

AN INTRODUCTION TO ADVERTISING

TRANSCRIPTION OF VIDEO LECTURE :

ADVERTISING AS A MARKETING TOOL

The word marketing has become very popular and common for today's human society. Now a day's marketing is being treated as an independent discipline because of its comprehensive nature and the numerous activities which are included in it. Many times we misunderstand marketing as selling and advertising. In fact marketing is mainly concerned with the customers' need fulfillment and satisfaction. Marketing includes identification of consumer needs and wants, marketing research, new product identification, distribution management, pricing, promotion, analysis of competition etc. The activities included in marketing can be classified into four general categories namely product, price, place, and promotion. Popularly these categories are known as 4 Ps of marketing or marketing mix. An ideal mix of these four variables is often called as ideal marketing mix to realize the pre decided objectives. In other words it can be said that the right product should be produced and offered through a distribution network suitable for the organization as well as the target market segment. Also the price of the product should be reasonable and it should be offered through a suitable promotion strategy.

Organizations have their own marketing objectives and marketing plans to execute. An organization is supposed to go for identification of the segments of the market that it intends to serve. To achieve the marketing objectives an ideal mix of four variables namely Product, Place, Price and Promotion is required. Promotion includes all activities related to informing consumers about an organization's offerings, persuading them to buy it, and reminding them about it from time to time. Promotion comprises of activities like advertising, sales promotion, direct marketing, public relations, personal selling and other unconventional media.

Advertising is a part of marketing mix under the major variable of promotion. Together with the product or brand, price, channels of distribution and personal selling advertising attempts to realize the marketing objectives. Under promotion, the marketer uses face to face communication as well as mass communication with a large audience through advertising. Thus advertising acts as a tool of marketing. The advertisers are advised to remember that advertising cannot be a substitute of personal selling rather it is complementary to personal selling which is another marketing tool. Although advertising has its own roles and objectives, it should be suitably designed to support personal selling.

At present we are exposed to a larger number of commercials and advertisements than at any time in the past. Newspapers, magazines, radio and television programs are full of advertisements. Not only has the quantity of advertisements been increased but quality has also been enhanced considerably over the past couple of decades. Today advertising has become a very powerful marketing tool for mass selling and distribution. It acts like a communication link between the seller and the buyer or consumer. In fact advertising provides information about products and a service as well as it attempts to influence the people

by rational or emotional appeal. It also influences the people to act in a particular way as well as to develop a belief.

CONCEPT OF ADVERTISING

The word advertising is derived from its Latin root *ad verter*, which means 'to turn outwards' or 'to attract attention to'. Advertising in a broader sense comprises all those activities which are directed towards drawing attention. This may include publicity stunts for the product, an event geared towards product promotion, a press note applauding the brand, a coupon doled out with a complementary product, a mail sent out detailing product features and the like. Some of the common definitions of advertising are: According to Arenes advertising is the non-personal communication of information usually paid for & usually persuasive in nature, about products (goods & services) or ideas by identified sponsor through various media. (Arenes, 1996).

Blech and Blech define advertising as any paid form of non-personal communication about an organisation, product, service, or idea from an identified sponsor. (Blech & Blech, 1998). Another definition is given by Wells, Burnett and Moriarty. According to them advertising is paid non-personal communication from an identified sponsor using mass media to persuade and influence an audience. (Wells, Burnett, & Moriarty, 1998).

Bearden, Ingram and Laforge have defined advertising as the element of the marketing communication mix that is non personal, paid for by an identified sponsor, & disseminated through channels of mass communication to promote the adoption of goods, services, persons or ideas. (Bearden, Ingram, & Laforge, 1998).

The next definition is given by Zikmund and D'amico. They say that advertising is an informative or persuasive message carried by a non personal medium and paid for by an identified sponsor whose organization or product is identified in some way (Zikmund and D'amico, 1999).

Impersonal one way communication about a product or organization that is paid by a marketer is advertising. This is one more definition stated by Lamb, Hair & McDaniel (2000).

Baren, S.J. (1999) keeping in view many kinds of commercial messages defined advertising as mediated messages paid for by and identified with a business or institution that seeks to increase the likelihood that those who consume those messages will act or think as the advertiser wishes (Baren, S.J., 1999).

The American Marketing Association has defined advertising as any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor.

