

IDM's new course aims to bring TV impact to direct marketing

LAUSANNE, SWITZERLAND: The Institute of Direct Marketing (IDM) is to launch a new training course that for the first time recognises the importance of TV advertising as an essential component of an integrated, response-driven marketing communications programme.



At a time when Deloitte* predicts that in 2011, whether in terms of viewers, revenues or market share, television will consolidate its status as the current "super media", *Television's New Role in Integrated Marketing Communications* will be the first course to position TV advertising as more than just a brand awareness vehicle. It will demonstrate that, for a far lower cost than widely perceived, TV can help generate unprecedented levels of response and demonstrable ROI as part of a fully integrated multi-media campaign.

Footage of industry reaction, tutor's views and case studies from the course are available on the IDM's video viewer, [iDMplayer](#).

Exclusive access

To develop the course, the IDM was given exclusive access to the research, resources and insights of ITV, as well as to the broadcaster's extensive specialist knowledge in cutting-edge broadcast technology. As a result, delegates will benefit from detailed insights into several of the most successful integrated case histories in the business, including Compare the Market, *Which?* and Salvation Army ([view excerpts here](#)). Crucially, they will also be shown how to apply the case studies' proven techniques to their own, real-world marketing programmes.

The tutors responsible for designing and delivering the course are expert practitioners from across the marketing spectrum and include Mike Colling F IDM, MD of award-winning marketing agency MC&C and ex-director at WWAV.

Fru Hazlitt, MD of Commercial and Online at ITV comments: "The fact that the Institute of Direct Marketing recognises the importance of TV is a significant one. It's time we stopped thinking about brand advertising versus response marketing, or offline versus online. The different media are simply different distribution opportunities for a wholly integrated campaign approach"

Jane Cave, lead tutor for the course, and director of integrated consultants JAM Partnership, adds: "Today more than ever before, all marketing has to be response-driven and demonstrate measurable ROI. If you can add the impact of TV to highly targeted direct marketing methods, then your campaign acquisition, conversion and retention levels could be unprecedented."

Television's New Role in Integrated Marketing Communications will run for the first time on 15 March 2011 at the IDM's training suite in Teddington, SW London, at a special launch price of £175 for IDM members and £199 for non-members. Full course details and booking information are available at www.theidm.com/tv.

*[Deloitte's TV predictions](#).

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