
Introduction to Advertising

What is it?

- Advertising is a message designed to promote a product, a service, or an idea.
- The purpose of advertising is to sell products or services.

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Advertising Media

- Advertising reaches people through various forms of mass communication.
- These *media* include newspapers, magazines, television, radio, the Internet, direct mail, outdoor signs, transit signs, window displays, point-of-purchase displays, telephone directories, novelties.

AIDA

- Advertising is designed to inform, influence, or persuade people.
- To be effective, an advertisement must first Atttract attention and gain a person's Interest. It may then build Desire for a product and provide a method for them to take Action.

Hot Deal Today

Buy One,
Get One

Free



Advertising Techniques

- Advertisers research the unique features of the product to determine the USP (unique selling proposition) and the big idea—the simple message that will be used to communicate the USP to the target audience.
- Many firms use a **SWOT** analysis to help them with their advertising techniques.

SWOT

■ Strengths

- ▢ Outstanding features of the brand
- ▢ Positive consumer perceptions of the brand
- ▢ Features that are better, different or missing from competitor's brands

SWOT

■ Weaknesses

- ▢ What is missing
- ▢ Negative consumer perceptions
- ▢ Features of competitor's brand that are better

SWOT

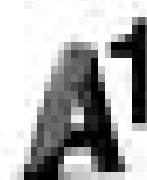
■ Opportunities

- ▢ What are the newest trends that have not been addressed
- ▢ What are the latest developments in technology
- ▢ Are there gaps in the market

SWOT

■ Threats

- Are consumers finding replacement products
- Is the industry regulated



Advertising Techniques

- Advertisers use a variety of techniques to create effective advertisements.





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BHIMA

DIAMONDS & GOLD

SINCE 1925

T.B. Road, KOTTAYAM. Tel: 0481 256 6256

M. M. Road, CHANGANASSERU Tel: 0484 275 2402 - M. M. Road, KOTTAYAM, Tel. 0481 275 4442

Changanassery Road, KOTTAYAM Tel: 0481 274 2402

30x20R_ Mutuching (Kuttanad to Kaduthuruthy)

30x20R_ Vazhappally (Changanassery to KTM)

30x20R_ Pandalam (Changanassery to Punalay)

1. BASIC APPEALS

■ Biological

- ▮ Focus on consumer's basic needs for health and security

■ Emotional

- ▮ Focus on the consumers' feelings (love, romance, pride)

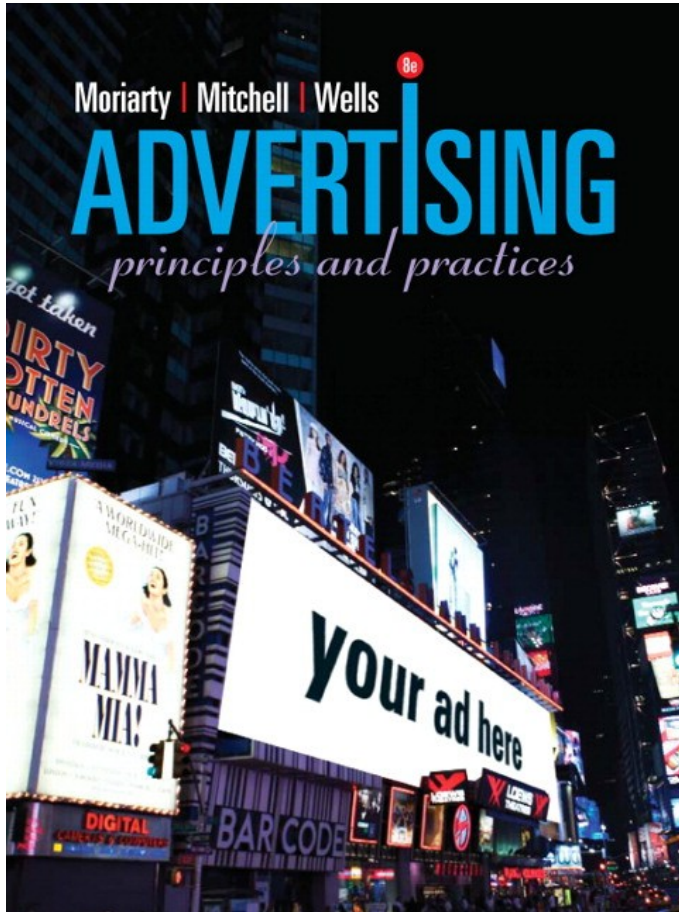
■ Rational

- ▮ Focus on the consumer's reasoning abilities (cost, safety, convenience)

