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CREATING NEW TRENDS

IN INTERNATIONAL MARKETING

COMMUNICATION

Introduction

Nowadays, development of new trends in international marketing communication practice can be observed. Due to rising customer demand, bigger competition, expansion of new technologies and increasing pace of everyday life, communication with the market has to be integrated and multidimensional in order to be noticed, remembered and, as a result, effective. There is a growing number of international marketing communication tools such as ambient advertising, mobile marketing, social media, internet of things or guerrilla marketing. Moreover, there is a new trend arising that traditional, old-fashioned tools adopted by companies are displaced by more modern and unconventional ones. Marketing communication tools which are employed by companies have to be more sophisticated and unconventional than few years earlier. This situation is caused by the fact that the market is flooded by ubiquitous advertisements and consumers became resistant towards them. Customers can recall smaller amount of images they saw during their day while compared to previous decades. The change in consumer behaviour in relation to purchasing decisions, brand awareness, consumer law awareness and needs can be observed.

The aim of this paper is to investigate and provide deep understanding of the process of creating new trends in international marketing communication. The hypothesis of the paper is that there is an ongoing process of creating new trends in international marketing communication conducted by international advertising agencies. There will be presented several most reliable and up-to-date definitions, concepts and theories. The new trends which appeared in the international marketing communication practice will be discussed on the examples of winners of Cannes Lions Creativity Contests. It will ensure the insight to the most updated and currently developing trends and it will give a perfect picture of the process of creating trends throughout last years. At the beginning, the International Marketing Communication Concept will be described. Further parts of the paper contain the description of chosen marketing communication campaigns and the process of new trends creation.

1. International marketing communication concept

Marketing communication is an important and integral part of wide science discipline called marketing. Marketing, both in theory and practice, has developed enormously throughout past years. The emergence of new tools, new trends and what is more, new opportunities especially in international scope can be observed. The customers and their demand, the suppliers and all other stakehol-

ders of the company are constantly changing and as a result, the managers have to accept the necessity for lifelong learning (Smith, 1999, p. 4) The obligation for updating and improvement is inevitable. The definition of international marketing communication has evolved as well. It cannot be understood anymore simply as a selling process or commercials expanded to the wider geographic area. There is no one perfect definition of international marketing communication though. It can be discussed in plenty of methods, as a business process, management function, philosophy, science or commercial activity which engage deeper understanding of the cross-cultural customers behaviours, cooperation between companies with different organizational cultures and adapting the messages towards target audience which is significantly more diversified (Pelz, Peattie, 2009, p. 14).

Marketing communication is one of the most important spheres of company activities which determine its competitive advantage on the market (Pilarczyk, 2008, p. 295). It is an important tool of marketing strategy as a result of the fact that it enables the enterprise to meet its practical market aims (Wiktor, 2006, p. 10). The role of marketing communication is very often underestimated and simplified to advertising or promotion only. The terms marketing communication and promotion are sharply different. It can be concluded that promotion is one the components of the wider term of marketing communication (Pabian, 2008, p. 25). Promotion is a more narrow term due to the fact that the company posses diversified range of tools to communicate with the market and influence the consumers. The role of marketing communication for the company is crucial, as the nature of the enterprise can be identified through the communication with the environment process (Wiktor, 2006, p. 10).

International marketing communication can be understood as cross border communication with target audiences on all issues that influence marketing and business performance (Pickton, Broderick, 2001, p. 3). It is a very broad issue, as international marketing communication can be observed both inside the organization and externally. It demands understanding of cultural and as a result, behavioral differences of both customers and employees. On the other hand it can be defined as the process of influencing by the company including all international market users in order to convey the information, give promises and reasons which encourage to purchase the goods, to create the corporate image across the borders of the country of origin and the stimulate demand for the offer among international customers (Pilarczyk, 2008, p. 295).

The market is constantly changing. The arena of competitors is more and more complex, especially in the era of modern technology and globalization.

