

ADVERTISING

- A promotional tool, which stimulate the prospective customers to take care or continue a particular decision, with the help of commercial offering.
- The term “Advertising” is taken from a latin word “advertere” meaning “to turn toward”.
- “Advertising is any form of paid non-personal presentation of ideas,goods or seVICES for the purpose of including people to buy.

OBJECTIVES OF ADVERTISING

- To Inform.
- To Influence.
- To Remind.
- To Add Value.
- To Assist In Other Company Activities.

FUNCTIONS OF ADVERTISING

- Communication With Consumers.
- Contribution To Economic Growth.
- Stimulate Demand.
 - Strengthens Other Promotion Mix Elements.
- Develop Brand Preference.
- Lower Prices.
- Builds Brand Image.
- Growth Of Media.
- Persuasion.
- Catalyst For Change.
- Reduces Costs.
- Competitive Weapons.
- Innovation.

MEDIA MANAGEMENT

- Media refers to non-personal channels of communication that carry the message without personal contact between sender and receiver.
- Media is the vehicle that carries the advertiser's message to target audience.
- It means through which an advertising message is passed on to prospective customers.
- Media include all such means through which advertising message is communicated to the target audience.

TYPES OF MEDIA IN ADVERTISING

Traditional Media

- Newspaper.
- Magazines.
- Radio.
- Television.

Contemporary Media

- In-Store Media.
- Transit Advertising.
- Yellow Pages Advertising.
- Movie theatres Advertising.
- In-Flight Advertising.
- Web Advertising.

MEDIA PLANNING

- Media Planning is a decision process regarding use of advertising time and space to assist in the achievement of marketing objectives.
- Media Plan is a document describing objectives , strategy , tactics , resource allocation and media schedule and media mix to be used in reaching a targeted audience.
- Media planning helps to control wasteful advertising.

FACTORS AFFECTING MEDIA PLANNING

- Nature Of Product.
- Distribution Of Product.
- Nature Of Message.
- Media Used By Competitors.
- Media Coverage.
- Nature Of Customers.
- Advertising Objectives.
- Size Of Ad-Budget.
- Media Availability.
- Media Cost.

MEDIA PLANNING PROCESS

- Market/Environmental Analysis.
 - Establishing Media Objectives.
- Developing And Implementing Media Strategies.
 - Media Mix.
 - Target Market Coverage.
 - Geographic Coverage.
 - Scheduling.
 - Reach And Frequency.
 - Creative Aspects And Mood.
 - Flexibility.
 - Budget Consideration.
 - Implementation Of Media Plan.
- Evaluation And Follow Up.

MEDIA SELECTION

- Media selection is the process of choosing the most cost-effective media for advertising, to achieve the required coverage and number of exposures in a target audience.
- The media selection process involves matching available media with the firm's objectives.
- The choice of media involves the selection of particular source or vehicles of advertisement and its utilisation over a period of time.

FACTORS AFFECTING MEDIA SELECTION

- Class Of The Audience.
- Extent Of Coverage.
- Nature Of The Product.
- Nature Of The Competition.
- Cost Of The Media.
- Time And Location Of Buying Decision.

IMPORTANCE OF ADVERTISING

Manufacturer

- Increased Sales.
- Steady Demand.
 - Lower Costs.
- Greater Dealer Interest.
- Quick Turnover And Smaller Inventories.
- Supplementing Salesmanship.
 - Encouragement To Better Performance.
 - Creation Of Goodwill.

Consumers

- Facility Of Purchasing.
- Improvement In Quality.
- Elimination Of Unnecessary Intermediaries.
 - Consumer's Surplus.
- Education Of Consumers.



THANK YOU