

Principles of Advertising

Week 1

Introduction to Principles of Advertising

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Learning Outcomes



At the end of the course, the students should be able to:

- Understand the concepts about Introduction to Principles of Advertising.
- Explain the mandate for effectiveness
- Apply what makes an ad effective
- Analyze the world of advertising

The World of Advertising


Advertising defined:

- i. Advertising is a type of marketing communication, which is a broad term that refers to all the communication techniques marketers use to reach their customers and deliver their messages. That includes everything from public relations and sales and promotion to direct marketing, events and sponsorships, packaging, and personal selling.
- ii. Advertising is simply a way to sell a product
- iii. Advertising is about creating a message and sending it to someone in hope that he or she will react in a certain way.
- iv. Advertising is about creativity. It is about generating big, creative ideas which people connect- ideas that come from having a passion for the brand and the business. (Moriarty, Mitchell and Wells, 2009. P53)
- v. *Advertising is a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about products (goods, services, and ideas).* (Moriarty, Mitchell and Wells, 2009. P55).
- vi. The American Marketing Association defines advertising as *any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.*

Analyzing the components of this definition advertising is directed to groups of people, rather than to individuals, and is therefore non-personal. The groups, for example, might be teenagers who enjoy rock music or older adults who attend cultural events. In either case, advertising to these groups is not personal or face-to-face communication. Most advertising is *paid for* by sponsors. Most advertising is intended to be *persuasive*—to win converts to a good, service, or idea. A company usually sponsors advertising to convince people its product will benefit them. Some ads, though, such as legal announcements, are intended merely to inform, not to persuade.

What is the standard definition of advertising?

Advertising is a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about products (goods, services, and ideas).(Moriarty, Mitchell and Wells, 2009. P55).

<p>Take Note</p> 	<p>Note: This will be our key definition of advertising for this unit.</p>
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– Advertising is a *paid* form of communication by the advertisers, although some forms of advertising such as Public Service Announcements (PSA) use donated space and time.

– A *sponsor* is identified

Advertising generally reaches a *broad audience* of potential consumers, either as a mass audience or smaller targeted groups.

– Advertising seeks to *inform* consumers and make them aware of the product or company. It also tries to *persuade* or influence the consumer to do something. Persuasion may involve emotional messages as well as information.

– The message is conveyed through different *mass media*, which are largely *non personal* In other words advertising is not directed to a specific person, although this characteristic is changing with the introduction of the internet and more interactive types of media.

(Moriarty, Mitchell and Wells, 2009. P55).

Four Roles of Advertising

1. The Marketing Role

- Marketing is satisfying customer wants and needs by providing products (goods, services, and ideas).
- The marketing department is responsible for selling the product using the 4 Ps (product, price, place/distribution, and promotion) and brand development.
- **Principle:** A product can be services and ideas as well as goods.

2. The Communication Role

- Advertising is a message to a consumer about a product, designed to create a response.
- It is also a form of marketing communication.
- Advertising uses mass communication to transmit product information to connect buyers and sellers in their marketplace.
- **Principle:** One of advertising's most important strengths is its ability to reach a large audience.

3. The Economic Role

- Because it reaches large groups of people, advertising makes marketing more cost-efficient and lowers prices for consumers.
- Advertising creates a demand for a brand using hard sell (persuading) and soft sell (image building) techniques.

4. The Societal Role

- Informs consumers about innovations and issues
- Helps us compare products and features
- Mirrors fashion and design trends
- Teaches consumers about new products and how to use them
- Helps shape consumer self-image
- Facilitates self-expression through purchases
- Presents images about diversity in our world

Types of Advertising

– *Brand advertising*: focuses on developing a long-term brand identity and image examples include Apple Macintosh, Coca-Cola, Kasuku, Orange etc.

– *Retail/local advertising*: focuses on retailers or manufacturers that sell merchandise in a restricted area or geographical area. In the case of *retail advertising*, the message announces facts about products that are available in local stores. The objectives focus on stimulating store traffic and creating a distinct image for the retailers. *Local advertisers* refer to retailers who offer products in a fairly restricted geographical area for example advertisements in county media.