The marketplace is considered in global terms. Every day there is a growing number of newly open companies, Internet is revolutionizing commerce and as a result there is almost unlimited amount of marketing opportunities. Nevertheless, the number of barriers and threats is rising as well (Clow, Baack, 2008, p. 4).

This situation led to the changing approach to marketing communication. Companies which plan or already work internationally do not rely anymore on basic methods to reach their customers. In the face of increasingly sophisticated customer demand, higher complexity of market conditions and micro and macro environment of the company, the companies had to change their international communication strategy (Clow, Baack, 2008, p. 4).

International marketing communication had to become more coherent and clear. As a result, the emergence of Integrated Marketing Communication could be noticed (Blythe, 2002, p. 2). Companies had to turn to integrated marketing communication in order to prevent loss of attention of target group customers, confusing the customers about the brand image, conflicting messages from all sources engaged due to incoherent management of them by different departments or agencies (Trehan, 2010, p. 45).

New trends and new phenomenon in marketing communication can be observed. The advanced technological solutions and the collapse of trade barriers improved the messages exchange and communication. New media emerged. Internet, especially Mobile Broadband Internet and mobile technologies made revolution on the market. Communication with the customers had to change drastically and the possibilities of the mobile solutions are still not fully exhausted (Blythe, 2002, p. 292). The appearance of social media also created new trends in communicating with the market.

In order to properly describe and furthermore forecast the international marketing communication market it is necessary to properly define the market. First of all, on the international marketing communication market the exchanged goods can be defined as marketing communication tools. Marketing communication tools can be divided into six main categories: advertisement, online marketing, PR, sponsorship, personal selling and sales promotion (Kall, 2006, p. 26). There is a division between advertising and online marketing due to the fact that the importance of online advertising is rising nowadays, having major impact on new trends development described in further part of the paper. Internet and social media influenced the development of marketing communication. Consumer behaviors changed, the transparency of their needs is higher due to the possibility of following their online behaviors; also the amount of online communication tools is rising rapidly. Sponsorship, in some papers analyzed as part of adverti-

sing or PR, is treated separately in this paper due to its ubiquitous character and development of its theory and practice. The events, which are being sponsored are gaining on popularity and furthermore new, unconventional methods of sponsorship are implemented. Personal selling and sales promotion character, basis and functions differ strongly from other marketing communication tools and as a result are treated as separate marketing communication tools (Kall, 2006, p. 26).

All international marketing communication tools engage different media, in which the most important role is played by the television and Internet due to their ubiquitous character. The market value for the marketing communication industry is defined as the value in total of media billings, among which there are encountered all expenditure on advertising, including major channels such as main media engaged radio, television, magazines, newspapers, as well as, Internet, outdoor, sales promotions, personal selling and special events. Television advertising used to be the largest sector of the market. At the beginning of XXI century it had 26.7% share of the market. Although, magazines and newspapers if counted together represent 36.4% of the market. It is followed and soon it is predicted to be over passed by the Internet advertising. The power of special event is rising as well (Datamonitor, 2003).

According to Nielsen Global advertising Trends Report, global ad spend during the first half of 2012 reached 266billion dollars, what shows a 2.7 percent increase over the same period in 2011. Such a situation was caused by unfavorable macro environment conditions in 2011 (Nielsen, 2012). It can be concluded that both advertisers and consumers are behaving carefully in an uncertain economic environment. What is more, according to the report global consumer confidence indicated the decrease by three index points in the second quarter of year 2012 what is a response to upsetting economic signals from across the globe.

Advertising spend continues to recover globally, despite slow down in the first quarter of 2013. According to media company GroupM it is expected that ad spending in measured media across 75 countries will grow 3.4% to $507 billion in 2013, what is the downward revision in comparison to predictions from December 2012 while growth of 4% was forecasted. The downward change is mainly caused by continued economic troubles in the Eurozone, especially in Italy, Spain, Greece, and Ireland. It is expected that the particular group of countries will record an 11% fall in measured advertising in 2013. The GroupM first forecasts for year 2014 are more favourable for the advertising market, with a 5,1% climb predicted worldwide, partly due to the Winter Olympics (Advertising Age, August 2013).

