



**ADVERTISING,
SALES
PROMOTION,
AND PUBLIC
RELATIONS**

BIJU K T
DEPT.OF MULTIMEDIA

TYPES OF ADVERTISEMENTS

- **Advertising – Definition?**

Two types

1) Product Advertisements

Purpose is

- a) Pioneering (informational)**
- b) Competitive (compare to others)**
- c) Reminder (refresh memory & validate usage)**

Tums - What is the type and purpose of this ad?

IN CASE OF HEARTBURN
BREAK GLASS

FOR RELIEF
NOW

FOR FULL EFFECT
IN 1-4 DAYS

TUMS

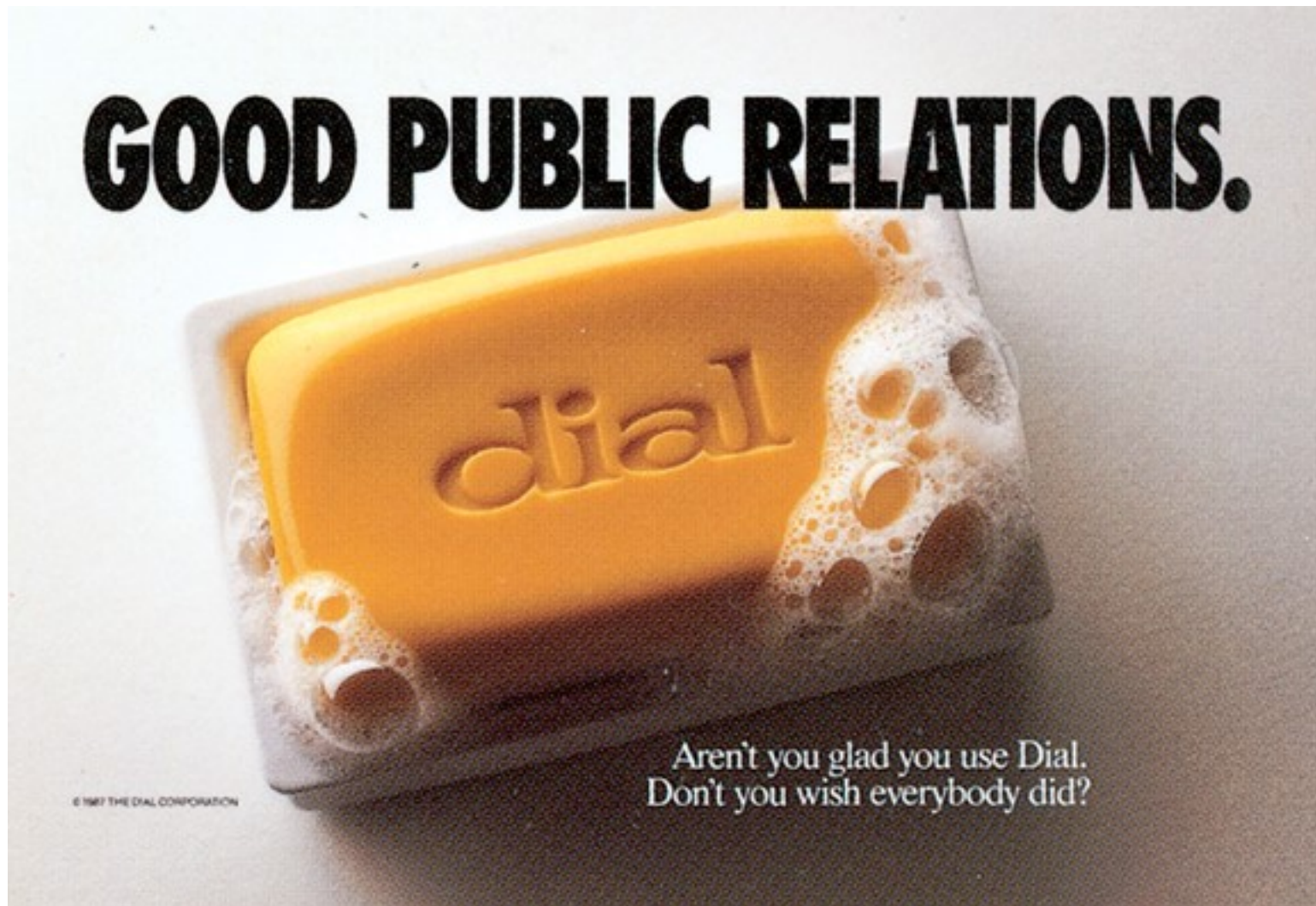
Prilosec
OTC

When the alarm sounds for heartburn, think fast. Prilosec OTC[®] is not intended for immediate relief. It can take 1 to 4 days for full effect. But Tums neutralizes acid on contact. There's nothing faster. And Tums has calcium.

