



# ADVERTISING

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# Definition

- 1) The word advertising comes from the Latin word 'Advertere' meaning 'to turn the mind toward.'
- 2) "Advertising means any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor." - **American Marketing Association**
- 3) "Advertising is any paid form of non-personal presentation of ideas, goods , or services by an identified sponsor." - **Philip Kotler**

# Importance of Advertising

- 1) Introducing new products
- 2) Increase Demand for products
- 3) Helps to fight Competition
- 4) Economies for sale
- 5) Good public image
- 6) Increase standard of living
- 7) Research and Development
- 8) Educates people
- 9) Develops the society
- 10) Sustains Press and media



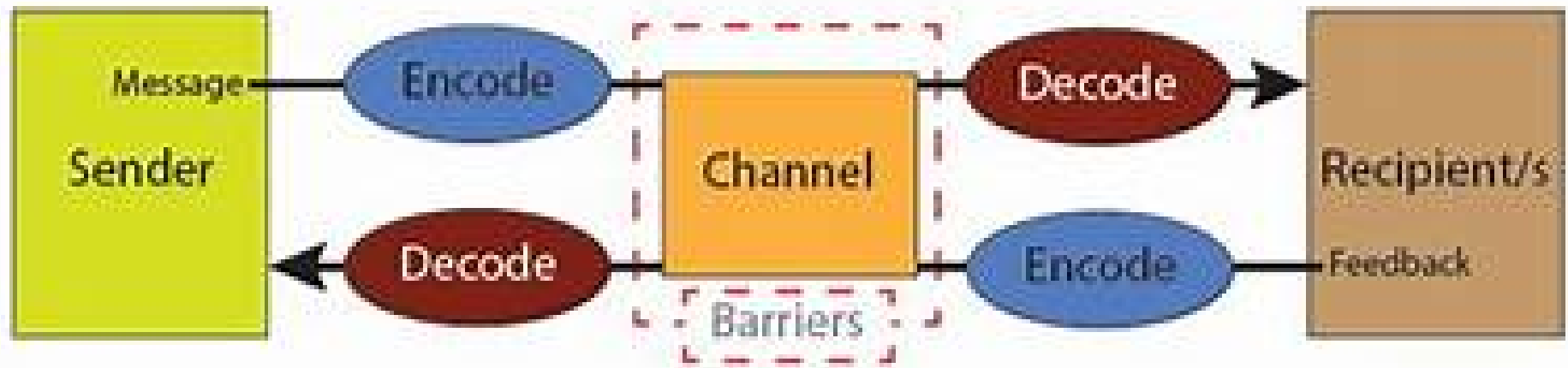
**Different Advertisements**



# Features of Advertising

- 1) Communication
- 2) Paid form of communication
- 3) Non-personal form of information
- 4) Identified sponsor
- 5) Objective of promotion
- 6) One or more mediums
- 7) Variety to consumers
- 8) Increase in sales and profitability

## The Communication Process



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## Features of Advertising

1. Provides information about products or services to prospective buyers.
2. Advertising is a Paid form of communication.
3. Non-personal presentation since the message is given to all and not to one specific individual.
4. Advertising publicizes goods, services, ideas and event events.
5. Advertising primarily aims at the persuasion of potential customers.
6. Advertising becomes effective and result-oriented when it is target oriented.
7. Advertising is art, science and a profession, and this is now universally accepted.
8. Advertising is an important part of a marketing mix.
9. Advertising needs Creativity and is called the essence of advertising.