On the demand side we can observe customers, who became used to the presence of global brands on the local markets. On the supply side we can observe big international players, as well as smaller companies who just begin to operate on international scale. There are advertising agencies, interactive agencies and media houses.

The vast majority of countries in case of marketing communication market until 2013 were dominated by the agencies of the three largest advertising conglomerates in the world: Omnicom, Interpublic, and WPP. It includes the French giant global advertising networks Havas and Publicis. Publicis Groupe, as one of the international leaders on the advertising market has merged with Saatchi&Saatchi, which is among the most influential global advertising agencies. However, in July 2013 Maurice Lévy, the boss of the French Publicis Group, and John Wren, the head of its American competitor Omnicom, finalized the merger of the two global advertising giants. Publicis Omnicom was introduced, which overtook British-based WPP which by this moment was said to be the world's largest advertising and marketing agency, with combined 2012 revenues of $23 billion and a market value of $35 billion (The Economist, 2013). The companies merged due to the fact that on one hand Publicis had more exposure to emerging markets and digital advertising on the other hand, Omnicom has bigger scale of activities as it was the bigger of the two.

The supply side of the international marketing communication market are companies, profit oriented and non-profit, which are devoting the particular part of their budget to communicate with the market by purchasing the services provided by advertising agencies, interactive agencies and media houses. According to The Pencil Ranking, there is a rank of the marketing communication clients, who have the biggest budget share devoted to marketing communication and employ the most creative solutions proposed by the agencies:

- Nike,
- Old Spice,
- Google,
- Volkswagen,
- Gatorade,
- Puma,
- Toyota,
- IKEA,
- Target,
- BBC (Pencil Rankings, 2011).

It can be concluded that even though the FMCG sector increased its advertising spending it is not the sector with the most important marketing communication clients, as only Gatorade and Old Spice are directly the FMCG brands. The car industry, sport clothes and media industry are among the most important clients in 2011.

There can be encountered several important trends in international marketing communication market. First of all the rising power of internet advertising as a noticeable trend in global marketing communication market. In 2009, the expenditures on internet advertising in Great Britain overcame the expenditures on TV commercials. Online sector on the Great Britain advertising market reached 23.5%, while TV was only 21.9%. It was a big change for the global advertising market, overwhelmed by the economic crisis during this time. Nevertheless, the real turn is supposed to take place in 2016. At the moment, the tendency of rising number of smartphones, tablets and other technological gadgets penetration can be observed, which are the main devices for receiving mobile or e-mail marketing messages. Continuously decreasing price for broadband internet connection also contributes to this phenomenon.

Rising power of online advertising is a noticeable and inevitable trend both at European and global level (PWC, 2013, p. 5). It is predicted that in 2013 digital advertising spending will reach $113,5 billion globally, 14,6 % more than 2012. North America is expected to reach $42.8 billion in online advertising spend, Asia-Pacific $36,8 billion, while Western Europe is estimated to reach $26.6 billion (WPP, 2013). The real turn to e-communication is supposed to take place in 2016. At the moment, the tendency of rising penetration of smartphones, tablets, and other technological gadgets on the market can be observed. Smartphones and tablets are the main devices for receiving mobile or e-mail marketing messages, and to access Internet therefore be exposed to all forms of e-communication. Continuously decreasing price for broadband Internet connection also contributes to this phenomenon. Big data availability trend appeared in response to the huge development of online activity rise. Big data can be defined as a phenomenon of not only enormous amount of data generated by consumers, but also unstructured data availability for marketers and consumer awareness of progressive lack of privacy. The forecasts appeared that in 2015 consumers will produce 1 Zetabite of information, which is 1 trillion of bites. Nevertheless, the data is not structured, what means that marketers do not solely analyze standard demographic, economic, social data. Analysis based on the information available on social media sites, for example based on 'likes' give information about sexual orientation, politic views or being only child of divorced parents. As a result

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consumers lose their privacy. There are some attempts to protect oneself from invigilation – cloaking, however it was researched that consumers do not mind being analyzed by commercial companies if they have measurable benefit from that fact (Sala, 2013, p. 10).