CHARACTERISTICS OF ADVERTISING

On the basis of these definitions the major characteristics of advertising can be drawn. These are:

□ The fact that it is 'a paid form' of presentation emphasizing that advertising space or time must be purchased. This means that advertising is openly paid for. If for an advertisement, the sponsor is not identified and it has not been paid for the use of the media in which it has appeared, then the message is to be considered as publicity not advertisement.

☐ Its 'non personal nature emphasizes the fact that it is not a direct or personalized presentation. 'Presentation signifies the format in which advertisements communicate. It might be a sign, a symbol, an illustration, an ad message in a magazine or news paper, a commercial on the radio or on television. A circular dispatched through the mail, a pamphlet handed out at the street corner, a sketch or a message on a billboard or a poster can also be called advertising.

☐ 'Promotion indicates the objective of advertising. It may be to inform, persuade, remind or reinforce depending on the phase of the brand or product category.

☐ "Identified sponsor" refers to the identification of the brand or the advertiser who is communicating. The Post and Telegraph Department advertisement may promote the use of the Pin Code for faster delivery of letters. Advertising is a form of communication rather a mass communication which is used to persuade an audience to action with respect to products, ideas, or services. The desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. Advertising is perhaps the best channel of mass communication for sellers and firms for selling their products throughout the country as well as in other countries of the world, because the sellers and the marketers, they know the power of advertising. Although advertising promotes the sale of goods , services, images and ideas through persuasions but one thing everyone should remember is that Advertising is a persuasive communication which helps for selling the products but it cannot be panacea for restoring poor the quality products and for rejuvenating the declining market.

GOALS OR OBJECTIVES OF ADVERTISING

The development of an advertising program is to be started by identifying the target market and the buyers' motives. After that the marketing managers are required to make five major decisions commonly known as "the Five Ms". These are :

☐ **Mission** which means what are the advertising objectives?

☐ **Money** i.e., how much can be spent?

☐ **Message** means what message should be communicated?

☐ **Media**, what media should be used?

☐ And lastly **Measurement** which means how should the result be evaluated?

The specific communication task and achievement level which are to be accomplished with a specific audience within a specific period of time are known as objectives. Every advertisement or advertising campaign should have clearly defined objectives. In fact objectives emerge out of a firm's overall marketing strategy and promotion objectives assigned to advertising. If a marketing manager says "Promote the Product", it is not enough. The objectives of advertising have to be more specific than the objectives of

personal selling. Each advertisement has to be effective not just for one customer but for thousands and millions of them. Advertising has mainly four goals - to inform, persuade, remind, and to reinforce. Let us look at all these goals one by one.

□ **Inform:** Informative advertising is mostly used in the introductory stage of the product or product category or service. Its intention is to extend maximum information. The introductory information enables the consumer to know what the product is, where it would be available, and what problems it would solve. The introduction is alluded by words like **presents** or **new** in the textual message of the advertisement.

□ **Persuade:** People buy a product if they are induced. Now this idea becomes more important if a product grows and faces increasing competition. Here comparative advertising becomes more relevant to establish the superiority of a particular brand and also to evaluate the brands of competitors' directly or indirectly. Persuasion makes it clear as to how and why a particular brand is better than competitors' claim with respect to satisfaction of the consumers' needs.

□ **Remind:** If a product has been introduced effectively and has attained the rapid growth phase and finally – maturity, advertising should be aimed at reminding the audience about the existence of the product. At the stage of maturity, most of the people know about the product, what it does, what are its benefits, and how it is different from the competitors' product. Also at this stage not many consumers can be persuaded. Therefore at this stage it becomes necessary for the advertiser to remind the consumers about the existence of the product and then it will be available to them, when they need it. To remind the consumers the advertiser can reinforce the central message side by side with creative ad execution to translate it into product liking.

□ **Reinforce:** To convince the current consumers that they have chosen the right product or service the advertiser is required to use reinforcement advertising. In this type of advertising the key benefits of the product and the satisfied consumers are depicted to communicate to the current consumers that they have spent their money for the right product. The objectives of the advertising should be framed after a thorough analysis of the current market situation. If the product is at the stage of maturity, the organization is the market leader and there is low usage of the product than to stimulate for higher usage should be the objective of the advertising. If the product category is low and company is not the market leader, although the brand is superior to its competitor, then to convince the audience about the superiority of the product should be the objective of advertising.

