

THE TRIMP MARKETING COMMUNICATIONS MODEL: INCLUSION OF INTERNET AND MOBILE CHANNELS AS ABOVE-THE-LINE MEDIA OF ADVERTISING IN THE ASEAN MARKET

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ABSTRACT

In the field of marketing communications, particularly in the ASEAN markets like the Philippines, Indonesia, Thailand, Malaysia, and Singapore, tri-media technology seems to be the best model for high awareness and recall of products and services by multinational advertisers. Client companies like Unilever, Procter and Gamble, and Johnson & Johnson, and advertising agencies like J. Walter Thompson, Saatchi & Saatchi, and McCann Erickson, maximize frequency and awareness of their account assignments through the use of television, radio, and print media, more popularly known as above-the-line-media.

Most consumers in the ASEAN markets consider television as the primary medium, supported by newspapers, magazines, and radio. Tri-media technology assures these advertisers and ad agencies of product patronage. However, the cost of tri-media technology is now getting prohibitive. Hence, these above-the-line media are now overtaken by below-the-line media efforts that are relatively less expensive with advertising budgets that are more manageable.

Hence, the birth of the TRIMP media technology model, a new model proposed in the book *E-Marketing*, 2nd Edition (Garcia, 2009). TRIMP media

technology is an acronym for television, radio, internet, mobile, and print. The model proposes that it is now time to re-allocate media budgets in channels that are generally considered as below-the-line, i.e., internet and mobile media. With television air time getting to be extremely expensive, YouTube and social networks like Friendster, Multiply, and Facebook have now been tapped by some ASEAN markets. A case in point is the Philippines' Department of Tourism. It capitalized on a lady on YouTube known as "half-slip" to market the Philippines in the U.S. With this "free air time," the number of American tourists in the Philippines as of the latest count has drastically increased. Korean tourists, who used to occupy the number one slot, are now second.

On the other hand, the Philippines has always been branded as the "texting capital of the world." Mobile marketing or the use of SMS advertising is now a regular feature of most integrated marketing communications campaigns in the Philippines in particular, and in the ASEAN markets in general.

This session invited faculty members teaching marketing communications to discuss new trends in e-marketing and related fields, particularly on that other side of the globe, the ASEAN market.