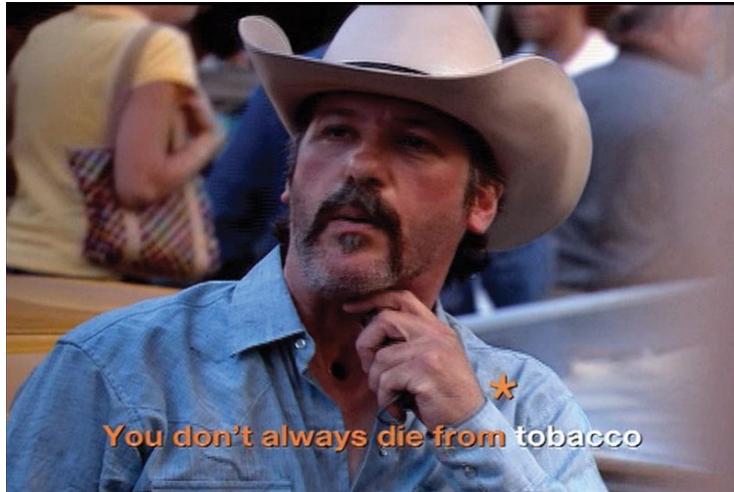
■ Social

- ▮ Focus on the way that social pressures influence consumer behaviour (odour, weight, acne, fashion)

Part One: Foundations



- Provides an introduction to advertising—its role, key players, and history
- Defines advertising's role in marketing including key players and new developments
- Examines advertising's relationship to society including regulations and ethics in advertising



- What was the purpose of this promotion?
- What was the message?
- What media did this campaign use?

