

Advertising

Advertising is a promotional category of marketing. Advertising is a tool used by marketers to reach a large number of people (consumers) at the same time. Advertising requires to buy space or time in a one or many media houses such as radio, TV, newspapers, magazines, social media accounts.

Adverts inform consumers about a product and persuade them to make a decision to buy a product. However, advertising has other purposes such as building consumer trust to a company, create favorable opinions and attitudes and to support a certain course



Advertising



Advertising



Advertising

Companies and organization that have succeeded through advertising deal with food & drinks like soda, beer, juice, burger, pizza, chicken, fries. Telecommunication and electrical devices companies like laptops, smart phones, refrigerators, auto mobiles companies like cars.



Adverts



Marketing Mix

Is the business area of focus and the foundation of a marketing strategy. Marketing mix comprise of 4P's Product, price, place and promote.

- ▶ **Product** involves item, service, quality, design, features, brand name, packaging, size, service warranties.
- ▶ **Price** includes sale price, affordability, competitors costs, discounts, payment period.
- ▶ **Place** involves distribution channels, geographical coverage, locations, transportation.
- ▶ **Promote** includes advertising, public relations, direct selling, sales promotion, publicity, campaigns.

Marketing Tools

- ▶ **Advertising** is any paid form of non- personal presentation and promotion of goods and services disseminated on a media by an identified sponsor. Advertising generates employments opportunities, influences a huge number of people, entertains, build company's image and relationships through persuasion.
- ▶ **Public Relations** is a management function that deliberate, plan and sustain efforts to establish and maintain mutual understanding between the organization and various public. PR involve media & government relations, CSR, crisis management.
- ▶ **Sales Promotion** is a range of techniques used to stimulate customers and attain sales in a cost effective manner and at a defined period of time. This is done through effective communication via flyers, posts. Attractive incentives that must be a good bargain of price.

Marketing Tools

- ▶ **Direct Marketing** is the process that cuts out the middleman that allows manufacturer to directly reach out to the customers e.g. Kariakoo business vendors. A salesman maintains database of consumers and potential customers.



- ▶ **Personal Selling** is face to face sale where as the salesperson makes contact with the buyer for business. Good use of language and persuasive skills are highly needed when doing personal selling.

Advantages of Advertising

❖ Selection of specific audience

Certain type of audience can be reached with advertising messages due to such characteristics like location, age, income, lifestyle. This is done when conducting research on targeted market.

❖ Control of the message

Advertising message is produced in the exact words chosen by the sponsor and in the sequence you planned and making the advertiser (sender) the controller of the message.

❖ Impact

A company can impact the society via an advert, because advertising message can be big and as powerful as one chooses.

❖ Timing

as advertisers pay for time and space to a media house, their messages are maintained to the public and frequently repeated.

Disadvantages of Advertising

❖ Advertising is expensive

As time and space is paid for messages penetration. However, preparations undergone by advertising agencies and working crews are also very costly.

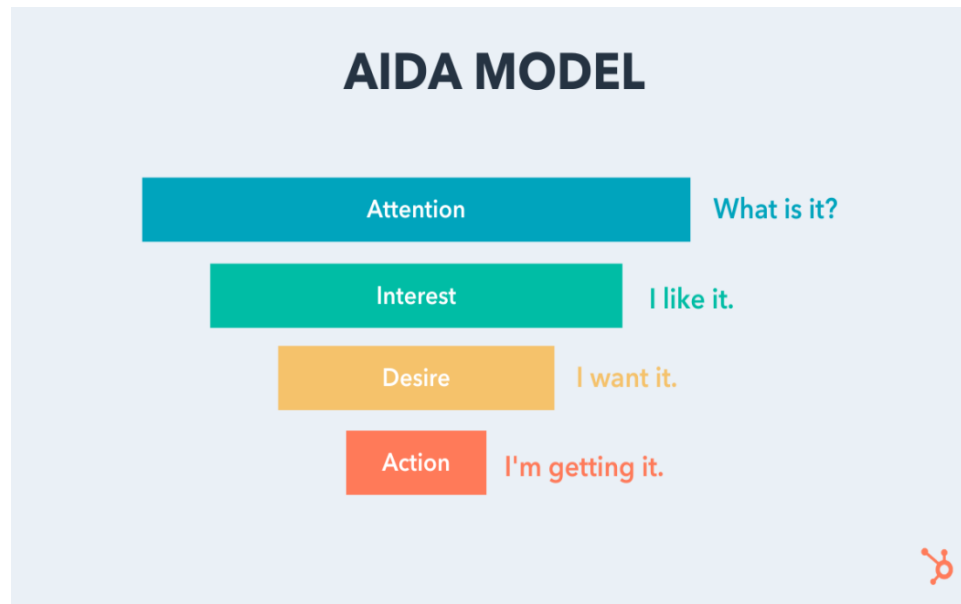
❖ Credibility

Advertising creates awareness but publicity published as news stories creates more credibility as the public believes that journalists evaluated the information on the basis of truth and accuracy. Because they are controlled messages, adverts are less credible.



