

Introduction to Marketing Essentials
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Lecture – 33
Advertising, Sales Promotion, and Public Relations – I

Welcome to Introduction to Marketing Essentials. Now, we will talk about module 33. This module 33 and 34, they are dedicated towards understanding of Advertising, Sales Promotion and Public Relations. Now, let us see what are the things that we will talk about in this module 33.

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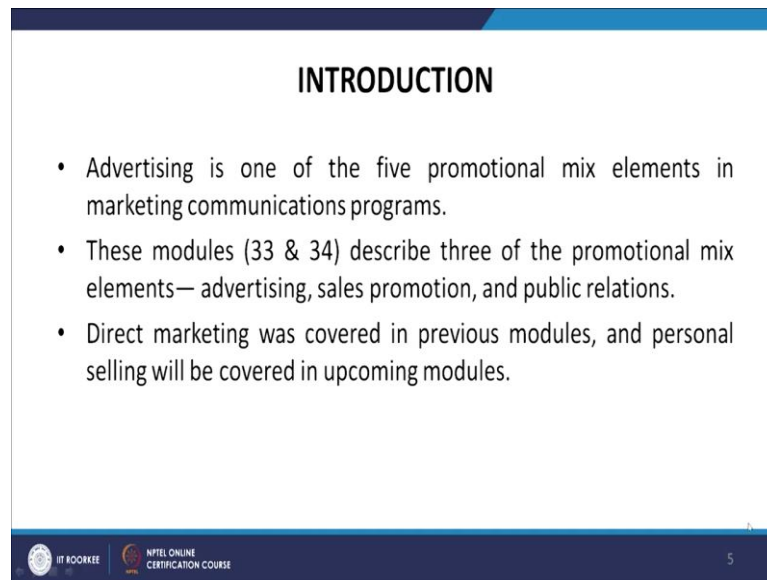
MODULE OVERVIEW

- Explaining the differences between product advertising and institutional advertising and the variations within each type.
- Describing the steps used to develop and execute an advertising program.
- Explaining the advantages and disadvantages of alternative advertising media.

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So, we will start with explaining the differences between product advertising and institutional advertising. And the variations within each type, then we will describe the steps used in developing and executing an advertising program. And then explain the advantages and disadvantages of alternative advertising media.

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The slide is titled "INTRODUCTION" in bold black text. It contains three bullet points. The first bullet point states that advertising is one of the five promotional mix elements in marketing communications programs. The second bullet point states that modules 33 and 34 describe three of the promotional mix elements: advertising, sales promotion, and public relations. The third bullet point states that direct marketing was covered in previous modules and personal selling will be covered in upcoming modules. At the bottom of the slide, there are logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, and the number 5 in the bottom right corner.

INTRODUCTION

- Advertising is one of the five promotional mix elements in marketing communications programs.
- These modules (33 & 34) describe three of the promotional mix elements— advertising, sales promotion, and public relations.
- Direct marketing was covered in previous modules, and personal selling will be covered in upcoming modules.

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So, advertising is one of the five promotional mix elements in marketing communication, program, these modules that is 33 and 34 describe three of the promotional mix elements that is advertising, sales promotion and public relations. Direct marketing was covered in the previous module and the personal selling will be covered in an upcoming module.

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The slide is titled "ADVERTISING" in bold black text. It contains three bullet points. The first bullet point defines advertising as any paid form of non-personal communication about an organization, a product, a service, or an idea by an identified sponsor. The second bullet point states that as you look through any magazine, watch television, listen to the radio, or browse the Internet, the variety of advertisements you see or hear may give you the impression that they have few similarities. The third bullet point states that advertisements are prepared for different purposes, but they basically consist of two types: Product advertisements and Institutional advertisements. At the bottom of the slide, there are logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, and the number 6 in the bottom right corner.

ADVERTISING

- **Advertising** is any paid form of non-personal communication about an organization, a product, a service, or an idea by an identified sponsor.
- As you look through any magazine, watch television, listen to the radio, or browse the Internet, the variety of advertisements you see or hear may give you the impression that they have few similarities.
- Advertisements are prepared for different purposes, but they basically consist of two types:
 - Product advertisements
 - Institutional advertisements

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Not now, let us look again look at what is this advertising. Advertising is any paid form of non personal communication about an organization, a product, a service, or an idea by an identified sponsor. As you look through any magazine, watch television, listen to the

radio or browse the internet the variety of advertisements, you see or hear may give you the impression that they have few similarities.

Advertisements are prepared for different purposes, but they basically consist of two types. First is product advertisement and the second is institutional advertisements. Now, let us look at what are these product advertisements. These are focused on selling a good or service. Product advertisements take three forms.

