



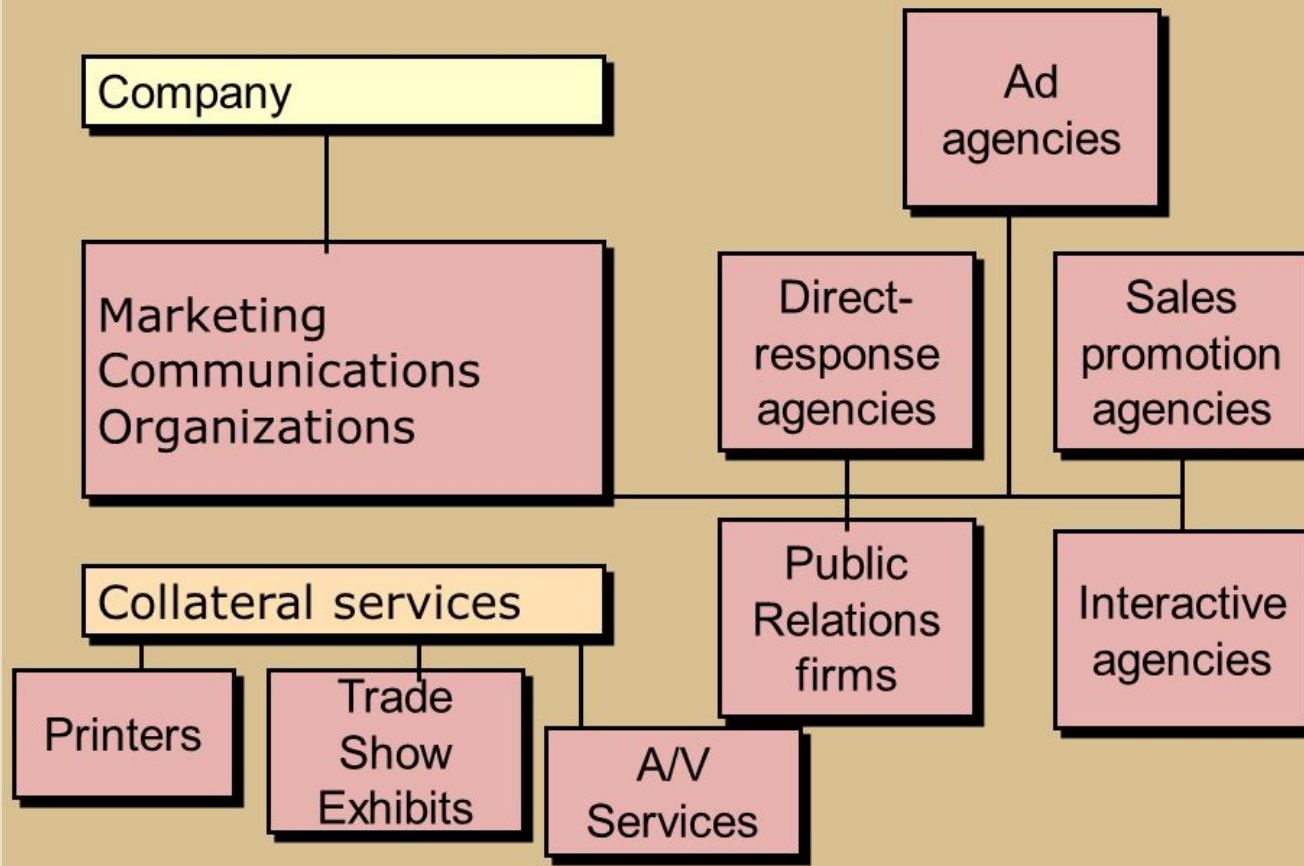
# ADVERTISING

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# Active Participants in Advertising

- 1) Advertisers
- 2) Advertising Agencies
- 3) Audience
- 4) Advertising Media
- 5) Advertising Production Firms
- 6) Government Authorities
- 7) Research Firms
- 8) Self-Regulatory Bodies

# Participants in the IMC Process



## Advantages of Advertising for Manufacturers

1. Advertising is useful to the manufacturer for large-scale production and marketing.
2. Advertising helps a manufacturer in introducing New Products in the market.
3. Advertising creates a New Demand for New Products.
4. Advertising creates a proper background for effective personal selling.
5. Advertising builds a brand's image.
6. Advertising helps a manufacturer to make his sales promotion campaign a success.
7. Advertising helps the manufacturer to build up goodwill in the business world and also among customers.

