

Advertising

7th



Concept, Meaning and Definition.

Concept:

Advertising is a medium of information and persuasion. It is meant to make consumers buy products.

The effectiveness of an advertisement can be best judged by its ability to enhance sales. Advertisements can enhance sales only if they promise a benefit to the consumer. The promise must be persuasive, unique, and relevant to the consumer. Advertising can be a cost-effective way to disseminate message, whether to build a brand preference or to educate people. Even in today's challenging media environment, good ads can pay off.

In developing an advertising programme, marketing managers must always start by identifying the target market and buyers' motives. Then they can make the five major decisions known as "the five Ms"

- (1) Mission - Sales goals, Advertising objectives
- (2) Money - Factors to consider are PLC, Market share and Consumer Base, Competition and clutter, Advertising frequency, product substitutability.
- (3) Message - Message generation, Message evaluation and selection, Message execution, Social or responsibility Review,
- (4) Media - Reach, frequency, impact, Major media types, specific media vehicles, media timing, Geographical media allocation.

5. Measurement - Communication Impact; Sales Impact.

- (a) Mission - What are our Advertising objectives?
- (b) Money - How much can we spend and How do we allocate our spending across media types?
- (c) Message - What should the Ad Campaign say?
- (d) Media - What media should we use?
- (e) Measurement - How should we evaluate the results?