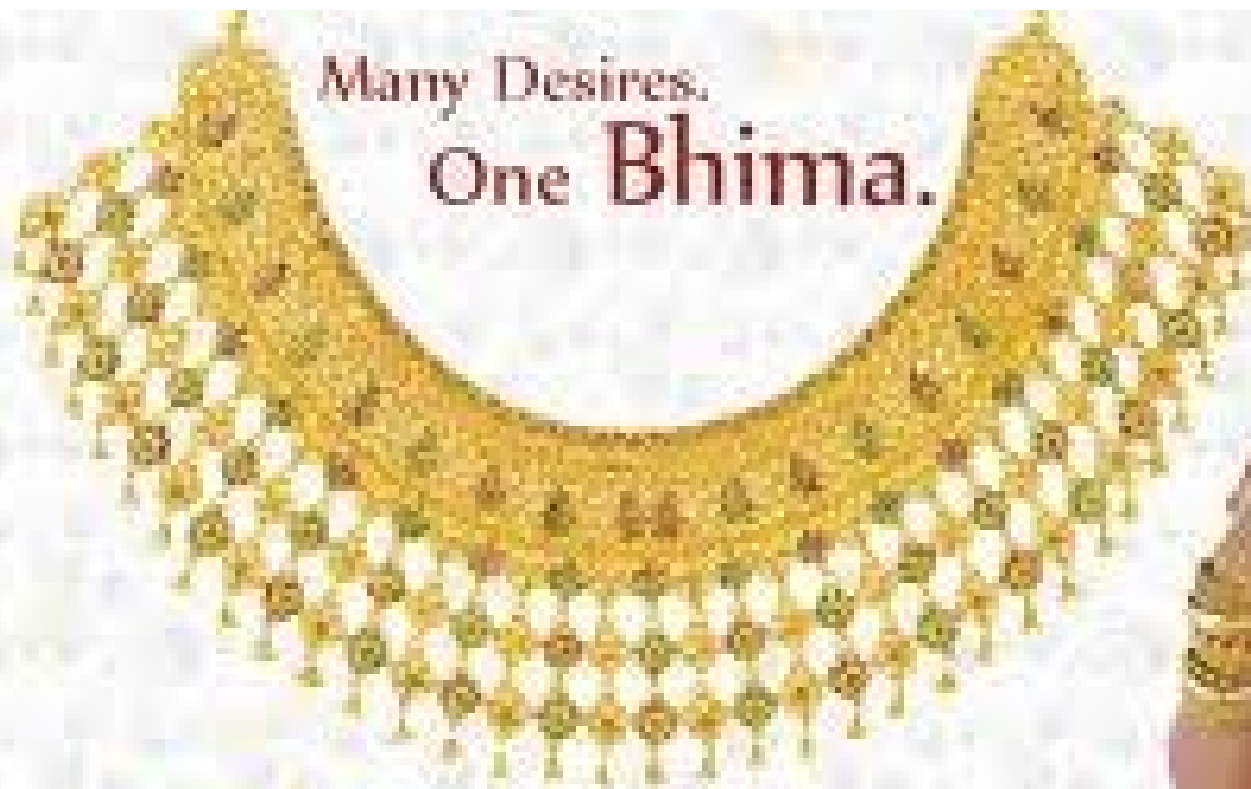


WHAT IS ADVERTISING?

Defining Modern Advertising

- A complex form of communication using objectives and strategies to impact consumer thoughts, feelings, and actions.
- A form of ***marketing communication*** (all the techniques marketers use to reach their customers and deliver their messages).

Many Desires.
One Bhima.



Defining Modern Advertising

The Evolution of Advertising

■ Identification

- Simple images found in ancient Babylonia, Egypt, Greece, and Rome identified a business, manufacturer, or store.

■ Information

- Gutenberg's movable type mechanized printing leading to mass communication.

■ Promotion

- The Industrial Revolution led to surplus goods, improved transportation, and the need for new media.

■ Sales

- Advertisers became concerned about making ads that worked and defining standards of effective advertising.



