

Biyani's Think Tank

*Concept based notes*

# Advertising & Sales Promotion

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## *Preface*

I am glad to present this book, especially designed to serve the needs of the students. The book has been written keeping in mind the general weakness in understanding the fundamental concepts of the topics. The book is self-explanatory and adopts the “Teach Yourself” style. It is based on question-answer pattern. The language of book is quite easy and understandable based on scientific approach.

Any further improvement in the contents of the book by making corrections, omission and inclusion is keen to be achieved based on suggestions from the readers for which the author shall be obliged.

I acknowledge special thanks to Mr. Rajeev Biyani, *Chairman* & Dr. Sanjay Biyani, *Director (Acad.)* Biyani Group of Colleges, who are the backbones and main concept provider and also have been constant source of motivation throughout this Endeavour. They played an active role in coordinating the various stages of this Endeavour and spearheaded the publishing work.

I look forward to receiving valuable suggestions from professors of various educational institutions, other faculty members and students for improvement of the quality of the book. The reader may feel free to send in their comments and suggestions to the under mentioned address.

**Author**

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- Unit II Types of Advertising :** Commercial and Non-Commercial advertising, Primary demand and Selective demand advertising, Classified and display advertising, Comparative advertising.
- Unit III Advertising Media :** Types of Media: Print Media (News Papers and Magazines, Pamphlets, Posters and Brochures), Electronic Media (Radio, Television, Audio - Visuals, Cassettes) and other Media (Direct mail, Out door media).
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- Unit V Types of Sales Promotion :** Internal Organization, Dealer promotion, consumer promotion, sales promotion of Industrial and Consumer products.

## Unit- I

# Introduction to Advertising

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**Q.1 What is Advertising? Explain in detail its objectives.**

**Ans. Advertising :** Advertising is the communication relayed from companies to persuade an audience to purchase their products. This communication is usually through various forms of paid media -- TV and radio commercials, print ads, billboards and more recently, product placement. Ads are placed where advertisers believe they will reach the largest, most relevant audience. Commercial businesses use advertising to drive the consumption of their product, while non-profit organizations may place ads to raise awareness or encourage a change in behavior or perception. The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media is advertising.

According to American Marketing of Association Advertising is: "Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."

**Advertising** is a form of communication and used to encourage, persuade or influence an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful.

**Objectives of Advertising:** The main objectives of the advertising can be grouped as follows:

**1.Informative:** An informative ad is used to introduce a brand new company, product or service to the marketing. Before we can convince customers that we have the best option, they have to know what our product does on a basic level.

Additionally, companies with complex solutions might benefit from informing customers of how their products work and how the products help the customers. Informative ads normally have more copy centered on explaining features of the solution and benefits to the customer.

- 2. Persuasive:** Persuading customers is a prominent objective of companies in competitive markets. Once customers have a basic understanding of our industry and product offerings, we must show them why our brand is elite. Companies use a variety of approaches, including emphasis on product quality, service, unique features, environmental friendliness, the cool factor, cutting-edge technology and low costs. Emotional appeals are common in persuasive ads.
- 3. Reminder:** Reminder ads simply reinforce our brand message to a well-established marketplace. The general idea is to maintain top of mind awareness and protect against competitors coming along and stealing our customers. Charmin, for instance, comes up with creative ways to emphasize the softness and durability of its toilet paper, even though most consumers know about the brand and its quality. This keeps the brand and its central message in the forefront of the customers' minds.
- 4. Trial:** Companies which are in their introduction stage generally work for this objective. The trial objective is the one which involves convincing the customers to buy the new product introduced in the market. Here, the advertisers use flashy and attractive ads to make customers take a look on the products and purchase for trials.
- 5. Continuity:** this objective is concerned about keeping the existing customers to stick on to the product. The advertisers here generally keep on bringing something new in the product and the advertisement so that the existing customers keep buying their products.
- 6. Brand switch:** this objective is basically for those companies who want to attract the customers of the competitors. Here, the advertisers try to convince the customers to switch from the existing brand they are using to their product.
- 7. Switching back:** this objective is for the companies who want their previous customers back, who have switched to their competitors. The advertisers use different ways to attract the customers back like discount sale, new advertise, some reworking done on packaging, etc.



**8. Specific:** Companies also use a variety of more specific goals. Increasing brand awareness, developing more favorable customer attitudes, overcoming negative publicity, driving revenue, expanding the customer base and increasing sales volume are common examples. For effective goal-setting, marketers should set quantified, measurable criteria. For instance, don't just say our goal is to increase brand awareness. State that our goal is to increase brand awareness by 25 percent in our primary target market within six months.

