

A hand holding a black pen points towards the word 'ADVERTISING' in a large word cloud. The word 'ADVERTISING' is the largest and most prominent, set against a red background. Other visible words include 'SEO', 'MARKETING', 'DIRECT', 'PLACEMENT', 'INTERNET', 'RISK', 'GROUP', 'TECHNOLOGY', 'KEYWORD', 'SEM', 'ONLINE', 'WEBSITE', 'RIS', 'SAL', 'COMMER', 'ENGINE', 'SEARCH', and 'ONLINE'. The word cloud is tilted diagonally.



# MEANING OF ADVERTISING

DEFINITION: ADVERTISING IS A MEANS OF COMMUNICATION WITH THE USERS OF A PRODUCT OR SERVICE. ADVERTISEMENTS ARE MESSAGES PAID FOR BY THOSE WHO SEND THEM AND ARE INTENDED TO INFORM OR INFLUENCE PEOPLE WHO RECEIVE THEM, AS DEFINED BY THE ADVERTISING ASSOCIATION OF THE UK.

THE ADVERTISING INDUSTRY IS MADE OF COMPANIES THAT ADVERTISE, AGENCIES THAT CREATE THE ADVERTISEMENTS, MEDIA THAT CARRIES THE ADS, AND A HOST OF PEOPLE LIKE COPY EDITORS, VISUALIZERS, BRAND MANAGERS, RESEARCHERS, CREATIVE HEADS AND DESIGNERS WHO TAKE IT THE LAST MILE TO THE CUSTOMER OR RECEIVER.



# PROMOTION MIX

- **PROMOTION MIX REFERS TO COMBINATION OF PROMOTIONAL TOOLS USED BY AN ORGANISATION TO ACHIEVE ITS COMMUNICATION OBJECTIVES. VARIOUS TOOLS OF COMMUNICATION ARE USED BY THE MARKETERS TO INFORM AND PERSUADE CUSTOMERS ABOUT THEIR FIRM'S PRODUCTS.**
- **THE ELEMENTS OF PROMOTION MIX ARE :**
- **(I) ADVERTISING**
- **(II) PERSONAL SELLING**
- **(III) SALES PROMOTION, AND**
- **(IV) PUBLICITY**



**PROMOTION IS A FACT OF LIFE AND IS ESSENTIAL FOR EVERY BUSINESS**

ADVERTISING

SALES  
PROMOTION

Elements of  
Promotion

PERSONAL  
SELLING

PUBLICITY

1. **Advertising** : it is perhaps the most commonly used tool of promotion. It is an impersonal form of communication, which is paid for by the marketers (sponsors) to promote some goods or service. The most common modes of advertising are 'newspapers', 'magazines', 'television', and 'radio'.
2. **Personal Selling** : it involves oral presentation of message in the form of conversation with one or more prospective customers for the purpose of making sales. It is a personal form of communication. Companies appoint salespersons to contact prospective buyers and create awareness about the product and develop product preferences with the aim of making sale.
3. **Sales Promotion** : it refers to short-term incentives, which are designed to encourage the buyers to make immediate purchase of a product or service. These include all promotional efforts other than advertising, personal selling and publicity, used by a company to boost its sales.
4. **Publicity** : publicity is an unpaid form of communication. It does not involve any direct expenditure by the marketing firm , and there is no identified sponsor for the communication as the message goes as a news item. In publicity, as the information is disseminated by an independent source, e.g., the press in the form of news stories and features, the message has more credibility than if that comes as a sponsored message in advertising



# ADVERTISING

- Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service.
- Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of "Brand Image" and "Brand Loyalty."
- The ultimate aim of advertising is to increase sales by showing these goods and services in a positive light.





# SALES PROMOTION

One of the most effective ways of customer relationship. Such selling works best when a good working relationship has been built up over a period of time.

This can also be expensive and time consuming, but is best for high value or premium products.

Short term incentives offered to encourage sales. Giving the customers to try or test your product( especially if its a consumable product). The customer will use the product and if liked by them, would go to buy that particular product. Gains attention and has immediate effects. Example: Exhibitions, free samples, discounts, gifts, etc.

**SUBWAY**  
**FREE**  
Buy Any Regular 6-Inch Sub-  
Get One FREE with Purchase  
of Medium Drink!

Free 6-inch sub must be of equal or lesser value. May not be combined with other coupon or special offer. Expires 1-31-11.



**FREE COFFEE  
ALL DAY**  
NOV.15-28, 2010



**BUY 1 HOLIDAY DRINK, GET 1 FREE**  
NOV 18-21, 2-5P.M. AT YOUR LOCAL STARBUCKS



**ENJOY THE TASTE OF THE SEASON WITH  
ANY OF THESE DELICIOUS DRINKS:**

Caramel Brulée Latte, Peppermint Mocha, Peppermint White Chocolate Mocha, Peppermint Hot Chocolate, Gingerbread Latte, Eggnog Latte, Caramel Brulée Frappuccino® blended beverage, Peppermint Mocha Frappuccino® blended beverage.

**adidas**

**\$10 OFF**  
Purchase of  
\$100 or more

[Shop Now](#)

COUPON CODE  
"10off100"





# ROLE OF ADVERTISING

## Role of Advertising in Business:

Of all the business and marketing activities advertising is the most visible and well known. There is no denying the fact that advertising plays an important role in the promotion of various products and services.

