

# Advertising and publicity :-

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## its Meaning and Importance

Publicity: "Any form of commercially significant news about a product, an institution, a service or a person published in space or radio time that is not paid for by the sponsor."

Publicity can be defined as making goods publicly known. It thus constitutes a mass approach and is therefore more superficial.

Advertising: "Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor."

The object of Advertising is to make known and build confidence in the goods or commodities sold by the salesman. The salesman thus approaches a prospect, who is already aware of the goods through advertising and has the basic information about it.

### The purpose and Importance of Advertising.

Advertising creates a demand for the goods and makes it possible for the introduction of mass production, installation of up-to-date machinery and consequent reduction of the cost of the article. Advertising is beneficent not only to the manufacturer and the retailer but also to the customer.

### Benefits to manufacturer.

The increase in demand caused by Advertising makes possible the installation of latest plants and introduction of technological improvement. This results not only in improved quality of the product but in the reduction of

3. Through advertising the manufacturer can create a demand for his product and maintain it throughout the year and thereby reduce the seasonal slump in his business.
4. Advertising also protects the manufacturer against unfair competition because the public learns to recognize the brand and the name of the manufacturer.
5. Advertising also creates pressure on the retailer to stock the goods which have a good demand, as otherwise he would run the risk of losing his customer to his competitors.
6. Advertising tends to stabilize the selling price and thereby create confidence in the public.
7. Pushing goods to the individual consumer through salesman is a slow and expensive method and the number of calls is limited as considerable time is taken up in traveling. Advertising provides a comparatively less expensive method.
8. In case of change in the product, advertising helps in giving the necessary information very quickly to the customers.

To be Continued