



ADVERTISING

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ABSTRACT:

Advertising is a non-personal promotion tool of stimulating the goods and services. It has acquired the distinction of being the most pervasive channels of marketing communications. Every day and everywhere in our life we see, hear and feel a number of products at home, in a shop, while travelling in the bus or trains etc. and many talk about their qualities. It is therefore, anything that turns attention to an article or service might be called advertising.

KEYWORDS: *marketing communications , Advertising.*

INTRODUCTION :

The term advertising originates from the Latin word 'adverto' i.e. to turn to advertising thus denoted the meaning employed to draw attention to any object or purpose. Advertising may be defined as the process of buying sponsor identified media, space or time in order to promote a product or an idea.

Advertising comes under the third element of marketing mix concept under the head Promotion so before reaching on the concept of advertising, we must know that advertising comes under the Marketing i.e. advertising is a sub-part of marketing, so it is important for all to have a summarized look on concept of marketing and marketing mix also.

Advertising is one of the powerful elements in the

promotion mix. It is stated that advertising though mostly impersonal in character, could create pro-found influence in persuading peoples to become their customers.

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc.), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals

and even people (endorsements). Advertisements come in many shapes, sizes, and forms.

Advertising effectiveness can be defined as the extent to which advertising generates a certain desired effect. Measuring the effects of advertising is very important, given the amount of investments needed for advertising.

WHAT IS ADVERTISING?

Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor.

Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. The actual promotional messages are called advertisements, or ads for short. The goal of advertising is to reach people most likely to be willing to pay for a company's products or services and entice

them to buy. Advertising is a paid form of non-personal communication, and hence it is a commercial transaction. This is exactly the element with which the term publicity is distinguished from advertising. Publicity can be defined as “any form of commercially significance news about a product, an institution or a person published anywhere that is not paid for by the sponsor hence it can be said that advertisement is a paid form of publicity and secondly, advertising is non-personal in nature. Advertising can be defined as “persuasion of the target audience through controlled, identifiable, and mass mediated message”.

According to American Marketing Association:

“Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor.”¹

According to Zacher:

“A means of communicating information pertaining to products, services or ideas by other than direct personal contact and on an openly paid basis with intent to sell or otherwise obtain favourable consideration.”²

CHARACTERISTICS OF ADVERTISING

i. It is Pervasive:

Goals of advertising apply to all types of organisations, for profit as well as not-for profit.

ii. It is multidimensional and complex:

It seems to be simple, yet full of paradoxes.

iii. It is a craft, an art, and science:

It is mix of all three. It must be crafted to be effective and to do that art is necessary to captivate the consumers and it is a science because it is rule based.

iv. Advertising is Non-personal:

It does not include peoples talking to each other.

v. Identified sponsor:

Source of advertising is known. Who so ever is putting out the ad tells the audience who they are.

vi. Paid for:

The cost of creation and time or space in the media must be paid for.

vii. Controlled:

This word differentiates advertising from personal selling and publicity. Advertisers have to decide about all aspects of their advertisements.

OBJECTIVES OF ADVERTISING

- Sales gain
- Market share gain by creating demand
- Market share defence
- Profit gain
- Customer retention loyalty
- Brand awareness
- Brand image
- Brand differentiation
- Brand fame

¹ Alexander, R.S., “Marketing Definitions”, American Marketing Association, Chicago, 1960. P.9

²Zacher, R.V. “Advertising Techniques and Management”, Richard D. Irwin Inc. Housewood, III, 1967, P.3

- Increases trust in brand

WHY DO FIRMS ADVERTISE?

- To inform the public about their products and services
- When supply exceeds the demand of their products
- To inform customers about the supplier or when the product is low (new market, new product)
- To increase the confidence in the product
- To maintain the present customers and market share
- To remind their customers about the products
- To add value to the product (by influencing customers perception)

IMPORTANCE OF ADVERTISING

Role of advertising differs from one market to another. The leading market of global advertising in terms of spending is, and always has been, the United States. The country invested nearly 218 billion U.S. dollars in promotional activities in 2018. This figure is 2.5 times higher than that of its closest competitor, China, which in comparison only spent 85 billion dollars that year. Japan was third in line for the crown, with advertising expenditures slightly surpassing 40 billion dollars.³