Social media marketing is a type of online marketing, however the influence of this tool is so significant that may be considered as a separate trend. Social media marketing uses various media networks in order to create marketing communication. Social media marketing covers activities which involve social sharing of content, videos and images to reach marketing goals (Word Stream, 2012). Social media marketing is characterised by active participation of consumers, they can exchange information, share experience and opinions. What is more, social media marketing operates with many tools, which is one of its advantages over the traditional ways of marketing communication. It may involve private forums, wide social networks, public discussions boards, etc. (Management study Guide, 2013). It was found that the most often searched-for term on the web is 'facebook', except from Japan, Russia and China, nevertheless, in Japan facebook was the fastest-rising search term in the year to August 2012 (Hatalska, 2013, p. 10). Facebook is not anymore the sole association with social media. Young Internet users got bored with Facebook itself, therefore the popularity of other social sites is growing. People aged 18-24 asked what is their favourite social site indicate Tumbir or Twitter usually. Usage of Twitter, Youtube and Pinterest during marketing communication is rising, especially non-standardized one. Google+ is said to be the second most popular social site in the globe. Pinterest was the quickest rising social site in 2012, with 4000% rise in the number of users from May 2011 to May 2012 (Mohamud et al., 2013, p. 18). Instagram also tend to rise rapidly and at the beginning of 2013 was bought by Facebook for 1 billion dollars.

However, even though the popularity of social media channels is growing, the decreasing marketing communication power of social media can be observed. The phenomenon of ad blindness in the Internet is already known, however the social media is just starting to be ineffective. Currently 50% of all social media campaigns are claimed to be noticed by the consumers during the time spent on social media profiles, while at the same moment more and more marketers declared that they are going to increase the use of this medium in marketing communication. 93% of global and 81% of polish marketers engaged social media, where the main platform is Facebook (Hatalska, 2012, p. 8).

One of the most promising e-communication tools is mobile marketing. Mobile marketing is considered as a set of practices that enable organizations to

communicate and engage with their audience in an interactive and relevant way through and mobile device or network (Mobile Marketing Association, 2013). At the beginning it was based mainly of push type: sms and mms messages sent to the consumers. Nowadays the concept developed more strongly into pull type messages which are based on the Internet, as a result mobile marketing evolved in different direction and got brand new dimension. There are four main factors that make this tool highly effective. First of all, mobile marketing is based on permission, consumer need to give their permission before being marketed. What is more, mobile marketing is live, responses are in real-time thanks to the nature of mobile devices and their users (Rayfield, D, 2010). It is also well targeted. Finally, mobile marketing communication through mobile devices is two-way, consumers do not only respond but also request information that they need at a particular moment (Khan, 2009). As a result, the market was flooded by QR Codes which allow consumers to scan the bar code and be redirected immediately to a particular site. Location-Based Marketing appeared which delivers information directly to the users of mobile devices in relation to their location identified via GPS technology. Geolocalization is a trend which is more popular in media than in reality. In the most crowded place in Poland, the Chopin airport in Warsaw, there were only about 2000 people who used function of geolocalization available by Facebook last year. Nevertheless, geolocalization was within the three mobile internet functions which reached the highest growth. In Poland, there were several marketing campaigns which engaged geolocalization, including Jeep (JWT Warszawa), Mastercard (Universal McCann), otoWakacje.pl (Ciszewski PR). Very similar to the above-mentioned category of mobile marketing tools is Near Field Communication (NFC). This term refers to a set of short-range wireless technologies, typically requiring a distance of 4cm or less to initiate a connection (Developers, 2013) and engages such devices like smartphones and tablets. It is predicted to revolutionize the marketing communication in nearest future, however Bloutooth and Wi-Fi technologies are still much more developed and the total switch to NCF, if possible, is not definite yet (Network-World, 2013). The share of mobile marketing in the budget spend on marketing communication is increasing year by year and global retail mobile marketing spend is supposed to reach $55 billion annually by 2015 (Mobile-Ent, 2013).