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The slide is titled "TYPES OF ADVERTISEMENTS" and focuses on "Product Advertisements". It lists three forms of product advertisements: 1- Pioneering (or informational), 2- Competitive (or persuasive), and 3- Reminder. The slide also includes logos for IIT ROORKEE and NPTEL ONLINE CERTIFICATION COURSE, and the number 7 in the bottom right corner.

TYPES OF ADVERTISEMENTS

Product Advertisements

- Focused on selling a good or service, product advertisements take three forms:
 - 1- Pioneering (or informational)
 - 2- Competitive (or persuasive)
 - 3- Reminder

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First is pioneering that is informational second is competitive or persuasive and the third is the reminder.

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The slide is titled "TYPES OF ADVERTISEMENTS" and focuses on "Product Advertisements". It lists three bullet points: 1) Used in the introductory stage of the product life cycle, *pioneering* advertisements tell people what a product is, what it can do, and where it can be found. 2) The key objective of a pioneering advertisement is to inform the target market. 3) Informational ads, particularly those with specific information, have been found to be interesting, convincing, and effective. The slide footer includes the IIT Roorkee logo, "IIT ROORKEE", "NPEL ONLINE CERTIFICATION COURSE", and the number "8".

Used in the introductory stage of the product lifecycle, pioneering advertisement tell people, what a product is, what it can do, and where it can be found. The key objective of a pioneering advertisement is to inform the target market. Informational ads, particularly those with specific information have been found to be interesting, convincing and effective.

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The slide is titled "TYPES OF ADVERTISEMENTS" and focuses on "Product Advertisements". It lists three bullet points: 1) Advertising that promotes a specific brand's features and benefits is *competitive*. 2) The objective of these messages is to persuade the target market to select the firm's brand rather than that of a competitor. 3) An increasingly common form of competitive advertising is *comparative* advertising, which shows one brand's strengths relative to those of competitors. The slide footer includes the IIT Roorkee logo, "IIT ROORKEE", "NPEL ONLINE CERTIFICATION COURSE", and the number "9".

Advertisements that promote a specific brand features and benefit are competitive. The objective of these messages is to persuade the target market, to select the firm's brand

rather than that of the competitor's brand. An increasing common form of competitive advertising is comparative advertising, which shows one brand's strengths relative to those of the competitors.

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TYPES OF ADVERTISEMENTS

Product Advertisements

- Studies indicate that comparative ads attract more attention and increase the perceived quality of the advertiser's brand although their impact may vary by product type, message content, and audience gender.
- Firms that use comparative advertising need market research to provide legal support for their claims.

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Studies indicate that competitive ads attract more attention and increase the perceived quality of the advertiser's brand. Although, their impact may vary by product type, message content, and audience gender. Firms that use comparative advertising need market research to provide legal support for their claims.

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TYPES OF ADVERTISEMENTS

Product Advertisements

- Reminder advertising is used to reinforce previous knowledge of a product.
 - The Red Bull ad shown reminds consumers about a special event, in this case, Valentine's Day.
- Reminder advertising is good for products that have achieved a well-recognized position and are in the mature phase of their product life cycle.
- Another type of reminder ad, *reinforcement*, is used to assure current users they made the right choice.



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Next thing that a product advertisement does is to serve as a reminder. So, reminder advertising is used to reinforce previous knowledge of a product. The red bull ad shown here, reminds consumer about a special event in this case a Valentine's Day.

Reminder advertisement is good for products that have achieved a well recognized position. And are in the mature phase of their product lifecycle. Another type of reminder ad that is reinforcement is used to assure current customers that, they made the right choice.

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TYPES OF ADVERTISEMENTS

Institutional Advertisements

- The objective of institutional advertisements is to build goodwill or an image for an organization rather than promote a specific good or service.
- Institutional advertising has been used by companies such as Pfizer and IBM to build confidence in the company name.
- Often this form of advertising is used to support the public relations plan or counter adverse publicity.

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Now, let us look at what this institutional advertisement is about the objective of institutional advertisement is to build goodwill or an image for an organization rather than promote a specific good or service. Institutional advertising has been used by companies such as Pfizer and IBM to build confidence in the company's name. Often this form of advertisement is used to support the public relations plan or counter adverse publicity.

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TYPES OF ADVERTISEMENTS

Institutional Advertisements

- Four alternative forms of institutional advertisements are often used:
 - 1 – Advocacy advertisements
 - 2 – Pioneering institutional advertisements
 - 3 – Competitive institutional advertisements
 - Reminder institutional advertisements

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Now, there are four alternative forms of institutional advertisements. The 1st of them is advocacy advertisement, the 2nd is pioneering institutional advertisements, the 3rd is competitive institutional advertisements and the 4th one is reminder institutional advertisements. Advocacy advertisement states the position of a company on an issue.

