

# GS 434 MASS MEDIA & SOCIETY



## 06: Mass Media and Marketing

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# OBJECTIVES

- ❑ Advertising
  - Origins and History of Advertising
  - Economics of Advertising
  - Advertising to Children
  - Effects of Advertising
- ❑ Advertising Agency
- ❑ Pitching the Message
- ❑ Conglomeration and Globalization





# ADVERTISING

**Advertising:** The paid and non-personal form of communication that businesses use to promote their products.





# ORIGIN AND HISTORY OF ADVERTISING

- ❑ Advertising is at least 3,000 years old.
  - Millennia ago, ancient Egyptians used papyrus to make sales messages and wall posters.
  - In 1200 B.C., the Phoenicians painted messages on stones near paths where people often walked.





- In the 6th century B.C., ships that came into port with products on board sent criers around town with signboards to announce their arrival.
- In the 13<sup>th</sup> century A.D., the British began requiring trademarks to protect buyers and to identify the makers of quality products. The first printed advertisement was prepared by printer William Caxton in England in 1478 to sell one of his books.





# ECONOMICS OF ADVERTISING

- ❑ Mass media industries today depend on advertising.
- The advertising business and the media industries are interdependent i.e. what happens in the advertising business directly affects the media industries.
- The advertising business is linked to the economic health.