### **9. Preparing Ground for New Product**

New product needs introduction because potential customers have never used such product earlier and the advertisement prepare a ground for that new product.

### **10. Creation of Demand**

The main objective of the advertisement is to create a favorable climate for maintaining or improving sales. Customers are to be reminded about the product and the brand. It may induce new customers to buy the product by informing them its qualities since it is possible that some of the customers may change their brands.

### **11. Facing the Competition**

Another important objective of the advertisement is to face to competition. Under competitive conditions, advertisement helps to build up brand image and brand loyalty and when customers have developed brand loyalty, becomes difficult for the middlemen to change it.

**12. Creating or Enhancing Goodwill:** Large scale advertising is often undertaken with the objective of creating or enhancing the goodwill of the advertising company. This, in turn, increases the market receptiveness of the company's product and helps the salesmen to win customers easily.

### **13. Informing the Changes to the Customers**

Whenever changes are made in the prices, channels of distribution or in the product by way of any improvement in quality, size, weight, brand, packing, etc., they must be informed to the public by the producer through advertisement.

### **14. Neutralizing Competitor's Advertising**



Advertising is unavoidable to compete with or neutralize competitor's advertising. When competitors are adopting intensive advertising as their promotional strategy, it is reasonable to follow similar practices to neutralize their effects. In such cases, it is essential for the manufacturer to create a different image of his product.

### 15. Barring New Entrants

From the advertiser's point of view, a strongly built image through long advertising helps to keep new entrants away. The advertisement builds up a certain monopoly for the product in which new entrants find it difficult to enter.

### Q.2 Why advertising is important in today's competitive scenario?

**Ans.** Advertising broadens the knowledge of the consumers. With the aid of advertising, consumers find and buy necessary products without much waste of time. The main benefits of advertising may be narrated as follows:

#### Benefits to Manufacturers

- It increases sales volume by creating attraction towards the product.
- It helps easy introduction of new products into the markets by the same manufacturer.
- It helps to create an image and reputation not only of the products but also of the producer or advertiser. In this way, it creates goodwill for the manufacturer.
- Retail price, maintenance is also possible by advertising where price appeal is the promotional strategy.
- It helps to establish a direct contact between manufacturers and consumers.
- It leads to smoothen the demand of the product. It saves the product from seasonal fluctuations by discovering new and new usage of the product.
- It creates a highly responsive market and thereby quickens the turnover that results in lower inventory.
- Selling cost per unit is reduced because of increased sale volume. Consequently, product overheads are also reduced due to mass production and sale.
- Advertising gives the employees a feeling of pride in their jobs and to be in the service of such a concern of repute. It, thus inspires the executives and worker to improve their efficiency.
- Advertising is necessary to meet the competition in the market and to survive.

**Benefits to Wholesalers and Retailers**

- Easy sale of the products is possible since consumers are aware of the product and its quality.
- It increases the rate of the turn-over of the stock because demand is already created by advertisement.
- It supplements the selling activities.
- The reputation created is shared by the wholesalers and retailers alike because they need not spend anything for the advertising of already a well advertised product.
- It ensures more economical selling because selling overheads are reduced.
- It enables them to have product information.

**Benefits to Consumers**

- Advertising stresses quality and very often prices. This forms an indirect guarantee to the consumers of the quality and price. Further large scale production assumed by advertising enables the seller to sell product at a lower cost.
- Advertising helps in eliminating the middlemen by establishing direct contacts between producers and consumers. It results in cheaper goods.
- It helps them to know where and when the products are available. This reduces their shopping time.
- It provides an opportunity to the customers to compare the merits and demerits of various substitute products.
- This is perhaps the only medium through which consumers could know the varied and new uses of the product.
- Modern advertisements are highly informative.

**Benefits to Salesmen**

Salesmanship is incomplete without advertising. Advertising serves as the forerunner of a salesman in the distribution of goods. Sales is benefited the advertisement in following ways:

- Introducing the product becomes quite easy and convenient because manufacturer has already advertised the goods informing the consumers about the product and its quality.
- Advertising prepares necessary ground for a salesman to begin his work effectively. Hence sales efforts are reduced.

- The contact established with the customer by a salesman is made permanent through effective advertising because a customer is assumed of the quality and price of the product.
- The salesman can weigh the effectiveness of advertising when he makes direct contact with the consumers.