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TYPES OF ADVERTISEMENTS

Institutional Advertisements

- *Advocacy* advertisements state the position of a company on an issue.
- Another form of advocacy advertisement is used when organizations make a request related to a particular action or behavior, such as a request by the American Red Cross for blood donations.

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Another form of advocacy advertisement is used, when organizations make a request related to a particular action or behavior, such as the request by the American Red Cross for blood donations.

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TYPES OF ADVERTISEMENTS

Institutional Advertisements

- *Pioneering institutional* advertisements, like the pioneering ads for products, are used for announcements about what a company is, what it can do, or where it is located.
- Bridgestone uses pioneering institutional ads in its “One Team. One Planet” campaign to inform people about its rubber tree farms, tire recycling, and environmentally friendly factories.

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Pioneering institutional advertisement like the pioneering ads for products are used for announcements about what a company is, what it can do, and where it is located. Bridgestone uses pioneering institutional ads in its One Team, One Planet campaign to inform customers about its rubber tree farms tire recycling and environmental friendly factories.

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TYPES OF ADVERTISEMENTS

Institutional Advertisements

- *Competitive institutional* advertisements promote the advantages of one product class over another and are used in markets where different product classes compete for the same buyers.
- *Reminder institutional* advertisements, like the product form, simply bring the company’s name to the attention of the target market again.

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The competitive institutional advertisements promote the advantages of one product class over another. And are used in markets where different product classes compete for

the same buyer. Reminder institutional advertisements like the product form simply bring the company's name to the attention of the target market again. Now, how to go about developing the advertising program?

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DEVELOPING THE ADVERTISING PROGRAM

Stage 1: Identifying the Target Audience

- To develop an effective advertising program, advertisers must identify the target audience.
- All aspects of an advertising program are likely to be influenced by the characteristics of the prospective consumer.
- Understanding the lifestyles, attitudes, and demographics of the target market is essential.
- Similarly, the placement of the advertising depends on the audience.

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The first stage is to identify the target audience. To develop an effective advertisement program, advertisers must identify the target audience. Then, all aspects of an advertising program are likely to be influenced by the characteristics of the prospective consumers that are the target segments. Understanding the lifestyles, attitudes, and demographics of the target market is essential.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 1: Identifying the Target Audience

- Even scheduling can depend on the audience.
- Nike schedules advertising, sponsorships, deals, and endorsements to correspond with the Olympics to appeal to “hard-core” athletes.
- To eliminate possible bias that might result from subjective judgments about some population segments, it is suggested that advertising program decisions be based on market research about the target audience.

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Similarly, the placement of the advertisement depends on the audience. Even scheduling can depend on the audience. Nike schedules advertising, sponsorships, deals, and endorsement to correspond with the Olympics to appeal to hardcore athletes. To eliminate possible biases that might result from subjective judgments, about some population segments, it is suggested that advertising program decisions be based on market research about the target audience. Stage 2; in stage 2, it is about specifying advertising objectives.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 2: Specifying Advertising Objectives

- The guidelines for setting promotion objectives described in earlier modules also apply to setting advertising objectives.
- This step helps advertisers with other choices in the promotion decision process, such as selecting media and evaluating a campaign.
- Advertising with an objective of creating awareness, for example, would be better matched with a magazine than a directory such as the Yellow Pages.

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The guidelines for setting promotional objectives described in earlier module, can apply to setting advertising objectives also. This step helps advertisers with other choices in the promotion decision process, such as selecting media and evaluating a campaign. Advertising with an objective of creating awareness for example, would be better matched with a magazine than a directory such as the yellow pages.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 3: Setting the Advertising Budget

- How does a company know it's spending the right amount?
- Although it is treated as a current expense, part of it is really an investment in building *brand equity* and *customer loyalty*.
 - When a company spends ₹15 million on capital equipment, it can call the equipment a five-year depreciable asset and write off only one-fifth of the cost in the first year.
 - When it spends same amount on advertising to launch a new product, however, it must write off the entire cost in the first year, reducing its reported profit, even if the benefits will persist for many years to come.

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The third stage of this process is about setting the advertising budget. How does a company know it is spending the right amount? Although it is treated as the current expense, but part of it, is really an investment in building brand equity and customer loyalty. So, when a company spends rupees 15 million on capital equipment, it can call the equipment a five year depreciable asset and write off only one fifth of the cost in the first year.