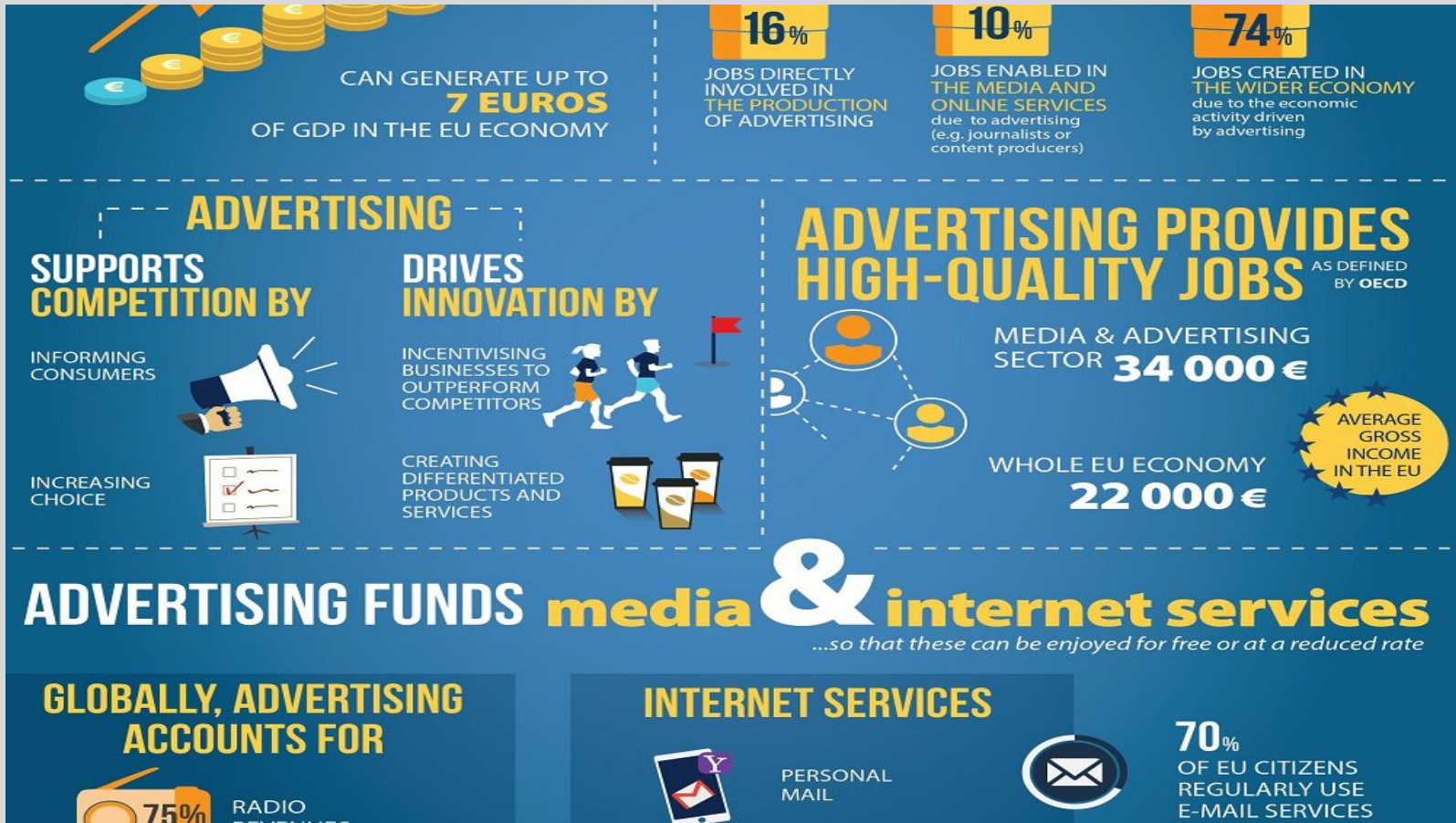
Figure No.3 – Nine main features of advertising.

# Scope of Advertising Industry In India

- 1) Advertising research
- 2) Consumer research
- 3) Advertising Budget
- 4) Planning and Advertising Campaign
- 5) Making of Creative Ads
- 6) Media Planning
- 7) Media Selection
- 8) Media Scheduling
- 9) Commercial and Non-Commercial Advertising

# Benefits/Advantages of Advertising

- 1) Introduces a New Product in the Market
- 2) Expansion of the Market
- 3) Increased Sales
- 4) Fights competition
- 5) Enhances Good-Will
- 6) Educates the Consumers
- 7) Elimination of Middlemen
- 8) Better Quality Products
- 9) Supports the Salesmanship
- 10) More Employment Opportunities
- 11) Reduction in the Prices of Newspapers and Magazines, etc.
- 12) Higher Standard of Living



