loyalty with personalized sales promotions for holiday shoppers and veterans.



# Sponsorship

St. Louis Enterprise Center

Objective + Element =  
Awareness + Sponsorship

Sponsoring the St. Louis Enterprise Center sports arena, home of many Blues Hockey games brings brand awareness to a popular sport and engages new audiences.

Click to add text



# Sponsorship

- Objective + Element = Awareness + Brand Loyalty + Sponsorship
- Incorporating trivia games and prizes with the sponsorship of the National Hockey League builds awareness and loyalty of the brand
- Enterprise – sponsorship of NHL – National Hockey League since 2009
- NHL Hat Trick Challenge
  - Trivia game, play to win prizes
  - [https://www.youtube.com/watch?time\\_continue=68&v=a0tncjZlG2A&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=68&v=a0tncjZlG2A&feature=emb_logo)
- Sponsorship details
  - <https://www.enterpriserentacar.co.nz/en/about/sponsorships/nhl.html>



# Billboard

- Objective + Element = Awareness + Advertising
- Billboard brings awareness to potential customers on the road through thought provoking & engaging advertisement



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# Resources

- <https://cargocollective.com/clcw/Enterprise-out-of-home>
- Enterprise Sports <https://www.enterprise.com/en/inspiration/enterprise-sports.html>
- Founding Values <https://www.enterpriseholdings.com/en/corporate-social-responsibility.html>
- <https://www.ispot.tv/ad/Awmk/enterprise-car-sales>