When it spends same amount on advertising to launch a new product; however, it must write off the entire cost in the first year reducing its reported profit. Even if the benefit will persist for many years to come.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 3: Setting the Advertising Budget

- Factors affecting budget decisions
 1. *Stage in the product life cycle*
 - New product typically merit large advertising budgets to build awareness and gain consumer trials.
 - Established brands usually are supported by lower advertising budgets, measured as a ratio to sales.
 2. *Market share and consumer base*
 - High-market-share brands usually require less advertising expenditure as a percentage of sales to maintain share.
 - Building share by increasing market size requires larger expenditure.

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Now, what are the factors affecting budgeting decisions? The first is the stage in the product lifecycle. New product typically merits large advertising budgets to build awareness and gain customer trials. Established brands usually are supported by lower advertising budgets measured as a ratio to sales. Another factor is market share and consumer base. A high market share brand usually requires less advertising expenditure, as a percentage of sales to maintain share.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 3: Setting the Advertising Budget

- Factors affecting budget decisions
 3. *Competition and clutter*
 - In a market with large number of competitors and high advertising spending, a brand must advertise more heavily to be heard.
 - Even advertisements not directly competitive to the brand create clutter and a need for heavier advertising.
 4. *Advertising frequency*
 - The number of repetitions needed to put the brand's message across to consumers has an obvious impact on the advertising budget.

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Building share by increasing marketing size requires larger expenditures. The third is competition and clutter. In a market with large number of competitors and high advertising spending a brand must advertise more heavily to be heard. Even advertisement not directly competitive to the brand creates clutter, and a need for heavier advertising.

The fourth is advertising frequency the number of repetitions needed to put the brands message across to consumers, has an obvious impact on the advertising budget.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 3: Setting the Advertising Budget

- Factors affecting budget decisions
 3. *Product substitutability*
 - Brands in less-differentiated or commodity-like product classes (soft drinks, banks, and airlines) require heavy advertising to establish a unique image.

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The next is the product substitutability brand in less differentiated or commodity like product classes like soft drinks, banks and airlines, requires heavy advertisement to establish a unique image.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 4: Designing the Advertisement

- An advertising message usually focuses on the key benefits of the product that are important to a prospective buyer in making trial and adoption decisions.
- The message depends on the general form or appeal used in the ad and the actual words included in the ad.

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The fourth stage is designing the advertisement itself. An advertising message usually focuses on the key benefits of the product that are important to the prospective buyers, in making trial and adoption decisions. The message depends on the general form or appeal used in the ad and the actual words included in the ad.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 4: Designing the Advertisement

- Message Content
- Most advertising messages are made up of both informational and persuasive elements.
- Information and persuasive content can be combined in the form of an appeal to provide a basic reason for the consumer to act.
- Although the marketer can use many different types of appeals, common advertising appeals include fear, sex, and humor.

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Now, let us look at the message content, most advertising messages are made up of both informational and persuasive elements. Information and persuasive content can be combined in the form of an appeal to provide a basic reason for the consumers to act.

Although the marketers can use many different types of appeals, common advertising appeals include fear, sex, and humor.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 4: Designing the Advertisement

- Creating the Actual Message
- Copywriters are responsible for creating the text portion of the messages in advertisements.
- Translating the copywriter's ideas into an actual advertisement is a complex process.
- Designing quality artwork, layout, and production for advertisements is costly and time-consuming.

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Then comes creating the actual message, copywriters are responsible for creating the text portion of the message in advertisements. Translating the copywriter's idea into an actual advertisement is a complex process. Designing quality artwork layout and production for advertisement is costly and time consuming.

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DEVELOPING THE ADVERTISING PROGRAM

Stage 4: Designing the Advertisement

- Creating the Actual Message
- One reason for the high costs is that as companies have developed global campaigns, the need to shoot commercials in several locations has increased.
 - Audi recently filmed commercials in Germany, Australia, and Morocco.
- Actors are also expensive.

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One reason for the high cost is that as companies have developed global campaigns, the need to shoot commercial in several locations has increased. Audi recently filmed commercials in Germany, Australia, and Morocco. Actors are also expensive.

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DEVELOPING THE ADVERTISING PROGRAM

Step 5: Selecting the Right Media

- Every advertiser must decide where to place its advertisements.
- The alternatives are the *advertising media*, the means by which the message is communicated to the target audience.
- Newspapers, magazines, radio, and TV are examples of advertising media.
- This decision on media selection is related to the target audience, type of product, nature of the message, campaign objectives, available budget, and the costs of the alternative media.