– *Political advertising*: focuses on politicians attempting to persuade people to vote for them or their ideas

– *Directory advertising*: used by people to find how to buy a product or service

– *Direct-response advertising*: uses any ad medium to directly stimulate a sale, one example is they use direct mail. The consumer can respond by telephone, mail, or over internet, and the product is delivered directly to the consumer by mail or some other carrier.

– *Business-to-business advertising (B2B)*: It is advertising where marketing communication is sent from one business to another. Messages directed at retailers, wholesalers, distributors, purchasers and professionals. Note that it is not directed at general consumers.

– *Institutional advertising*: is also called corporate advertising used to establish an identity or influence public opinion or win the public over the organization's point of view. For example many of the tobacco companies run ads that focus on the positive things they are doing.

– *Public service advertising (PSA)*: communicates a message for a good cause, such as stopping drunk drivers or preventing child abuse. Advertising professionals create these advertisements, also called *Public service announcements (PSAs)*, free of charge and the media often donates the necessary space and time.

– *Interactive advertising*: delivered to individual consumers who have access to a computer and the Internet

– *Nonprofit Advertising*. Advertisements for non-profit organizations such as Charities, foundations, associations, hospitals, museums and religious institutions, they are directed to their members, customers and volunteers, as well as for donations and other forms of program participation. (Moriarty, Mitchell and Wells, 2009. p60)

<http://www.scribd.com/doc/32580892/Introduction-to-Advertising> September 06, 2012

The mandate for effectiveness

Advertising can cause you to stop and watch, or even stop and think. It can make you laugh, or squirm in your seat, or bring tears to your eyes. It can inspire you to read about a new product or remember a favourite brand when you are walking down the aisle in a super market. It can also leave you free to change the channel or turn a page without being aware of having seen the ad at all. (Moriarty, Mitchell and Wells, 2009. p25)

Advertising and all other forms of marketing communication are effective if they create a desired response in the audience. Advertising that works is advertising that affects people; it has an impact and it gets result that can be measured. Marketing communication is evaluated on its ability to generate a desired consumer response that meets a set of carefully crafted objectives (Moriarty, Mitchell and Wells, 2009. p25)The effectiveness of any business depends on how well its advertising works. It must deliver the intended message, connect with customers, and create impact with creative messages that are attention getting and memorable (Moriarty, Mitchell and Wells, 2009. P48)

Another source: <http://www.scribd.com/doc/32580892/Introduction-to-Advertising-September-06>, 201

What makes an ad effective?

Effective ads work on two levels: with consumers and with advertisers.

1. Consumers

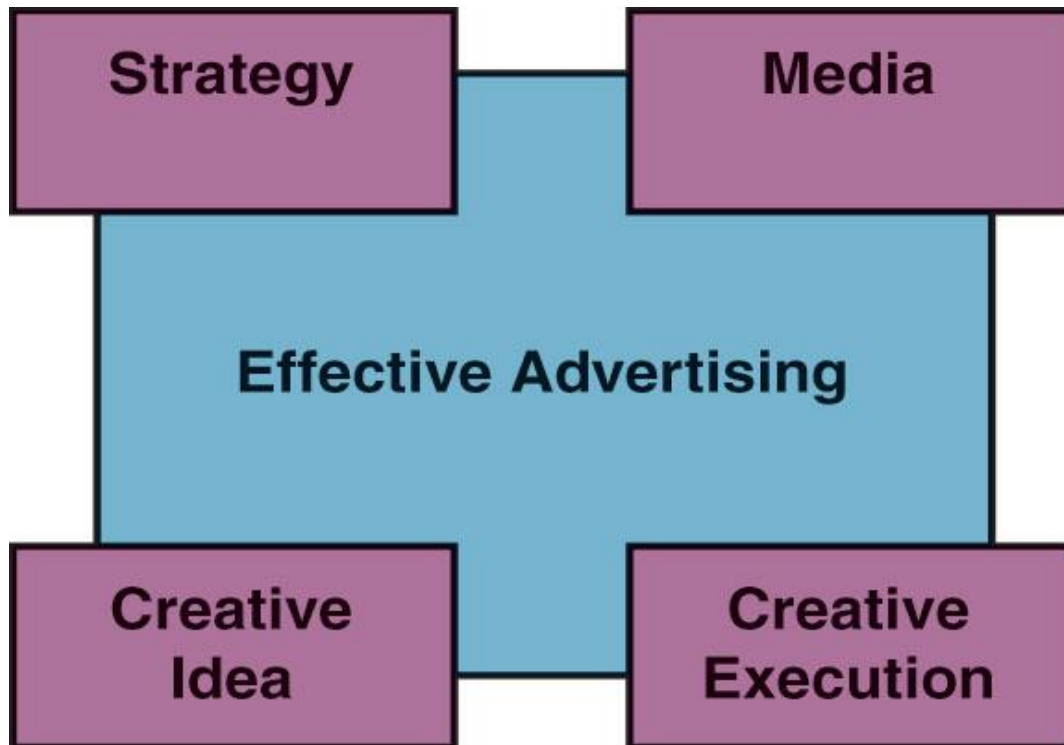
- View ads for entertainment or out of curiosity
- May then learn the ad relates to a need
- May receive an incentive to risk change
- May find reinforcement for product decisions

