

# Advertising

Advertising is nothing but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day, hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

## ▪ Definitions

Advertisement has been defined differently by different persons. A few definitions are being reproduced below:

- Advertising is causing to know to remember, to do **(Wood)**.
- Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy **(Wheeler)**.
- Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor **(Richard Buskirk)**.
- Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product or service disseminated through one or more media and is paid for by an identified sponsor **(William J. Stanton)**.
- Advertising is the non-personal communication of information, usually persuasive in nature, about products, services or ideas by identified sponsors through various media **(Bovee)**.

The above definitions clearly reveal the nature of advertising. This is a powerful element of the promotion. Essentially, advertising means spreading of information about the characteristics of the product to the prospective customers with a view to sell the product or increase the sale volume.

## ▪ The main features of advertising are as under:

- It is directed towards increasing the sales of business
- It is a paid form of publicity
- It is non-personal. They are directed at a mass audience and not at the individual as is in the case of personal selling

- Advertisements are identifiable with their sponsor or originator which is not always the case with publicity or propaganda

## ▪ **Functions of advertising**

The purpose of advertising is nothing but to sell something--a product, a service or an idea. The real objective of advertising is effective communication between producers and consumers. The main functions of advertising are classified into the following three groups:

### **1. Informative advertising**

Informative advertising is used heavily to introduce a new product or service. In this case, the objective is to build primary demand. For example, early producers of DVD players first had to inform consumers of the image quality and convenience benefits of the new product. Informative advertising includes:

- Communicating customer value
- Telling the market about a new product
- Explaining how the product works
- Suggesting new uses for a product
- Informing the market of a price change
- Describing available services
- Correcting false impressions
- Building a brand and company image

### **2. Persuasive advertising**

Persuasive advertising becomes more important as competition increases. Here, the company's objective is to build selective demand. For example, once DVD players became established, Sony (a company) began trying to persuade consumers that its brand offered the best quality for their money. Some persuasive advertising has become comparative advertising, in which a company directly or indirectly compares its brand with one or more other brands. Persuasive advertising consists of:

- Building brand preference
- Encouraging to switching to your brand

- Changing customer's perception of product attributes
- Persuading customers to purchase now
- Persuading customers to receive a sales call
- Convincing customers to tell others about the brand

### **3. Reminder advertising**

Reminding advertising is important for mature products. It helps to maintain customer relationships and keep consumers thinking about the product. Expensive Coca Cola television ads primarily build and maintain the Coca-Cola brand relationship rather than informing or persuading customers to buy in the short run.

Reminder advertising includes:

- Maintaining customer relationship
- Reminding customers that the product may be needed in the near future
- Reminding customers where to buy the product
- Keeping the brand in customer's mind during off-seasons

### **▪ Advantages of advertising**

Advertising broadens the knowledge of the consumers. With the aid of advertising, consumers find and buy necessary products without much waste of time. This speeds up the sales of commodities, increases the efficiency of labor in distribution, and diminishes the costs of selling. It is an accepted fact that without market stimulus of heavy advertising, consumers might have waited another sixty years for the product evaluation that took place in less than ten years. For example, it took after all over sixty years from the invention of the safety razor before the first acceptable stainless steel blades appeared in the market. These words are more than enough to testify the potentialities of advertising in the field of modern marketing system. The main benefits of advertising may be narrated as follows:

#### **1. Benefits to manufacturers**

- It increases sales volume by creating attraction towards the product.
- It helps easy introduction of new products into the markets by the same manufacturer.

- It helps to create an image and reputation not only of the product but also of the producer or advertiser. In this way, it creates goodwill for the manufacturer.
- It helps to establish a direct contact between manufacturers and consumers.
- It leads to smoothen the demand of the product. It saves the product from seasonal fluctuations by discovering new usage of the product.
- It creates a highly responsive market and thereby quickens the turnover that results in lower inventory.
- Selling cost per unit is reduced because of increased sale volume. Consequently, product overheads are also reduced due to mass production and sale.
- Advertising gives the employees a feeling of pride in their jobs and to be in the service of such a concern of repute. It, thus, inspires the executives and workers to improve their efficiency.
- Advertising is necessary to meet the competition in the market and to survive.