### Benefits to Society

- Advertising, in general, is educative in nature. In the words of the late President Roosevelt of the U.S.A., "Advertising brings to the greatest number of people actual knowledge concerning useful things: it is essentially a form of education and the progress of civilization depends on education."
- Advertising leads to a large-scale production creating more employment opportunities to the public in various jobs directly or indirectly.
- It initiates a process of creating more wants and their satisfaction higher standard of living. For example, advertising has made more popular and universal the uses of such inventions as the automobiles, radios, and various household appliances.
- Newspapers would not have become so popular and so cheap if there had been no advertisements. The cheap production of newspapers is possible only through the publication of advertisements in them. It sustains the press.
- It assures employment opportunities for the professional men and artist.
- Advertising does provide a glimpse of a country's way of life. It is, in fact, a running commentary on the way of living and the behavior of the people and is also an indicator of some of the future in this regard.

### Q.3 Define the role of advertising in national economy

Ans.

1. A **Marketing Role** within advertising will focus on satisfying general consumers and seeing to their requirements through services and goods. It will not be directed at all the public but only at certain customers that are termed a 'target market'.

2. A **Communication Role** in advertising will refer to a mass communication intention that advertising will be capable of fulfilling. This is an impressive way in which to inform customers and let them know about the services and goods they wish to buy.

3. With regards to an **Economical Role** in advertising, this will directly deal with the objectives of the advertiser. Normally, the objectives of an advertiser are to be

able to generate sales from an advertisement. It will also help a consumer to appraise both the value as well as the benefits of any of the products which are advertised against their prices that the products are being offered at so as to make the most economic and efficient choice.

4. Finally, a **Societal Role** within advertising is quite a fascinating role. On the one hand, an advertisement will help to generate the trends within a certain society. In contrast, it is the cause of breaking a norm that has been a part of society for a while so as to generate a truly unique impact. It tends to have a somewhat tentative nature, which some people will like while some will resent it.

**Q.4 What is Personal Selling? Explain in detail.**

**Ans.** Personal selling occurs where an individual salesperson sells a product, service or solution to a client. Salespeople match the benefits of their offering to the specific needs of a client. Personal selling involves the development of longstanding client relationships. In other words personal selling is the delivery of a specially designed message to a prospect by a seller, usually in the form of face-to-face communication, personal correspondence, or a personal telephone conversation. Unlike advertising, a personal sales message can be more specifically targeted to individual prospects and easily altered if the desired behavior does not occur.

Personal selling involves a selling process that is summarized in the following **Five Stage Personal Selling Process**. The five stages are:

1. Prospecting.
2. Making first contact.
3. The Sales Call.
4. Objection Handling.
5. Closing the sale.

**A Five Stage Personal Selling Process**

**Stage One - Prospecting**

Prospecting is all about finding prospects, or potential new customers. Prospects should be 'qualified,' which means that they need to be assessed to see if there is

business potential, otherwise you could be wasting your time. In order to qualify your prospects, one needs to:

- Plan a sales approach focused upon the needs of the customer.
- Determine which products or services best meet their needs.
- In order to save time, rank the prospects and leave out those that are least likely to buy.

### ***Stage Two - Making First Contact.***

This is the preparation that a salesperson goes through before they meet with the client, for example via e-mail, telephone or letter. Preparation will make a call more focused.

- Make sure that you are on time.
- Before meeting with the client, set some objectives for the sales call. What is the purpose of the call? What outcome is desirable before you leave?
- Make sure that you've done some homework before meeting your prospect. This will show that you are committed in the eyes of your customer.
- To save time, send some information before you visit. This will wet the prospect's appetite.
- Keep a set of samples at hand, and make sure that they are in very good condition.
- Within the first minute or two, state the purpose of your call so that time with the client is maximized, and also to demonstrate to the client that you are not wasting his or her time.
- Humor is fine, but tries to be sincere and friendly.

### ***Stage Three - The Sales Call (or Sales Presentation).***

It is best to be enthusiastic about your product or service. If you are not excited about it, don't expect your prospect to be excited.

Focus on the real benefits of the product or service to the specific needs of your client, rather than listing endless lists of features.

Try to be relaxed during the call, and put your client at ease.

Let the client do at least 80% of the talking. This will give you invaluable information on your client's needs.



Remember to ask plenty of questions. Use open questions, e.g. TED's, and closed questions i.e. questions that will only give the answer 'yes' or the answer 'no.' This way you can dictate the direction of the conversation.

Never be too afraid to ask for the business straight off.