Defining Modern Advertising

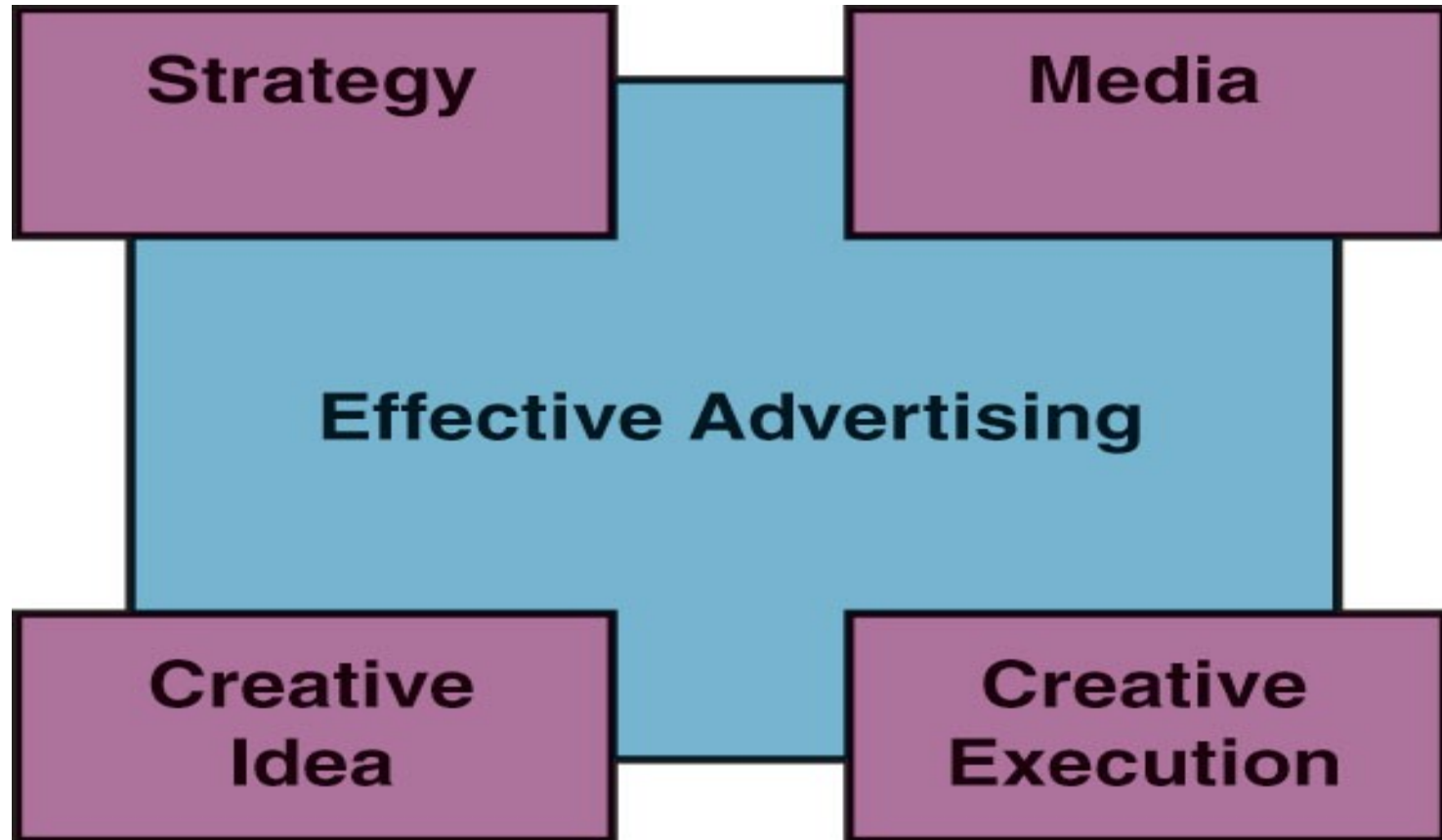
Five Basic Factors of Advertising

1. Paid communication
2. Sponsor is identified
3. Tries to inform or influence
4. Reaches a large audience
5. Message conveyed through many different kinds of largely non personal mass media

Principle:

An effective advertisement is one that can be proven to meet its objectives.

Four Components of Advertising





Four Components of Advertising

1. Advertising Strategy

- 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.
- Advertisers run ads in the most effective media.

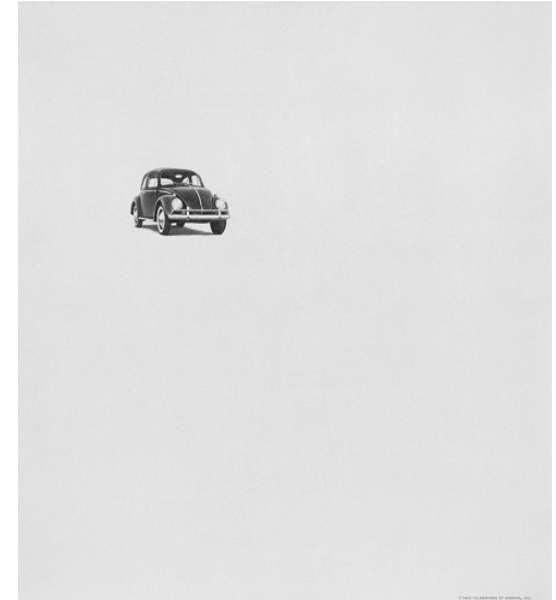




Four Components of Advertising

2. Creative Idea

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



Think small.

Our little car isn't so much of a novelty any more.
A couple of dozen college kids don't try to squeeze inside it.
The guy at the gas station doesn't ask where the gas goes.
Nobody even stares at our shape.
In fact, some people who drive our little

finer don't even think 32 miles to the gallon is going any great guns.
Or using five pints of oil instead of five quarts.
Or never needing anti-freeze.
Or racking up 40,000 miles on a set of tires.
That's because once you get used to

some of our economies, you don't even think about them any more.
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.
Think it over.



Four Components of Advertising

3. Creative Execution

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



Four Components of Advertising

4. Media Planning/Buying

- Television, Internet, magazines, and other media are used to reach a broad audience.
- Deciding how to deliver the message requires creativity.



Principle:

In advertising how you say something and where you say it is just as important as what you say.

Four Roles of Advertising

1. The Marketing Role

- Marketing is satisfying customer wants and needs by providing products (goods, services, and ideas).
- The marketing department is responsible for selling the product using the 4 Ps (product, price, place/distribution, and promotion) and brand development.

Principle:

A product can be services and ideas as well as goods.

Four Roles of Advertising

2. The Communication Role

- Advertising is a message to a consumer about a product, designed to create a response.
- It is also a form of marketing communication.
- Advertising uses mass communication to transmit product information to connect buyers and sellers in their marketplace.

Principle:

One of advertising's most important strengths is its ability to reach a large audience.

