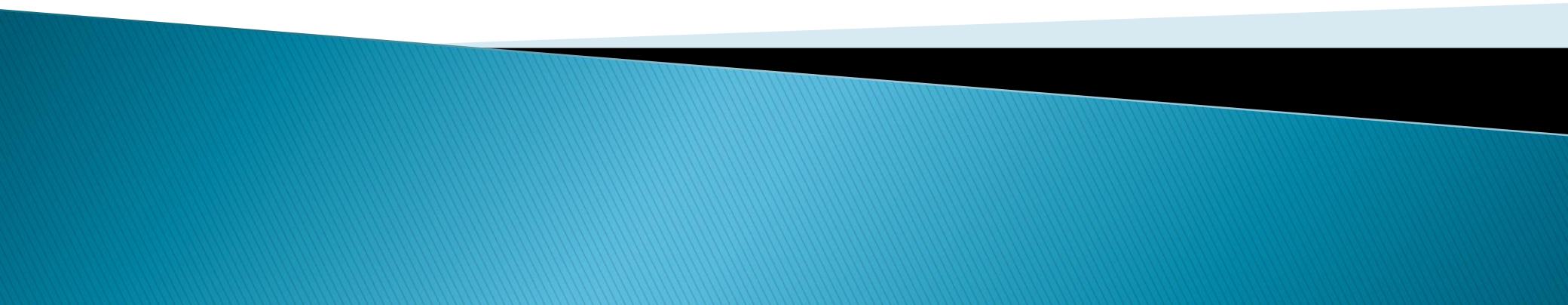


# Marketing Communication

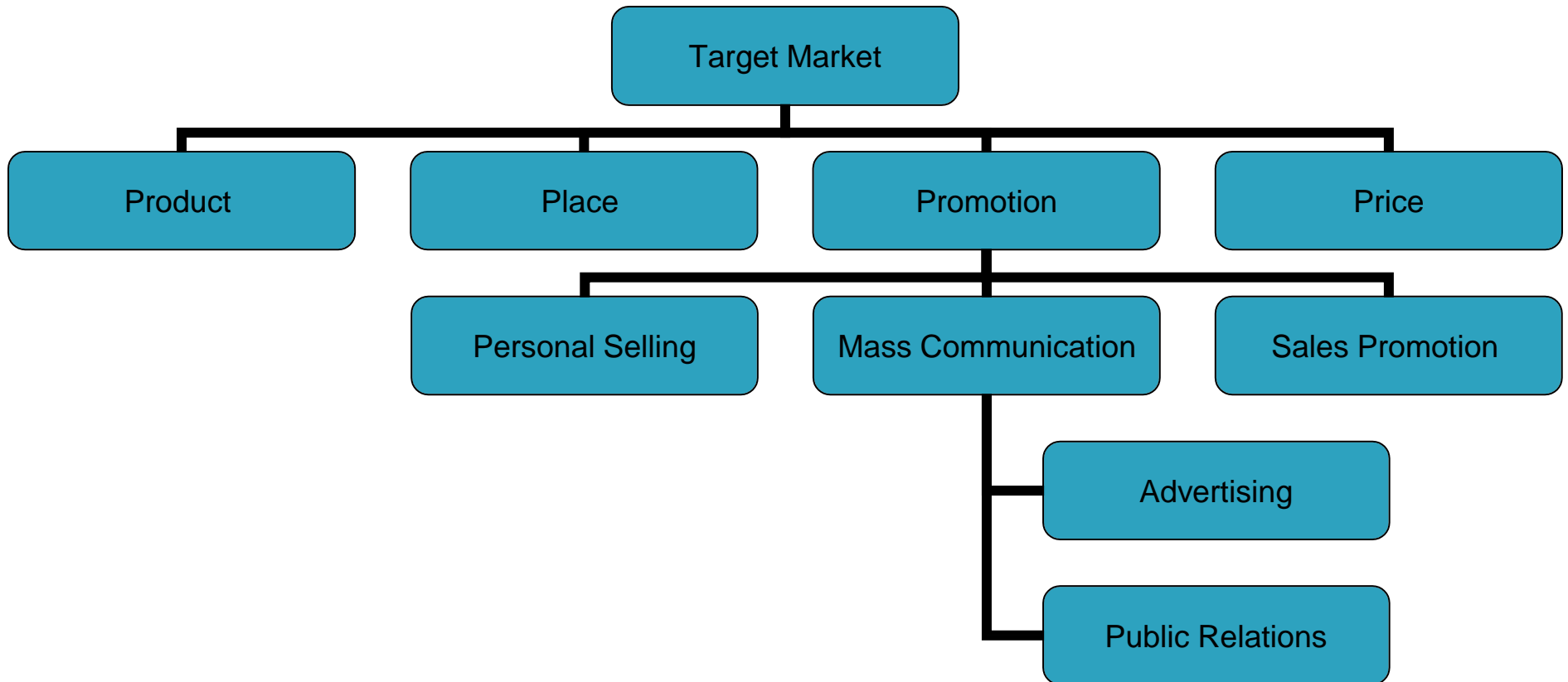
## Chapter 3



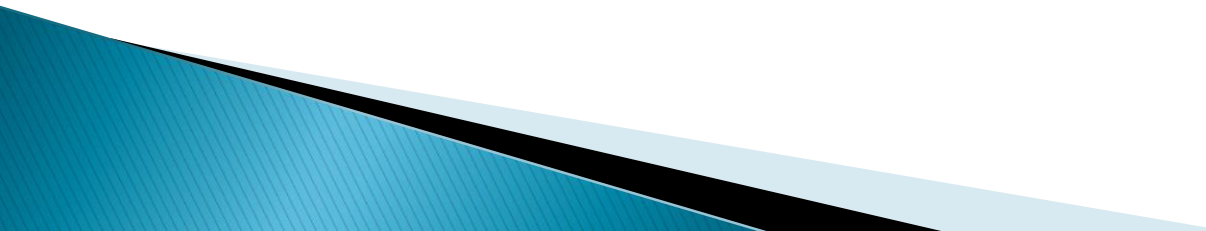
# Advertising and Public Relations

- ▶ Advertising and public relations are forms of mass communication used to market a product or service.

# Where Mass Communication Fits



# Anatomy of a Print Advertisement

- ▶ In a print advertisement three main elements combine to create the brand personality the marketer wants to achieve.
  - ▶ These are:
    - Brand elements (name, logo, mascot)
    - Copy or text
    - Visual elements
- 

# Brand Elements

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a small trademark symbol (TM) at the end.