2. Advertisers

- Ads must gain consumers' attention
- Ads must hold attention long enough to change consumer purchasing behavior

Effective Advertising model

<http://www.scribd.com/doc/32580892/Introduction-to-Advertising-September-06>, 2012



Strategy

- Advertisers develop ads to
 - Meet specific objectives
 - Target a certain audience
 - Create a message to speak to that audience's most important concerns
 - Appear in media that will reach the audience most effectively

Creativity

- The creative concept is the ad's central idea
 - Grabs your attention
 - Sticks in your memory

Planning the strategy calls for imaginative problem solving: the research efforts need to be creative, and the buying and placing of ads in the media requires creative thinking.

Creative Execution

- Effective ads are well-executed such as Safaricom's "*Niko na Safaricom*"

– Details such as the photography, the printing, the writing, the acting, the location where the ad is set, and the way the product is depicted all must reflect the highest production values available in the industry. (Moriarty, Mitchell and Wells, 2009. P56)

– How you say it is as important as what you say

Media Planning and buying

Every message has to be delivered somehow. Most advertisers use media that reach a broad audience, such as television, magazines, or the internet. Deciding on how to deliver the message sometimes can be just as creative as coming up with the big idea for the message.

Take Note

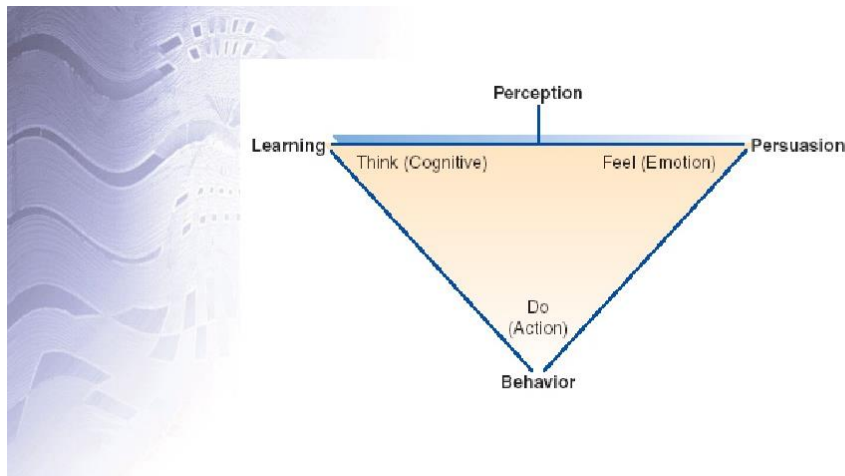


The word *product* in advertising is used to refer to goods and services.

Media Planning and buying is a part of Effective Advertising model though it is not included on the diagram on page 6, it is only indicated as media.