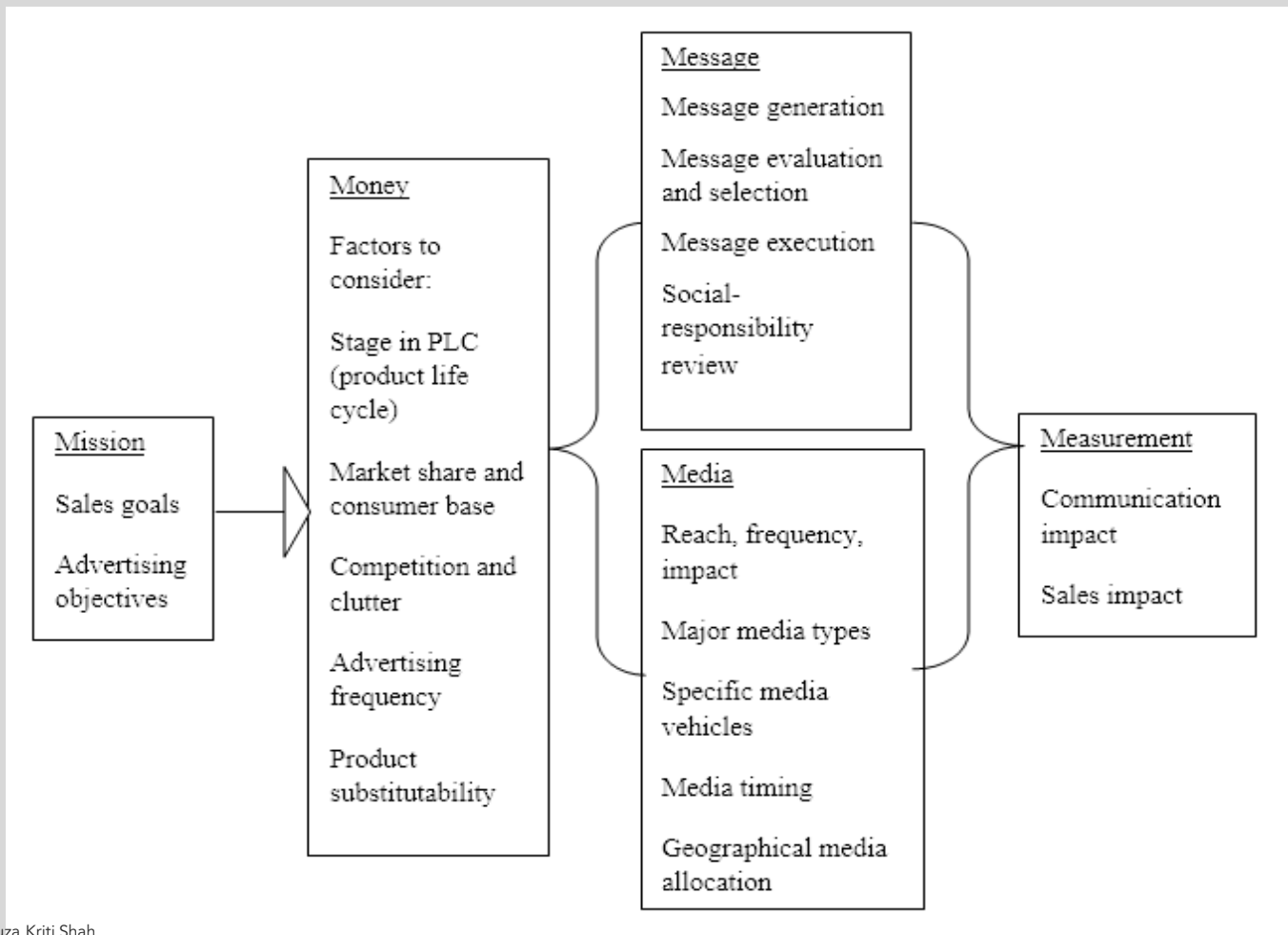
# FOOD FOR THOUGHT!!!

