

The Key Factors of multidimensional Advertising Trends

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The fundamental purpose of advertising is to sell something - a product, a service or an idea. In addition to this general objective, advertising is also used by modern business enterprises for certain specific objectives, Advertising has become an essential marketing activity in the modern era of large scale production and serves competition in the market. Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market shortly.

Advertising is multidimensional. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a means of financing the mass media, a social institution, an art form, an instrument of business management, a field of employment and a profession. Matrimonial, recruitment, tenders, classified, notices and public announcements are also examples of advertisements. Advertising is a career for many. It is getting professionalized. Competition, growing marketing expenses, product failures, liberalization, globalization and the emergence of new electronic media have given an impetus to advertising activity. Be it Personal Selling, Sales Promotion, Publicity or even Public Relations, advertising plays a significant

role in reaching out to the selected target audience. The advertisement, which arouses interest in us and provokes us to think or feel about a product, is what an advertiser looks at. It means to catch the eye of the public.

MISSION; Understanding the Objective(s) of the advertisement

MARKET; Defining the Target Audience

MONEY; Understanding the Budget

MESSAGE; Understanding the Message

MEDIA; The Media used for putting the advertisement

MEASUREMENT; Seeing whether the advertisement was effective.

Advertising involves a lot of creativity and also marketing aptitude to be

successful in this field and the objectives refer, Increasing Awareness,

Increasing Sales, Sales promotion offer, PR exercise for negative news about

the brand, Fighting competitor's claims, Introducing changes in the product

offering, Understanding the Target Audience, brief of a Brand and identify the customer group.

Advertising plays an important role in the overall marketing program.

Products or services can be developed or refined. A wider distribution coverage could be made. Pricing could be another important decision.

Brand Strategy

It is a method to capitalize on the value of the brands to achieve profitable growth. The focus is a long term perspective and must be closely linked to business strategy

Direct marketing has two advantages over mass advertising.

- The ability to target specific individual consumers with an offer tailored to that consumer.
- The ability to directly measure response.

Direct marketing encompasses :

Targeting, Customization ability, and Measurability

Sales Promotion are two types:

- Consumer promotion - coupons, samplings, premiums, sweepstakes, low-cost financing deals and rebates
- Trade promotions - allowances for featuring the product in retail advertising, display and merchandising allowances and the like

There are 3 types of co-op advertising:

- Vertical: When the upstream manufacturer or service provider pays for a downstream retailer's ad.
- Horizontal: When local dealers in a geographic area pool money for advertising.
- Ingredient producer co-op: When the producer of an ingredient pays part of an ad run by the user product.

Sales promotions are different from advertising, in that they do not involve the use of mass media. Many sales promotions are designed to encourage the immediate sale of goods, while others have longer-run goals of keeping customers loyal to the store, aiding salespeople, or attracting customers into the store. The term promotion is used to refer to all communication efforts made on an impersonal basis, including sales promotions, publicity, and advertising.

Personal selling involves individual, face-to-face communication, in contrast to the impersonal mass communication involved in advertising. Effective personal selling is often the most important and effective element in retail communication.

INTERNET ADVERTISING The Internet facility has developed around for some 30 years. It actually began in early 1960 in the USA, where the US Department of Defence saw it as a means of supercomputer communication for researchers and military facilities across the country. Until it was commercially exposed in the 1990s, the Internet remained a relatively obscure network of

linked computers - mostly by academics, military researchers, and scientists around the world to send and receive electronic mail, transfer files, and find or retrieve information from databases – At present, Internet the fastest growing medium in history offers incredible opportunities for a wide range of people in both business and advertising. For advertisers, there is a whole new world of potential customers. Type of Internet Advertising: Ads on the Internet can take a variety of forms. Most advertising on Internet can be classified as websites, banners, buttons, sponsorships, interstitials, Meta ads, classified ads, and email ads. Websites: Some companies consider their whole website as an ad. However, a website is more than an ad - it's an alternative location where customers, prospects, shareholders, investors, and others can come to find out more about the company, its products and services. Some companies use their website as an extended brochure to promote their goods and services. Others treat their website as an online catalogue store, conducting business right on the Net. Still, other websites act as information and entertainment providers. A website typically consists of a home page and an indefinite number of subsequent pages that users can visit for further information. A web page refers to a single HTML (hypertext mark-up language) file, which, when viewed with a browser, may actually be several screens long. A large website may have hundreds of these pages of information. This means the site contains hundreds of different documents of various lengths, each probably covering a different subject.

