



**UTILIZATION OF INTEGRATED MARKETING
COMMUNICATION FOR THE INTRODUCTION
OF A NEW BRAND TO THE MARKET.
CASE STUDY OF "EKO PATROL"
OF THE CENTRAL MINING INSTITUTE**



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UTILIZATION OF INTEGRATED MARKETING COMMUNICATION FOR THE INTRODUCTION OF A NEW BRAND TO THE MARKET. CASE STUDY OF "EKO PATROL" OF THE CENTRAL MINING INSTITUTE

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DOI: 10.14611/minib.30.12.2018.13



Summary

The concept of integrated marketing communication (IMC) combines diverse marketing tools for the purpose of securing transparency, coherence and maximization of the impact of communication. This, by assumption, bilateral, controlled flow of information between an organization and its partners makes it possible to build a coherent context of the conveyed messages, which influences the image and efficient positioning of the brand. The choice of appropriate IMC tools depends not just on the group of target recipients, but it also varies in different stages of the life cycle of product, or service.

In the article the experiences of the Central Mining Institute gathered in course of the introduction of a completely new service — Eko Patrol Głównego Instytutu Górnictwa — to the Polish market are presented. Eko Patrol GIG is a new, original solution in the field of measurement and monitoring of the quality of air introduced in response to the needs voiced by the social side and territorial administration units. A mobile laboratory enables measuring the quality of air in the area of ambient concentration and emission of pollutants. The basic goal of IMC in this case was not just a market offer, but above all the creation of a distinguishing visual identification and brand recognizability. The article describes a full scope of applied tools and the achieved marketing effects.

Keywords: brand, communication, promotion, market

Introduction

For a contemporary organization marketing communication is the basis for functioning on the market. Its purpose is not just presenting information about a company and a product, but a coherent, dynamic flow of information between entities on the market with the utilization of various channels of communication, for the purpose of carrying out companies' adopted marketing strategy. As P.Kotler points out, marketing communication is one of basic elements of marketing mix, which uses diverse communication tools (among others, advertising, promotion, PR) in order to secure the transparency, coherence and maximization of the impact of communication (Kotler, 1994). The concept of integrated marketing communication (IMC) combines various marketing tools in order to secure transparency, coherence and maximization of the impact of communication. This concept emerged in the 1980 in contrast to the commonly used concept of promotion. A rich dossier of diverse concepts can be found e.g. in a comprehensive article by P.Kitchen and I.Burgmann (Kitchen&Burgmann, 2010). The main reason for dynamic development of this concept was its functionality. Its evolution has been affected by many elements which are subject to continuous changes, such as new technologies, cultural changes, or new scientific theories (Blythe 1999, 2006). In this process of evolution IMC has gone through self-identification, from tactical coordination up to strategic and financial integration. However, in literature it is emphasized that still many companies have stopped at the first stage and marketing communication on the strategic level is still insufficient (Holm, 2006). A major part of IMC is also focused on the development of communication plans through a mix of alternative communication tools, pushing out previously functioning forms (Kitchen, Kim&Schultz, 2008). Other critical voices also refer to the fact that IMC has only a theoretical dimension and doesn't have a sufficiently strong, empirical basis (Cornelissen&Lock, 2000).

Integrated Marketing Communication

Integrated process of communication is crucial in the process of reception of a brand, or company by clients and the society, improving the possibility of reaching clients with the right message at the right time and place (Roman, 1989; Schultz, Tannenbaum&Lauterborn, 1993, Csikósová, Antošová&Ěulková, 2014). What is also significant is the fact that through the integration of communication into one ecosystem focused on the acquisition of a client, it is possible to achieve a major reduction of the costs of reaching the client (Finne&Grönroos, 2017). The choice of appropriate tools depends, above all, on:

