
2.1.1 Introduction

The advertising of Coca-Cola has historically been among the most ingenious and creative in the marketing history. The integrated component of mass media used by Coca-Cola includes television advertising, banner ads, print advertising, direct marketing, web based interactive, sales promotion, social media marketing and experience based marketing.

In 2011, Coca Cola completed 125 years. They wanted to celebrate their anniversary by doing something different that was never tried before along with their coverage of traditional and digital mediums. Obscura Digital, a San Francisco-based technology lab and creative agency designed and executed something which was really impressive!!!

On May 6, 2011, the Coca-Cola headquarters tower (a 26-story tall building) in Atlanta was illuminated, showcasing a spectacular vision of the glorious 125 years and a “Thank You” message for millions of customers who made it happen.

Coca-Cola celebrated their anniversary in style.

A few interesting facts about the massive campaign for Coke’s 125th year are given below:

1. The event projected the imagery from a library of 125 years of Coke’s advertising, along with the iconic Coke bottle featured in 3D across the 26 stories of the building.
2. The projection covered an area of 157 feet in width and 339 feet in height. The projection surface area from all 4 sides of the building was 210, 0000 sq. feet, making it the world’s largest single building illumination.
3. Obscura Digital created and executed the visual design and projections. They used 45 projectors (20,000 lumen each) approximately 1 million lumen of light were simultaneously projected on to the building.
4. The event also showcased the pics uploaded by the Coca-Cola Facebook fans around the world. Throughout their anniversary month, the consumers who uploaded their favourite Coca-Cola pics on the Facebook page were included in the show.



Figure 2.1.1: Coca-Cola's Campaign for completing 125 Years of Success

The above snippet highlights how Coca-Cola used an Integrated Marketing Communication Campaign to say “Thank You” to their consumers for the magnificent 125 years of success.

Advertising is a complex form of communication. Businesses have found many different ways to communicate their message to the consumer. Modern advertisers have an array of choices at their disposal. The Internet alone provides many options to the advertisers to reach out to their prospective customers. The most suitable advertising choice depends on the target audience and the most cost-effective way to reach them. For instance, if a company knows that the target market prefers to read a particular magazine or newspaper, then they should advertise in that publication.

Successful advertising campaigns spread the information about a brand, attract prospective customers and generate sales. In this chapter, we will take a look on the different types of advertisements where a brand can be advertised.

2.1.2 Classification of Advertising on the Basis of Consumers

(i) Classified Advertising

This is a form of advertising where small messages are grouped under a specific heading or classification such as employment, real estate, automobiles and others. These are very common in newspapers, magazines and other periodicals. Classified advertisements are cheaper in comparison to large display ads used by businesses. These ads are typically short,

as they are charged based on per line. These are not widespread as large display ads. They do not include any graphics.



Figure 2.1.2: An Example of Classified Advertising



Figure 2.1.3: Another Example of Classified Advertising

(ii) Display Advertising

Display advertising basically appears in websites. These advertisements can be in different formats and they have items such as text, images, flash, audio, videos etc. The first banner display on the Internet was on October 27th, 1994. The basic objective of display ads is to deliver brand messages to the site visitors. eMarketer has estimated that Facebook and Twitter may account for 33% of display ad spending market share by 2017.

