

Characteristics of award-winning integrated marketing communication campaigns in Europe

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Abstract

The present research aims to examine the interrelationships among marketing communication types and objectives, message strategies, and country of origin of award-winning Integrated Marketing Communication (IMC) campaigns in Europe. A textual content analysis was conducted on 398 award-winning IMC campaigns launched in ten European countries between January 1, 2006, and December 31, 2016, a period of substantial economic fluctuations. The campaign briefs were analyzed using keywords derived from operational definitions of study variables. The study's findings revealed a greater emphasis of award-winning campaigns on soft (i.e., communication) objectives, direct and digital marketing tactics, and transformational message strategies. The multiple correspondence analysis showed that award-winning IMC campaigns that were launched in Anglo European countries, employed informational and behavioral message strategies, set hard objectives, and used sales promotion were highly associated. This study offers valuable insights regarding successful IMC practices in the European context and contributes to the understanding of IMC effectiveness.

Track: Marketing Communication (including digital) and Branding