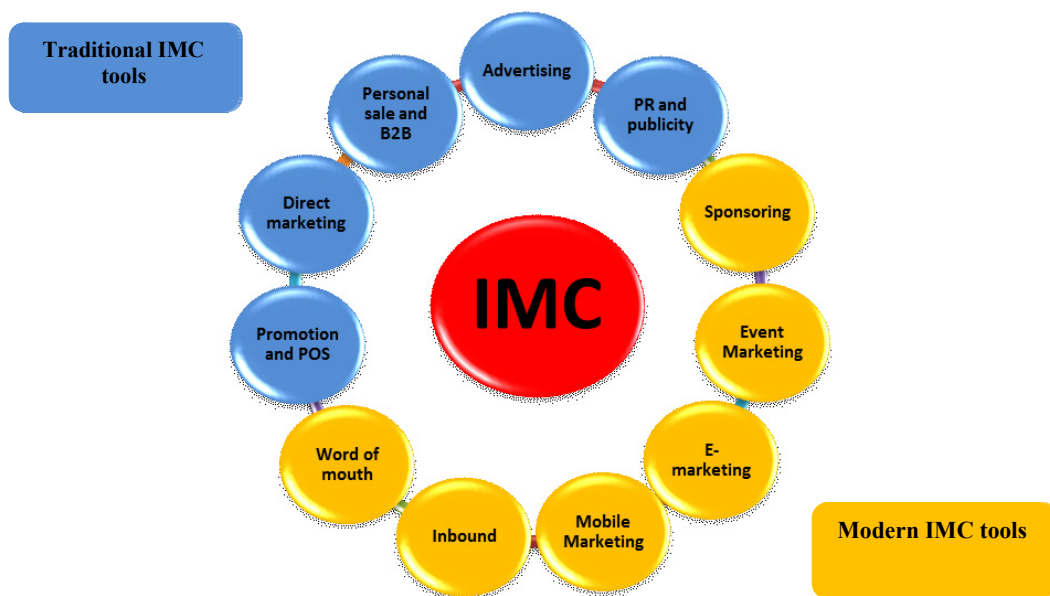
- lifecycle of a product,
- target group,
- the character of a product,
- stage of the purchasing decision,
- strategy in distribution channels.

These five elements determine what mix will eventually be programmed for achieving the best effect. However, the main goal is always coherent, transparent communication with various groups of stakeholders using the effect of synergy, which is supposed to enable an organization to build favourable relations with environment both in the short and in the long term (Porcu, Barrio-Garcia&Kitchen, 2012). The demand of unanimity constitutes the core of integration and assumes the provision of coherent messages by means of all marketing communication tools. At the same time the dimension of interactivity is based on the necessity to establish a regular, bilateral dialogue between the organization and various stakeholders, not just clients (Rogala, 2014). Such an approach leads to the perception of IMC as a "multi-channel" engagement of the brand, where it is the recipient that freely uses the available communication tools treating them as a part of "transaction" (Hansen&Sia, 2015) and combining theoretical and practical values (Manser Payne, Peltier&Barger, 2017).

In the recent years more and more often attention is paid to the introduction of modern tools of network marketing. What is named as an

example of high efficiency is e.g. the utilization of social media (Gurau, 2008; Łopacińska, 2014) or inbound marketing. The latter makes it possible to create a network of relations between various Internet websites, which may constitute a basis for the establishment of a durable relationship and enables reducing the cost of client acquisition, both in the B2B and B2C sector (Brzozowska-Woś, 2014). For the improvement of the efficiency of conducted activities it is important to prepare a thought-out lead generation strategy, based on drawing the attention of potential clients. Acquiring qualified, high-quality leads, or new clients, makes it possible to efficiently handle and develop activity (Świeczak&Łukowski, 2016).

Picture 1. Traditional vs. Modern IMC tools



Source: on the basis P. Jaworowicz, M. Jaworowicz Event marketing w Zintegrowanej Komunikacji Marketingowej (Jaworowicz&Jaworowicz, 2016).

However, the heart of IMC is still communication, which builds awareness, knowledge, connects the preferences of the sender with the recipient and his behaviour. This is also called the model of hierarchy of effects, where the creation of the process of the recipient's response to our activity takes place, which is the superior goal of marketing (Key&Czaplewski, 2017).

Eko Patrol of the Central Mining Institute, a case study

This article discusses the experiences of the Central Mining Institute from the process of introduction of a new service to the market, called Eko Patrol GIG. The basic goal of IMC in this case was not just the market offer, but above all creating distinctive visual identification and brand recognizability.

