

# ADVERTISING

**ADVERTISING**

FOUNDATIONS OF  
ADVERTISING MEDIA



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# **ADVERTISING**

To call the public's attention to your business, usually for the purpose of selling products or services, through the use of various forms of media, such as television, radio, newspaper, print, etc.



## Features of Advertising

- Paid form
- Non – Personal
- Identified sponsor
- Any Form
- Goods, services or ideas
- Can be used by any organisation
- Speedy communication
- Mass communication

## CHARACTERISTICS OF ADVERTISING

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1. Advertising is one of the methods of promotion mix.
2. It is a paid mass communication, not aiming at a specific individual.
3. It is a form of publicity, i.e., dissemination of information regarding a product, service or idea.
4. It is salesmanship in writing or printed salesmanship.
5. It is a mass non-personal communication. That is, communication is only through written, spoken or visual means, and not through persons.

# Advertising

- Characteristics of Good Advertising
  - Should be of interest to audience
  - The audience should interpret the message in the intended manner
  - Should influence the audience

# Advertising



**Brand is a name, term, sign, Symbol, or design, or a combination of Them, intended to identify the goods Or services of one seller or group And to differentiate them from those of competitors**





# *Marketing Terms*

- **Target Market** – group of specific customers that a company **desires** to have as consumers
  - Have specific characteristics
  - Ex: BOYS that play video games



- **Target Marketing** – Businesses identify and select customers with similar wants and needs
  - Make products, goods, and services for these customers
  - Aim all advertising and marketing efforts at these customers

## Definition



- *An advertising campaign is a series of **advertisement** messages that share a single idea and theme which make up an **integrated marketing communication (IMC)**.*
- *Advertising campaigns appear in different media across a specific time frame.*
- *“An Advertising Campaign is a series of advertisements [consumer communications] and the activities that help produce them, which are designed to achieve interrelated goals.”*

*.....Donald Parente*

# brand strategy

*a formal plan used by a business to create a particular image of itself in the minds of current and potential customers*

## DEFINITION OF A BRAND STRATEGY



***a particular feeling or opinion  
about a company -- a feeling  
that drives their buying decisions***

## DEFINITION OF A BRAND STRATEGY



***the stronger people feel about a brand, the stronger the brand equity***



Organizational Structure of XYZ Advertising Agency