# ADVERTISING FUELS GDP

**EACH EURO**  
INVESTED BY BRANDS  
IN ADVERTISING



CAN GENERATE UP TO  
**7 EUROS**  
OF GDP IN THE EU ECONOMY

© Source: The economic contribution of advertising in Europe, Deloitte LLP



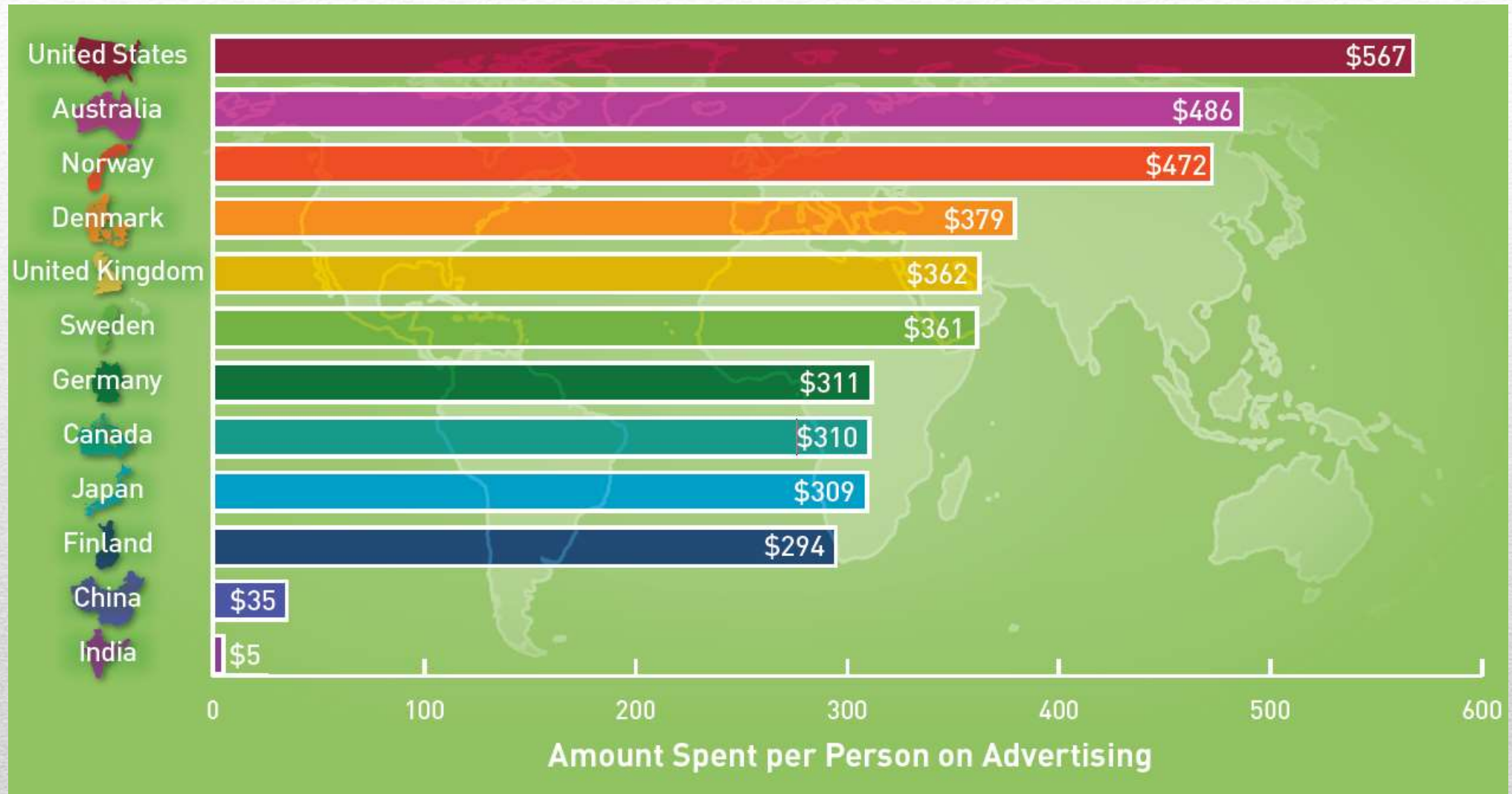




- ❑ The U.S. advertising industry collected \$181 billion in 2014.
- Procter & Gamble, maker of many familiar products (e.g. Duracell batteries, Pampers diapers, Gillette blades and Crest toothpaste), spends more money on advertising in the U.S. than any other company.



*In which countries do marketers spend the most per person for advertising? (2014)*





- ❑ The factors that determine advertising rates are:
  - The size of an ad
  - The number of people it reaches
  - How often it appears
  - When it appears
  - Where it is placed
- ❑ Different types of media deliver different types of audiences. There are slightly different dynamics of advertising on different media:
  1. Advertising on Print Media
  2. Advertising on Broadcast/Electronic Media



## 1. Advertising on Print Media

- Newspaper and magazine rates are based on circulation, or the number of people who read them.
- Newspaper and magazine ads are usually sold by the inch on the page.
- Ads that appear on the front or back cover of a magazine cost more than ads inside the magazine.





## 2. Advertising on Electronic Media

- The cost to advertise on a national network is much more expensive than on a local station.
- Radio and TV advertisers usually pay for ads that are 10 to 60 seconds long.
- Advertisers often hire media consultants and ad agencies to make advertising packages for them.
- TV sports programs are a big draw for advertisers.





- The cost of advertising also depends on the popularity or rating of a program.
  - **Rating:** The percentage of the total number of households with TV sets tuned to a particular program.
- In a practice adopted from radio, television programs usually carries direct sponsorship. Many shows carry the sponsor's name in the title and advertised just one product.
  - **Direct Sponsorship:** Advertisement in which a program carries an advertiser's name in the title.



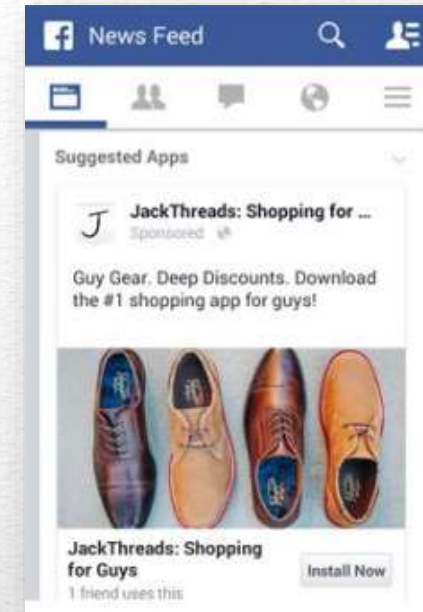


- The cost of **Internet advertising** is based on the size and format of ads. The length of time an ad runs also affects the price.
- Internet advertisers pay a certain amount for every 1,000 people that receive the ad.
- Advertisers flocked to major Internet sites when they were first launched. They expected quick returns, as consumer use of the Internet skyrocketed.





- At first, advertisers primarily used **banner advertising**, which meant their advertising messages scrolled across a web site or appeared in a box on the site.
- Internet sites also tried **pop-up advertisements**, which meant an ad popped up either behind a Website screen when someone left the site or on top of the Website home page when someone first visited.





# ADVERTISING TO CHILDREN

- ❑ The majority of advertisements that target children feature either toys or junk food.
- ❑ Children under the age of eight typically lack the ability to distinguish between fantasy and reality, and many advertisers use this to their advantage.
- ❑ Studies have shown that most children-focused food advertisements feature high-calorie, low-nutrition foods such as sugary cereals.