Nevertheless, even though mobile marketing was said to be promising and potentially the biggest e-communication trend, it was overcame by other trends. One of the microtrends which is gaining on importance is the Internet of Things or in other words third wave of the Internet (Hatalska, 2013, p. 21). It may lead to the end of mobile marketing era. Internet of Things may be defined as the web

of physical objects, which can communicate with each other and with human through built-in sensors and access to the Internet. Objects are beginning to be intelligent due to the Internet connection and access to unlimited data, which particular thing (in other words machine or device) can analyse in real time. It is estimated that until 2020, 50 billion of devices will be connected to the Internet and the market will be worth 14 trillion dollars (Cisco, 2013). At the moment, the era of peaceful technology begun. Peaceful technology is one which is perfectly composed with the environment and does not need attention to be used.

2. New trends creation on marketing communication campaigns example

The Cannes Lions International Festival of Creativity is said to be global largest event which promote the creativity in communications. Due to the fact that over 34 thousands of entries from all over the world are showcased and judged at the Festival since 60 years it is called to be one of the most prestigious international creative communications awards. It is held during the annually in June and is located in Cannes, France. Winners of the contest receive trophy shaped as a Lion. The seven-day Festival gathers professionals connected with marketing communication industry from 90 countries to attend workshops, exhibitions, screenings, master classes and high-profile seminars by industry leaders. As a result based on the event several marketing communication trends can be predicted for upcoming years.

One of the biggest winners of the Cannes Lions 2009 and 2010 Festival was Saatchi&Saatchi campaign 'Life's for Sharing' which indicated new trend and new term in international marketing communication. Saatchi&Saatchi Worldwide, as a part of Publicis Groupe, is one of the biggest global advertising agency networks which operates in 92 countries. There are 152 offices where more than 7,5 thousand people are employed (Saatchi&Saatchi, 2012). Saatchi & Saatchi advertising agency has been called to be the most known and recognizable brand in the United Kingdom advertising industry for the last two decades of the 20th Century. Chris Harris, the managing director of the ad agency Leagas Delaney even claimed that random people on the street if asked to name any advertising agency they know, they would indicate Saatchi&Saatchi (Armstrong, 2010). The advertising agency Saatch&Saatchi was founded in 1970 and this is how the creation of new trends on international marketing communication market has begun. Nowadays, Saatchi&Saatchi as the leader of the innovations on the international marketing communication market introduced new terms in the marke-

ting communication theory. The values represented by the brands are becoming more and more significant, as a result Saatchi&Saatchi introduced the term – lovemarks (Kaleński, Kwaśniewska, 2012, p. 33).

Lovemarks are called to be the natural next step in the evolution of brands. The term is about the creation of the emotional relationship between the consumer and the brand. The relationship which enables identifying specific values, important for the group of people, with the specific brand by the consumers. Lovemarks are the products, services or individuals who are the inspired to be loyal. The concept goes far beyond rational messages during communicating with the consumers. There are two main conditions which have to be fulfilled by a brand to become a lovemark, it has to gain love and respect of the consumers. The basic assumption under the theory is that it is the emotions what motivate people to the action. This concept put an end to the idea that brands try to win the attention of the consumers. Modern global brands in their marketing communication have to invite consumers to interact with the brand by building, designing and influencing the life of the brand (Kaleński, Kwaśniewska, 2012, p. 35).