TUMS

Dial Soap

What is the type and purpose of this ad?



TYPES OF ADVERTISEMENTS

2) Institutional Advertisements

- **Purpose is**
 - a) **Advocacy (state company position on a cause)**
 - b) **Pioneering (state what the company does)**
 - c) **Reminder (reinforce & promote company)**

Can advertise a company or an entire industry

Got Milk?

What is the type and purpose of this ad?



The Wall Street Journal
What is the type and purpose of this ad?

THE WALL *very few articles on dilly*
dallying or lollygagging STREET JOURNAL.

newspaper

VOL. CXXXIII

MONDAY, JANUARY 10, 2000

Internet Address: <http://wsj.com>

....

75 CENTS

It's

IT'S N

Parade

Work Week

Star Solution

Adventures in Capitalism.

Designing the Advertisement

■ Message Appeal

- **Fear Appeal** – avoid a negative experience
- **Sex Appeals** – increase the attractiveness of the user
- **Humorous Appeal** – use will be fun and exciting



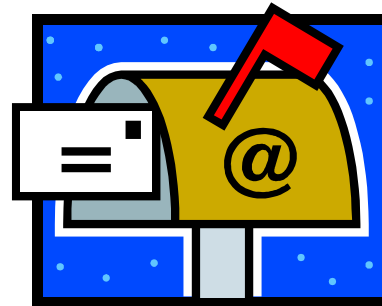
Often used in combination

Selecting the Right Advertising Media

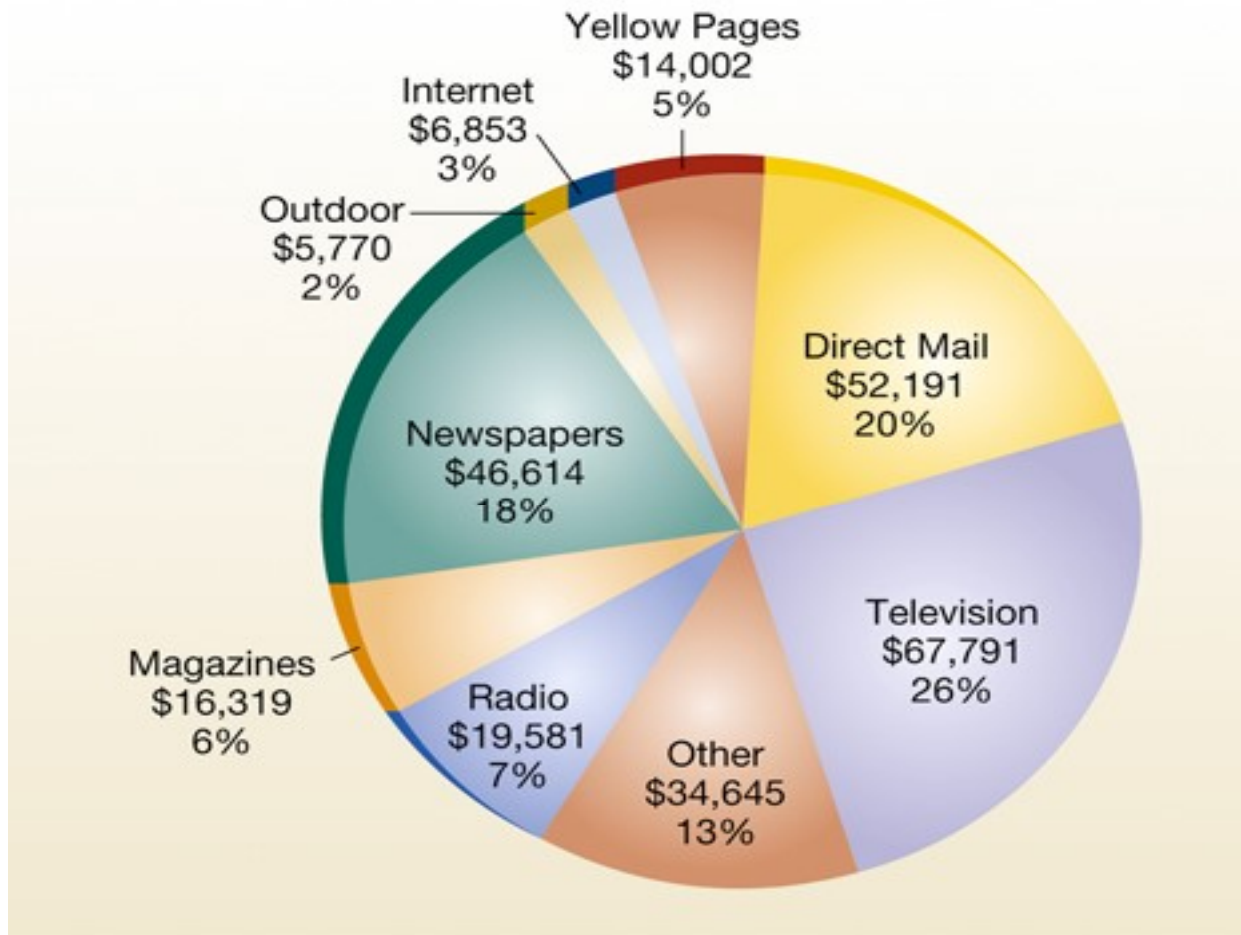
Cost per thousand	The cost of reaching a thousand people or households at least once
Reach	The number of different people exposed to an advertisement at least once
Frequency	The number of times an individual is exposed to a message
Audience Selectivity	The ability of an advertising medium to reach a precisely defined market.

