

ADVERTISING



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WHAT DOES ADVERTISING MEAN?

- Advertising Simply Means A Way Of Communication That Reaches All Types Of Sector
- It Provides Information And Creates Awareness Among People Relating To A Product Etc

DEFINITION

- Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor

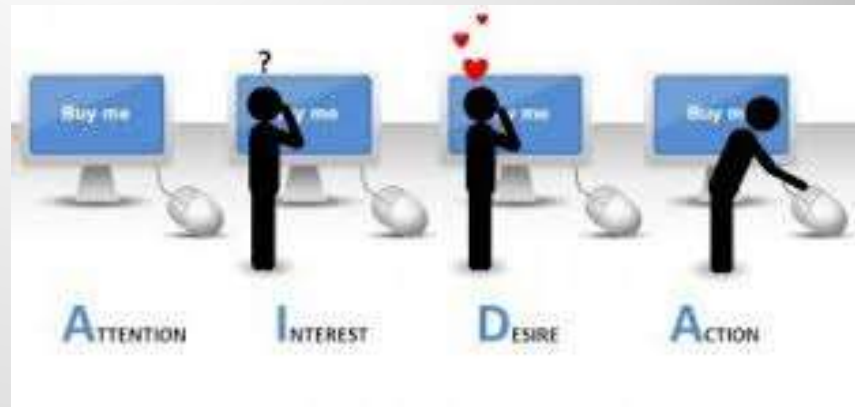
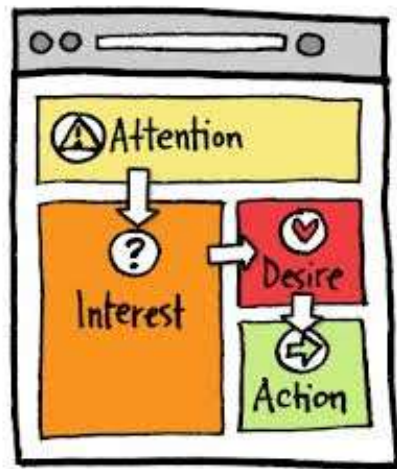
In Short AIDA Principle:

Attract Attention – Capture reader

Create Interest – You keen to find out more

Develop Desire – Feel a need to buy

Promote Action – Information that you will need to buy





Purpose Of Advertising

- Delivering the proper message to customers
- To convince customers that a company's services or products are best
- Enhance the Image of company
- Demonstrate new uses for established products to hold existing customers

TYPES OF ADVERTISING OBJECTIVE

- INFORMATIVE ADVERTISING
 - New Product, New Service, New Features, Re-Launch
- PERSUASIVE ADVERTISING
 - Comparative Ads
- REMINDER ADVERTISING
 - Continuous Ads
 - Ex: Coca Cola

INFORMATIVE ADVERTISING

- Building A Brand And Company Image
- Telling The Market About A New Product
- Explaining How The Product Works
- Suggesting New Usage Of A Product
- Informing The Market Of A Price Change
- Describing Available Services And Support
- Correcting False Impression

PERSUASIVE ADVERTISING

- Building Brand Preference
- Encouraging Switching To Your Brand
- Persuading Customers To Purchase New
- Convincing Customers To Tell Others About The Brand

REMINDER ADVERTISING

- Maintaining Customer Relationship
- Reminding Consumers That The Product May Be Needed In The Near Future
- Reminding Consumers Where To Buy The Product

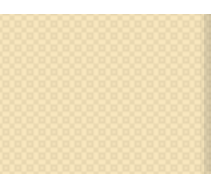
SETTING THE ADVERTISING BUDGET

- Affordable Method
- Percentage Of Sales Method
- Competitive Parity Method
- Based On Product Life Cycle





Functions :

- To create awareness
 - To inform
 - To remind customers
 - To reassure customers
 - To offset advertising by competitors
 - To support the sales force
 - To persuade
 - To promote ideas/
attitudes/ causes
 - To increase market share
 - To differentiate from rivals
 - To encourage trial
 - To build brand loyalty
 - To encourage brand switching
 - To change attitudes
 - To support activities in the distribution chain
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Type Of Advertising Media

- Outdoor Advertising (Billboard, Transport)
- Media Advertising (Television, Radio)
- Print Advertising (Newspaper, Magazine)
- Internet Advertising
- Celebrity Advertising
- Cinema Advertising
- Retailer/Local Advertising
- Brand Advertising



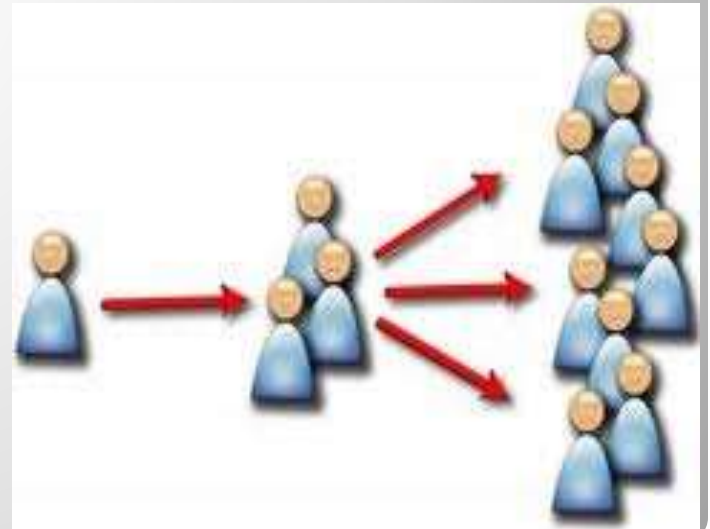
Five Players In Advertising



- 1. Advertiser
- 2. Advertising Agency
- 3. Media
- 4. Vendors
- 5. Target Audience

Role Of Advertising

- Marketing Role
- Communication Role
- Economic Role
- Social Role



Classification Of Advertising

▶ **On Geographical basis**

- Global
- National
- Regional
- Local

➤ **On Basis of Target Groups**

- Consumers
- Professional

• **On basis of Demand**

- Product demand
- Brand demand

○ **Advertising of service**

- Hotel services
- Education services
- Transportation services
- Hospitality services
- Financial service

Examples of Top Advertising Agencies

vodafone



- **Ogilvy & Mather-** Hutch (Vodafone), Cadbury, Asian Paints and Fevicol.
- **JWT**, J Walter Thompson- Nestle, Ford, Nokia and Unilever.
- **Mudra Communication-** HBO, Philips, Reliance NetConnect, Big Bazaar.
- **FCB Ulka Advertising Ltd-** Tata Indicom, Whirlpool, Zee Cinema, Santoor, Sunfeast and Amul.
- **Grey Worldwide (I) Pvt. Ltd-** Hero Honda, Maruti Suzuki, Nestle, Ambuja Cement, UTV, P&G and Godrej



PHILIPS

sense and simplicity

NOKIA
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Thank you