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Then comes the fifth step that is selecting the right media every advertiser must decide, where to place its advertisement. The alternatives are the advertising media the means by which the message is communicated to the target audience. Newspapers, magazines, radio and television are examples of advertising media.

This decision on media selection is related to the target audience, type of product, nature of the message, campaign objectives, available budget, and the cost of an alternative media. In deciding where to place advertisement a company has several media to choose from and a number of alternatives or vehicles within each medium.

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DEVELOPING THE ADVERTISING PROGRAM

Step 5: Selecting the Right Media

- In deciding where to place advertisements, a company has several media to choose from and a number of alternatives, or vehicles, within each medium.
- Often advertisers use a mix of media forms and vehicles to maximize the exposure of the message to the target audience while at the same time minimizing costs.
- These two conflicting goals are of central importance to media planning.

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Often advertisers use a mix of media forms and vehicles to maximize the exposure of the message to the target audience while at the same time minimizing cost. These two conflicting objectives are of central importance to media planning.

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DEVELOPING THE ADVERTISING PROGRAM

Step 5: Selecting the Right Media

- Because advertisers try to maximize the number of individuals in the target market exposed to the message, they must be concerned with reach.
- *Reach* is the number of different people or households exposed to an advertisement.
- The exact definition of reach sometimes varies among alternative media.

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Because, advertisers try to maximize the number of individuals in the target market exposed to the message. They must be concerned with the reach of that media.

Reach is the number of different people or households exposed to an advertisement. The exact definition of reach sometimes varies among alternative media. Newspapers, often

use reach to describe their total circulation or the number of different households that buy that newspaper.

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DEVELOPING THE ADVERTISING PROGRAM

Step 5: Selecting the Right Media

- Newspapers often use reach to describe their total circulation or the number of different households that buy the paper.
- Television and radio stations, in contrast, describe their reach using the term *rating*—the percentage of households in a market that are tuned to a particular TV show or radio station.
- In general, advertisers try to maximize reach in their target market at the lowest cost.

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A television and radio station in contrast describes their reach using the term rating- the percentage of households in a market that are tuned to a particular TV show or radio station. In general advertisers try to maximize reach in their target market at the lowest cost. Although, reach is important, advertisers are also interested in exposing their target audience to the message more than once.

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DEVELOPING THE ADVERTISING PROGRAM

Step 5: Selecting the Right Media

- Although reach is important, advertisers are also interested in exposing their target audience to a message more than once.
- This is because consumers often do not pay close attention to advertising messages, some of which contain large amounts of relatively complex information.
- When advertisers want to reach the same audience more than once, they are concerned with *frequency*, the average number of times a person in the target audience is exposed to a message or advertisement.

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This is because; consumers often do not pay close attention to advertising messages, some of which contain large amounts of relatively complex information. When advertisers want to reach the same audience more than once they are concerned with frequency that is - the average number of times a person in the target audience is exposed, to a message or advertisement.

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DEVELOPING THE ADVERTISING PROGRAM

Step 5: Selecting the Right Media

- Like reach, greater frequency is generally viewed as desirable.
- Studies indicate that with repeated exposure to advertisements consumers respond more favorably to brand extensions.
- When reach (expressed as a percentage of the total market) is multiplied by frequency, an advertiser will obtain a commonly used reference number called *gross rating points* (GRPs).

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Like reach, greater frequency is generally viewed as desirable. Studies indicate that with repeated exposure to advertisements consumers respond more favorably to brand extensions.

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DEVELOPING THE ADVERTISING PROGRAM

Step 5: Selecting the Right Media

- To obtain the appropriate number of GRPs to achieve an advertising campaign's objectives, the media planner must balance reach and frequency.
- The balance will also be influenced by cost.
- *Cost per thousand* (CPM) refers to the cost of reaching 1,000 individuals or households with the advertising message in a given medium (*M* is the Roman numeral for 1,000).

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When reach expressed as a percentage of the total market is multiplied by frequency an advertiser will obtain a commonly used reference number called as Gross Rating Points. To obtain the appropriate number of GRPs to achieve an advertising campaign's objective the media planner must balance reach and frequency.

And the balance will also be influenced by the cost. Cost per 1000 refers to the cost of reaching 1000 individuals or households with the advertising message in a given medium that is M in the Roman numeral for 1000.

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DEVELOPING THE ADVERTISING PROGRAM

Step 5: Selecting the Right Media

- *Different Media Alternatives*
- Figure 33.1 summarizes the advantages and disadvantages of the major advertising media, which are described in more detail in upcoming slides.

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Then there are different media alternatives. So, in figure 33.1 it summarizes the advantages and disadvantages of the major advertising media. Which are described in more detail in the upcoming slides.