## **2. Benefits to wholesalers and retailers**

- Easy sale of the product is possible since consumers are aware of the product and its quality.
- It increases the rate of the turn-over of the stock because demand is already created by advertisement.
- It supplements the selling activities.
- The reputation created is shared by the wholesalers and retailers alike because they need not spend anything for the advertising of already a well advertised product.
- It ensures more economical selling because selling overheads are reduced.
- It enables them to have product information.

## **3. Benefits to consumers**

- Advertising stresses quality and very often prices. This forms an indirect guarantee to the consumers of the quality and price. Further large scale production assumed by advertising enables the seller to sell product at a lower cost.
- Advertising helps in eliminating the middlemen by establishing direct contacts between producers and consumers. It results in cheaper goods.

- It helps consumers to know where and when the products are available. This reduces their shopping time.
- It provides an opportunity to customers to compare the merits and demerits of various substitute products.
- This is perhaps the only medium through which consumers could know the varied and new uses of the product.
- Modern advertisements are highly informative.

#### **4. Benefits to salesmen**

Salesmanship is incomplete without advertising. Advertising serves as the forerunner of a salesman in the distribution of goods. Sales are benefited from the advertisement in following ways:

- Introducing the product becomes quite easy and convenient because the manufacturer has already advertised the goods informing the consumers about the product and its quality.
- Advertising prepares necessary ground for a salesman to begin his work effectively. Hence sales efforts are reduced.
- The contact established with the customer by a salesman is made permanent through effective advertising because a customer is assured of the quality and price of the product.
- The salesman can weigh the effectiveness of advertising when he makes direct contact with the consumers.

#### **5. Benefits to community or society**

- Advertising, in general, is educative in nature. In the words of the late President Roosevelt of the U.S.A., "Advertising brings to the greatest number of people actual knowledge concerning useful things: it is essentially a form of education and the progress of civilization depends on education."
- Advertising leads to a large-scale production creating more employment opportunities to the public in various jobs directly or indirectly.
- It initiates a process of creating more wants and their satisfaction, and higher standard of living. For example, advertising has made more popular and universal the uses of such inventions as the automobiles, radios, and various household appliances.

- Newspapers would not have become so popular and so cheap if there had been no advertisements. The cheap production of newspapers is possible only through the publication of advertisements in them. It sustains the press.
- It assures employment opportunities for the professional men and artists.
- Advertising does provide a glimpse of a country's way of life. It is, in fact, a running commentary on the way of living and the behavior of the people and is also an indicator of some of the future in this regard.

#### ▪ **Advertising Strategy**

Advertising strategy covers two major elements: 1) creating the advertising messages; and 2) selecting the advertising media. In the past, most companies developed messages

and media independently. Media planning was often seen as secondary to the message creation process. First the creative department created the ad; then the media department selected the best media for carrying the advertisements to the desired target audiences. Separation of the functions often caused friction between creatives and media planners. Today, however, media fragmentation, soaring media costs and more focused target marketing strategies have raised the importance of the media planning function. In some cases, an advertising campaign might begin with a good media opportunity, followed by advertisements designed to take the advantage of that opportunity. Increasingly, companies are realizing the benefits of planning these two activities jointly. Messages and media should blend harmoniously to create an effective overall ad campaign.