Traditional Media Choices

- **Yellow Pages**
- **Direct Mail**
- **Magazines**
- **Newspapers**
- **TV**
- **Internet**
- **Outdoor**
- **Radio**



U.S. advertising expenditures, by category (in millions of dollars)



Alternative Media choices???

Newspapers

Advantages

- Year-round readership
- Geographic selectivity
- Immediacy
- High individual market coverage
- Short lead time

Disadvantages

- Limited demographic selectivity
- Little color
- May be expensive
- Low pass-along rate
- Clutter
- Mass market medium

Magazines

Advantages

- **Good reproduction**
- **Demographic selectivity**
- **Regional/local selectivity**
- **Long advertising life**
- **High pass-along rate**

Disadvantages

- **Higher cost per contact**
- **Long-term advertiser commitments**
- **Slow audience build-up**
- **Limited demonstration capabilities**
- **Lack of urgency**
- **Long lead time**

Radio

Advantages

- **Selectivity and audience segmentation**
- **Immediate and portable**
- **Geographic flexibility**
- **Entertainment carryover**
- **Short-term ad commitments**

Disadvantages

- **No visual treatment**
- **Short advertising life**
- **High frequency to generate retention**
- **Commercial clutter**
- **Background distractions**

Television

Advantages

- **Wide, diverse audience**
- **Low cost per thousand**
- **Creative and demonstrative**
- **Immediacy of messages**
- **Entertainment carryover**
- **Demographic selectivity with cable**

Disadvantages

- **Short life of message**
- **Expensive with high campaign cost**
- **Little demographic selectivity with network**
- **Long-term advertiser commitments**
- **Long lead times**
- **Clutter**

Outdoor Media

Advantages

- **High exposure frequency**
- **Moderate cost**
- **Flexibility**
- **Geographic selectivity**
- **Broad, diverse market**

Disadvantages

- **Short message**
- **Lack of demographic selectivity**
- **High “noise” level**

Internet

Advantages

- **Fast growing**
- **Ability to reach narrow target audience**
- **Short lead time**
- **Moderate cost**