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Now, this is figure 33.1 and advertisers must consider the advantages and disadvantages of many media alternatives that are there. Now, let us look at the various mediums. So, 1 is television, radio, 3 is magazine, 4 newspaper, 5 yellow pages, 6, 7, and 8.

Now, you keep in mind that all these alternative medium, may not be available in one country while they may be of importance in other countries. So, now, we will look at the various advantages and disadvantages of each of these medium. Let us start with television. The advantage of this television is that, it reaches extremely large audiences, uses pictures print, sound, and motion for effect, can target specific audiences.

While the disadvantage of this is the high cost to prepare and run ads, short exposure time, and perishable messages, difficult to convey complex information, then comes radio the advantage of radio is its low cost, can target a specific loyal audience, Ads can be placed quickly, can use sound, humor, and intimacy effectively.

But, the disadvantage of radio is that there are no visual elements, short exposure time and perishable messages, difficult to convey complex information. The third medium is magazines; magazines can target specific audiences, high quality color, long life of ads,

Ads can be clipped and saved and can convey complex information. But, long time is needed to place ads, a relatively high cost, competes for attention with other magazine features.

The fourth medium is newspaper. So, newspaper provides excellent coverage of local markets, ads can be placed and changed quickly ads, can be saved, quick consumer responses and they are low cost while. The disadvantage of newspaper is that the ads compete for attention with other newspaper features, short lifespan and poor color quality. The 5th medium is yellow pages.

So, this yellow pages provides excellent coverage of geographic segments, long use periods, available 24 hours and 365 days. The disadvantage of yellow pages is proliferation of competitive directories in many markets and difficulty to keep up to date. The 6th medium is internet; video and audio capabilities, Animation can capture attention, ads can be interactive and linked to advertisers.

While the disadvantage is animation and interactivity requires large files and more time to load, effectiveness is still uncertain. The 7th medium is outdoor; the advantage is low cost, local market focus, high visibility, opportunity for repeat exposures. But the disadvantage is that the message must be short and simple, low selectivity of audience, criticized as a traffic hazard.

Then, comes direct mails; high selectivity of audience, can contain complex information and personalized messages, high quality graphics can be used. While the problem is high cost per contact and poor image that is people throw it into the junk mail.

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DEVELOPING THE ADVERTISING PROGRAM

Step 6: Scheduling the Advertising

- There is no correct schedule to advertise a product, but three factors must be considered.
- First is the issue of *buyer turnover*, which is how often new buyers enter the market to buy the product.
- The higher the buyer turnover, the greater the amount of advertising required.

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Next comes the sixth step is the scheduling the advertisement. There is no correct schedule to advertise a product, but three factors must be considered. The first of those factors is the issue of buyer turnover. Which is how often new buyers enter the market to buy this product? The higher the buyer turnover the greater the amount of advertising required.

The second issue in scheduling is the purchase frequency, the more frequently the product is purchased the less repetition is required.

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DEVELOPING THE ADVERTISING PROGRAM

Step 6: Scheduling the Advertising

- A second issue in scheduling is the *purchase frequency*; the more frequently the product is purchased, the less repetition is required.
- Finally, companies must consider the *forgetting rate*, the speed at which buyers forget the brand if advertising is not seen.
- Setting schedules requires an understanding of how the market behaves.

IT ROORKEE | NPTEL ONLINE CERTIFICATION COURSE 38

Finally, companies must consider the forgetting rate, the speed at which buyers forget the brand if advertising is not seen. Setting schedules requires an understanding of how the market behaves.

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DEVELOPING THE ADVERTISING PROGRAM

Step 6: Scheduling the Advertising

- Most companies tend to follow one of three basic approaches:
 - 1 – *Continuous (steady) schedule.* When seasonal factors are unimportant, advertising is run at a continuous or steady schedule throughout the year.
 - 2 – *Flighting (intermittent) schedule.* Periods of advertising are scheduled between periods of no advertising to reflect seasonal demand.
 - 3 – *Pulse (burst) schedule.* A flighting schedule is combined with a continuous schedule because of increases in demand, heavy periods of promotion, or the introduction of a new product.

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Most companies tend to follow one of the three basic approaches. First is continuous or steady schedule, when seasonal factors are unimportant advertising is run at a continuous or steady schedule throughout the year. The second is flighting that is intermittent schedule; periods of advertising are scheduled between periods of no advertising to reflect seasonal demand.

The third is pulse or burst schedule a flighting schedule is combined with a continuous schedule because of increase in demand, heavy periods of promotion, or the introduction of a new product. For example products such as breakfast cereals have a stable demand throughout the year and would typically use a continuous schedule of advertising.