The lovemark is becoming a trend. More and more companies internationally begin to approach this concept. Saatchi&Saatchi presented simple definition of the lovemark. It is a story, which represents the consumer identity, beliefs, inspirations, and indicate who they become thanks to the brand. The lovemark idea is based on the concept that the consumers look for the answer to the question what is the actual change in their life proposed by the brand. The message has to be authentic, make a difference, use storytelling, ensure safety and empathy in order to create archetypes (Wasilewski, 2012, p. 43). All these aspects influence the loyalty of the consumers, change the ordinary brand into the subject of the consumers' deep and true emotions.

Created by Saatchi&Saatchi campaign called 'Life's for sharing' is globally well-known and is a great example of creating a modern trend – lovemark based on guerilla and experience marketing concept. It is an extremely successful campaign prepared for T-Mobile. The basic concept of the campaign was to invent amazing moments which will compel the viewers in order to make them share it with the others using their mobile phones. Saatchi&Saatchi has put into life a series of events which engaged people into moments full of music, movements, positive emotions and joy. It was assumed that people would like to have a break during waiting in a train station, airport or would like to become a part of thousands of people singing together in the biggest square of London. It was assumed that there is a lack of positive energy among British and that they shall be infected with it, in a way they would love to share with the others without asking them to do so. The most recognizable and at the same time the first movie

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from whole 3-year-long campaign is Liverpool Station Dance commercial. The advertisement presents the Liverpool Street Station in London, where the commuters were surprised with the 350 dancers bursting into flashmob dance at 11.00 am. The three minutes of synchronized dance to eight music tracks was recorded by the hidden cameras. At the beginning only the 350 dancers were intended to dance, however, the commuters joined the event beginning to dance with the others. Other commuters started to record the event by their mobile phones in order to share it with the others. The happening was described by the newspapers as 'epidemic of joy' (Ellery, 2010). In just three days after the launch in the Internet, it got almost million hits (Experimental Marketing, 2010). The success of the commercial encouraged to create next one, this time based on full engagement of the people invited by the Internet. The Youtube channel invitation was sent to enormous number of web users, as a result around 13 000 people were gathered on 1 May 2010 in Trafalgar Square in London in order to sing along together with a famous singer – Pink a Beatles song 'Hey Jude'. There were 2,000 microphones given to the gathered people to share. People could see the text of the song and the live images of the crowd which were projected onto enormously big screens. At around 6 pm, the music has started and the crowd belted out a choice of classics of the karaoke. Commuters, tourists and passers-by have joined in the happening. Moreover, Saatchi & Saatchi London installed more than 20 cameras up around the Trafalgar Square in order to capture the crowd singing and sharing positive emotions. Following the event a TV commercial was created from the recording (Experimental Marketing, 2010). Welcome Back' is the fourth commercial from the series 'Life's for Sharing' campaign created by Saatchi&Saatchi London for T-Mobile. The advertisement presented Heathrow Terminal 5 arrivals which were being welcomed by a crowd composed of three hundred people who spontaneously burst into song imitating music instruments and singing, giving the fatigued voyagers a greeting for welcome back that they would never forget. The campaign achieved success, the record footfall was experienced by T-Mobile, following the beginning of the campaign and a commercial 'Welcome Back' is now having had more than nine million hits on the 'Life's for Sharing' Youtube Channel (Whithanage, Melder, 2011). The Welcome Back campaign got 13 awards, what made it second the most awarded advertisement in the world. Main awards are:

- Commercial of the Year and two Golden Awards at the British Television Arrows,
- Gold, Silver and Bronze accolades at the Cannes International Advertising Festival,
- a Gold at the Epica awards,
- a book inclusion at the D&AD Awards,
- three Golds at the Kinsale Shark Awards ceremony (Saatchi, 2012).

Campaign Life's for Sharing got enormous amount of awards during the national and international contest. During Cannes Lions contest in 2009 it got 10 awards, in 2010 – 3. It was also chosen as Best TV commercial during British Television Advertising Awards in 2009. Saatchi&Saatchi was nominated for the best advertising agency in 2009 for to the Life's for sharing campaign. The campaign was proofed to increased T-Mobile sales. Only after the first movie, the sales rose by 43%. The campaign also improved the overall image of the company (Whithanage, Melder, 2011).