Figure No.4 – Advantages of advertising for manufacturers.

# Benefits of Advertising (manufacturers)

- 1) Introduction of Product
- 2) Modifies Attitude
- 3) Builds Image
- 4) Builds Loyalty
- 5) Market Expansion
- 6) Corporate Image
- 7) Economies of Scale

- 8) Improvement in Quality
- 9) Avoids Seasonal Sales Fluctuation
- 10) Facilities Distribution
- 11) Facilitates Promotion
- 12) Facing Competition

## Benefits of Advertising for Consumers

1. Consumers get relevant information and guidance from advertising.

2. Advertising act as a reminder to consumers and alerts them about the urgent product they need to purchase.

3. Advertising is beneficial to consumers in terms of price and quality of goods.

4. Advertising provides a higher standard of living for consumers.

5. Advertising helps consumers to know how to use a product in different ways.

6. Advertising helps most consumers in removing their misunderstanding about certain products.

Figure No.5 – Benefits of Advertising for Consumers.

# Benefits of Advertising (Consumers)

- 1) Information
- 2) Acts as Reminder
- 3) Lowers Product Prices
- 4) Better Quality Products
- 5) Higher Standard of Living
- 6) Guards against Substitutes
- 7) Education to Consumers
- 8) Modifying Attitudes
- 9) Consumer Satisfaction
- 10) Saves Time in Shopping

## Benefits To Retailers

- Ease of convenience in coupon management
- Help drive cross-channel marketing efforts
- Extremely effective in promoting customer loyalty, engagement, and retention strategies
- Reduced costs of printing, advertising, and distribution
- Increased outreach and viral nature
- Ease of tracking customer buying preferences and purchase patterns

# Benefits of Advertising (Retailers)

- 1) Quick Sales Turnover
- 2) Store Image
- 3) Disposal of Old Stock
- 4) Develops Loyalty
- 5) Helps to Face Competition
- 6) Makes Selling Job Easier
- 7) Good Appearance of the Store
- 8) Increase Profits
- 9) Information about Changes
- 10) Buyer's Feedback

# Benefits of Advertising (Society)

- 1) Higher Standard of Living
- 2) Economic Development
- 3) Finances Mass Media
- 4) Provides Entertainment
- 5) Public Service Advertising
- 6) Provides Employment

# POSITIVE / NEGATIVE EFFECTS OF SOCIAL ADVERTISING

## Positive Effects

1. Informed Society
2. Health and Hygiene Awareness
3. Rights of Consumers
4. Preventive course for dreaded diseases
5. New ideas
6. Advertisements contribute to creativity of people
7. Environmental protection
8. Social changes
9. Quality consciousness
10. Promotion of national interest

## Negative Effects

1. Children and Advertisement
2. Control of Media
3. Materialism
4. Stereotypes
5. It plays with the emotions of general public
6. Encourages them to think that buying and depleting are the activities of life.



# Classification of Advertising

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graph LR; A[Classification of Advertising] --- B[Area]; A --- C[Audience]; A --- D[Media]; A --- E[Functions];
```

Area

Audience

Media

Functions

# Area

- ❖ Local
- ❖ Regional
- ❖ National
- ❖ International

# Audience

- ❖ Consumer
- ❖ Industrial
- ❖ Trade
- ❖ Professional

# Media

- ❖ Press
- ❖ Broadcasting
- ❖ Outdoor
- ❖ Others

# Functions

- ❖ Direct/Indirect
- ❖ Action
- ❖ Primary/Selective
- ❖ Product/Image

**THANK YOU**

The text "THANK YOU" is written in a bold, dark blue, sans-serif font. Below the text is a thick, light blue wavy line that starts under the 'T', curves under the 'HANK', and ends with a small loop under the 'YOU'. The entire graphic is set against a white background, which is itself centered on a larger, light beige background.