#### ***Stage Four - Objection Handling.***

Objection handling is the way in which salespeople tackle obstacles put in their way by clients. Some objections may prove too difficult to handle, and sometimes the client may just take a dislike to you (aka the hidden objection). Here are some approaches for overcoming objections:

- Firstly, try to anticipate them before they arise.
- 'Yes but' technique allows you to accept the objection and then to divert it. For example, a client may say that they do not like a particular colour, to which the salesperson counters 'Yes but X is also available in many other colours.'
- Ask 'why' the client feels the way that they do.
- 'Restate' the objection, and put it back into the client's lap. For example, the client may say, 'I don't like the taste of X,' to which the salesperson responds, 'You don't like the taste of X,' generating the response 'since I do not like garlic' from the client. The salesperson could suggest that X is no longer made with garlic to meet the client's needs.
- The sales person could also tactfully and respectfully contradict the client.

#### ***Stage Five - Closing the Sale.***

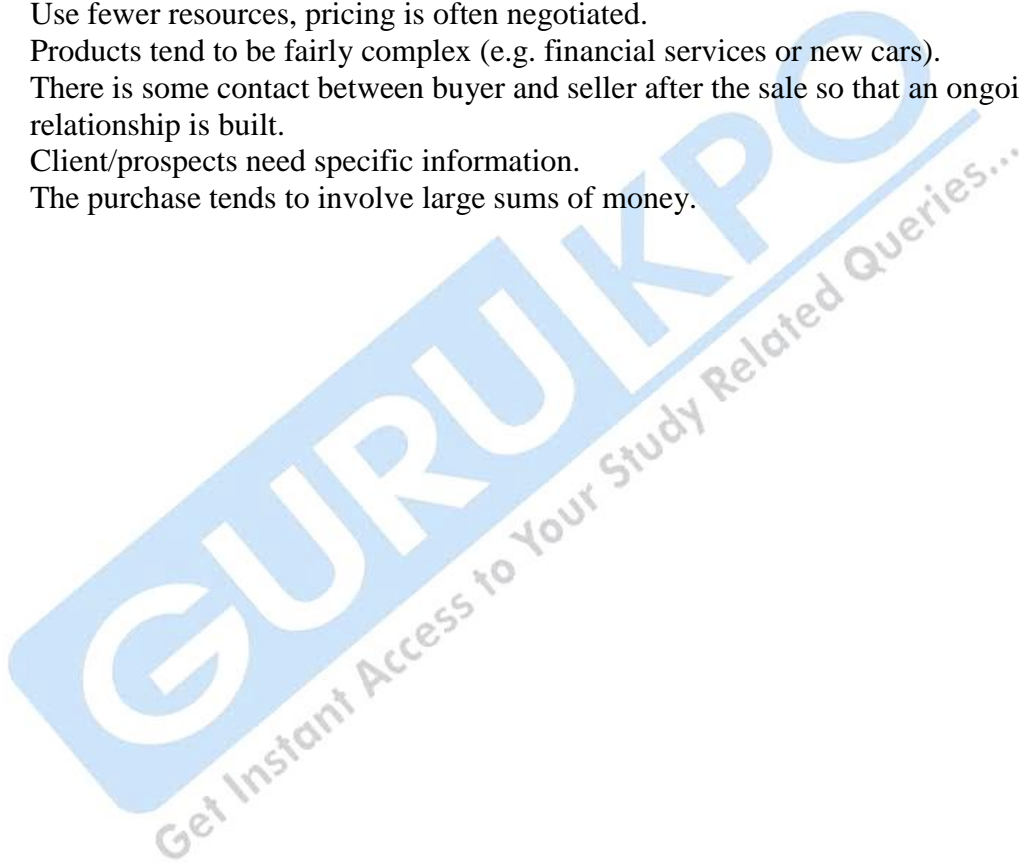
This is a very important stage. Often salespeople will leave without ever successfully closing a deal. Therefore it is vital to learn the skills of closing.

- Just ask for the business! - 'Please may I take an order?' This really works well.
- Look for buying signals (i.e. body language or comments made by the client that they want to place an order). For example, asking about availability, asking for details such as discounts, or asking for you to go over something again to clarify.
- Just stop talking, and let the client say 'yes.' Again, this really works.
- The 'summary close' allows the salesperson to summarize everything that the client needs, based upon the discussions during the call. For example, 'You need product X in blue, by Friday, packaged accordingly, and delivered to your wife's office.' Then ask for the order.

- The 'alternative close' does not give the client the opportunity to say no, but forces them towards a yes. For example 'Do you want product X in blue or red?' Cheeky, but effective.

In comparison to other marketing communications tools such as advertising, personal selling tends to:

- Use fewer resources, pricing is often negotiated.
- Products tend to be fairly complex (e.g. financial services or new cars).
- There is some contact between buyer and seller after the sale so that an ongoing relationship is built.
- Client/prospects need specific information.
- The purchase tends to involve large sums of money.