Eko Patrol GIG is a new, original solution in the area of measuring and monitoring of the quality of air introduced by the Central Mining Institute in response to the needs reported by the community and local administration units. It makes it possible to conduct measurement of the quality of air in the area of imission and emission of pollutants. The main reason for the formation of smog, which has a negative impact on the quality of air is the so-called low-stack emission. This term is used to describe the emission of pollutants into the air from sources (e.g. chimneys) which are no taller than 40 metres. This is mainly emission from individual houses, local boiler rooms and cars. European Environment Agency estimates that in Poland almost 49,000 people die prematurely because of air pollution (EEA, 2017). The growth of the number of fatalities by 6pc during a smog emergency is also one of the results of the research conducted by Silesian Center for Heart Diseases and Medical University of Silesia in 2006-2014 in 14 cities of the Silesian agglomeration (ŚCCHS&SUM, 2016). Improving the situation requires continuous monitoring and identifying main sources of pollution. For this purpose Central Mining Institute introduced a new service to the market based on own measurement solutions. The monitoring system of Eko Patrol GIG consists of an electric car equipped with a weather station, measuring platforms and a drone with dedicated test-measurement devices.

On the platform mounted under the drone there are original optical-electronic solutions using radiation technologies in the spectrum of visible and infrared light (VIS and IR), in form of laser meters of the concentration of dust, carbon dioxide and carbon oxide. The method of measurement enables not just the assessment of the density of dust, as well as granulometric distribution of particulate matter, in particular the inhalable fractions: PM₁, PM_{2.5} and PM₁₀. Thanks to the application of the drone the duration of the testing procedure has been substantially

reduced, as the device collecting a sample of dust rising from a chimney can immediately determine its composition. By means of special software the data are transferred to the operator and stored in a database. The system makes it possible to record flights (image from the camera attached to the drone, altitude/distance from the source of emission obtained with a range finder, geographical position), visualize data and results, as well as enables interpretation of the data on a map, also with the utilization of GIS tools.

Picture 2. Eko Patrol GIG in Tarnowskie Góry



Source: Own picture.

First measuring tests, which involved flying the drone over low-rise residential buildings, were carried out at the end of 2016 in Bytom. In 2017 the service was extended to monitoring imission by means of a mobile measuring platform on an electric car. Eko Patrol GIG is supported by a stationary system of long-term monitoring of small particle pollution and data from mobile dust meters. Mobile GIG dust meters cooperate with smartphones and the Internet by means of an application at a website. The device serves the function of individual protection against emission. All measurements are validated based on

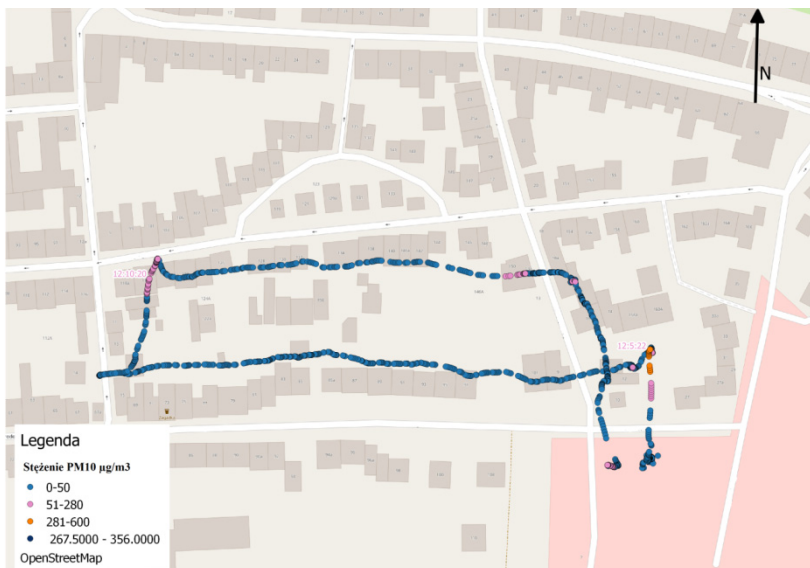
referential and equivalent methods. The collected data are later presented in form of a report on the conducted surveys and analyses, together with their interpretation and visualization.

Picture 3. Measuring platform under the drone



Source: Own picture.

Picture 4. An example of a map showing the measurement of PM10 particle condensation



Source: Own materials.

Eko Patrol GIG makes it possible to map the zones of smog risk with the utilization of accurate GPS (picture 4). This is a valuable source of information both for the local authorities, decision-makers and the inhabitants of the monitored areas. Communes where zones with particular exposure to the risk of low-stack emission have been identified, can efficiently plan and carry out remedial actions e.g. allocate appropriate financial resources to the places where it is needed most. As the experiences from measurements carried out in 2018 have shown, the introduction of this data to public awareness also substantially raises social awareness and this way indirectly improves the quality of the condition of the natural environment.