Packaging;

Proper product packaging protects the product as well as provides a message that facilitates its sale. Unfortunately, in most cases, retailers purchase products already packaged and, therefore, have little control over the communication on the package. However, the retailer should always consider the image and message projected by packaging as a part of the total communication mix. the retailer should always consider the image and message projected by packaging

as a part of the total communication mix. The retailer does ‘package’ many goods with paper and plastic bags, boxes, and wrapping paper.

Direct Mailers;

- In terms of overall looks, they must look the best in the category.
- Writing is very important, and writing letters is not easy Copywriters in direct marketing should write passionately and then edit carefully.
- Secretaries should not throw out high impact DM. It is interesting and innovative. It puts across a message in a cutthroat way.
- It also reinforces the company’s brand image, advertising, letterheads, DM, and business cards must project a consistent image.
- Customers often complain that a lot of stuff falls out when they open a DM package. This is great news because the fallen stuff is picked up and is invariably looked at in the relationship. We have to send a personalized letter.
- Provide a good response device. The order form must be carefully designed – it is so very difficult to do so. Even a child should be able to fill it. It should not turn off the consumers.

Goals of Sales Promotion

Increase immediate customer sales. Support from the marketer’s sales force.

Gain the support of the trade-in marketing the product.

Types of Promotions

- Consumer Promotion
- Trade Promotion

Consumer Promotion

- Price Deals • Coupons • Contests • Sweepstakes • Premiums • Sampling

Trade Promotions Goals;

Stimulate in-store merchandising, Manipulate the inventory held by a retailer,

Expand the product base geographically, To create a high level of excitement for the product

Promotion Strategies;

Stimulate demand by consumers, Improve marketing performance of resellers
To supplement and coordinate advertising, Personal selling & public relations

Advertising Sales Promotion

Creates an Image over time, Relies on Emotional appeals, Adds Intangible value to the product/service, Contributes Moderately to short term profitability, Creates immediate Action, Relies on Rational appeal, and Contributes Greatly to short term profitability

Sales Promotion Strategies;

Helps in creating & sustaining brand value, Contributes Greatly to short term profitability, Manages brand image, Cuts into brand loyalty of other brands, Promotion to be more brand-focused, Co-branding

Product & Branding Strategy

A product mix also called, a product assortment is the set of all products & items that a particular seller offers for sale.

Brand Positioning;

Running a brand is like conducting an orchestra. Positioning is the heart of competitive strategy. The messages transmitted by everything from the advertising to phone calls with your customer care department all need to be kept in harmony and brief. Without a clear, single-minded definition of what the brand is about the messages rapidly become discordant and confusing. The positioning statement is therefore a focusing device, which helps brand management to keep everything sharp and relevant

Positioning Key Points;

It is a strategic, not a tactical, activity, It is aimed at developing a strategic, sustainable competitive advantage, It is concerned with managing perceptions, Brand image and reputation are the results of the positioning Process

Types of advertising;

Speciality Stores; This would typically specialise in selling one product. It has a highly targeted market segment that this type of retailing is trying to attract.

However, some speciality stores also include allied products targeted at the same marketing segment.

Department Stores; A department store is a store where multiple items are stocked and sold. These stores service all kinds of customers' needs, such as clothing, shoes, cosmetics, gift items, luggage, and other household goods.

Supermarkets; These are similar to department stores but with a focus on food and household maintenance products. This is more of a self-service operation wherein a customer just goes and picks what he wants.

Convenience Stores; The differentiating factors for these types of stores are that they are open for relatively long hours and mostly on all the days of the week thus making them accessible to the customer. Typically this kind of retail store would be located in residential areas.

Discount stores; A discount store sells products at a lower price by reducing its own margins. This type of store targeted high volumes to ensure profitability.

Political Advertising;

Political advertising includes communications supporting or opposing a candidate for nomination or election to either a public office or an office of a political party (including county and precinct chairs). Political advertising includes communications supporting or opposing an officeholder, a political party, or a measure (a ballot proposition). Political advertising includes communications that appear in pamphlets, circulars, flyers, billboards or other signs, bumper stickers, or similar forms of written communication. Political

advertising includes communications that are published in newspapers, magazines, or other periodicals in return for consideration. Political advertising includes communications that are broadcast by radio or television in return for consideration

Products and Service Advertisements

Products, Industrial Products, Consumer Products for direct consumption, Consumer durables, Consumer non-durables

Consumer Advertising ;

Most of them are competitive and engaged in advertising. Non-durables are frequently bought. Non-durables are appliances, which serve for a long period. Both rational, as well as emotional appeals, are used. The use of celebrity endorsement is heavy. A major chunk of the advertising business.