Brand  
name

Logo

Icon or  
mascot

# Headline

- ▶ *Command:*

- Your body is over 60% water. Make sure it's the right water. (Evian)

- ▶ *Offering a benefit:*

- 'Sit back and relax in your extra wide seat. There's nothing like space to make you feel closer to Australia' (Qantas Airlines)

- ▶ *Word play:*

- 'Turquoise Calling' (Turkish Culture and Tourism Office)
- 'Bags of self-confidence' (Selfridges, advertising handbags)

# Headline

## ▶ *Question:*

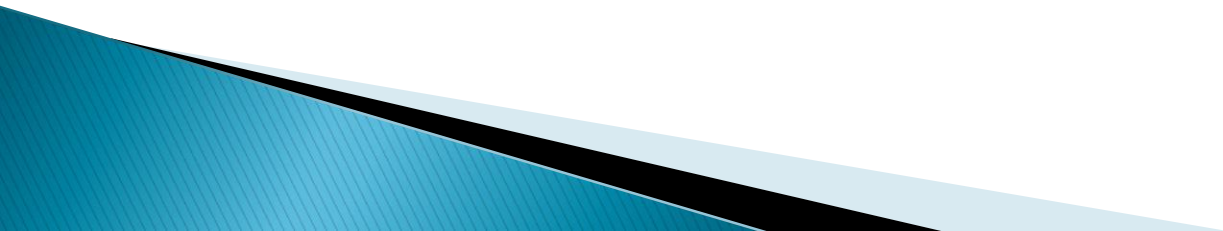
- 'How do I find a holiday that's fun for everyone? (Brittany Ferries)
- 'Why drive an ordinary car? (Subaru)