One of the biggest and most spectacular 2013 year winner was Ogilvy & Mather. Ogilvy &Mather is international advertising agency founded in 1948, it operates almost 500 offices in 120 countries around the world. The agency is a part of WPP Group. Since the beginning the agency had its motto which is that "Every advertisement is part of the long-term investment in the personality of the brand" (Ogivly&Mather, 2013). As a result its marketing communication is creative and indicates new trends winning more and more awards around the world and influencing the industry. Ogivly&Mather in the titanium award campaign for Dove 'Real Beauty Sketches' indicates that modern marketing communication shall engage consumer on one hand, but also ensure interdisciplinary approach by using the most complex tools from disciplines seemingly not connected with marketing. As a result, Dove campaign managed to show enormous disparity between the way how women see themselves in comparison to how others see them, with the support of an FBI forensics artist. Short film was created based on the shocking results immediately creating a sensation upon its online release which was April 2013, quickly becoming example of another trend which is viral marketing. Within a week after its release more than 15 million people downloaded the video. The video proved Dove slogan 'you are more beautiful than you think' because the picture drawn by FBI specialist based on the woman description while compared to the one based on the stranger description there was shocking difference noticed. Women usually see themselves in wrong, caricature perspective and the social message in the campaign intent to change the women negative perspective of themselves by confronting it with the real positive opinion of complete strangers. The campaign on one hand had very positive influence on women self-confidence, on the other hand it gained some criticism that it focuses too much on the appearance. Nevertheless, the success of the campaign may be measured by the amount of views, people who ae willing to share it as viral marketing and satisfied women whose way of viewing themselves changed drastically (Creativity Online, 2013).

Another winning campaign presented by Ogilvy&Mather was called Scrabble Wifi, which is an example of gamification trend in international marketing communication practice. The game owned by Mattel was presented to the owners of mobile devices (smartphones, tablets) in Paris by providing free Wifi for those who played the game (Weismann, 2013). The reason for conducting such a campaign is current situation, mobiles connect people across the world, help to organize everyday lives and entertain. But there is also so called dark side of the phenomenon, the more people use mobile devices, the more they forget how to spell. The goal was to encourage smartphone users to play the scrabble word by rewarding them with a WIFI connection. Basing on scrabble rules, the higher the score, the longer was the connection. If the user published the score on social media websites, the score was doubled (Ads of the World, 2013). This is a playful campaign which shows that a brand can engage consumers to use the product or service offered in a smart way in exchange for something useful, what is the basic concept of gamification. Engagement of consumers into a game results in recognition of the brand and emotional relationship with it.

Another 2013 winning campaign was also created by Ogilvy&Mather and won the outdoor category by spreading the idea of interesting trend in outdoor campaign – being smart. The campaign was designed for IBM and the main slogan was: 'smart ideas for smarter cities'. Several billboards were designed one that curves over at the top to create a rain shelter. Another one that peels up from the wall to have a function of the seat. Third type of the billboard was at the same time a ramp covering steps what fulfills the function of assisting those wheeling bicycles or suitcases through the streets. The advertisements are designed with the simple graphics in bold colours to represent its function. A text encouraging consumers to interact online is placed in each billboard. The billboards were introduced in London and Paris, however IBM intends to launch the designs around the world. The campaign is coherent with IBM mission which is to commit to development of cities around the world in order to become smarter and make life in these cities better (DeZeen Magazine, 2013). This winning campaign is a symbol of the new trend in outdoor part of international marketing communication. The advertisements shall not anymore fulfill its functions like informing or persuading only, it shall become a consistent part of everyday life of citizens and commit to the improvement of quality or comfort of life.