- ❑ Although governments regulate advertising to children to a degree, the Internet has introduced new means of marketing to youth and children that have not been addressed. Online video games called advert-games feature famous child-oriented products. The games differ from traditional advertising, however, because the children playing them will experience a much longer period of product exposure than they do from the typical 30-second TV commercial.
- ❑ Child advocacy groups have been pushing for increased regulation of advertising to children.





- ❑ In the USA, Federal Trade Commission's 1979 report *Television Advertising to Children* regarded children as vulnerable population in terms of TV advertising. The report mentioned that:
  1. The average child sees 20,000 commercials a year, or about 3 hours of TV advertising a week.
  2. Many children regard advertising as just another form of programming and do not distinguish between programs and ads.
  3. Televised advertising for any product to children who do not understand the intent of the commercial is unfair and deceptive.

The report called for a ban on advertising to very young children, a ban on sugared products in advertising directed to children younger than age 12, and a requirement for counter-ads with dental and nutritional information to balance ads for sugared products.



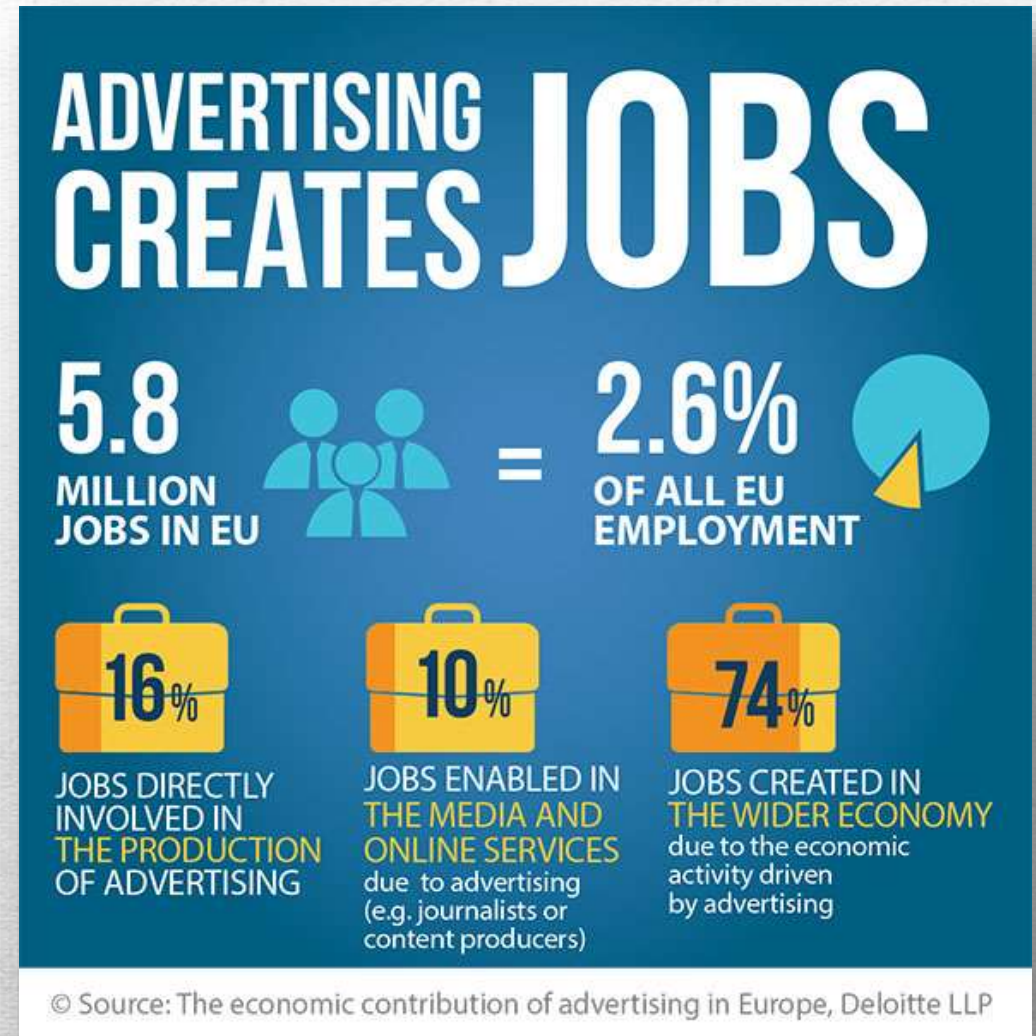
# EFFECTS OF ADVERTISING

## ❑ Positive Effects Of Advertising

- Early newspaper advertising allowed newspapers to become independent of government control, encouraging the development of a free press with the ability to criticize powerful interests.
- When newspapers and magazines moved to an advertising model, these publications became accessible to large groups of people who previously could not afford them.
- Advertising also makes newer forms of media both useful and accessible. Many Internet services, such as e-mail and many smartphone applications, are free because they feature advertising.
- Advertising allows promoters and service providers to reduce and sometimes eliminate the upfront purchase price, making these services available to a greater number of people and allowing lower economic classes to take part in mass culture.