## ▶ *Quirky, original:*

- 'hellooo,ooo,ooo! (Sky, claiming one million customers)

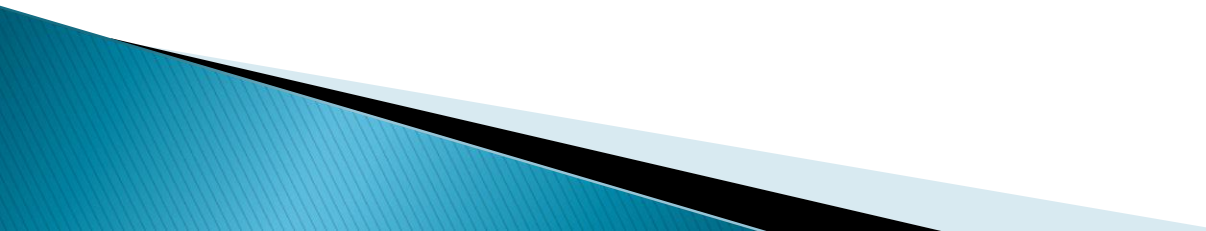
# Body Copy

- ▶ Body copy usually combines rational and emotional appeals
- ▶ It should make its point as quickly and simply as possible

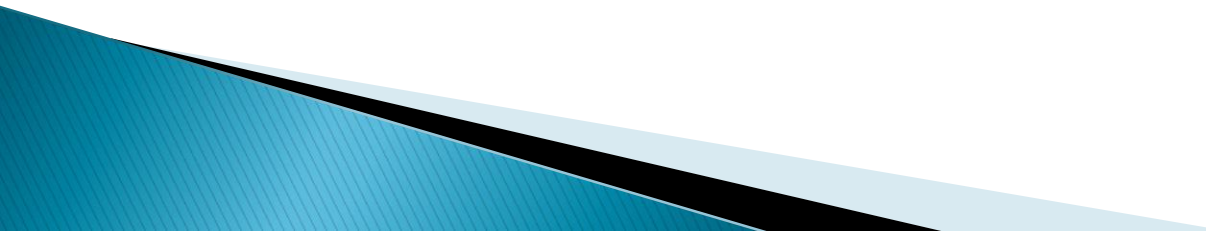




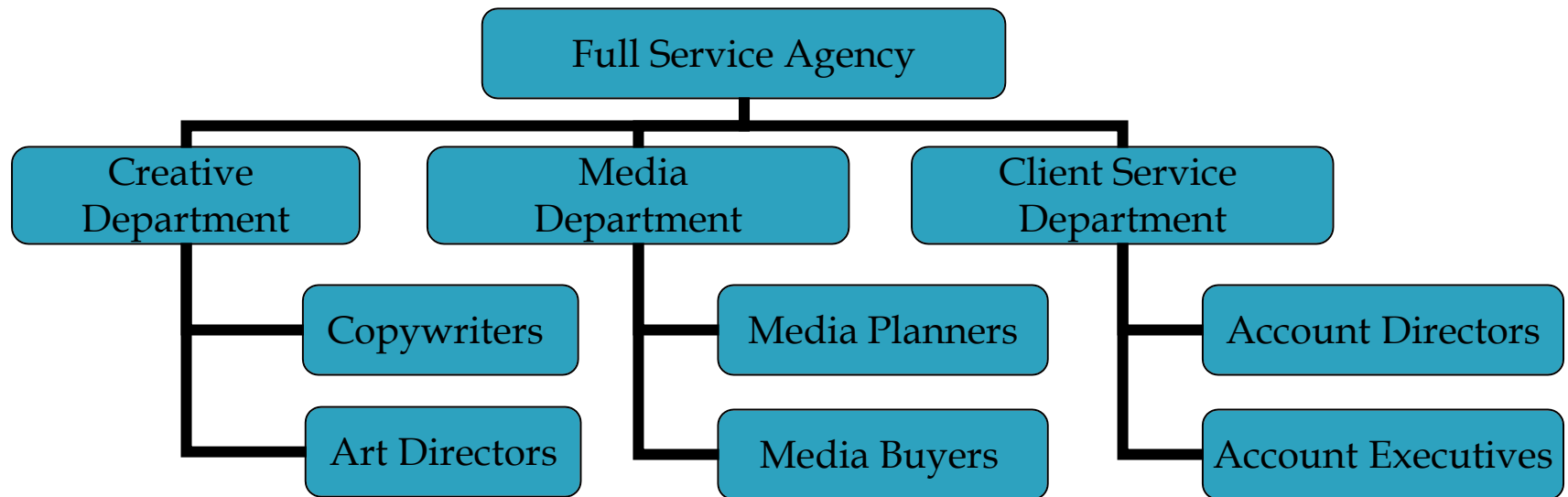
# Tagline

- ▶ Have a break, have a KitKat'
  - ▶ 'Because you're worth it'
  - ▶ 'Red Bull gives you wings'
- 

# What an Advertisement Does

- ▶ Attracts *attention*
  - ▶ Compels *interest*
  - ▶ Creates *desire*
    - shows benefits
    - fulfils needs
    - identifies unique selling proposition (USP)
  - ▶ Promotes *action*
- 