TYPES OF ADVERTISING

Keeping in view the purpose of and the target market, advertising can be classified into various categories. These are:

1. **Institutional and corporate advertising:** Institutional and corporate advertising focuses on establishing the identity of the institution or the corporate concern . The product of the organization is brand. Here the nature of the advertising is usually brand building. Depicting the production process, prices and the like, the advertisement aspires to build an environment of image, and customer friendly organization. In fact companies try to do something more than just sell their products. They try to promote their names and reputations. If an organization has a good name among people then it becomes easier to sell its products or services. There are some organizations who intend to promote only their image, while there are others who sell their image at the same time that they sell their products.

2. **Trade or professional advertising:** Trade or professional advertising aims to persuade retailers. They do not necessarily push the product or brand, rather they promote product issues of importance to the retailer very specifically the volume, marketing, support, profit potential, distribution plans and promotional opportunities. Trade advertising is targeted to channel members like distributors, wholesalers, retailers etc. In reality manufacturers are required to sell their products to channel members before the product reaches consumers. Trade advertising tries to inform the channel members about the product and also encourages them to stock as well as to advocate the product to consumers. Normally trade advertising is done through retail or trade magazines published by a particular organization or specific industry associations.

3. **Retail advertising:** Retail advertising is executed by retailers. Most of the advertisements which we observe everyday focus on products which are local, reaching the end consumers where they live and shop. In fact retail advertising is aimed to create a distinct image of the store and more often triggering sales in short run that is the direct response. It is more informational showing the details of the outlet and its offerings. If a local merchant puts up a note on his blackboard that home delivery is being provided free of cost, it is an example of retail advertising for a retail store.

4. **Brand Building advertising:** Brand Building advertising focuses on creating product awareness and building brand image. It is strategic in nature and long term in life.

5. **Tactical Advertising:** Tactical Advertising is short to middle term and aims at a specific marketing problem that can be solved through the communication process. It is executed to inform consumers for a limited time offer. Information about a price change, rectification of a misconception etc., are communicated through this type of advertising. Direct response advertising is a typical type of tactical advertising. It is

aimed to simulate a sale directly. Here the information including the offer is communicated directly to the consumer.

6. National advertising: National advertising aims to persuade the consumers of most parts of the country. The important condition for this type of advertising is that the product should be available nationally. National advertising is through media which have nationwide coverage like popular TV channels and nationally read news papers. The popular regional media with wide territorial coverage can also be used for this.

7. Advocacy advertising: Advocacy advertising aims to persuade consumers to take a stand for or against an issue.

8. Industrial advertising: In Industrial advertising products and services are directed towards a particular industry. It is done through industry trade publications.

9. Direct Marketing advertising: Direct Marketing advertising is aimed to approach likely buyers rather than all the consumers. The message is communicated to these consumers through direct mail, catalogue, and telemarketing. This is a personalized form of advertising.

10. Selective – demand advertising: Selective – demand advertising is concerned with building demand for a specific product. This happens in a situation where the product category has been satisfactorily well developed and the organizations focus on differentiating their individual brands with the help of selective demand advertising. Here we can take the example of the later entrants in the fairness cream category which stressed more on this sort of advertising. The reasons for purchasing their brands were chemical free natural content, longer lasting fairness, sun protection, glowing complexion and fairness cum blemish removal etc.

11. Business to business advertising: Business to business advertising is not directed to the end consumers. It persuades the institutional customers who do not buy for self consumption. Industrial goods like raw materials like cotton, iron ore etc., manufactured materials like pumps, motors etc., capital equipment like cotton weaving machines, elevators etc. or business supplies and services like stationary, computers, accountancy and consultancy services fall in this category. Business to business advertising is quite technical in nature.

12. Public service advertising: Public service advertising does not pursue to sell commercial products or services but promotes organizations and themes of importance to the public. It is for the cause of public good. Various associations or organizations produce or execute such advertisements to create public

awareness. Family planning messages by Family Planning Association or antismoking messages by a governmental organization are examples of public service advertising.

CONCLUSION

So this was an account of the relationship between marketing and advertising, the concept and characteristics of advertisement its goal and its types. In a nut shell we can say that advertising is multidimensional in nature. In some ways it is a form of mass communication, its a powerful marketing tool, its a component of the economic system, it is a means of financing mass media, a social institution, an art form, an instrument of business management, a profession, a field of employment, and above all a big business.