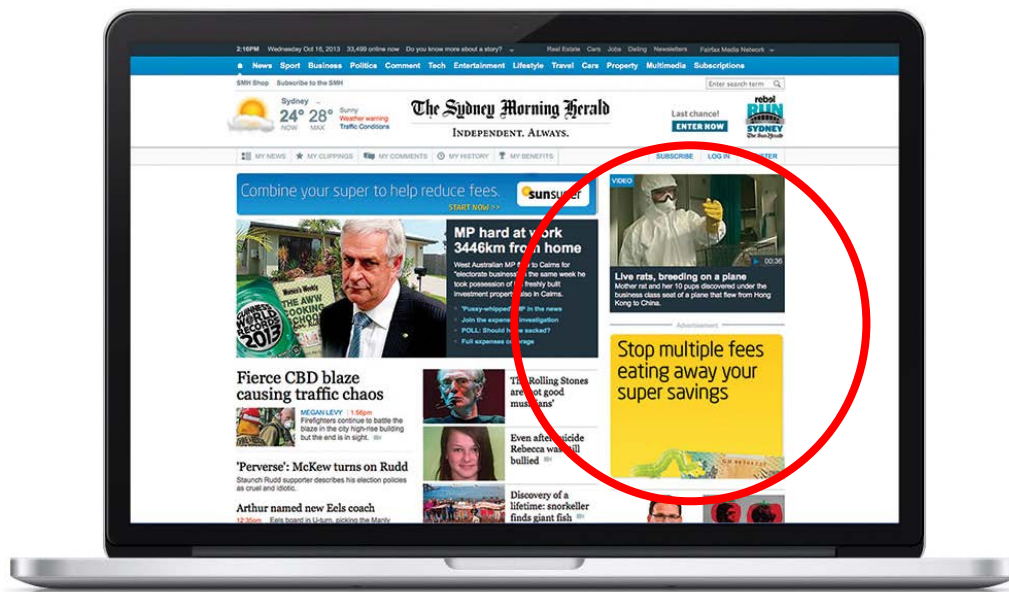


Figure 2.1.4: An Example of Display Advertising

(iii) Co-operative Advertising

Co-operative advertising is an agreement between a manufacturer and a distribution chain member (distributor, wholesaler or retailer). The manufacturer contributes a fixed sum or shares a certain percentage of the member's advertising. It can also be an agreement between two or more marketers who have complementary products (such as footwear and socks) or different seasonal sales cycles (such as winter coats and raincoats) to promote or sell each other's products with their own.

Cooperative advertising serves as a unique and powerful tool for small businesses, especially for those who have limited means to support the advertising campaigns required for the survival and success of the business. The joint efforts of marketers in such cooperative agreements broaden the scope of distribution and the quality of advertising campaign. Such kind of advertising helps small companies to link their names with the ones which are nationally recognised. Smaller companies or start-ups use this type of advertising to attract loyal customers of popular brands.

Given so many benefits, cooperative advertisements have few drawbacks as well. Small business houses should completely understand the commitment involved before finalising the agreement. Sometimes huge corporate giants may demand for high level of quality or certain style of advertising which may be difficult to achieve in a limited budget. Figure 2.1.5 shows an example of co-operative advertising between Coca-Cola and Mc Donald's. In case of co-

operative advertising, sharing the cost of advertisement for their mutual benefit is a common practice.



Figure 2.1.5: An Example of Co-operative Advertising

(iv) End Product Advertising

Product advertising is any form of communication about the promotion of any product or service through which potential customers are convinced to purchase the product. The basic objective of product advertising is to increase brand awareness and demonstrate the differences between the product and its competitors. A good advertising campaign educates the potential buyers on why they might need the product, how can they use it and what benefits they will receive.

Market research is usually conducted to obtain information such as the requirements of the target audience, factors which influence the buying decisions, preferred media to distribute the information about the product. The collected data is then used to write an advertisement message and convince the potential buyers to buy the product. *For example*, as shown in figure 2.1.6 Heinz uses superior quality of tomatoes to prepare ketchup than their competitors.



Figure 2.1.6: An Example of End Product Advertising

(v) Direct Response Advertising

Direct response advertising attempts to remind customers about the product and services offered by a particular brand. The basic idea here is that more times an advertisement is projected, it stays in the top of mind consciousness for the customer and they are likely to make a purchase decision. This is an effective way of advertising; however, it's a costly affair for the sponsor to successfully pull the target audience. The time and expenses involved in such advertisements are not a problem for big brands as they have massive advertising budgets and product lines are planned in advance. The small businesses face budget constraints when they try to imitate big brands in this type of marketing. Direct response marketing evokes an immediate response and compels the target audience to take some specific actions. Direct response advertising is trackable, measurable and targets a specific audience.



Figure 2.1.7: An Example of Direct Response Advertising



Self-assessment Questions

- 1) Advertising is a _____ form of communication.
 - a) Simple
 - b) Easy
 - c) Complex
 - d) Effortless
- 2) _____ is trackable, measurable and targets a specific audience.
 - a) Classified advertising
 - b) Co-operative advertising
 - c) End product advertising
 - d) Direct response advertising
- 3) _____ is an agreement between a manufacturer and a distribution chain member.
 - a) Co-operative advertising
 - b) Classified advertising
 - c) End product advertising
 - d) Direct response advertising
- 4) _____ is cheaper in comparison to large display ads used by businesses.
 - a) Direct response advertising
 - b) Classified advertising
 - c) End product advertising
 - d) Co-operative advertising

2.1.3 Classification of Advertising on the Basis of Media

(i) Print Media Advertising

Earlier, print media use to be a huge driver of sales. The recent digital forms of advertising have forced print media to take a backseat. A print media can be typically split into these three sub categories.