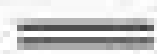
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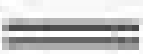




ISO 9001:2008 COMPANY



DS-MAX PROPERTIES PVT LTD



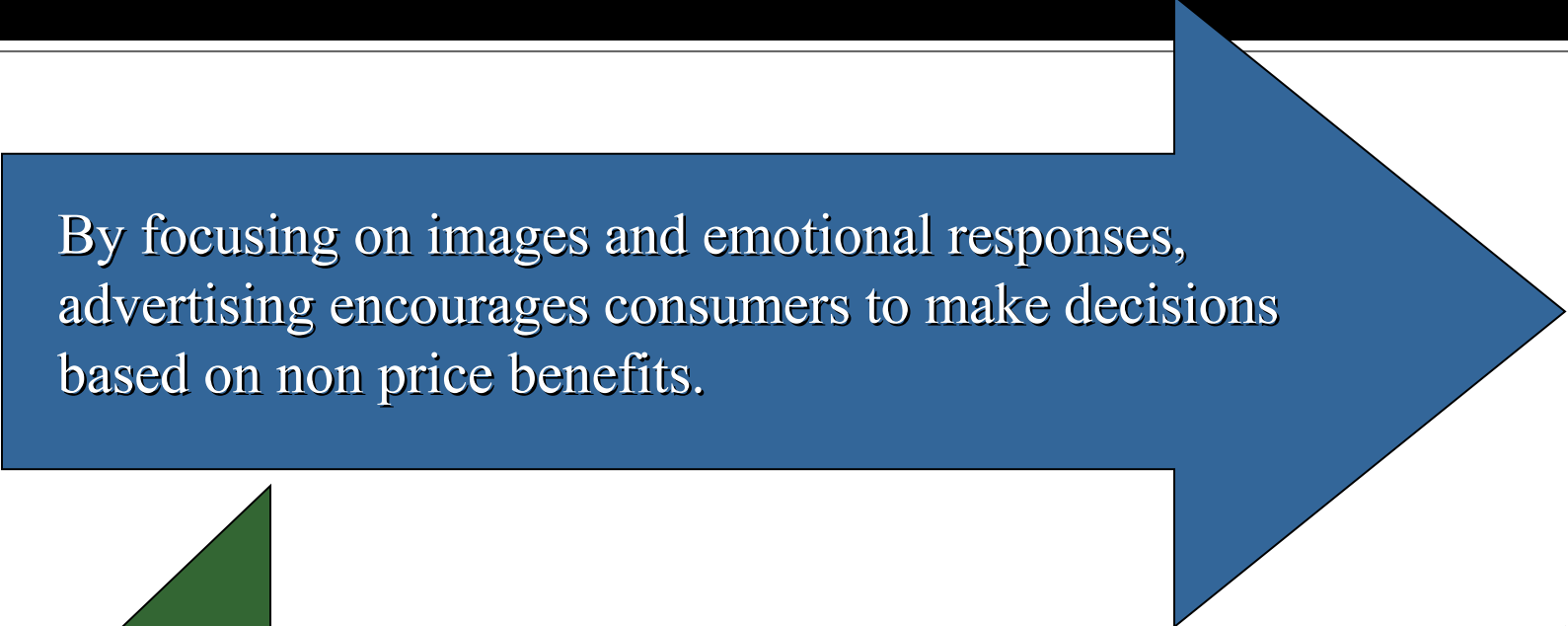


Four Roles of Advertising

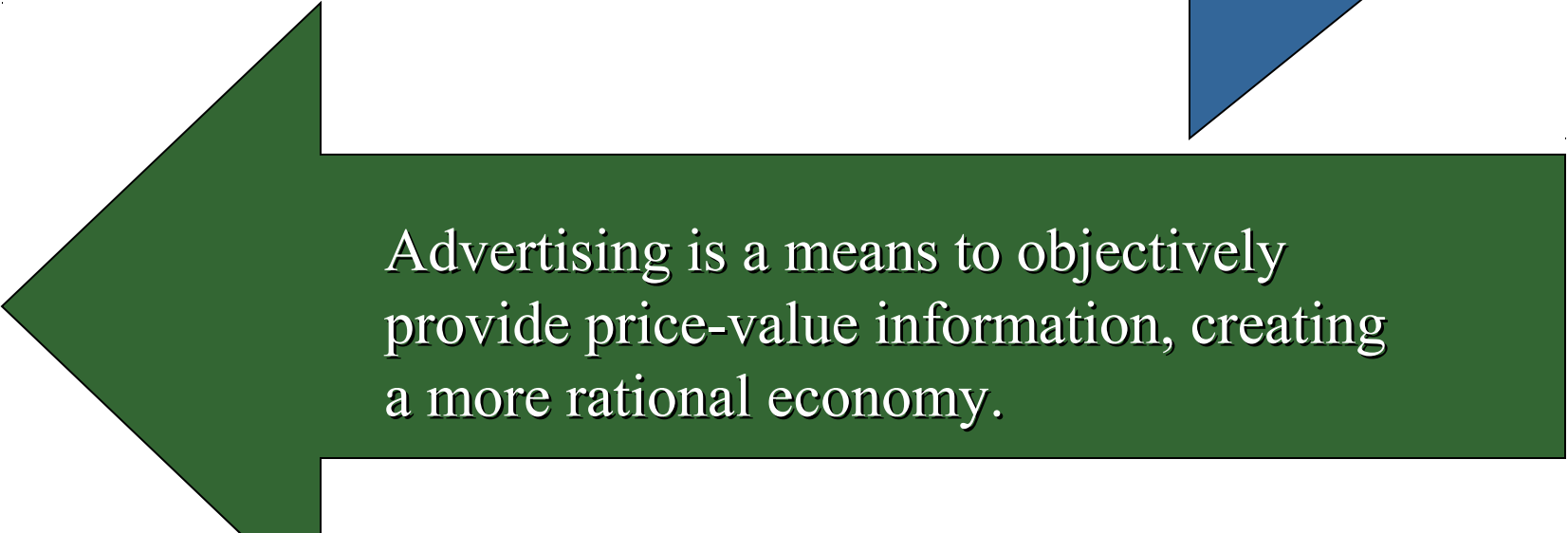
3. The Economic Role

- Because it reaches large groups of people, advertising makes marketing more cost-efficient and lowers prices for consumers.
- Advertising creates a demand for a brand using hard sell (persuading) and soft sell (image building) techniques.

The Economic Role



By focusing on images and emotional responses, advertising encourages consumers to make decisions based on non price benefits.



Advertising is a means to objectively provide price-value information, creating a more rational economy.

Four Roles of Advertising

4. The Societal Role

- Informs consumers about innovations and issues
- Helps us compare products and features
- Mirrors fashion and design trends
- Teaches consumers about new products and how to use them
- Helps sketch consumer self-image
- Facilitates self-expression through purchases
- Presents images about diversity in our world



Types of Advertising

- Brand Advertising
 - Focused on long-term brand identity and image
- Retail or Local Advertising
 - Focused on selling commodities in a geographical area
- Direct Response Advertising
 - Tries to stimulate a sale directly
- Business-to-Business
 - Sent from one business to another



Principle:

All types of advertising demand creative, original messages that are strategically sound and well executed.

Types of Advertising

- Institutional Advertising