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DEVELOPING THE ADVERTISING PROGRAM

Step 6: Scheduling the Advertising

- For example, products such as breakfast cereals have a stable demand throughout the year and would typically use a continuous schedule of advertising.
- In contrast, products such as snow skis and suntan lotions have seasonal demands and receive flighting-schedule advertising during the seasonal demand period.
- Some products such as toys or automobiles require pulse-schedule advertising to facilitate sales throughout the year and during special periods of increased demand (such as holidays or new car introductions).

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In contrast products such as snow skis and suntan lotions have seasonal demands and receive flighting schedule advertising during the seasonal demand periods. Some products such as toys or automobiles require, pulse schedule advertising to facilitate sales throughout the year and during special periods of increased demand such as holidays or a new car introduction.

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EXECUTING THE ADVERTISING PROGRAM

- Executing the advertising program involves pretesting the advertising copy and actually carrying out the advertising program.
- By evaluating advertising efforts, marketers can try to ensure that their advertising expenditures are not wasted.
- Evaluation is done usually at two separate times: before and after the advertisements are run in the actual campaign.
- Several methods used in the evaluation process at the stages of idea formulation and copy development are discussed in upcoming slides.

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The next step here in this process is executing the advertising program. Executing the advertising program involves pre-testing the advertising copy and actually carrying out

the advertising program. So, first important thing here is the pretesting of advertising copy. By evaluating advertising efforts, marketers can try to ensure that their advertising expenditures are not wasted.

Evaluation is done usually at two separate times, before and after the advertisements are run in the actual campaign. Several methods used in the evaluation process at the stages of idea formulation and copy development are discussed in these upcoming slides. Then comes this pretesting the advertisement.

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EXECUTING THE ADVERTISING PROGRAM

Pretesting the Advertising

- To determine whether the advertisement communicates the intended message or to select among alternative versions of the advertisement, **pretests** are conducted before the advertisements are placed in any medium.

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To determine whether the advertisement communicates the intended message or to select among alternative versions of the advertisements, pre-tests are conducted before the advertisements are placed in any medium. First of that pretest is the portfolio test they are used to test copy alternatives.

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EXECUTING THE ADVERTISING PROGRAM

Pretesting the Advertising

- 1. Portfolio Tests** are used to test copy alternatives.
 - The test ad is placed in a portfolio with several other ads and stories, and consumers are asked to read through the portfolio.
 - Afterward, subjects are asked for their impressions of the ads on several evaluative scales, such as from “very informative” to “not very informative.”

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The test ad is placed in a portfolio with several other ads, and stories and consumers are asked to read through the portfolio. Afterwards subjects are asked for their impressions of the ad on several alternative scales, such as from very informative to not very informative.

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EXECUTING THE ADVERTISING PROGRAM

Pretesting the Advertising

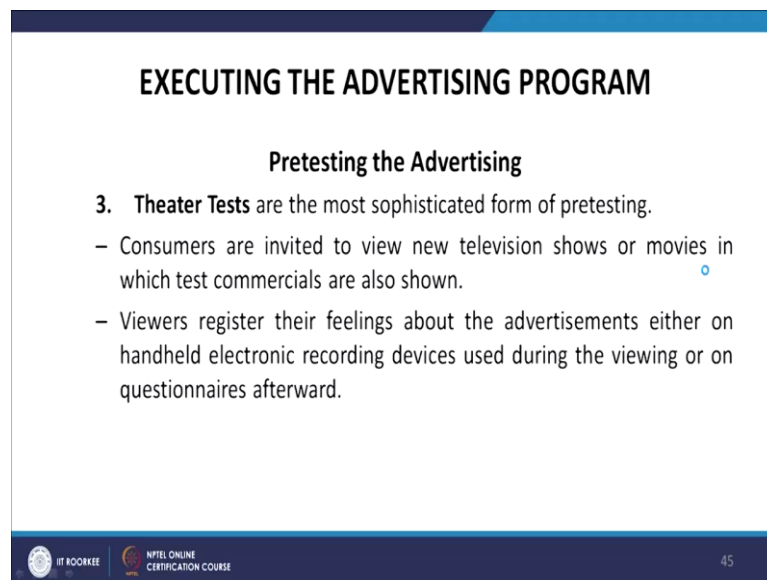
- 2. Jury Tests** involve showing the ad copy to a panel of consumers and having them rate how they liked it, how much it drew their attention, and how attractive they thought it was.
 - This approach is similar to the portfolio test in that consumer reactions are obtained.
 - However, unlike the portfolio test, a test advertisement is not hidden within other ads.