- Advertising has also been a longtime promoter of the arts. Corporate advertising has given artists new means to fund their creative efforts. In addition, many artists and writers have been able to support themselves by working for advertisers.
- Advertising industry creates million of jobs.





## ❑ Negative Effects Of Advertising

- Advertising exaggerates the reality.
- Some ads for children are not appropriate and may have negative effects on their health and psychology.
- The cost of products has risen since the businesses invest in ads, so the consumers are paying the cost of advertising.





- Advertisers have learned that no matter how they packaged the message, advertising on an Internet site did not necessarily bring increased sales for their products.





# ADVERTISING AGENCY

- ❑ An **advertising agency/ad agency**, often referred to as a creative agency, is a business dedicated to creating, planning and handling advertising, and sometimes other forms of promotion and marketing for its clients.
- ❑ An ad agency is generally independent from the client; it may be an internal department or agency that provides an outside point of view to the effort of selling the client's products or services, or an outside firm.
- ❑ An ad agency can also handle overall marketing and branding strategies or promotions for its clients, which may include sales as well.



- ❑ Advertising agencies buy time and space in the media for the companies they represent. For this, they usually earn a commission (commonly 15 percent).



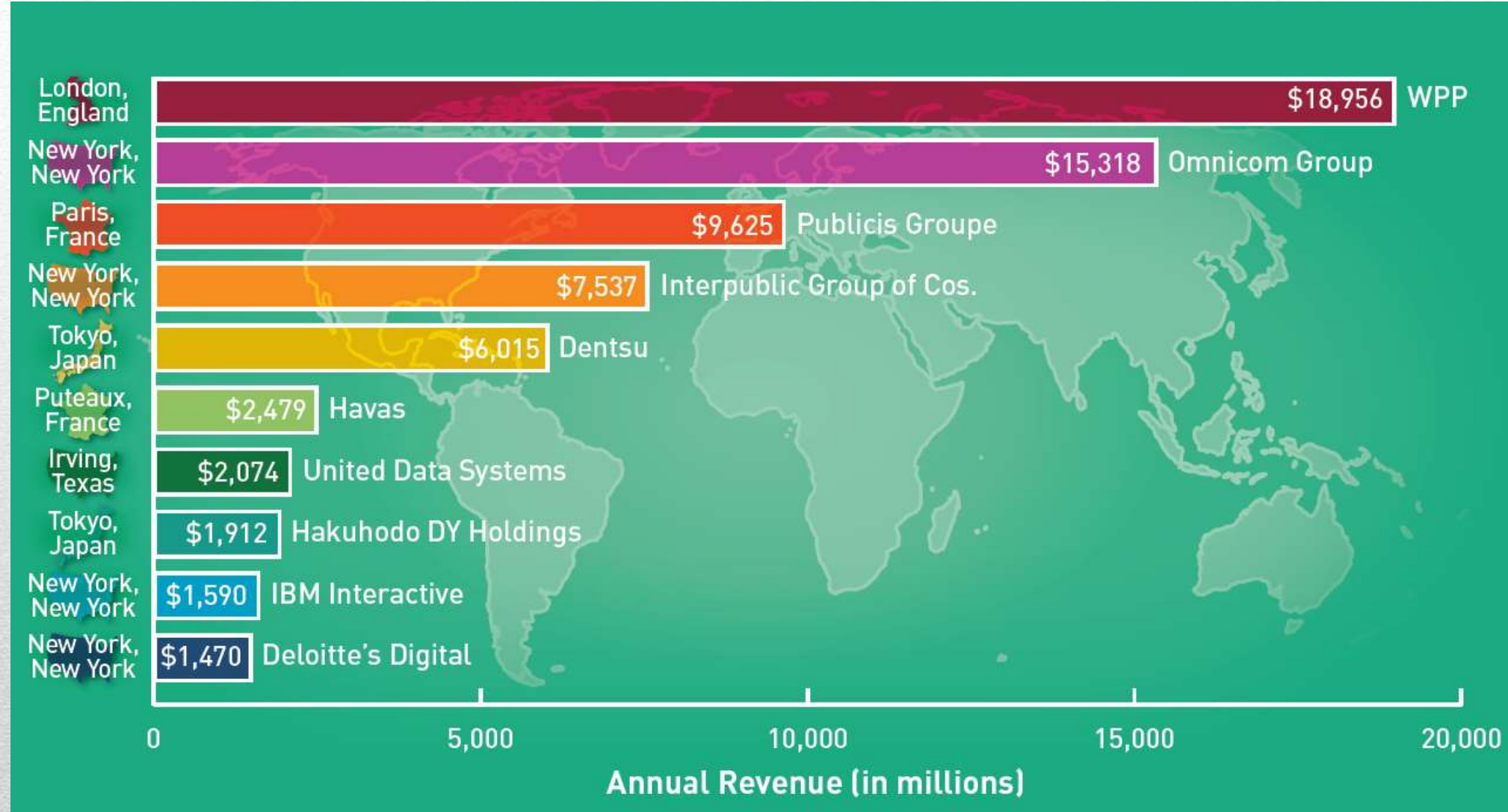


- ❑ Many ad agencies also produce television and radio commercials, plus build and maintain Internet sites for their clients.