 - Focused on establishing a corporate identity or winning the public over to the organization's point of view
- Nonprofit Advertising
 - Used by nonprofits like charities, associations, hospitals, museums, and churches for customer, members, volunteers, and donors
- Public Service Advertising
 - Usually produced and run for free on behalf of a good cause



The Key Players: the Advertiser

- Wants to send out a message about its business
- Initiates effort by identifying a problem that advertising can solve
- Selects the target audience, sets the budget, and approves the ad plan
- Hires the agency
 - Agency of record (AOR) does the most business; manages other agencies



Key Players: Agency

- Agencies have the strategic and creative expertise, media knowledge, talent, and negotiating abilities to operate more efficiently than the advertiser.
- Some large advertisers have in-house departments.

Key Players: Media

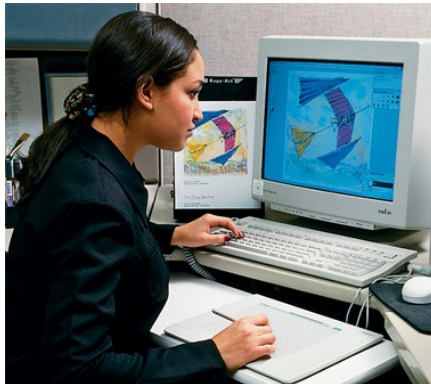
- Media are channels of communication that carry the message to the audience

Principle:

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

Key Players: Suppliers

- Group of service organizations that assist advertisers, agencies, and the media in creating and placing ads by providing specialized services
- Artists, writers, photographers, directors, producers, printers, freelancers, and consultants



Key Players: Target Audiences

- People to whom an ad is directed—their responses decide if advertising is effective.
- **Targeting** is the process of identifying the people in the desired audience.
- Interactive technology allows ads to be customized to the target audience's individual needs.