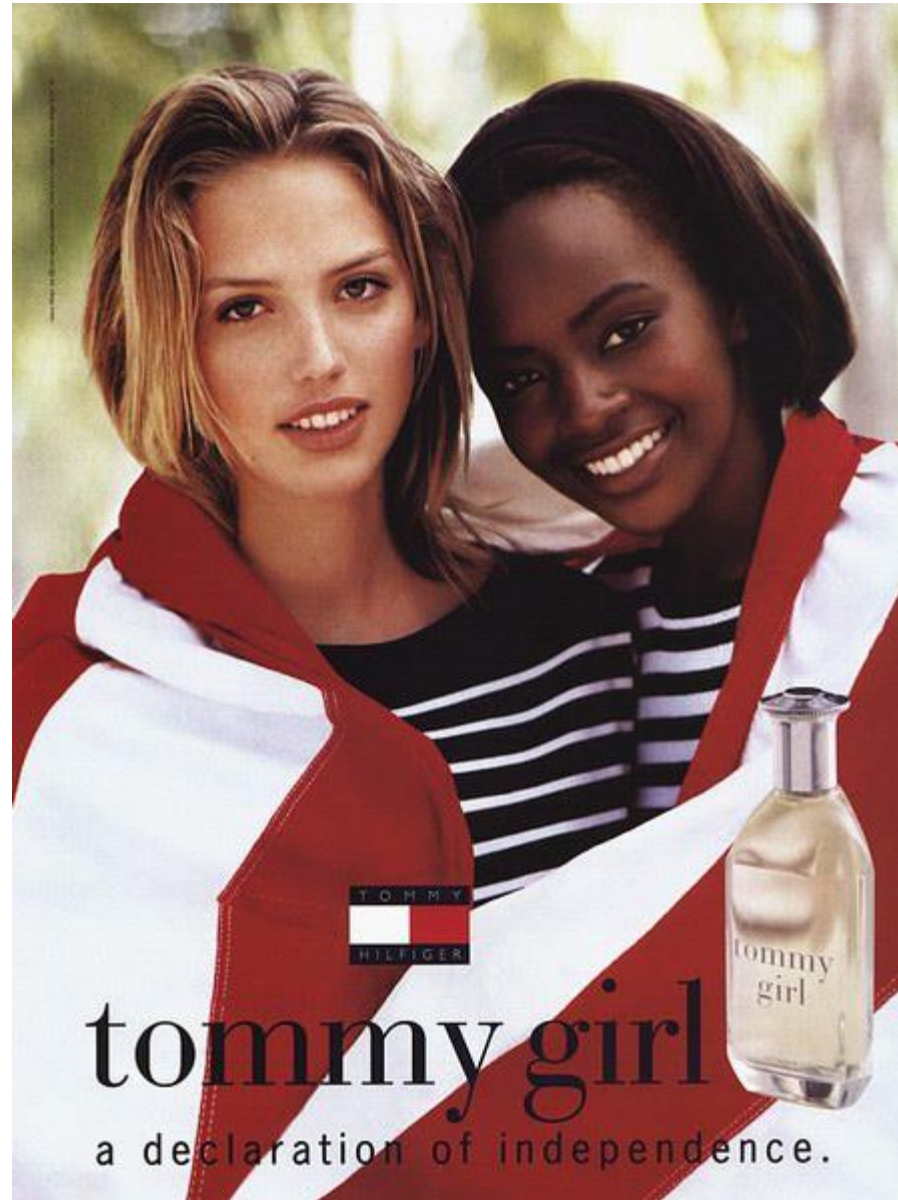
# The Advertising Agency



# Sample 1



# Sample 2





# Sample 3




# Sample 4



Probably the best beer in the world.

# Sample 5



Rule The World One Road At A Time.

**LX** 2003

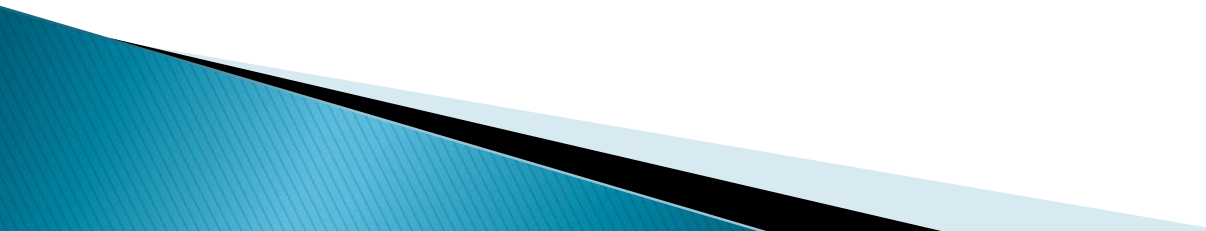
Riding high above traffic in the LX 470 you'll wonder, "Why are all the other cars bowing to me?"

[GALLERY](#)

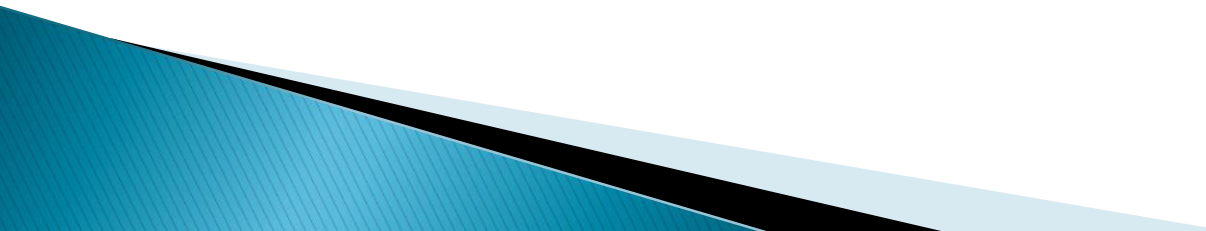
Focus on the LX with more photos, 360° views, videos and colors.



