

The rear view mirror



Chances are that you haven't heard much about the concept of "integrated communications."

However, its buzz words of "branding," "marketing," "public relations" and "advertising" have thankfully become daily fodder around the water cooler when referring to analyzing the latest trends, talking about a blog or honing in on your organization's communications goals and objectives.

The need for organizations to focus on integrated communications reminds me of the story of Henry Ford when he was looking for financing to build the Model T. His banker asked him, "Mr. Ford, have you researched your market to see if they want this contraption?" Ford's immediate response was, "No! If I asked them what they want, I'd be asking you for money to raise faster horses."

The tools and resources of integrated communications produce a unified brand with consistent messages across all communication vehicles and will inspire people to start thinking about your "Model T." Although, there will always be instances when an


organization hits a speed bump along the way and feels the immediate need to reach out to a public relations or advertising agency to resolve a sudden crisis or develop an ad, it is also important to think beyond just making it through what seems like the long series of red lights on Monroe Street.

Integrated communications helps organizations thrive in a world where people increasingly choose when, where and how they consume content. The integrated communications process at Moore Consulting Group starts with a unique approach, including a detailed analysis of an organization's strengths, weaknesses, opportunities and threats. From there, research is conducted to formulate an integrated communications plan and clients quickly learn that a strategic partner and program is a cost-effective tool for achieving market presence and positively impacting consumer behavior. This roadmap ensures that the brand connects with target audiences to influence attitudes and alter behaviors in this complex world.

When it comes to reaching target audiences and moving them to action, some may ask, "How complex is this world?" Research indicates that the average consumer has to hear or see

a message 10 times before they even consider taking action. Think for a second about the fact that 15,000 new products are introduced in supermarkets each year. You can even choose from more than 22 different types of Band-Aids, and that doesn't include generic brands.

Let's face it, we live in a world with options and competition—and this comes with a marketing price to ensure your message is heard through the clutter. The integrated approach of incorporating a consistent message in the overall communications outreach to include public relations, media relations, marketing, branding, advertising, crisis communication (and the list goes on), ensures measurable results that impact the bottom line.

When it comes to communications solutions and a partner to help you achieve those goals, listen to what your intuition is telling you and trust it. Integrated communications will help you stay focused on the "Model T" journey ahead when the marketplace demands faster horses. 

A handwritten signature in black ink that reads "Karen B. Moore".

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