## **1. Creating the advertising message**

A large advertising budget does not guarantee a successful advertising campaign. Two advertisers can spend the same amount on advertising, yet have very different results. The advertising messages can be more important to advertising success than the amount of money spent. No matter how big the budget, advertising can succeed only if commercials gain attention and communicate well. Creating the advertising message consists of the following two steps:

### **a. Message strategy**

The first step in creating effective advertising messages is to decide what general message will be communicated to consumers---to plan the message strategy. Generally, the purpose of advertising is to get target consumers to think about or react to the product or company in a certain way. People will respond only if motivated to do so. For example, they will react if they believe that they will benefit from doing so. Thus, developing an effective message strategy usually begins with identifying target customer benefits that can be used as advertising appeals. Ideally, advertising message strategy follows directly from the company's broader positioning strategy. The planner must also have in mind the target audience and the type of response the message should evoke among those that get the message.

Message strategy statements tend to be plain, straightforward outlines of benefits and positioning points that the advertiser wants to stress. This means the advertiser must develop a compelling creative concept or 'big idea'--that will bring the message strategy to life in a distinctive and memorable way. The creative concept may emerge as a visualization, a phrase or a combination of the two.

Creative advertisers have different ways of finding advertising message ideas that will engage the attention of viewers. Many creative people start by talking to consumers, dealers, experts and competitors. Others try to imagine consumers buying or using the product and then work out the benefits that consumers seek when buying and using the

product. The creative concept should guide the choice of specific appeals to be used in an ad campaign. Generally, the appeals should have three characteristics. First, they should be meaningful, pointing out benefits that make the product more desirable or interesting to target customers. Second, appeals must be believable. This objective is difficult because many consumers doubt the truth of advertising in general. Third, appeals should be distinctive in terms of telling consumers how the product is better than the competing brands.

## **b. Message execution**

The impact of the message depends not only on what is said, but also on how it is said. The advertiser has to turn the 'big idea' into an actual ad execution that will capture the target markets' attention and their interests. The advertiser usually begins with a statement of the objective and approach of the desired ad. The creative people must find the best style, tone, words and format for executing the message. Any message can be presented in different execution styles. The advertiser must also choose a tone for the ad. Positive appeals that evoke happiness, feelings of achievement, fun and so forth tend to be more effective than negative tones. Research has shown that negative appeals that evoke fear discourage viewers from looking at the advertisement, and so would be counter-productive. The advertiser must also use memorable and attention-getting-words in the ad. Finally, format elements make a difference to an ad's impact as well as its cost. A small change in ad design can make a big difference to its effect. The illustration is the first thing the reader notices, so it must be strong enough to attract attention. Next, the headline must effectively entice the right people to read the copy. Finally, the copy, which is the main block of text in the ad, must be simple but strong and convincing.

Importantly, all the elements (style, tone, words, format) must effectively work together. Even then, less than 50 percent of the exposed audience will notice even a truly outstanding ad: about 30 percent will recall the main point of the headline; about 25 percent will remember the advertiser's name; and less than 10 percent will have read most of the copy. Less than outstanding ads, unfortunately, will not achieve even these results.

## **2. Selecting advertising media**

The advertiser must next decide upon the media to carry the message. The main steps in media selection are: (1) deciding on reach, frequency and impact; (2)

choosing among chief media types; (3 ) selecting specific media vehicles; and (4 ) deciding on media timing.

### **a. Deciding on reach, frequency and impact**



To select media, the advertiser must decide what reach and frequency are needed to achieve advertising objectives. Reach is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time. For example, the advertiser might try to reach 70 percent of the target market during the first three months of the campaign. Frequency is a measure of how many times the average person in the target market is exposed to the message. For example, the advertiser might want an average exposure frequency of three. The advertiser must also decide on the desired media impact-that is the qualitative value of a message exposure through a given medium. For example, for products that need to be demonstrated, messages on television may have more impact than messages on radio because television uses sight and sound. The same message in a national newspaper may be more believable than in a local daily.

### **b. Choosing among chief media types**

The media planner has to know the reach, frequency and impact of each of the major media types. How do advertisers select appropriate media from the range of media available? Media planners consider many factors when making their media choices. The media habits of target consumers will affect media choice: for example, radio and television are the best media for reaching teenagers. So will the nature of the product: fashions, for example, are best advertised in colour magazines and Nikon cameras are best demonstrated on television. Different types of messages may require different media: for instance, a message announcing a big sale tomorrow will require radio or newspapers; a message with a lot of technical data might require magazines or direct mailings or an online ad and Website .