## THE INFLUENCE OF COLOR IN MARKETING

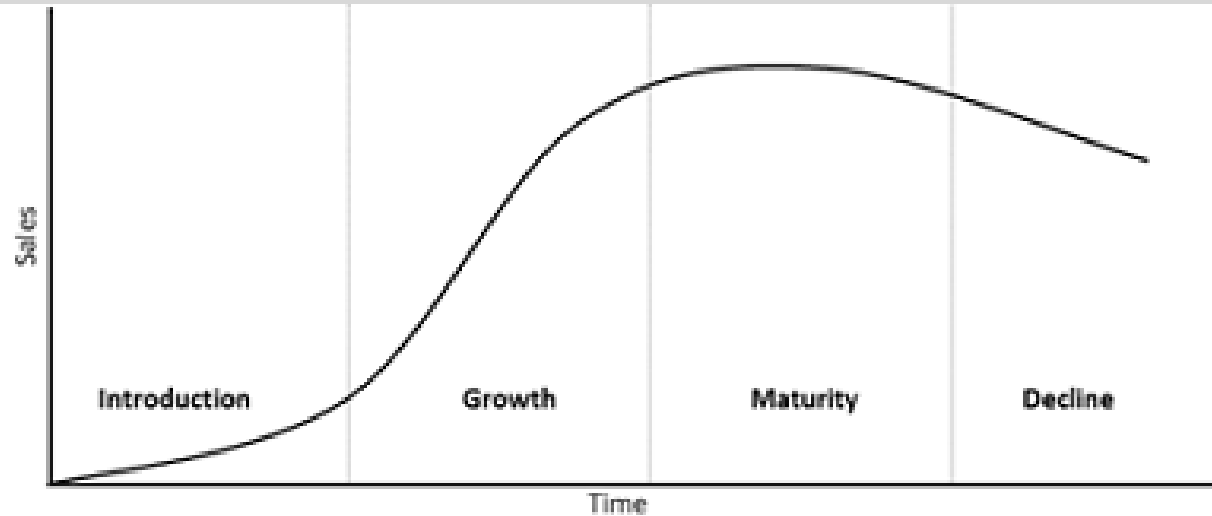
|   |   |
|---|---|
| <b>RED</b><br>Passion, excitement, intensity      |      |
| <b>ORANGE</b><br>Creativity, joviality            |      |
| <b>YELLOW</b><br>Optimism, happiness              |      |
| <b>PURPLE</b><br>Compassion, delicacy, gentleness |      |
| <b>BLUE</b><br>Trust, security, wisdom            |      |
| <b>GREEN</b><br>Health, nature                    |      |
| <b>GRAY</b><br>Neutrality, calm                   |      |
| <b>BLACK</b><br>Sophistication, simplicity        |    |
|   |    |