# The Benefits of Advertising

- ▶ Brings products to the attention of consumers
  - ▶ Makes products cheaper by encouraging mass production
  - ▶ Provides well-paid employment
  - ▶ Provides entertainment
- 

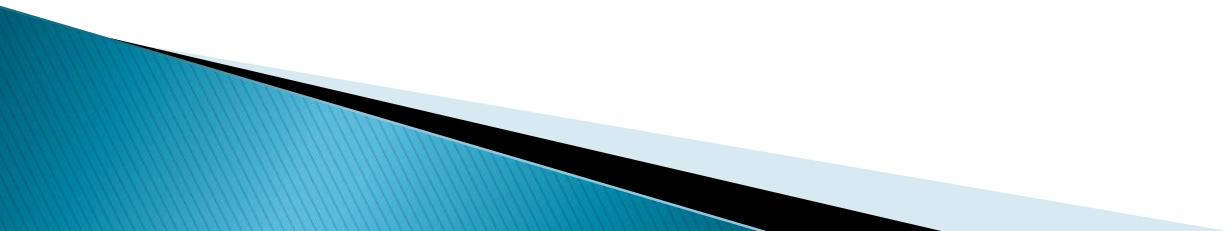
# Criticisms of Advertising

- ▶ Encourages consumers to buy products they don't really need
  - ▶ Helps sell harmful products
  - ▶ Creates unrealistic lifestyle expectations
  - ▶ May give misleading information
- 