- ❑ Half of the world's biggest advertising agencies are based in USA, New York in specific. However, there are several national and regional ad companies in the world.
- ❑ Ad agencies have access to a larger pool of talent and facilities such as video production studios, however now Internet technology enables greater flexibility for ad agencies to work from many different, even remote, cities.





## Top 10 Global Advertising Agencies (2015)





- ❑ Depending on the size of the ad agency, the company may be divided into as many as six departments:

- 1. Marketing research:** The research that examines the product's potential, where it will be sold and who will buy the product. Agency researchers may survey the market themselves or contract with an outside market research company to evaluate potential buyers.
- 2. Media selection** suggests the best combination of buys for a client—television, newspapers, magazines, billboards and/or Internet.



3. **Creative activity** thinks up the ads. The “creatives” write the copy for TV, radio, print and Internet. They design the graphic art, and often they produce the commercials. They also verify that the ad has run as often as it was scheduled to run.





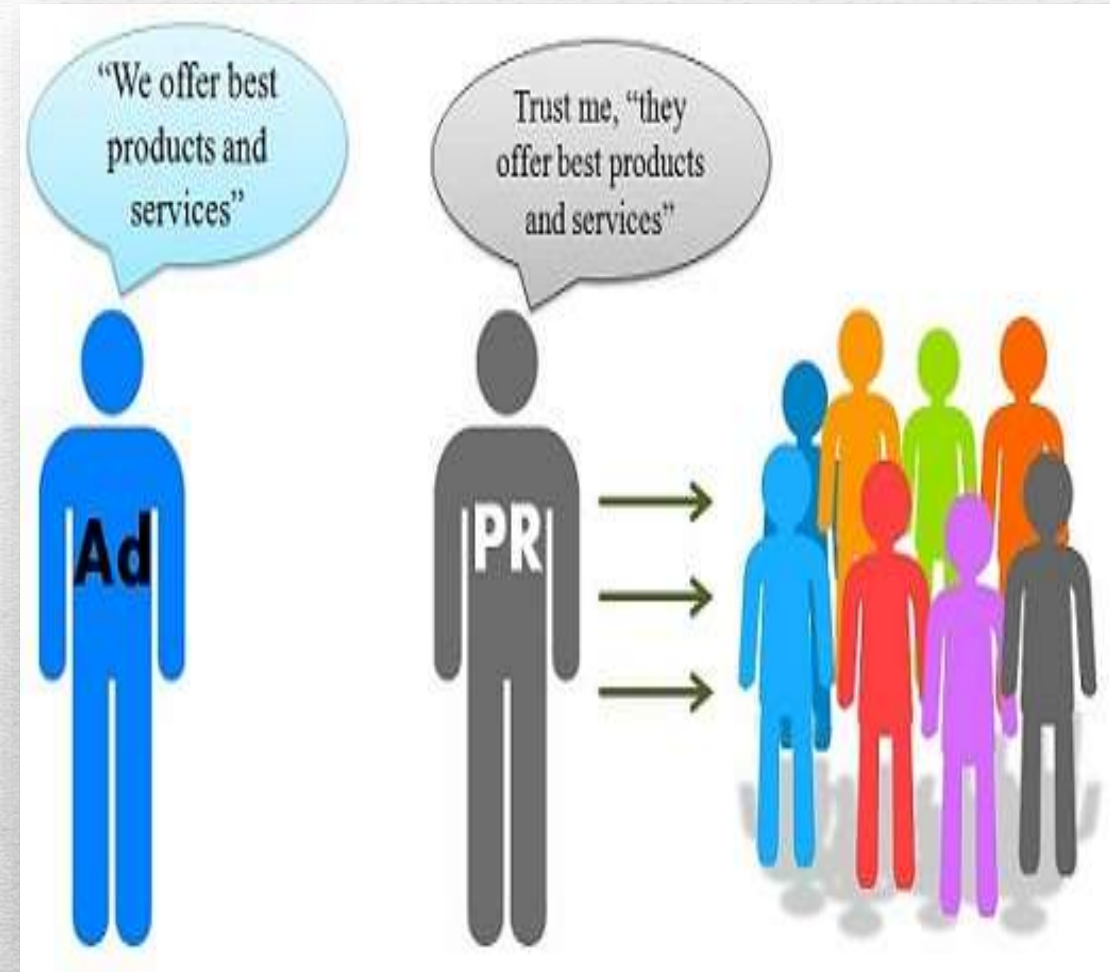
4. **Account management** is the liaison between the agency and the client. Account executives handle client complaints and suggestions and manage the company team assigned to the account.
5. **Administration** pays the bills, including all the tabs for the account executives' lunches with clients.
6. **Public relations** is an extra service that some ad agencies offer for companies that don't have a separate public relations office.