Cost is also an important consideration in media choice: whereas television is very expensive, newspaper advertising costs much less. The media planner looks at both the total cost of using a medium and the cost per thousand exposures-that is the cost of reaching 1,000 people using the medium. Media impact and cost must be re-examined regularly. For a long time, television and magazines dominated in the media mixes of national advertisers, with other media often neglected. Recently, however, the costs and clutter of these media have gone up, audiences have dropped and marketers are adopting strategies aimed at narrower segments. Advertisers are also turning increasingly to alternative media, ranging from cable TV and outdoor advertising to parking meters, taxis and even shopping trolleys.

### **c. Selecting specific media vehicles**

The media planner must now choose the best media vehicles-that is, specific media within each general media type. In most cases, there is an incredible number of choices. For radio and television, and in any one country, there are numerous stations and channels

to choose from, together with hundreds, even thousands, of programme vehicles-the particular programmes or shows where the commercial should be broadcast. Prime-time programmes are the favourites; the costs, however, tend to escalate with the popularity of the programme. In the case of magazines, the media planner must look up circulation figures and the costs of different ad sizes, colour options, ad positions and frequencies for specific magazines. Each country has its own high or general-circulation magazines (for example, TV guides) which reach general audience groups. There is also an array of special-interest publications that enable advertisers to reach special groups of audience (for instance, business magazines to reach business executives). The planner selects the media that will do the best job in terms of reaching the target customer group-that is, in terms of their selectivity towards the target. Then he or she must evaluate each magazine on factors such as credibility, status, reproduction quality, editorial focus, cost and advertising submission deadlines. The media planner ultimately decides which vehicles give the best reach, frequency and impact for the money.

#### **d. Deciding on media timing**

Another decision that must be made concerns timing: how to schedule the advertising over the course of a year. Suppose sales of a product peak in December and drop in March. The firm can vary its advertising to follow the seasonal pattern, to oppose the seasonal pattern, or to be the same all year. Most firms do some seasonal advertising. Borne do only seasonal advertising: for example, many department stores advertise—usually their seasonal sales in specific periods in the year, such as Christmas, Easter and summer.

#### **▪ Major advertising media**

The main advertising media and their benefits and limitations are as follows:

##### **a. Newspapers**

**Advantages:** Flexibility; timeliness; good local market coverage; broad acceptance; high believability.

**Limitations:** Short life; poor reproduction quality; small pass-along audience.

##### **b. Magazines**

**Advantages:** High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life; good pass- along readership.

**Limitations:** Long ad purchase lead time; some waste circulation; high cost; no guarantee of position.

### **c. Television**

**Advantages:** good mass-marketing coverage; low cost per exposure; combines sight, sound and motion; appealing to the senses; high attention; high reach.

**Limitations:** high absolute costs; high clutter; fleeting exposure; less audience selectivity.

### **d. Radio**

**Advantages:** good local acceptance; high geographic and demographic selectivity; low cost.

**Limitations:** audio only; fleeting exposure; low attention; (the half-heard medium); fragmented audiences.

### **e. Direct mail**

**Advantages:** high audience selectivity; flexibility; no ad competition within the same medium; allows personalization.

**Limitations:** relatively high cost per exposure; junk mail image.

### **Outdoor (e.g. events, trade shows/exhibitions, billboards, kiosks)**

**Advantages:** flexibility; high repeat exposure; low cost; low message competition; good positional selectivity

**Limitations:** little audience selectivity; creative limitations.

### **g. Internet**

**Advantages:** high selectivity; low cost; immediacy; interactive capabilities.

**Limitations:** demographically skewed audience; relatively low impact; audience controls exposure (Kotler et al., 1999; Armstrong et al. 2017).

## **References**

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