# Five M's of Advertising

- 1) Mission
- 2) Money
- 3) Message
- 4) Media
- 5) Measurement

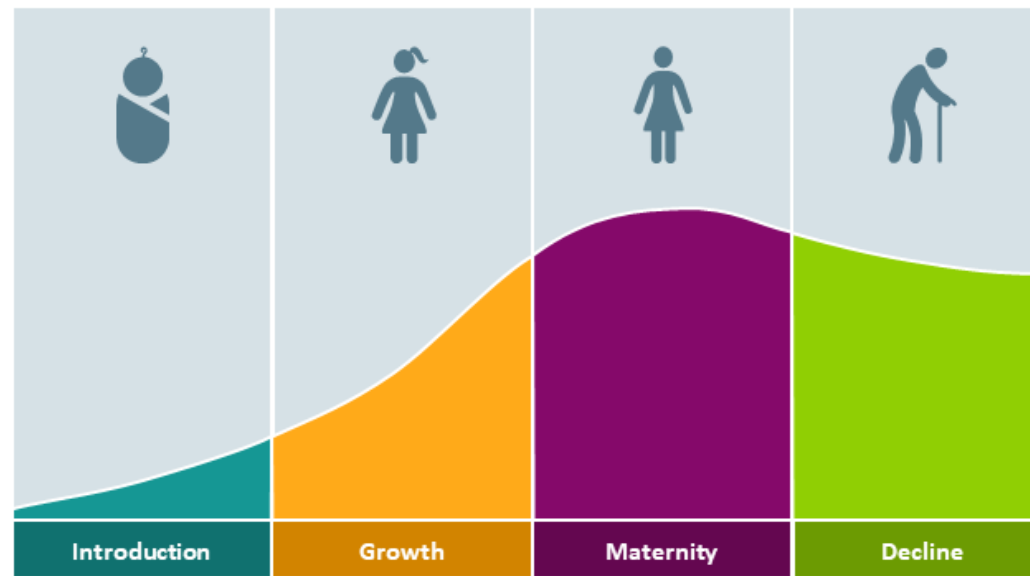


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|                | Introduction          | Growth                    | Maturity              | Decline             |
|----------------|-----------------------|---------------------------|-----------------------|---------------------|
| SALES          | • Low                 | • Rapidly rising          | • Peak                | • Declining sales   |
| MARKET GROWTH  | • High                | • High                    | • Low                 | • Low               |
| CASH           | • Hungry              | • Hungry                  | • Rich                | • Fair              |
| COSTS          | • High cost           | • Lower average cost      | • Low cost            | • Low cost          |
| BUYERS         | • Innovators          | • Early adopters          | • Middle majority     | • Laggards          |
| PROFITS        | • High Price/ Margins | • Rising profits          | • High profits        | • Declining profits |
| COMPETITORS    | • Few                 | • Growing number          | • Stable number       | • Declining number  |
| PRODUCTS       | • Poor quality        | • Quality differentiation | • Superior quality    | • Lower quality     |
| MARKETING      | • High advertising    | • High advertising        | • Segmentation        | • Low advertising   |
| STRATEGY       | • Gain share          | • Good marketing          | • Gain cost advantage | • Harvest & divest  |
| MANAGEMENT     | • Entrepreneurial     | • Professional            | • Administrator       | • Asset Stripper    |
| COMMUNICATION  | • Informal            | • Formal                  | • Formal              | • Authoritarian     |
| PLANNING TERMS | • Long                | • Long                    | • Medium              | • Short             |

## Product Life Cycle Curve with People Icons



- **Price:** relative high
- **Distribution:** selective
- **Promotion:** informing
- **Price:** adaptive
- **Distribution:** intensive
- **Promotion:** persuading
- **Price:** adaptive
- **Distribution:** intensive
- **Promotion:** reminding
- **Price:** discount
- **Distribution:** limited
- **Promotion:** sales promotion

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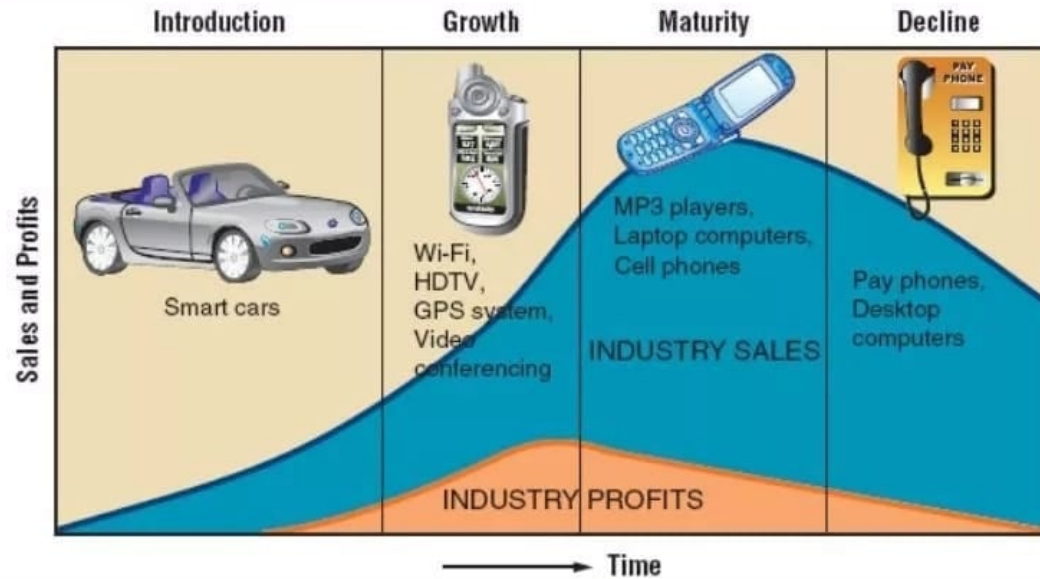


## Example PLC

# THE PRODUCT LIFE CYCLE

- **Product life cycle** Progression of a product through introduction, growth, maturity, and decline stages.

Stages in the Product Lifecycle



Thank you!