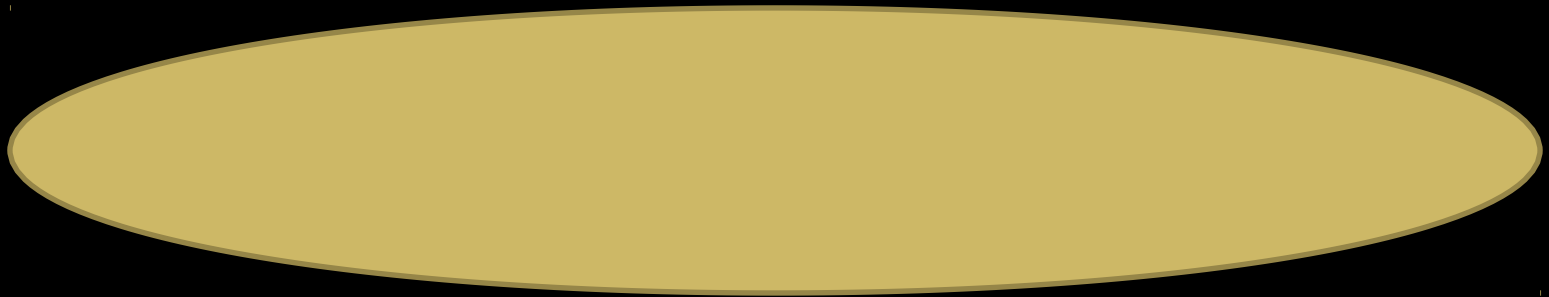


*ADVERTISING*



# Aims and Objectives

- To gain an understanding of the role of advertising within the Marketing Communications Mix
- To examine communication and advertising theories and their relationship with consumer behavior
- To develop knowledge of advertising planning strategy and
- To examine the importance and uses of advertising creativity in
- To gain an understanding of various advertising techniques and production
- To appreciate the complexities of evaluation

# Advertising Description

- Although advertising is an accepted part of every day life, there is still great debate as to how advertising works and the role it can and should perform within the marketing communication mix. This module enables the applicants to review this debate and apply the theories to the advertising in our media today. They will learn how to put together an advertising plan and will examine the ingredients of an effective advertisement and ways in which this effectiveness can be measured

# Def'' of Advertising

- According to “Philip Kotler” & American Marketing Association. The advertising is any paid form of non personal presentation of
- Ideas
- Goods
- Services by an identified sponsor that is called Advertising.

# Brand and Marketing mix

- What is a Brand?
- It is a product whose producer has made every effort to make it uniquely desirable to potential buyers, consistently using every element in its presentation to do so.

# Brand and Marketing mix

- Why do companies do this?
- If done well, it makes the brand difficult to compete against. It develops an aura making it appear better than its competition.

# Brand and Marketing mix

- A brand is created by all the elements of the marketing mix working together.
- Creates a positive prejudice in people's minds.

# Brand and Marketing mix

- Def'n – Marketing Mix: a range of tools and techniques that allows businesses to provide customers with what they want. It acts as a conduit for consumer demand to reach businesses. Thusly, turning this demand into profitable sales.



# Brand and Marketing mix

- These tools include:
  - Product formulation and variation
  - Packaging
  - Sales
  - literature    The
  - sales        force
  - Pricing
  - Sales
  - promotion
  - Direct mail
  - Advertising
  - Market

# Brand and Marketing mix

- Components of the marketing mix
  - 1) Net sales value
  - 2) Costs and contribution
  - 3) The marketing mix

# Net sales value

- Gross margin
- Cost of goods
  - Materials
  - Packaging
  - Manufacturing

# Costs and contribution

- Operating contribution
- Selling costs (the marketing mix)
  - Sales
  - Distribution
  - Communications
  - Research

# The marketing mix

- Sales and distribution
- costs   The communications mix
- Advertising
- Direct marketing
- Promotions
- Exhibitions
- Etc
-

# Role of Advertising

- Simply put: Advertising exists to help to sell things.
- It is mainly about brands
- It is mainly designed to create and strengthen consumer impressions of the brand
- Exception is public service advertising

# The Advertising Plan

An Advertising Plan Matches the Right Audience to the Right Message and Presents It in the Right Medium to Reach That Audience & Has Three Elements.