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Then, comes another test that is called us jury test it involve showing the ad copy to a panel of consumers and having them rate how they liked it, how much it drew their attention and how attractive they thought it was?

Now, this approach is similar to portfolio test in that consumer's reactions are obtained; however, unlike the portfolio test a test advertisement is not hidden within other ads. So, here the advantages it is not hidden with other ads while in portfolio test, the ad is hidden alongside with other ads.

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EXECUTING THE ADVERTISING PROGRAM

Pretesting the Advertising

3. Theater Tests are the most sophisticated form of pretesting.

- Consumers are invited to view new television shows or movies in which test commercials are also shown.
- Viewers register their feelings about the advertisements either on handheld electronic recording devices used during the viewing or on questionnaires afterward.

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The third type of test is the theater test. The theatre test are most sophisticated form of pretesting, consumers are invited to view new television shows or movies in which test commercials are also shown. Viewers' registers their feeling about the advertisements, either on handheld electronic recording devices used during the viewing or on questionnaires afterward.

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EXECUTING THE ADVERTISING PROGRAM

Carrying Out the Advertising Program

- The responsibility for actually carrying out the advertising program can be handled by one of three types of agencies.
- The full-service agency provides the most complete range of services, including:
 - Market Research
 - Media Selection
 - Copy Development
 - Artwork
 - Production

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After this pre testing because this pre testing stage there are three types of test because, it is important that before you roll out the ad on the television it is properly tested. The responsibility for actually carrying out advertisement program can be handled by one of the three types of agencies.

So, there are various types of advertising agencies. The first type is the full service agency that provides the most complete range of services including, the market research media selection, copy development, artwork and production.

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EXECUTING THE ADVERTISING PROGRAM

Carrying Out the Advertising Program

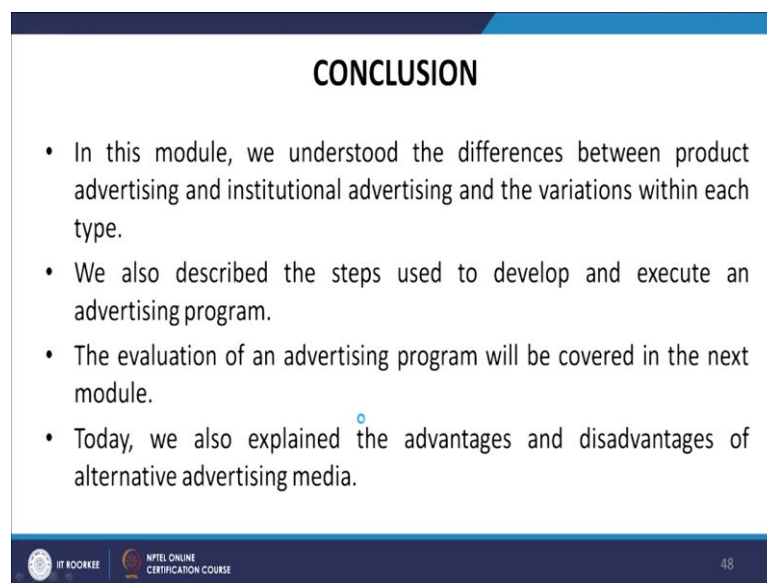
- *Limited-service agencies* specialize in one aspect of the advertising process, such as:
 - providing creative services to develop the advertising copy,
 - buying previously unpurchased media (media agencies), or
 - providing Internet services (Internet agencies).
- Finally, in-house agencies made up of the company's own advertising staff may provide full services or a limited range of services.

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Then, there are other types of advertising agencies which are called as limited service agencies. They specialize in one aspect of the advertising process, such as providing creative services to develop the advertisement copy buying previously unpurchased media that is media agencies or providing internet services that is internet agencies.

Finally, the third type of advertising agencies can be in house agencies; they are made up of the company's own advertising staffs may provide full service or a limited range of services.

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CONCLUSION

- In this module, we understood the differences between product advertising and institutional advertising and the variations within each type.
- We also described the steps used to develop and execute an advertising program.
- The evaluation of an advertising program will be covered in the next module.
- Today, we also explained the advantages and disadvantages of alternative advertising media.

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Now, in order to conclude this module; In this module we have understood the difference between product advertising and institutional advertising, and the variations within each type of advertising. Then, we have also describes the steps used to develop and execute an advertising program.

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Then, the evaluation of an advertising program will be covered in the next module. Today we also explained the advantages and disadvantages of alternative advertising media. The material for this module was taken from these three books.

Thank you.