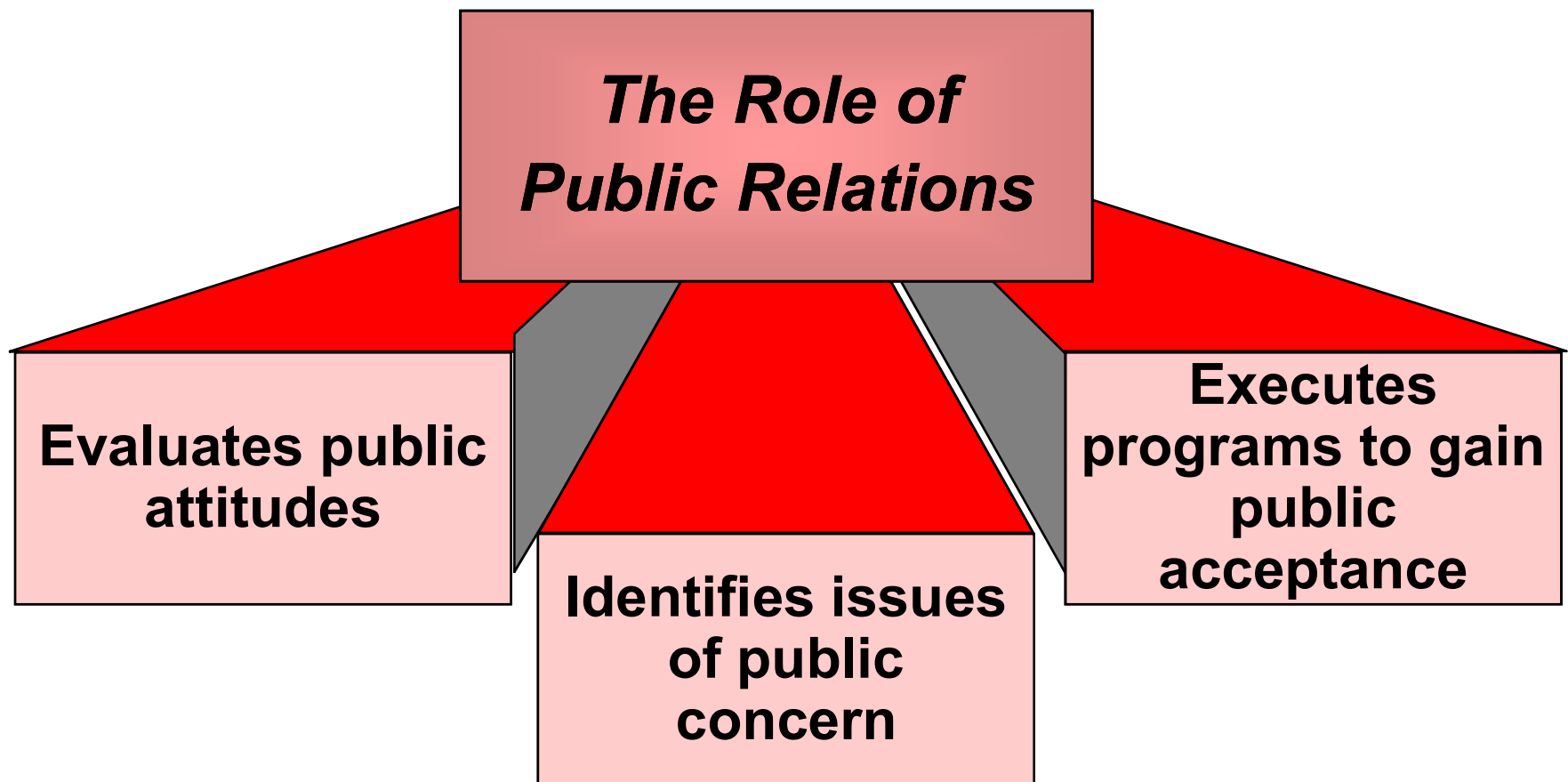
Disadvantages

- **Difficult to measure ad effectiveness and ROI**
- **Ad exposure relies on “click through”**
- **Not all consumers have access to internet**

Scheduling the Promotion

Continuous Media Schedule	Advertising is run steadily throughout the period. Yellow Pages
Flighted Media Schedule	Advertising is run heavily every Thursday or month end. Movies
Pulsing Media Schedule	Advertising combines continuous scheduling with flighted.
Seasonal Media Schedule	Advertising is run only when the product is likely to be used. Lawnmowing

PUBLIC RELATIONS



FUNCTIONS OF PUBLIC RELATIONS

Press Relations

Product Publicity

Corporate Communication

Public Affairs

Lobbying

Employee and Investor Relations

Crisis Management

ADDITIONAL ADVERTISING CHOICES

**Not as commonly used, but very effective
and becoming very popular**

Infomercials

Product Placement

Cooperative Advertising

Advertising

Advertising is any impersonal, one-way mass communication about a product or organization that is **paid for** by a marketer.



Product Advertisements

Product advertisements are advertisements that focus on selling a specific good or service the company offers.



Institutional Advertisements

Institutional advertisements are advertisements designed to build goodwill and an image for an organization without focusing on any one product the company makes.



Infomercials

Infomercials are program-length (30-minute) advertisements that take an educational approach to communication with potential customers.



Product Placement

Product placement is a sales promotion tool that uses a brand-name product in a movie, television show, video, or a commercial for another product.



Cooperative Advertising

Cooperative advertising consists of advertising programs by which a manufacturer pays a percentage of the retailer's local advertising expense for advertising the manufacturer's products.