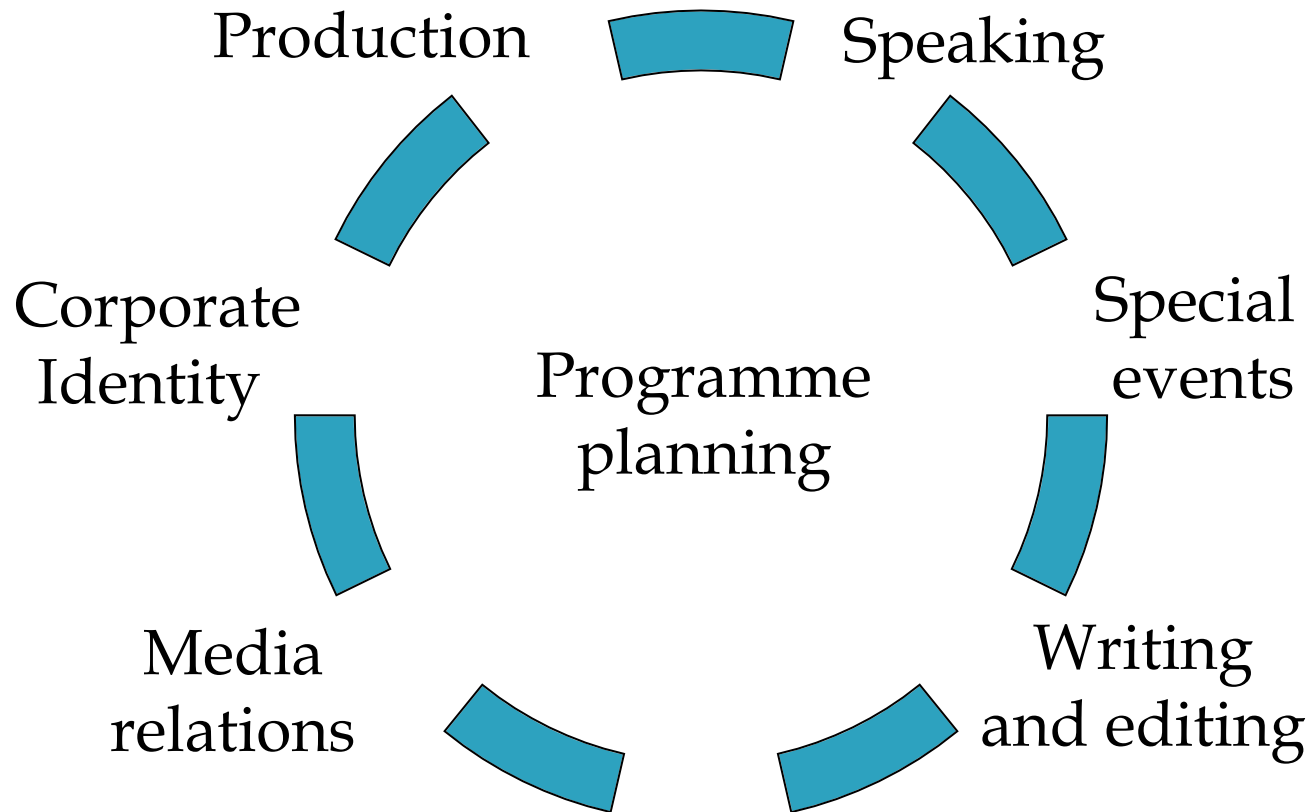
# Public Relations Is...

‘...the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.’

(Institute of Public Relations)



# Public Relations Activities



# Types of Public Relations

## Customer relations

- To survive a company needs to attract new customers and retain the loyalty of existing customers.

## Community relations

- There is a close interdependence between a company and the communities in which it locates.

## Media relations

- The media have considerable influence in forming public opinions and attitudes.