

04

DECEMBER

2018

press Advertising

TUESDAY

DECEMBER

S	M	T	W	T	F	S	S	M	T	W	F	S	S
						1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31					

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Financial papers are generally read by men who are successful and interested in finance. The advertisements and announcements made in this type of paper must be businesslike and should state facts.

Foreign papers: Foreign papers are also used in advertising. Hence it would be better to consult first one of the advertising agencies specializing in this type of work before interesting advertisements.

### Form of Advertising media for publicity.

- For securing effective publicity, the advertising manager must select the appropriate promotion mix which involves the selection of an effective media mix. Advertising media or forms of publicity can be divided for convenience of discussion into -
- (i) publicity through window display and showrooms in case of retail stores.
  - (ii) press publicity through advertising in newspapers, magazines etc.
  - (iii) Outdoor publicity by advertising on posters, electric lights etc.

NOTE (iv) publicity literature forms through use of circular letters etc and

(iv) miscellaneous forms of publicity such as advertising in films, screen stories and radio advertising -

Store display

Store display is a form of publicity as it has been found by experience that many customers ask for and purchase articles because these articles have appealed to their eye through Display: they see in these displays the actual articles they may need.

Shop Front and Shop Sign:-

It should be expressive of the style and class of goods sold by the store concerned. It identifies the shop from amongst the other stores they may be ~~else~~ cluttered, around.

The shop sign may be placed at right angles to the shop, that is hanging over the heads of the passers-by or it may consist merely of a sign board giving the name of the shop or its proprietor and placed above the shop's window.

Window Displaying and Window Dressing:

The object of the inside display is to hold the attention of customers who have been attracted into the shop by the outdoor display and to bring the store to the notice of likely customers and induce them to enter the store by creating a favourable impression and interest in the goods displayed by an appeal through the eye to some emotion or instinct.

NOTES

position of the window:- should be such as to lead the customers to the entrance of the store. It is for the reason that certain stores make the window curve inwardly towards the door. Crowding at the entrance should be avoided.

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1 2 3 4 5 6 7 8 9 10 11 12  
13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

WEDNESDAY THURSDAY

Window frames :- Should be as far as possible  
• inlaid & previous neat and clean. This type of frame  
can be adjusted to different size by means of  
sliding the background side, ceiling and floor  
which are flexible. The floor can go up and down  
and the wall can be raised forward and backward  
in this type of window frame the size of the  
window space can thus be adjusted according to  
the nature of the display.

Window space :- The space which can be allocated  
to the window display would  
necessarily depend on the length of the front and the  
• depth of the store. It is for this reason that a store  
which is on the corner of crossroads would have  
more space for window display as it faces two roads.  
The Rate should be prepared in such a way as to  
• give each class departments an opportunity of  
displaying its goods. Certain exclusive shops sometimes  
• display only one or two well-chosen articles but it  
should be remembered that here customers who make  
• purchases in the store generally does not buy from  
the window.

The 'Salus' Display :- Certain exclusive stores display  
only one or two well-known  
NOTES articles. The Salus display is the one in which  
only one article is kept on view so that a strong  
emphasis may be brought to bear on that particular  
Article.

2019

JANUARY							FEBRUARY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6	7	8	9	10	11	12	
13	14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31									

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FRIDAY

07

Wk 48 • 341-024

The Related Display! - Story Selling food may display in a refrigerated window display a variety of related articles such as ice-cream, wafers and strawberries or cherries. There are so many articles which can be linked up in this way.

The Window Glass! The glass used for the window should be clean inside and outside. Dust should not be allowed to accumulate as it would mar the visibility and attractiveness of the display.

Lighting and illumination! - proper lighting is an attraction in itself apart from its usefulness in making objects more visible. A mirror back ground is sometimes used in displaying goods. This gives a heightening appearance in display and also enables the onlooker to see the back of the goods display. How, however, lighting should be carefully arranged so that light is not reflected from the mirror into the eye of the onlooker.

Interior display: The main object of inside is to hold the customer's attention which has already been aroused by the window display or by any other means such as advertising, recommendation of friends. The principle of cleanliness and clean arrangements of stock must be kept in mind whilst considering the interior display.