The main assumption of activities within IMC is the complexity of measures and tools used during the implementation of the project. What determines the choice of solutions were such features as effectiveness, economics, usefulness and the efficiency of achieving the assumed goals. The first and basic goal was the creation of the Eko Patrol GIG brand. To make the brand recognizable it was necessary to create distinctive visual identification, which preceded the process of introducing Eko Patrol GIG service to the market. Works at this stage involved above all a deep analysis of available materials and information about clients and competition, as well as creative works associated with the image of the service. Logotype, colour range and other coherent visual elements, which constitute the most important part of the introduction of a new service to the market, were prepared.

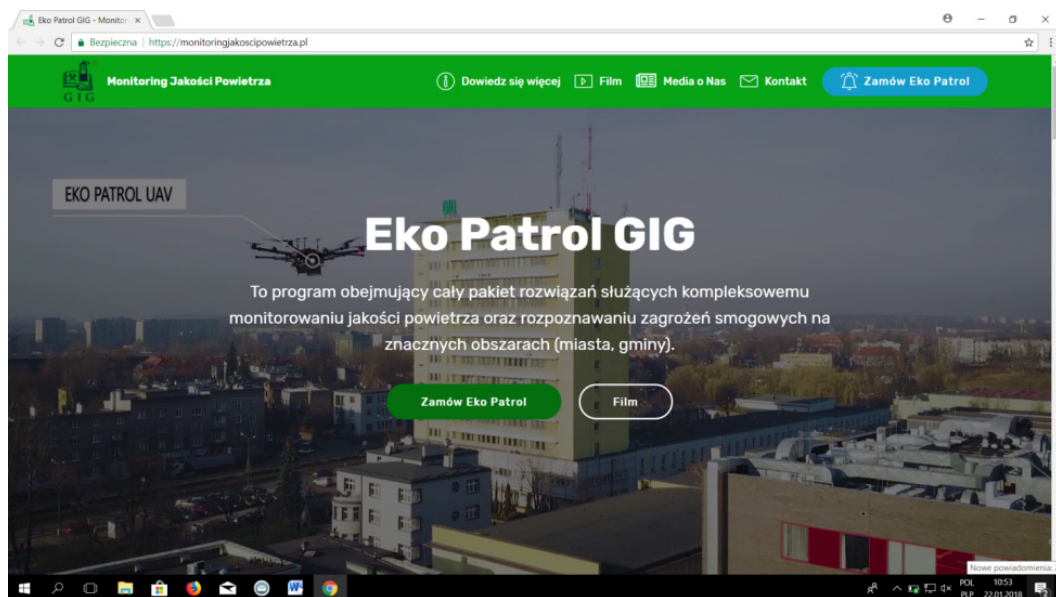
Picture 5. Logotype of Eko Patrol GIG



Source: Own materials.

The second element of IMC was the preparation of interactive tools and a dedicated Internet website to secure online recognizability of the brand. The basis of Eko Patrol's presence on the Internet was a specially designed website which provides users with complex information about the service and enables associating it with the Institute. The above service constitutes the landing page of the campaign <http://www.monitoringjakoscipowietrza.pl>, which serves the purpose of searching for particular information. On the website there is a contact form and a form making it possible to order the service directly by means of the website.