For the last few years, India is witnessing an exponential growth in the advertising industry. With around 460 million Internet users, India has become the second biggest online market in the world. Such growth in the number of internet users has revolutionised the whole ad-tech industry.⁴

The India's advertising market is likely to grow at 14 percent to Rs 80,678 crore this year, the fastest growing market globally, driven by strong macroeconomic factors, general elections and the Cricket World Cup 2019, according to global media agency GroupM. India will be the 10th largest market in ad spends and third highest contributor to the incremental ad spends, only behind China and USA and the tenth fastest growing country with respect to ad spends across the globe.⁵

LIMITATIONS OF ADVERTISING

- It creates noise
- It creates the desire and taste for the products which are not all required by the customers
- It is harmful for children as they will not be able to differentiate between good things and bad things
- It promotes misleading ads too
- It works at subconscious level and forces people to purchase products that they would otherwise not buy
- It increases the cost of goods and services
- It helps producers to sell bad products as well
- It forces the viewer to see a number of ads to which they cannot save themselves or which they don't want to see

TYPES OF ADVERTISING MEDIA

1) Print media

- a) Newspaper
- b) Magazines
- c) Yellow pages (Business directories)

³<https://www.statista.com/statistics/273736/advertising-expenditure-in-the-worlds-largest-ad-markets/>

⁴<http://www.adageindia.in/blogs-columnists/what-trends-in-the-indian-advertising-industry-you-should-be-following/articleshow/65859877.cms>

⁵<https://economictimes.indiatimes.com/industry/services/advertising/advertising-spend-to-grow-by-14-to-rs-80678-crore-this-year/articleshow/67959272.cms>

2) Electronic media

- a) Radio
- b) Television
- c) Mobile and telephone (telemarketing)

3) Outdoor advertising

Outdoor advertising includes advertising through colourful bill boards, benches, posters, transit advertising (on buses, metro, cabs, trains etc.), wall advertising, hot air balloons etc.

4) Direct mail advertising

It is often called direct marketing as it is a technique in which seller sends marketing messages directly to the buyer. It includes catalogues, brochures or other product literature with direct order facility.

5) Speciality marketing

It entails the use of imprinted, useful or decorative products such as key chains, mugs etc. these articles are mostly distributed for free.

6) Pay per click advertising

As web becomes a must use daily medium today, PPC advertising has grown by leaps and bounds. It is a form of advertising where ads are run and shown in search engines and allows advertiser to pay for visitors on mostly cost per click basis.

7) Other types of media

- Brochures and booklets
- Catalogues
- Diaries
- Stationary
- Price list
- Guaranty cards
- Telephone directories
- Sky banners
- Lighted balloons
- Calendars
- Carrier bags
- T-shirts, caps, hats etc.
- Stickers
- Books
- Playing cards

Creating Effective Ads

Advertising messages themselves are designed to persuade an individual to buy a company's goods or services. Even in business-to-business transactions, individuals have to first be convinced to choose one product over another. To accomplish this, ads have five main components:

1. **Headline** - This is the key attention-getting message.
2. **Subhead** - Some ad headlines need clarification, much like a book's subtitle.
3. **Body** - The main advertising message occurs in the main section where the product or service's features and benefits are highlighted.
4. **Image** - Unless you're advertising on the radio, including a product photo, or image illustrating a key benefit is critical.

5. **Call-to-action** - At the end of the ad you want to invite the consumer to take a step towards doing business with you, such as calling a toll-free number, visiting a website, texting a certain number, or pulling into the drive-thru window.

While advertising is the only way to guarantee that your message will be seen or heard, it is expensive by comparison to other marketing methods.

Tips for creating an effective Ad

- Simplicity
- Imaginary
- Clarity
- Logo
- Colour
- Good Font size
- Contact information
- Professionalism⁶

The Indian advertising Industry

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent.

The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financing sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment. Also, proposed licences for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

SUMMARY

The advertising and marketing sector in India is expected to enjoy a good run. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic companies testing out the waters. The rural region is a potentially profitable target. For instance, in the automobiles sector, the focus of two-wheelers on rural areas could mean more launches and more advertising spends. The telecom sector could see growth as well, driven by better smartphone penetration and service providers cutting down on prices.

⁶<https://www.emcmarketing.com/marketing-sales-tips/advertising/8-tips-creating-effective-ad>