❑ **Public Relations:** Creating understanding for, or goodwill toward, a company, a person or a product.

- The main difference between advertising and public relations is that advertising messages are controlled (i.e. under the control of a company), and public relations messages are uncontrolled by the company and look like news.
- Public relations people create publicity, which is considered an uncontrolled use of media.
- **Publicity:** Uncontrolled free use of media by a public relations firm to create events and present information to capture press and public attention.





- *Public relations today aims for a global audience.*
- The London Zoo regularly creates public relations events and posts photos on the Internet to attract public attention. On February 4, 2015, the zoo invited the press to attend the first birthday of its Sumatran tiger triplets.*





- ❑ An **advertising campaign** is a planned advertising effort, coordinated for a specific time period. **For example, services and promo offers of restaurants during the month of Ramadan in Saudi Arabia.**
- It can last anywhere from a month to a year, and the objective is a coordinated strategy to sell a product or a service.
- Typically, the company assigns the account executive a team of people from the different departments to handle the account. The account executive answers to the people who control the agency, usually a board of directors. The members of the campaign team coordinate all types of advertising—for example, print and broadcast—to make sure they share consistent content.
- After establishing a budget based on the client's needs, the team creates a slogan, recommends a strategy for the best exposure for the client, approves the design of print and broadcast commercials and then places the ads with the media outlets.



# PITCHING THE Ad. MESSAGE

- ❑ The word advertise originally meant to take note or to consider. By the 1700s, the word's meaning had changed: to advertise meant "to persuade."
- ❑ So, pitching the message is important to persuade the audience while advertising.





❑ Daniel J. Boorstin says that advertising shares three characteristics:

1. **Repetition:** Repeating a simple message for effect.
2. **Style:** At first, advertising adopted a plain, direct style. The plain-talk tradition is a foundation of what advertisers call “modern advertising”. But advertising today often adopts a style of hyperbole (i.e. making large claims for products). This is called “tall-talk.”





