

Editorial 3

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Future perspectives in communication: integrated advertising

Nuevas formas de comunicación: publicidad integrada

Advertising sector has developed and adapted to new ways of communication. The birth of new platforms, the rise of different formats and changes in the way of consuming media by the audience worry advertisers when they create integrated strategies using communication tools. A new way of understanding communication is born, and its main aim is to communicate coherent messages which evolve towards what is known as Integrated Marketing Communications (IMC).

Advertising investment moved towards digital media looking for effective communication strategies. Consumers use traditional and digital media and advertisers ask for multiplatform integrated campaigns. Integrated advertising allows companies to combine strategy and creativity with a multidisciplinary focus to develop campaigns which impact on those companies target groups. This new way of understanding advertising needs original ideas to include brand stories in valuable and non-intrusive formats. Strategic thinking allows to plan campaigns which maximise range with audiences. The main aim is users to have an experience which creates engagement with the brand.

Since Caywood (1997) used the expression Integrated Marketing Communications in Northwestern University, lots of Anglosaxon researchers highlight a transformation in organizations.

This issue contains six original papers which offer different examples to show how integrated advertising strategies are being implemented by companies.

The paper "New professionals as a transformative element in the advertising industry", by Isabel de-Salas-Nestares, José Martínez-Sáez and Victor Roca-Hueso, analyses the need of transforming agencies and their need of new professionals who allow brands to think differently and reach their strategic goals. The research "Strategic plan and the planner in Spain. Insights as a creative concept" signed by Araceli Castelló-Martínez focuses on the planner in Spanish advertising agencies as the main responsible for defining communication strategies. The author also points out the increasing significance of insights as a creative concept based on consumer behaviour.

After these papers which highlight the new ways of communication appeared in the advertising sector, this issue introduces several case study papers about the integration of tactics in a strategy. "The Hawkers case study: a model of strategic use of the resources offered by digital environments", by Alberto-Jesús López-Navarrete, Ismael López-Cepeda and Antón Álvarez studies the successful strategy implemented by this brand to become internationally well-known.

Event management turns out to be the best tool to create engagement between a brand and its consumers, according to Francisco-Javier Cristófol-Rodríguez, María Galmés-Cerezo and Carmen Cristófol-

Rodríguez in "Integrated event management creation: Cervezas Victoria case study at Malaga's carnival". Authors link the creation of integrated communication and marketing strategies to generate experiences in consumers.

The two last articles in this issue focus on the impact that social media have in political communication and teenager's sociability. "Communicating in new environments. Twitter impact in Spanish political communication", signed by Roberto Gelado-Marcos, Rainer Rubira-García and Mariché Navío-Navarro analyses the adaptation to social media that political communication strategies are undertaking.

To conclude, Juana Rubio-Romero, José-M. Jiménez and Gemma Barón-Dulce present their paper "Digital social networks as social spheres for teenagers. Case study: Escolapios school in Aluche", in which the authors deal with the most common practices that this target group undertake in virtual social networks. The use of this tool at school become a key moment in the construction of a teenager identity in a virtual environment".

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Referencias bibliográficas

[1] Caywood, C. L. (1997). *The Handbook of Strategic Public Relations & Integrated Communications*. New York: McGraw-Hill profesional.



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