- a. **Periodical Advertising:** Periodical advertising refers to advertisements which are published in magazines, newspapers or any publication that comes out at regular intervals.



Figure 2.1.8: An Example of Periodical Advertising

Companies always attempted to grab the centre spread, front or the back cover of any popular magazine or newspaper.

- b. **Brochures, Leaflets, Handouts, Flyers and Point of Sale Advertising:** As brochures, leaflets, handouts, flyers etc. are usually placed within pages of newspapers and magazines; they are treated as a separate entity.



Figure 2.1.9: An Example of Brochure and Leaflet Advertising

- c. **Direct Mail Advertising:** Direct mail advertising refers to printed ads being mailed directly to the consumers. This technique is considered to be 'inferior' and 'junk'. However, if it is done creatively and intelligently, it's a fantastic way of customer engagement.



Figure 2.1.10: An Example of Direct Mail Advertising

(ii) Broadcast Media Advertising

Broadcast media advertising includes television and radio advertising. It was one of the most dominant ways to reach a large group of consumers. Broadcast advertising has taken a back seat from last few years due to the rise in “digital video recorder” and “ad skipping” technologies. However, it is still a popular way to reach millions of people.



Figure 2.1.11: An Example of Broadcast Media Advertising

(iii) Outdoor Media Advertising

Outdoor media advertising refers to billboards, bus shelter posters, fly posters, digital posters etc. This type of advertising is also known as out-of-home advertising as these ads reach out to consumers when they are outside home.



Figure 2.1.12: An Example of Outdoor Media Advertising



Figure 2.1.13: An Example of Outdoor Media Advertising

(iv) Digital Media Advertising

Any advertisement which appears via the Internet or online is known as digital media advertising. Digital advertising has evolved rapidly in the last 15 years and market leaders have realised the importance and the complexity it poses.



Figure 2.1.14: An Example of Digital Media Advertising

Through digital advertising, campaigns can reach a large set of target audience. It is not only a cost-effective medium of communication but also has a higher return over investment. Businesses scale at a faster pace through digital advertising. Digital marketers should promptly respond and initiate dynamic customer interactions and extract value from big data to make better decisions faster. Digital advertising gives the flexibility to the marketers to communicate with customers wherever and however customers are most receptive to messages.



Self-assessment Questions

- 5) _____ refers to advertisements which are published in magazines or newspapers.
- | | |
|------------------------------|--------------------------------|
| a) Digital media advertising | b) Periodical advertising |
| c) Outdoor advertising | d) Broadcast media advertising |
- 6) _____ includes televisions and radio advertising.
- | | |
|--------------------------------|------------------------------|
| a) Outdoor advertising | b) Digital media advertising |
| c) Broadcast media advertising | d) Periodical advertising |
- 7) _____ has evolved rapidly in the last 15 years and the market leaders have realised the importance and the complexity it poses.
- | | |
|------------------------|--------------------------------|
| a) Digital Advertising | b) Broadcast media advertising |
| c) Outdoor advertising | d) Direct mail advertising |
- 8) _____ is considered to be 'inferior' and 'junk'.
- | | |
|---------------------------|--------------------------------|
| a) Outdoor advertising | b) Broadcast media advertising |
| c) Periodical advertising | d) Direct mail advertising |

2.1.4 Classification of Advertising on the Basis of Business/Advertiser

(i) Trade Advertising

Trade advertising is carried out by a producer, directed towards the wholesalers, distributors and traders rather than the end consumer of the product. Trade advertising is strategically important as it establishes good relations with the traders, wholesalers and distributors associated with the selling of a company's brands. The advantage of trade advertising is that it is cost-effective and provides a better means to communicate with the target audience. Trade advertisements create an image in the trader's mind, which eventually compels him/her to approach the company to sell its product. These advertisements are specially done in specific mediums and journals.