Picture 6. View of Eko Patrol GIG Internet website



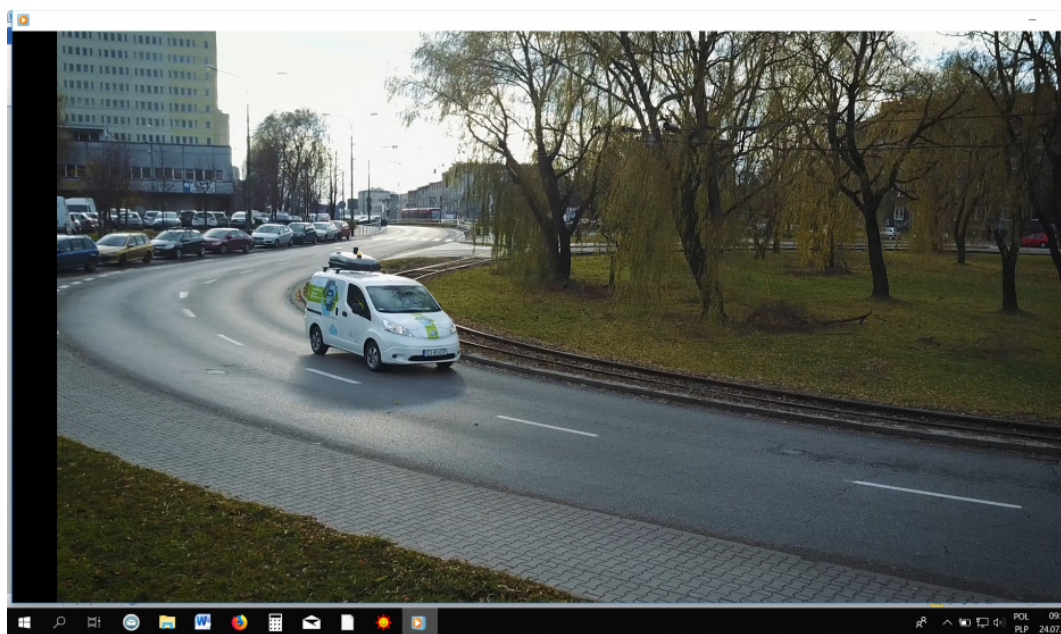
Source: Own materials GIG.

A well-prepared and conceived video, regardless of whether it is a commercial spot, or a promotional video, evokes emotions and is remembered by the recipients. For the purpose of strengthening the recognizability and distinctive image of the service a set of three promotional videos was prepared. They illustrate the set of characteristic

features of Eko Patrol, monitoring activity and the concept of individual dust meters. Promotional videos were posted on www.gig.eu in the tab "for media", at the GIG Katowice website on You Tube: <https://www.youtube.com/channel/UC3xeBDCapADu0h9h7sjRBzg> and on GIG's Facebook profile: https://www.facebook.com/pg/G%C5%82%C3%B3wny-Instytut-G%C3%B3rnicstwa-1214265401984118/videos/?ref=page_internal.

A video promoting a service brings measurable effects in sales, at the same time raising the recognizability of the brand on the Internet. Moreover, the video material also constitutes a continuation of the path to being positively distinguished from the competition.

Picture 7. View of one of the scenes from the promotional video



Source: Own materials GIG.

The promotion of GIG's solution in the media was conducted mainly by means of activities resembling in character public relations (PR). Taking into consideration the specific character of activity of a scientific unit such as GIG, this form of promotion is most efficient in relation to the level of costs. This made it possible to raise the recognizability of the brand,

highlighting the advantages of Eko Patrol GIG and raising social awareness in the area of air quality. A strategy of promotional activities in traditional and Internet media was prepared and implemented. The strategy displayed high effectiveness in case of trial activities and joint actions with town councils. A major part of promotional actions was conducted together with territorial administration units (city and commune councils, Silesian Marshal Office), which are the main target group of Eko Patrol. Meetings and surveys in course of field work were supported with promotional information on leaflets and stickers informing the inhabitants that a particular district is covered by the monitoring of Eko Patrol.

Picture 8. Leaflet of Eko Patrol GIG



Source: Own materials GIG.