### 3. Ubiquity: Appearing of ads everywhere.

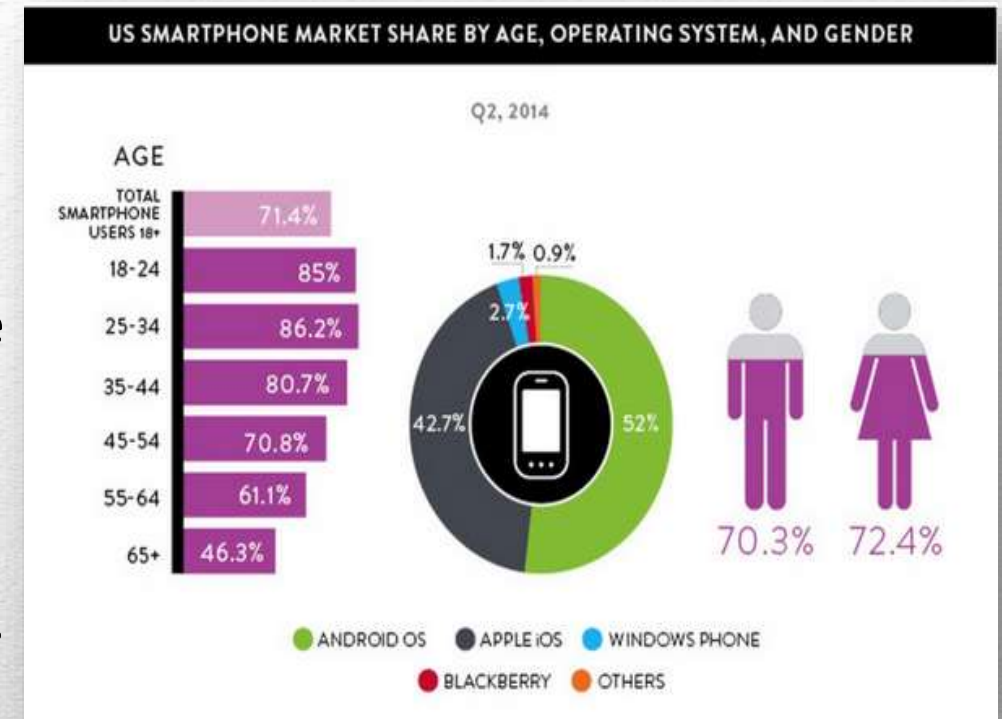
- Ads appear on shopping carts, on video screens at sports stadiums, and atop parking meters.
- Since the places to be filled are everywhere, the amount of advertising is not determined by the needs of advertising, but by the opportunities for advertising, which become unlimited.
- In some cases, this ubiquity works to advertising's disadvantage.
- Many advertisers shy away from radio and TV because the ads are grouped so closely together.





## ❑ Marketers use demographics

- **Demographics:** Data about consumers' characteristics, such as age, gender, income level, marital status, geographic location and occupation.
- These data are observable because they are available to advertising agencies through census data and other sources.
- Advertisers target their messages to an audience according to the audience's needs and characteristics. For example: a motorcycle dealer certainly would not want to advertise on a baby products Website; similarly, a candy manufacturer probably would not profit from advertising in a diet and exercise magazine.





- Advertising agencies try to match a client's product to a thoroughly defined audience so each advertising dollar is well spent, such as matching an upscale bank with well-educated high earners. Defining the audience is very important because the goal of advertising is to market a product to people who have the **desire for the product** and **the ability to buy it**.
- Audience analysis tells an advertiser whether there are enough people who can be targeted for a product to make the advertising worthwhile.





- Because the Web is such a targeted medium—the seller can gather a lot of information about the buyer—the Web holds better potential for **monitoring consumers' buying habits** than traditional methods of advertising. Ultimately, Web advertisers hope to achieve the merchandiser's **dream—targeting an audience far more precisely than it can with either newspapers or television by advertising a product only on sites that draw people likely to be interested in that product with nearly instantaneous electronic feedback on whether their ads are effective:** How many people saw the ad? How many 'clicked' on it and went on to a more detailed presentation? How many bought the product right then, online?





- Internet “tracking” offers advertisers information about their audiences. Commercial sites offer advertisers information about how many “hits” the sites receive—how many times people look at the site and how much time they spend. This information-gathering is so sophisticated that the data can even show an advertiser which specific user bought which specific products that were advertised on a specific site.
- Companies also have developed “ad robots” that allow a business to, in effect, spy on chat room conversations while the user is online. If someone mentions a car problem online, for example, the robot recognizes the pattern of words in the discussion and sends the person an ad for the car repair shop.





## ❑ Advertising feeds consumerism

- Advertising provokes three main criticisms: It adds to the cost of products, it causes people to buy products they do not need, and it reduces competition and thereby fosters monopolies.
- Because the audience is increasingly fragmented, advertisers have used other tactics—from the Internet to viral marketing.





## ❑ Ads compete for your attention

- You make your buying decisions based on several sources of information besides advertising: **friends**, **family** and **your own experience**, for example.
- To influence your choices, the advertising message must appeal to you for some reason as you sift through the ads to make judgments and choose products.







"I don't know what it means, but sales have skyrocketed since I put the 'i' in front of it."



## 15 Ways Ads Appeal to Consumers

You make your buying decisions based on several sources of information besides advertising: friends, family and your own experience, for example. To influence your choices, the advertising message must appeal to you for some reason as you sift through the ads to make judgments and choose products.