Another Cannes Lions 2013 winning campaign was created by DDB agency for Australian McDonald's and is called 'Track my Macca's'. The reason for the campaign to be launched was the fact that since several years McDonald's have tried to change people's negative perceptions of their food without success.

The traditional marketing communication channels haven't worked and the statistics were unfavourable with 50 percent of Australians lack of trust to the McDonald's ingredients. In order to bring back the positive attitudes and love emotions to the brand, TrackMyMacca's was designed. It is an augmented reality mobile app, that enables customers to track the place from which the ingredients in the food they just bought came from. TrackMyMacca's uses the geolocalization to find out which restaurant the customer is in. Very sophisticated recognition software activated by McDonald's packaging calculates what customer is about to eat. Data gathered by that process was combined with the date and time, in order for the application to accesses McDonald's broad supply chain in real-time to find out the story of the exact product sat in front of customer (Mobi-Thinking, 2013). After that back-stage process, three-dimensional augmented reality invited the customer to McDonald's restaurant in which restaurant tables were turned into stages, letting users pick an ingredient and find out all about it. App enabled the users to share the experience on facebook what enabled the spread of the positive responses to the campaign. In the first month after campaign introduction, the App was downloaded 45,883 times, over 51,327 people viewed the demo video and engagement was strong with 62,219 views on the core messaging screens. Campaign success can be explained as a spread of several trends combined together giving even better effects. The integration of sophisticated technology processes, together with geolocalization, mobile marketing and transparency of the company enables true engagement of the customer into relationship with the brand. This results with the trust and true emotions arousal in between the customer and the brand.

Conclusions

To sum up, international marketing communication is evolving. There is a huge number of conditions which influence the market to become more and more complex. As a result, there had to be introduced new terms in the international marketing communication theory throughout the years, and the process was conducted by international advertising agencies and can be easily observed during industry international contests. The global advertising agencies have the power, knowledge and creativity potential to introduce and evolve new trends on the international scale. On the other hand development of new technologies somehow force the new trends onto the market and marketing communication has to make a use of them in response. All the international marketing communication trends indicated that the communication is not anymore two dimensional dialog with the consumer. The trends introduced and created by now led to the

conclusion that international marketing communication is about attachment, emotions causing, crossing the borders and giving the inspiration to the consumers.

It can be concluded that the revolutionary idea of lovemark can be called a newly created trend. It changes the philosophy of a brand and how to communicate the brand to the consumer. Few years ago the idea of love in the business was controversial. Now, the lovemark term opened new chapter in the international marketing communication. In new reality, traditional marketing communication tools are not enough. The control over the process of brand creation is given to the consumer, marketers have to understand and intrigue them in order to create deep relationship. Moreover, engagement of the sophisticated technologies or surprising, often smart solutions, which by now were not directly associated with the marketing communication concept, enables design of the campaigns which surprise consumers and invite consumer into completely new type of communication. The one which is truly engaging. On the other hand more and mre often the reality influence the companies to design communication methods which can commit to the community. Gamification is another growing trend among international advertising agencies. The reason of that is the fact that usage of games in the campaign ensure gaining the focus of the consumer for a longer period of time. What is more, consumer is willing to spread the game among friend due to the fun it offers. Gamification is the way to entertain the consumer during the contact with the brand, while in exchange gaining unforced sharing the information of the brand. Last but not least, among almost all the campaigns there is one major trend showing off – mobile marketing. Due to rising number of mobile devices with larger and larger technological possibilities, consumers demand that companies adjust to their new lifestyles. Modern international marketing communication is constantly developing and it can be claimed that not only the global advertising agencies play the crucial role in defining its new trends, but also consumers have major influence nowadays. International advertising awards festivals indicates the most popular and visible trends in the international marketing communication market every year. It is caused by the fact that advertising agencies which operates in global and local scale from around the world gather together and choose the best and most successful campaigns. Analysis of the campaigns enables to create the reasonable conclusions about current and forecasted trends of how the marketing communication looks like.

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