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Communication is an important element of a brand's end-to-end customer experience. For example, promotional videos that build upon the reputation , legacy , culture and image of a brand. Overview: Marketing Communications

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The fundamental concept of an Integrated Marketing Communications (IMC) approach is the creation of a unified and consistent brand identity and position. A brand strategy combined with an IMC approach provides the consumer with a brand and consistent messaging that is easily recognizable and relatable in any context.

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