Fowles enumerated 15 appeals, which he calls an "inventory of human motives," that advertisers commonly use in their commercials:

1. Need for sex. Surprisingly, Fowles found that only 2 percent of the television ads he surveyed used this appeal. It may be too blatant, he concluded, and often detracts from the product.
2. Need for affiliation. The largest number of ads uses this approach: You are looking for friendship. Advertisers can also use this negatively, to make you worry that you'll lose friends if you don't use a certain product.
3. Need to nurture. Every time you see a puppy or a kitten or a child, the appeal is to your maternal or paternal instincts.
4. Need for guidance. A father or mother figure can appeal to your desire for someone to care for you, so you won't have to worry. Betty Crocker is a good example.
5. Need to aggress. We all have had a desire to get even, and some ads give you this satisfaction.
6. Need to achieve. The ability to accomplish something difficult and succeed identifies the product with winning. Sports figures as spokespersons project this image.
7. Need to dominate. The power we lack is what we can look for in a commercial: "Master the possibilities."
8. Need for prominence. We want to be admired and respected, to have high social status. Luxury car ads and ads for diamond rings offer this potential.
9. Need for attention. We want people to notice us; we want to be looked at. Cosmetics are a natural for this approach.
10. Need for autonomy. Within a crowded environment, we want to be singled out, to be "a breed apart." This can also be used negatively: You may be too ordinary without a particular product.
11. Need to escape. Flight is very appealing; you can imagine adventures you cannot have. The idea of escape is pleasurable.
12. Need to feel safe. To be free from threats, to be secure is the appeal of many insurance and bank ads.
13. Need for aesthetic sensations. Beauty attracts us, and classic art or dance makes us feel creative, enhanced.
14. Need to satisfy curiosity. Facts support our belief that information is quantifiable, and numbers and diagrams make our choices seem scientific.
15. Physiological needs. Fowles defines sex (item 1) as a biological need, and so he classifies our need to sleep, eat and drink as physiological. Advertisements for juicy pizza are especially appealing late at night.

Advertising can catch our attention, according to Jib Fowles, in 15 ways, including playing on your need to nurture, the need for attention and the need for escape.



"To tell you the truth, I don't think the average consumer will notice. Run with it."



# Social Media Advertising: Unlocking Digital Engagement

Social media advertising has become an essential tool for businesses seeking to connect with their target audience and drive meaningful results.

Through carefully crafted campaigns, businesses can reach a vast and engaged audience, build brand awareness, and drive conversions.



# CREATING AN EFFECTIVE SOCIAL MEDIA MARKETING CAMPAIGN



**Competitor  
Analysis**



**Craft  
your  
strategy**



**Choose a  
single message  
to promote**



**Choose  
content type  
and format**



**Manage  
and  
define results**



**Balance sponsored  
& non-sponsored  
content**



**Ensure the  
content is true to  
the business**



**Engage with  
the audience  
regularly**



**Don't forget  
the hashtags**



**Automate  
with a  
scheduling tool**





# Why Social Media Advertising Matters

## Targeted Reach

Social media platforms allow businesses to target specific demographics, interests, and behaviors, maximizing ad effectiveness.

## Increased Brand Awareness

Social media advertising expands brand visibility, reaching a wider audience and building brand recognition.

## Enhanced Customer Engagement

Interactive features like polls, quizzes, and contests encourage user participation and build stronger customer relationships.





# Creating Captivating Content



## Visual Storytelling

Engage viewers with compelling videos, showcasing products, services, or brand stories.



## High-Quality Images

Use stunning visuals that capture attention and convey a brand's aesthetic.



## Compelling Copywriting

Craft concise and engaging captions that resonate with the target audience.

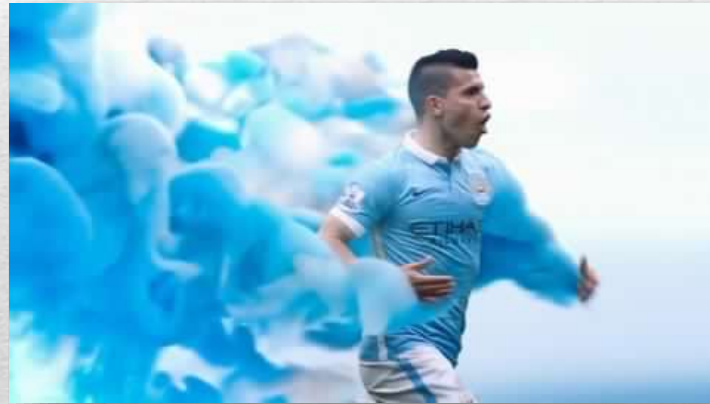


## Interactive Elements

Encourage user participation with polls, quizzes, and contests, fostering engagement.



# Thanks



## Any Questions?