Figure 2.1.15: An Example of Trade Advertising

(ii) Professional Advertising

Professional advertising is mostly related to the advertisements of those products which are specially made for professionals such as lawyers, engineers, doctors, architects and others — for instance, kits required by the architects or surgical equipment required by doctors and dentist.



Figure 2.1.16: An Example of Professional Advertising

(iii) Corporate Advertising

Advertising which are designed to win a target audience with a specific point of view is known as corporate or institutional advertising. Corporate advertising can be local, regional or national. They can be aimed at any type of audience and delivered to the target audience through any medium. The main objective of such advertisements is to sell the product and services along with building corporate image, brand's reputation and name and create awareness among the industry and general public. In this kind of advertising, a company pays a fee to have a message which can portray the brand or sometimes it is designed to win an audience over to a specific point of view. **For example**, you might remember Aircel launching "Save the Tigers" Campaign in association with WWF (World Wildlife Fund) India.



Figure 2.1.17: An Example of Corporate Advertising



Self-assessment Questions

- 9) _____ is carried out by a producer, directed towards the wholesalers, distributors and traders rather than the end consumer of the product.
- | | |
|-----------------------------|--------------------------|
| a) Trade advertising | b) Vendor advertising |
| c) Professional advertising | d) Corporate advertising |
- 10) The Idea Internet (Aditya Birla Group) initiative for “#UlluMatBano Campaign” is an example of _____.
- | | |
|--------------------------|-----------------------------|
| a) Ethical advertising | b) Professional advertising |
| c) Corporate advertising | d) Trade advertising |
- 11) _____ is mostly related to the advertisements of those products which are specially made for professionals.
- | | |
|-----------------------|-----------------------------|
| a) Trade advertising | b) Professional advertising |
| c) Expert advertising | d) Specialised advertising |

2.1.5 Classification of Advertising on the Basis of Area

(i) National Advertising

National advertising is not confined to any specific geographical area within a nation. It conveys mass marketing effort. The objective of national advertising is to inform and remind consumers about the brand and the company. The advertisements intend to communicate the features, benefits and uses of the brand.

National advertisements are broadcasted on televisions, radios, newspapers, magazines, billboards and the Internet. National advertising is an expensive affair; therefore, it is carried out by large and well-funded companies such as Coke, Pepsi, Procter & Gamble, Johnson & Johnson etc. The companies intending for national advertisements identify a specific target audience and then build a brand image. Companies sometimes introduce new brands and emphasise on brand loyalty for the established ones through national advertising. The following advertisements highlights the new flavours of ice-cream introduced by Mc Donald's in Moscow.



Figure 2.1.18: An Example of National Advertising

(ii) Local Advertising

Local advertising helps in delivering relevant messages and information to the target audience who are based locally. It is also known as local store marketing or neighbourhood marketing. The promotional messages in local advertising are directed to the local population instead of mass market. Local advertising is primarily used by small business houses such as stores and

restaurants. These small business houses or local businesses contact consumers through emails, in-town events, advertisements in local channels or newspapers.

People prefer to eat and shop near their homes or around their vicinity as it saves time and is more convenient. Therefore, successful local advertisement campaigns hope not only to attract new customers but to showcase a significant presence in the minds of their existing consumers. Local advertising campaigns might use different strategies in order to build their awareness and reputation within a neighbourhood. Given below are some local advertising strategies:

- a. Local business houses may distribute leaflets and handouts to announce their opening, sales promotions, discounts and coupons.
- b. Host or sponsor local events such as a football match or a yoga programme.
- c. Participate in social gatherings and community fairs.
- d. Purchase local ad space — may be local newspaper, hoardings at bus stops or banners at outdoor spaces etc.
- e. Restaurants can offer special lunch deals to the employees of nearby local organisations.

Local advertising is actually about knowing and interacting with neighbours and people in the vicinity. It is more about developing relationships than investing money. This requires small businesses to actually move out from their offices and interact with prospective consumers.



Figure 2.1.19: An Example of Local Advertising

(iii) Global Advertising

Global advertising is a communication strategy where a company employs to drive demands for its goods and services in international or global markets. Global advertising strategies are adapted and tailor-made to suit the cultural differences and preferences in the international scenarios. The term globalisation was popularised by Ted Levitt (a marketing professor at Harvard Business School) as a concept in marketing and advertising. Levitt observed that regardless of deep rooted cultural differences, people are becoming globally harmonised. He proposed a new paradigm to standardise goods and advertise globally. This would help the companies to achieve huge economies of scale, sales volume and market shares.