1. To identify products and differentiate them from others.
2. To communicate information about the products, its features and its location of sale.
3. To induce consumers to try new products and to suggest its reuse.
4. To stimulate the distribution of a product.
5. To increase products use.
6. To build value, brand preference. and loyalty.
7. To lower the overall cost of sales.

## The Economic Role of Advertising:

- A. Effect of advertising on the value of products
- B. Advertising effect on prices:
- C. Effect of advertising on the competition:
- D. Advertising effect on demand:

## Roles of Advertising





# IMPORTANCE OF ADVERTISING

The importance of advertising has now been universally accepted owing to its increased demand and effect of advertising campaigns. It is equally important for customers, sellers, producers as well as for the society and contribute in dynamic ways;

- Advertising helps the producers as well as distributors to increase sales of the product.
- Advertising provides an opportunity to the producers and campaigners to identify their competitors and form strategies to compete accordingly.
- Effective advertising also increases demand for the product, due to which the process of demand and supply becomes never-ending.
- Advertising also enables the producers to make ground for the product to be launched in the market.
- It plays a significant role in creating awareness among people regarding the new product and prepare their minds for trying the product.
- Advertising also helps the business owners to create goodwill for the company and earn customer loyalty from old clients.

# MODE OF ADVERTISING

**Print  
Advertising**

**Outdoor  
advertising**

**Broadcast  
Advertising**

**Covert  
Advertising**

**Surrogate  
Advertising**

**Public  
Service  
Advertising**

**Celebrity  
Advertising**



# Print advertising



News paper



Magazines



Fliers



Brochures

# OUTDOOR ADVERTISING



Billboards



Kiosks



Trade-shows



Events

# Broadcasting advertising



Television



Radio



Internet

# Surrogate advertising



Advertising Indirectly



# Celebrity advertising





## Merits of Advertising

- Mono-comp firms show product differentiation through advertising.
- Merits of Advertisement:
  - *Information on new products, and improvements in old products,*
  - *Consumers made aware of better deals and offers.*
  - *Reduces asymmetric information between seller and the consumer.*
  - *Intensifies competition, innovation and efficiency*

## Demerits of Advertisement

- Heavy spending on advertising creates barrier to entry, as new firms also have to spend on advertising.
- Wasteful costs on advertisement.
- Affects size and quality of the product.
- Wrong and misleading information, harmful effects not shown. (smoking, junk food, colas)
- Unethical and dangerous ads.



## Advertisement Appeals

An advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, service, or cause.

It aims to influence the way consumers view themselves and how buying certain products can prove to be beneficial for them.

Advertising uses appeals as a way of persuading people to buy certain products.

The message conveyed through advertising appeals influences the purchasing decisions of consumers.



# Types of Advertisement Appeals

## Advertisement Appeals

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Fear Appeal

Humor Appeal

Adventure Appeal

Music Appeal

Youth Appeal

Less than perfect Appeal

Snob Appeal

Bandwagon Appeal

Scarcity Appeal

Plain Appeal



1. **Fear Appeal** : fear is also an important factor that can have incredible influence on individuals. Fear is often used to good effect in advertising and marketing campaigns of beauty and health products including insurance. Advertising experts indicate that using moderate levels of fear in advertising can prove to be effective.

2. **Adventure Appeal** : it is directed towards giving the impression that purchasing a product will change the individual's life radically and fill it with fun, adventure and action.

3. **Youth Appeal** : advertisements that reflect youth giving aspects or ingredients of products use these types of appeals. Cosmetic products in particular make use of these appeals.



Fear Appeal



Adventure Appeal



Youth Appeal



4. **Snob Appeal** : appeal is directed towards creating feeling of desire or envy for products that are termed top of the line or that have considerable qualities of luxury, elegance associated with them.

5. **Humor Appeal** : humor is an element that is used in around 30% of the advertisements. Humor can be an excellent tool to catch the viewer's attention and help in achieving instant recall which can work well for the sale of the product. Humor can be used effectively when it is related to some benefit that the customer can derive without which the joke might overpower the message.

6. **Music Appeal** : music can be used as types of advertising appeals as it has a certain intrinsic value and can help in increasing the persuasiveness of the advertisement. It can also help capture attention and increase customer recall.



Snob Appeal



Humor Appeal



Music Appeal

Snob Appeal

Humor Appeal

Music Appeal



# CHOSEN PRODUCT: HEALTH DRINK POWDER



■ MALT BASED FOOD







Television – Moral Appeal



Mobile Advertisement – Rational Appeal



Billboard – Celebrity Appeal



Poster – Love Appeal

**BEST SUITED MEDIA AND APPEALS FOR MY PRODUCT:**



# POSTER – LOVE APPEAL

- Advertisements printed on individual sheets are made and distributed among a large number of people.
- In this ad, the Primary Appeal is LOVE APPEAL. The love between a mother and her child is depicted in a beautiful way here. This persuades many mothers to try this out for their kids.
- The Secondary Appeal is Celebrity Appeal, where Kajol, a Bollywood actress is promoting their product.

