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APPENDIX A

Interview questions
INTERVIEW QUESTIONS

1) “Does your communication agency make use of the concept of integrated communication?”

________________________________________________________________________

________________________________________________________________________

2) “How do you define this concept?”

________________________________________________________________________

________________________________________________________________________

3) “How do you see the current state of the communication industry in South Africa compared to international trends?”

________________________________________________________________________

________________________________________________________________________

4) “Do you think the concept of integrated communication is implementable?”

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________________________________________________________________________

5) “What do you see as the most threatening barriers to the implementation of integrated communication in the South African context?”

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________________________________________________________________________

6) Does the agency internally see the process of managing brand/company reputation and building stakeholder relationships as a cross-functional responsibility that includes all departments?

________________________________________________________________________

________________________________________________________________________
7) How does the agency ensure cross-functional operations?

8) Does the agency include internal marketing for clients, informing all areas of the organisation about objectives and communication programmes?

9) How does the agency include internal marketing for clients, informing all areas of the organisation about objectives and marketing programmes?

10) How often does agencies meet clients to align communication, marketing and organisational objectives?

11) What mediums/channels does the agency put in place for clients to ensure interactivity between clients and their stakeholders?

12) How does the agency ensure consistency in brand messages for clients?

13) What means of evaluation does your agency use to determine the integratedness of their actions?
14) Should the mission be part of the designed communication strategy of clients?


15) Would you say there is a difference between IMC and IC?


16) How do you see the future of the marketing communication industry in SA?