Although global advertising benefits are attractive, market variances do exist in terms of cultural differences, legal restrictions and media availability. Companies prefer to choose and implement different advertising strategies based on the market variations. For instance, the menu of Mc Donald's varies based on the geographical location of a restaurant. People in India do not prefer to eat beef and pork, therefore Mc Donald's Indian menu does not any of these meat dishes. Instead based on the preferences of consumers, new menu is added which includes aalo (potato), paneer (cottage cheese), egg-stuffed burgers and others.

The example from Dove campaigns depict that despite cultural differences, the ladies all over the world thank Dove for taking care of their hair and skin health.



Figure 2.1.20: An Example of Global Advertising

Businesses prefer global markets as they find economies of scale in production and distribution, consistency in brand image and ability to leverage good business ideas quickly and efficiently. However, there are some limitations to global advertising. Businesses need to identify the preferences and needs of their international customers, differences in product and brand placements etc.



Self-assessment Questions

- 12) Coca-Cola's "Share a Coke" campaign was a part of company's _____ strategy.
- a) Local advertising
 - b) National advertising
 - c) Corporate advertising
 - d) Global advertising
- 13) Companies sometimes introduce new brands and emphasise on brand loyalty for the established ones through _____.
- a) National advertising
 - b) Corporate advertising
 - c) Local advertising
 - d) Global advertising
- 14) Purchasing local ad space is a strategy for _____.
- a) Global advertising
 - b) Local advertising
 - c) National advertising
 - d) Direct marketing



Summary

- Advertising is a complex form of communication. Businesses have found many different ways to communicate their message to the consumer. Modern advertisers have an array of choices at their disposal.
- Successful advertising campaigns spread the information about a brand, attract prospective customers and generate sales. There are different types of advertisements where a brand can be advertised.
- Classified advertisements are cheaper in comparison to large display ads used by businesses. These ads are typically short, as they are charged based on per line. These are not widespread as large display ads. They do not include any graphics.
- Display advertising basically appears in websites. These advertisements can be in different formats and they have items such as text, images, flash, audio, videos and others.
- Co-operative advertising is an agreement between a manufacturer and a distribution chain member (distributor, wholesaler or retailer).
- Product advertising is any form of communication about the promotion of any product or service through which potential customers are convinced to purchase the product.
- Direct response advertising attempts to remind customers about the product and services offered by a particular brand.
- Periodical advertising refers to advertisements which are published in any magazines, newspapers or anything that comes out at regular intervals.
- As brochures, leaflets, handouts, flyers etc. are usually placed within pages of newspapers and magazines, they are treated as a separate entity.
- Direct mail advertising refers to printed ads being mailed directly to the consumers.
- Broadcast media advertising includes television and radio advertising. It was one of the most dominant ways to reach a large group of consumers.

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- Outdoor media advertising refers to billboards, bus shelter posters, fly posters, digital posters etc. This type of advertising is also known as out-of-home advertising as these ads reach out to consumers when they are outside home.
 - Any advertisement which appears via the Internet or online is known as digital media advertising.
 - Trade advertising is strategically important as it establishes good relations with the traders, wholesalers and distributors associated with the selling of company's brands.
 - Professional advertising is mostly related to the advertisements of those products which are specially made for professionals such as lawyers, engineers, doctors, architects and others—for instance, kits required by the architects, surgical equipment required by doctors and dentist.
 - Advertising which are designed to win a target audience for a specific point of view is known as corporate or institutional advertising.
 - National advertising conveys mass marketing effort. The objective of national advertising is to inform and remind consumers about the brand and the company. The advertisements intend to communicate the features, benefits and uses of the brand.
 - Local advertising helps in delivering relevant messages and information to the target audience who are based locally. It is also known as local store marketing or neighbourhood marketing.
 - Global advertising is a communication strategy where a company employs to drive demands for its goods and services in international or global markets. Global advertising strategies are adapted and tailor-made to suit the cultural differences and preferences in the international scenarios.



Terminal Questions

1. Describe classification of advertisements on the basis of consumers.
2. Explain corporate advertising with relevant examples.
3. Highlight the differences between national and global advertisements. Explain with examples.