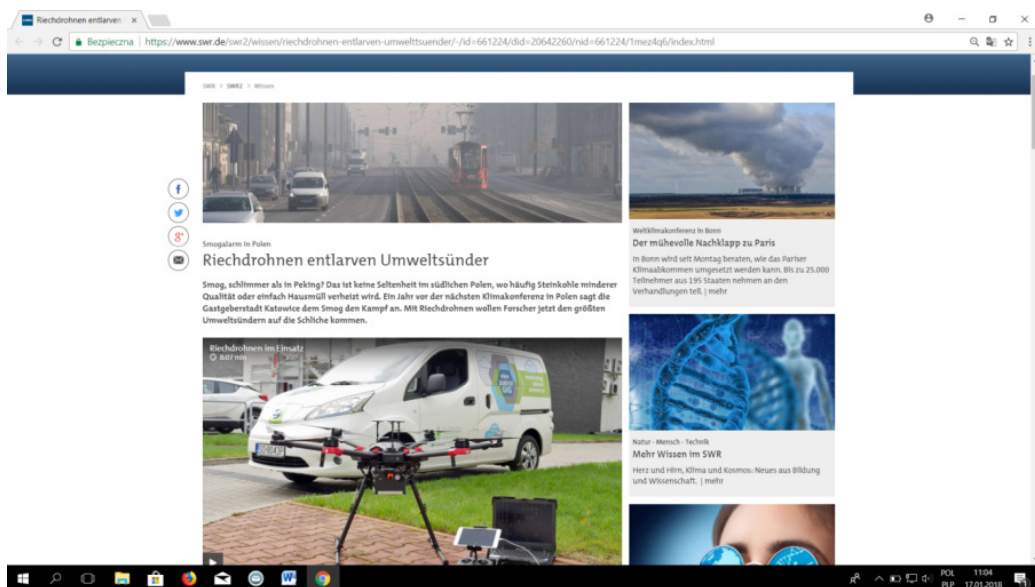
The chosen PR channels were electronic media, traditional media, social media (Facebook), direct meetings with the inhabitants. Examples of actions:

- edition and publication of articles on the subject on the basis of editorial cooperation and sponsored articles,

- cooperation with branch portals,
- publication of press materials concerning the service.

The project attracted a lot of attention in the media. In total during one season of operation of the service (from November 2017 to May 2018) over 100 news items appeared in the media with varied coverage, in local, regional, national, but also foreign media such as BBC, Deutsche Welle, Euronews and others.

Picture 9. A report about Eko Patrol in Deutsche Welle



Source: <https://www.swr.de/swr2/wissen/riechdrohnen-entlarven-umwelttsuender/-/id=661224/did=20642260/nid=661224/1mez4q6/index.html>

Moreover, in course of popularizing actions the solution was presented at scientific conferences and seminars and B2B meetings, e.g. conference and fairs titled "Biały Śląsk - nazwa, która zobowiązuje". An educational programme was carried out in schools and kindergartens. In course of the programme 8 special presentations of Eko Patrol for youth and children

took place in kindergartens and schools in Bukowno, Sosnowiec, Mysłowice, Jaworzno. These presentations were characterized by a different language and a definitely different form of promotion.

Picture 10. Visit to a kindergarten in Sosnowiec



Source: Own materials.

Additionally, the solution was submitted to contests and won, among others, such awards as:

- main award in the contest of science magazine Focus, "Soczewki Focusa 2016" in the category of "Technical Innovations",
- Golden Medal at Salon Internacional de la Innovacion Barcelona Innova 2017,
- Platinum Medal at the International Warsaw Invention Show IWIS 2017
- Golden Medal at 117th Concours Lépine International Paris in 2017
- Zielone Czeki A.D. 2018 of the Regional Fund for Environmental Protection and Water Management in Katowice for the creators of the solution named "Eko Patrol GIG" awarded by the Jury of Zielone Czeki Competition.

The last element of IMC was cooperation with a strategic partner for the purpose of promoting environment-friendly solutions. Joint initiative led to the start of cooperation with Nissan concerning the utilization electric car model Nissan e-NV200 equipped with original GIG measuring equipment. Broadly understood environment protection is also one of priorities of the Nissan brand, as works on new, environment-friendly drives, which are supposed to replace conventional combustion engines in the near future, show.

Summary

The basic purpose of IMC in case of Eko Patrol GIG was not just a new market offer, but above all creating a distinctive visual identification and brand recognizability. Summing up the scope of taken actions and utilized tools, it seems that the goal has been achieved. It turned out that the applied tools were effective mechanisms of support for the introduced service. The diversification of marketing-promotional activities was adapted to the product and the stage of its life cycle, as well as the target group, which brought an effect in form of the number of obtained orders from the market.

Eko Patrol GIG is an innovative solution, which is being tested and continuously modified, that's why at this stage it is hard to make a full balance of the conversion of costs into achieved financial results. Eko Patrol GIG is a service and product innovation associated above all with the periodical occurrence of the problem of smog. Taking into consideration the fact that it is a new service and its period of implementation is merely one season, it will be possible to estimate the full market efficiency of IMC only after a few seasons.

Nevertheless, what is a non-material result and an added value is significant social effect associated with raising social awareness of the issue of air quality in our environment and drawing the attention of inhabitants to the subject in all communes where EkoPatrol appeared.

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