**Targeting the Audience:** Whom are you trying to reach?

**Message Strategy:** What do you say to them?

**Media Strategy:** When & where will you reach them?

# Defining Advertising Goals for Measured Advertising Results

- The 6M approach
  - Merchandise: important benefits to sell
  - Markets: who to reach
  - Motives: why people buy or fail to buy
  - Media: how to reach
  - Measurements: how to evaluate (time and change)
  - Messages: key ideas to convey to move



# Role of advertising

- Marketing
  - Communication
  - Economic
  - Societal
- The process a business uses to satisfy consumer needs by providing goods and services
    - Product category
    - Target market
    - Marketing mix
    - Brand

# Role of advertising

- Marketing
- Communication
- Economic
- Societal
- Can reach a mass audience
- Introduces products
- Explains important changes
- Reminds and reinforces
- Persuades

# Role of advertising

- Marketing
  - Communication
  - Economic
  - Societal
- Moves from being informational to creating demand
  - Advertising is an objective means for providing price- value information, thereby creating a more rational economy

# Role of advertising

- Marketing
- Communication
- Economic
- Societal
- Informs consumers about innovations and issues
- Mirrors fashion and design trends
- Teaches consumers about new products
- Helps shape consumer self-image
- Perpetuates self-expression

# Integrated Communications

- Advertising is part of total continuum of communications about the brand. It may have a leading role and carry the greatest budget: but it can be merely cast in a supporting role for a campaign of activity centered around an event.

# The importance of advertising

- Involves a huge amount of money
- Work is done by relatively few people
- Major expense is for media time/space
- Companies spend only a small percentage of sales on advertising

# Types of advertising

- Product advertising—Tries to sell a specific product to final users or channel members
  - Pioneering advertising builds primary demand
  - Competitive advertising builds selective demand
- Corporate/institutional advertising—Tries to promote an organisation's image, reputation or ideas—rather than a specific product

# Major advertising media

- Magazine
- Word of mouth
- Television
- Newspaper
- *Yellow Pages*
- Radio
- Outdoors
- Cinema
- Internet



# The Functions of Advertising

- Builds awareness of products and brands
- Creates a brand image
- Provides product and brand information
- Persuades people
- Provides incentives to take action
- Provides brand reminders
- Reinforces past purchases and brand experiences

# The Key Players

- Advertiser

- (client)

- Agency

- Media

- Supplier

- Audience

- Uses advertising to send out a message about its products

- Initiates the advertising effort by identifying a marketing problem

- Approves audience, plan and budget

- Hires the advertising agency

# The Key Players

- Advertiser  
(client)

- Agency

- Media  
Supplier

- Audience

- Has strategic and creative expertise, media knowledge, workforce talent, and negotiating abilities

- Advertising department

- In-house agency

# The Key Players

- Advertiser  
(client)

- Agency

- Media  
Supplier

- Audience

- The channels of communication that carry the message to the audience

- Are also companies or huge conglomerates

- Mass media advertising can be cost effective because the costs are spread over the large number of people the ad reaches

# The Key Players

- Advertiser  
(client)

- Agency

- Media  
Supplier

- Audience

- Assist advertisers, agencies, and the media in creating and placing the ads

- Vendor services are often cheaper than those in-house

# The Key Players

- Advertiser (client)
- Agency
- Media
- Supplier
- Audience

- The desired audience for the advertising message
- Data-gathering technology improves accuracy of information about customers
- Advertisers must recognize the various target audiences they are talking to and know as much about them as possible

# Components of Advertising

- Strategy
- Creative idea
- Execution
- Media

- The strategy is the logic and planning behind the ad that gives it direction.
- Advertisers develop ads to meet objectives.
- Advertisers direct ads to identified audiences.
- Advertisers create a message that speaks to the audience's concerns.

# Components of Advertising

- Strategy
- Creative idea
- Execution
- Media

- The central idea grabs the consumer's attention and sticks in memory.
- Planning strategy require creative problem solving.
- Research involves creativity.
- Buying and placing ads requires creative thinking.



# Components of Advertising

- Strategy
- Creative idea
- Execution
- Media

- Effective ads are well executed reflecting the highest production values in the industry.
- Clients demand the best production the budget allows.

# Components of Advertising

- Strategy
- Creative idea
- Execution
- Media

- Television, Internet, magazines, and other media are used to reach a broad audience.
- Deciding how to deliver the message requires creativity.
- How you say something and where you say it is just as important as what you say.

# Types of Advertising

- Brand advertising
- Retail or Local advertising
- Direct-Response advertising
- Business-to-Business
- advertising Institutional
- advertising Nonprofit
- advertising Public Service advertising

# What Makes an Ad Effective?

1. If it creates an impression for a product or brand
2. If it influences people to respond in some way
3. If it separates the product or brand from the competition in the mind of the consumer



*Thank you all and  
best of luck*