<http://www.scribd.com/doc/32580892/Introduction-to-Advertising> September 06, 2012

A Model of Key Effects



Ads must be goal directed

The intended effects of advertising are important for evaluating effectiveness

•These goals include

1. Perception

- Will the ad be attended to and remembered? (see and hear)

2. Learning
 - Will the audience understand the message and make correct associations? (connect)
3. Persuasion
 - Does the ad change attitude and touch emotions? (believe)
4. Behavior
 - Will the audience try the product? (act)
5. Emotions (feel)
6. Cognition (think)

Take Note



The key effects will be discussed in future inside the topic: How Advertising Works.

REVIEW QUESTIONS



Pods unite.

Response.



It was inevitable, really.

When two groups of people have so much in common, eventually they find each other.

Volkswagen and Apple. We say it's kismet, a meeting of the minds. Others, we're sure, will just say "Duh."

Pods unite. Finally.

Buy a New Beetle. Get a new iPod. And the kit that brings them together.

Legal Statements



Step 4

Plug the mobile cassette adapter into your iPod and insert tape into your New Beetle's tape deck.

Legal Statements

Source: <https://kerrylynch.com/2016/02/23/volkswagen/>

1. What is the standard definition of advertising?

A modern definition, then, would be: **Advertising** is paid persuasive communication that uses nonpersonal mass media—as well as other forms of interactive communication—to reach broad audiences and to connect an identified sponsor with a target audience.

2. Advertising plays four general roles in society. Define and explain each one.

- **Advertising Strategy:** Strategy is the logic and planning behind the advertisement that gives it direction and focus. Every effective ad implements a sound strategy. The advertiser develops the ad to meet specific objectives, carefully directs it to a certain audience, creates its message to speak to that audience's most important concerns, and runs it in media (print, broadcast, or the Internet, for instance) that will reach its audience most effectively.

- **Creative Idea:** The creative concept is the ad's central idea that grabs your attention and sticks in your memory. The "Pods Unite" campaign for VW above, for example, connects two innovative products in a way that relates to the emotional connection Volkswagen owners have with their cars. The word *creative* describes a critical aspect of advertising that drives the entire field of advertising. Planning the strategy calls for imaginative problem solving: The research efforts need to be creative, and the buying and placing of ads in the media require creative thinking.

- **Creative Execution:** Effective ads are also well executed. That means that the details, the photography, the writing, the acting, the setting, the printing, and the way the product is depicted all reflect the highest production values available to the industry. Advertising often sets the standard or establishes the cutting edge for printing, broadcasting, and Internet design because clients demand the best production their budgets allow.

- **Creative Media:** Every message has to be delivered somehow. Most advertisers use media that reach a broad audience, such as television, magazines, or the Internet. Deciding how to deliver the message sometimes can be just as creative as coming up with the big idea for the message, a point we'll discuss more in Part

3. What other areas besides advertising are included in the communication role?

The broad term, *marketing communication*, includes advertising, but it also includes a number of related communication techniques used in marketing, including sales promotion, public relations, direct response, events and sponsorships, packaging, and personal selling.

4. How does advertising relate to the economic concepts of supply and demand?

Advertising tends to flourish in societies that enjoy some level of economic abundance, in which supply exceeds demand.

5. What social role does the VW advertising play?

VW advertising has a number of social roles. It informs us about new and improved products, helps us compare products and features, and generally keeps us informed about innovations and issues. It also mirrors fashion and design trends and add to our aesthetic sense. It has an educational role in that it teaches about new products and how to use them. It helps us shape an image of ourselves by setting up role models that we can identify with, and it gives us a way to express ourselves in terms of our personalities and sense of style through the things we wear and use.

6. Explain what advertisers hope to accomplish when they use advertising.

Describe the seven key functions advertising performs for VW.

- Builds awareness of products and brands
- Creates a brand image
- Provides product and brand information
- Persuades people
- Provides incentives to take action
- Provides brand reminders
- Reinforces past purchases and brand experiences

7. What do the terms *advertiser*, *client*, and *account* refer to?

The advertiser is the person or organization that uses advertising to send out a message about its products. The advertiser becomes the agency's client. As the client, the advertiser is responsible for monitoring the work and paying the bills for the agency's work on its account. That use of the word *account* is the reason agency people refer to the advertiser as "the account" and the agency person in charge of that advertiser's business as "the account manager.