Theories Of Advertising

AIDA Model mean **A**ttention, **I**nterest, **D**esire and **A**ction. A persuasive advert is the one that draws attention which creates interest of getting a product thus creating a desire of owning or using an item and finally leading to an action of purchasing it.



Theories of Advertising

DAGMAR Model meaning Defining Advertising Goals For Measured Advertising Results was brought forward by **Russell Colley**.

*All commercial communication that weigh on the ultimate objective of a sale, must carry a prospect through four levels of understanding. The prospect must first be **aware** of the existence of a brand or a company. He must have a **comprehension** of what the product is and what will it do for him. He must **arrive** at a mental suspicion or conviction to buy the product. Finally, he must stir himself in **action**.*

WHAT IS DAGMAR MODEL ?

D=DEFINING

Unaware

A=ADVERTISING

Aware

G=GOAL

Comprehension
& Image

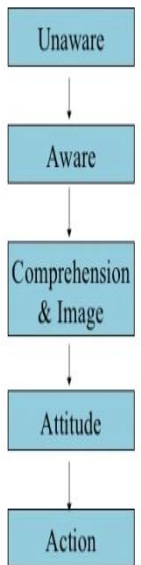
M=MEASURED

Attitude

A=ADVERTISING

Action

R=RESULT



Importance Of Advertising

- ✓ Source of employment/ income making opportunity.
- ✓ Increases a company's sales and government revenue.
- ✓ Brings competition that results to efficiency and effectiveness.
- ✓ Builds brand image and strengthen relationship with customers.
- ✓ Informs customers and creates awareness of products, features, availability, distribution areas.
- ✓ Provides customer with selection of the best items. Customer can choose what he/she wants.
- ✓ Shows the organization stability, participation in producing good services and customer care.

Impacts of Advertising

Below are positive effects of advertising in today's world

- Advertising creates a need of buying products in which some are necessary and other products are unnecessary.
- Adverts have been a source of jobs all over the earth and that has reduced the number of unemployment rate.
- Source of income in print and electronic media.
- Image and brand building eg cars ads, tourist ads.
- Business wise competition that has triggered investments

Impacts of Advertising

There Celebrity endorsement is a result of advertising and this has positively and negatively pushed a number of people to brand their lifestyles so as to be famous and get advertising deals.

are negative effects of advertising in today's world;-

- Behavior effects such as increase use of cigarette, alcohol, eating disorders e.g. foods, soda, beer ads.
- Stereotyping has been brought by different ads e.g. showing body perfection, slim vs fat, muscular vs fat to both men and women.
- Too many adverts result to a clutter, boring viewers via social media use like YouTube.
- Cultural changes, westernization is at its peak e.g. hair ads, clothes ads.

Adverts



Advertising Terminologies

Brand

is a sign of identity, mark, name, label, picture, colour, symbol that characterizes uniqueness or differentiates (distinguish) one product from the other. A product must satisfy a customers' needs and wants.

Public Service Advertisements

they provide information, raise awareness about social issues and give to suggestion and non profit, charitable organizations, government agencies use such adverts for public education.

Announcements

special messages sent to the public for a number pf situations and the primary purpose is to inform people about something that interest them. Recalling for a product, failure of service, upcoming events, expressing sympathy due to accidents and funerals/

Advertising Terminologies

Advertising Agency is a creative center that deals with designing contents and launching adverts, campaigns for companies.

Posters are attractive designs with strong visual elements, convey one idea or issue and use few words to create awareness and remind the public. It's a small billboard.

Celebrity Endorsement is a tactic applied by marketers and advertisers to use public figures, models, sports figures, artists, athletes, actors to brand an item/ service

Public Relations is a management function that helps define an organizational philosophy and direction by maintaining communication within a firm and with outside forces and by monitoring and helping a firm adapt to significant public opinion.

Persuasion is a communication process intended to change awareness, attitudes or behaviors.

Advertising

Dar Es Salaam School Of Journalism,

Prepared By,

Public Relations Officer.

Madam Maxine Limbu.



CONTACT US