634024 Digital Vision Direct. info@digitalvision.com

Current Developments

The New Advertising

- Electronic media are making advertising more intimate, interactive, and personalized.
- Advertising must evolve to keep up with technology.
- Creativity involves more than just the ad's big idea, but finding new ways to engage consumers beyond traditional mass media.

Current Developments

Interactivity

- **Buzz** is getting people to talk about the event, idea or brand.
- People contact companies by phone, the Internet, and through friends.
- Advertising must change to also become more interactive.

Current Developments

Integrated Marketing Communication (IMC)

- IMC means unifying all marketing communication messages and tools to send a consistent, persuasive message promoting the brand's goals.
- Stakeholders are also important in IMC.
- ***Synergy*** means messages have more impact working jointly than on their own.

Current Developments

Globalization

- The elimination of trade barriers in the 1990s opened huge international markets.
- Agencies are forming multinational operations to address these markets.
- Should advertisers practice local or global advertising?



Video Snippet

Harley-Davidson talks about the foundation of a global marketing strategy.

Current Developments

What makes an ad effective?

- Gets attention
- Creates a positive impression for a brand
- Separates the brand from the competition
- Influences people to respond in the desired way

Principle:

An ad that works—that is effective—is one where the target audience responds as the advertiser intended.

Current Developments

Effectiveness and Awards Shows

- EFFIE awards recognize effective advertising.
- Others are advertising and marketing effectiveness (AME), Canada's Cassie Awards, and London-based Institute of Practitioner's Awards (IPA).
- Clios, the One Show, and the Cannes Lions Awards recognize creativity.





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- Did the campaign work for the client?
- What is the evidence that it worked?

Consumer Advertising

- Consumer advertising is advertising that is directed and intended for domestic markets such as individuals and families. This is in contrast to industrial advertising, which is specifically directed and marketed toward businesses.
- The goal of consumer advertising is to introduce, or sometimes re-introduce, products and services to families and private individuals for daily use and consumption.
- These can be automobiles for family use, household appliances, home electronic devices, clothes, books, movies, and just about anything else commonly found in an individual or family household.

Institutional Advertising

- Institutional advertising is marketing designed to promote a company rather than a specific good or service. It can be designed to make the public more aware of a company or to improve the reputation and image of an existing company. Depending on the company, this can be a form of brand advertising.
- Institutional advertising is a form of advertising that allows a company to promote themselves, rather than an individual product they offer.
- Some examples might be a beer company that runs advertisements for safe drinking. Another would be oil companies that tell you all the good they think they do for us.

Retail Advertising

- The manufacturer has little concern where its product is purchased. The goal of the retail advertiser differs from that of national advertiser.
- The retailer advertises to encourage patronage by consumers and build store loyalty among them.
- The retailer is not particularly concerned with any specific brand. In case the retailer shows some concern (the retailer wants to clear stocks of a particular brand), then the message in effect is “buy brand ‘B’ at our store.”
- General approach in retail advertising is “buy at our store.” The sale of any specific brand is not the concern of retailer unlike the national advertiser.

Trade Advertising

- A Trade advertisement is advertising undertaken by the manufacturer and directed toward the wholesaler or retailer
- Consumer-product advertising intended not for the consumer but for the various entities who influence consumer availability, such as distributors, wholesalers, retailers, brokers. Also called business-to-business advertising.

Professional Advertising

- Advertising directed toward professionals such as doctors, dentists, and pharmacists, etc., who are in a position to promote products to customers.
- It is mostly related to those product which is specially made for professional work or professional people's like Ca's, Lawyer's, architect, engineers , Doctor's ,. & advertisement of these product is called professional advertising .
- For Eg. kit of necessary equipment of architecture ,or surgical equipment for doctors .

which the professional person purchase it .

Thank
You

Prent