8. Why does an advertiser use an outside agency?

An advertiser uses an outside agency because it believes the agency will be more efficient in creating an advertisement or a complete campaign than the advertiser would be on its own.

9. What is the difference between an advertising department and an in-house agency?

Most large businesses have advertising departments. Their primary responsibility is to act as a liaison between the marketing department and the advertising agency (or agencies) and other vendors. Companies that need closer control over their advertising have their own in-house

agencies. An in-house agency performs most, and sometimes all, of the functions of an outside advertising agency.

10. Define target audience.

All advertising strategy starts with the identification of the customer or prospective customer that is the audience who are the desired audience for the advertising message. This is called the target audience.

11. How do we recognize when an ad is effective?

In general, an ad or campaign works if it creates an impression for a product or brand, influences people to respond in some way, and separates the product or brand from the competition in the mind of the customer.

12. What do we mean by the “new” advertising?

New advertising is more personal and interactive and more likely to employ creative new uses of communication opportunities beyond the traditional mass media (Radio, television, newspapers, magazines, transit, billboards etc.).

13. Explain why the localization vs. globalization debate is important for advertisers.

Advertisers must decide whether to practice global or local advertising: They must decide if they should standardize ads or advertising strategies across all cultures or adapt their strategies to local markets. In addition, they must decide how much consistency the brand and its advertising need to maintain as it moves across borders.

Further Reading



Advertising

According to this site <http://finntrack.co.uk/learners/advertisingws.htm#>

Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners; sometimes a specific group of people) to continue or take some new action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

1. <http://www.businessdictionary.com/definition/advertising-campaign.html>

advertising campaign

A coordinated series of linked advertisements with a single idea or theme.

An advertising campaign is typically broadcast through several media channels. It may focus on a common theme and one or few brands or products, or be directed at a particular segment of the population. Successful advertising campaigns achieve far more than the sporadic advertising, and may last from a few weeks and months to years.

2. *The photographs of the ads on pages 14 and 15 show some creative executions.*



Source: <https://blog.hubspot.com/marketing/creative-billboards-around-world>



Source: https://en.wikipedia.org/wiki/Advertising#/media/File:101_016_DRI_Ingolstadt.jpg

According to Longman Advanced American Dictionary:

advertisement

noun [C]

a picture, set of words, a short movie etc. that is used to advertise a product or service that is available, an event that is going to happen etc. [+ for]:

- *an advertisement for laundry detergent*

Its usage:

WORD CHOICE: *commercial/advertisement*

Commercial is used only about advertisements on the television and the radio. For advertisements in newspapers or magazines or on signs, use advertisement

advertising

noun [U] Spoken: 3000 • Written: 2000

the activity or business of advertising things on television, in newspapers etc.:

- *The pop music industry's advertising is aimed at 18- to 25-year-olds.*
- *Are you interested in a career in advertising?*

----- ...
Advertisement is a related term of advertising. Advertising is a related term of advertisement.

As nouns the difference between advertising and advertisement is that advertising is communication whose purpose is to influence potential customers about products and services while advertisement is (marketing) a commercial solicitation designed to sell some commodity, service or similar.

As a verb advertising is (advertise).

Source: <https://wikidiff.com/advertising/advertisement>

Advertising will be the funding and implementation of placing the advertising in various medias. The advertisement will be the end product that is viewed through these medias. In other words advertising is one of the vehicles for the advertisement.

Read more:

[http://wiki.answers.com/Q/What is the difference between advertising and advertisement#ixzz26GX7TDcT](http://wiki.answers.com/Q/What_is_the_difference_between_advertising_and_advertisement#ixzz26GX7TDcT)

SUMMARY

Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners; sometimes a specific group of people) to continue or take some new action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

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REFERENCES

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4. <http://www.businessdictionary.com/definition/advertising-campaign.html>
5. <https://wikidiff.com/advertising/advertisement>