Service Advertising; They are activities, benefits or satisfaction offered for sale, They are Intangible, Inseparable, Variable and Perishable.

Require strict quality control, supplier credibility and adaptability. Specialized services like consulting; being a doctor or an advertising agency is an example of advertising. They may talk about the congenial environment, quickness and promptness of service, economy, exclusiveness, and status significance. Hotels and airlines, when advertising their services, attach greater importance to service with a smile, courtesy, and thoughtfulness and claim that they offer a home away from home objectives of Products and Service Advertisements. To make the company known, To make its products/services known, To make its achievements known, To make its values known, To make socio-political/economic/moral statements.

Creative Plan and Copy Strategy;

A creative platform is a document that outlines the message strategy decisions for an individual ad, Creative platforms combine the basic advertising decisions problems, objectives, and target markets – with the critical elements of the sales

message, strategy – the main idea and details about how the idea will be executed

Slogans;

Slogans are catchy sentences or phrase that is easy to remember. Copywriters continuously for the sake of establishing it use it. It creates an impact of repetition. Gives an identity to the company or the product. Direct, Short, Easily remembered, Repeat the brand name, Friendly phrases

The characteristics of good slogans: Should be simple, Carries some pleasing sales ideas, Conveys more in a compact form, Good slogan finishes the job in 7-8 words, So many ideas give rise to one good slogan

USP or Unique Selling Proposition;

USP makes the consumer identify the brand with a particular benefit. Brand stimulates an association of the benefit. But this very association is the benefit. Marlboro gave a cowboy image via USP. It is a focused identity, a narrow identity. The company was the first to do it. Perhaps, the brand image gives a rather diffuse identity, an open-textured identity. It established itself via the rational and logical appeal way.

A Corporate Identity; Gives an image to the company and the brand in question. Gives a sense of pride to the employees. Attracts talented people to the company. Positive influence on the ‘public’ of the company. Audiences think of the company as per the desired image. Reduces the cost of communication by standardizing the system.

Essentials of an Advertisement Appeal; It must be thematically sound. It must be communicative. It must be interesting. It must have credibility. It must have finality and be complete. It must contain truthful” information.

Copywriters;

They are the wordsmiths who do the wording of an advertisement, They are bright and talented. They have a flair for language. They contribute to the theme

of an advertisement, The creation of successful copies for different clients establishes them in this field.

Visualizers;

These are artists who put on paper what has been thought out by the copywriter. They design the ad.

Creative Director;

He coordinates the copywriting and designing. He is a senior professional who is seasoned in an existing advertising agency set up to take on this mantle.

Production Department;

Persons of diverse talents like printing technology, DTP, Photography, Typography etc. are involved here.

Media Planner;

He has to allocate the advertising budget among the media. He has to select the appropriate media. He decides about the frequency, size and position of an advertisement. He decides about its publication date. He receives tear-off copies from the media when the ad is published. He is guided by the media research, which he undertakes, or by research undertaken by an outside agency. Media is the most professionalized department of advertising agencies.

Marketing Research;

Modern agencies are integrated set-ups. They provide a range of marketing services. Research data become very useful as input to the creative process.

Conclusion;

Advertising educates people about new products and their uses. Advertising message about the utility of a product enables people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living in society. The rational advertising appeal targets the

practical, functional or utilitarian needs of the consumer. Utilitarian needs include those factors such as economy, durability, comfort, convenience, health and quality. The content of the rational advertisement or commercial focuses on facts, such as the benefits or reasons for buying the product/service. Rational appeals include listing attributes, comparing brands, focusing on price, making a declaration or stating the popularity of the brand. An example is retail advertising for products that lists the product and the price. Emotional appeals depict strong feelings, and these are intended to appeal to the consumer's emotions. This type of appeal aims to influence the target audience's feelings by focusing on their personal (psychological) and social needs. The emotional appeal contains no - or extremely few - rational arguments. Emotional appeals elicit and portray personal feelings, such as fear, joy, happiness, affection, excitement, sadness, pride and nostalgia. Social needs that are targeted in emotional appeals include status, respect, recognition, acceptance, rejection and approval. An example is perfume advertising that features an attractive character whose expression indicates positive feelings - and no attempt is made to provide any information other than the brand name.

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