## Unit 2

# Type of Advertising

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**Q.1 Explain in brief commercial as well non commercial advertisements?**

**Ans** Commercial advertising is a form of communication with the intention of promoting the sale of a particular product attached to a brand. Branding is an essential aspect of commercial advertising. It is used to distinguish a product from other similar products in the market. Advertising takes place in the form of print as well as electronic media. Print advertisements are static while electronic media advertisements often take the form of a story or incident depicted in a short time-frame. The intention is to highlight the utility of the brand as well as the values associated with its use. Modern day advertising involves endorsement by celebrities as well. If you see a beautiful model holding a particular brand of perfume and saying how much she loves it; or an athlete bragging about the benefits of a certain brand of shoes; or an adorable child asking for a specific kind of toy, those are commercial advertisements. Their job is to persuade you to purchase the product.

**Non-commercial advertising** is sponsored by or for a charitable institution or civic group or religious or political organization. Many noncommercial advertisements seek money and placed in the hope of raising funds. Others hope to change consumer behavior. So the main goals of noncommercial advertising are:

- Stimulate inquires for information
- Popularize social cause
- Change activity habits
- Decrease waste of resources
- Communicate political viewpoint
- Improve public attitude
- Remind people to give again.

So called word-of-mouth advertising is a person to person communication that is perceived as being noncommercial, concerning goods or services: it is face-to-face

product related communications between and among the friends, relatives and others. Because it is noncommercial, it is usually seen as being an unbiased source of information.

**Q.2 How Commercial ads are different from non-commercial ones?**

**Ans.** Commercial and non-commercial advertising are both strategies that are designed to reach the public and motivate them to become more interested in the subject matter of the advertisements. While sharing a common goal that of generating consumer interest, the two forms of advertising do focus on different types of products. Essentially, commercial advertising has to do with selling goods and services, while non-commercial advertising is more about providing information and motivating people to act after being exposed to that information. There are examples of campaigns in which marketers combine elements of commercial and non-commercial advertising to create an approach that both informs and motivates consumers to buy.

Understanding the difference between commercial and non-commercial advertising involves identifying the purpose for the advertisements. With commercial advertising, the idea is to sell something to a consumer that will allow the manufacturer of the product to earn a return from that sale. Advertisements for consumer goods like electronics, food products, and even vacation packages are all marketed and sold as part of a commercial advertising campaign.

By contrast, non-commercial advertising is about sharing information that hopefully people will put to good use. For example, a non-profit may implement an advertising campaign to increase public awareness and education about a certain health issue. As part of the advertising, information about what the disease is, who it can affect, and how it can be treated may be included. In addition, information on how people can help the non-profit spread the information and also promote further research is also likely to be shared. In this scenario, information is being sold, but there is not necessarily an expectation of receiving monetary compensation for the effort, although this type of campaign does normally motivate some people to donate funds for research or to the sponsoring non-profit.

When thinking of the difference between commercial and non-commercial advertising, it is often easiest to consider the former as being targeted to generate sales and revenue. At the same time, the latter is focused more on educating people and providing them with opportunities to act on that acquired knowledge.

In some cases, the lines between commercial and non-commercial advertising will blur somewhat, with some manufacturers of goods and services using an advertising strategy that is intended to inform and educate while also promoting a product for sale. This hybrid approach to the advertising task can in fact be very successful, in that the effort to educate consumers will often equip them to make informed decisions regarding the product or products offered, which means they are more likely to be satisfied with the purchase, as long as the product does in fact provide the benefits mentioned in the advertising.

**Q.3 Explain the concept of primary demand & selective demand advertising.**

**Ans.** Primary demand is when an advertising message's objective is to drive interest in a product category or type of product as opposed to focusing on a specific brand. When primary demand advertising is presented, the message generally discusses the benefits of using the general product without focusing on the particular benefits offered by one brand's product against a competitor's.

Primary demand typically occurs less often than selective demand advertising. This is because companies typically pay for advertising to sell their own brands. Primary demand usually occurs in a few specific situations. One is when a new or innovative product is first introduced to the market. Rather than focusing a message on brand differentiation, the advertiser focuses on informing the market about what the new product does. Another common scenario that leads to primary demand is when associations made up of industry members collaborate to generate interest for the product category. This is often done when industries are struggling, such as the "Got Milk?" or "Pork, the Other White Meat" campaigns.

The major purpose of primary demand ads is either to inform customers about a brand new product or technology that they are unfamiliar with, or to persuade customers that they haven't recognized the benefits of a given product. Primary demand ads are commonly paid for by industry associations made up of a number of top providers in a category. These companies recognize that for any of them to achieve individual success, the industry and products must be valuable to customers.

A primary demand ad has as its purpose the promotion of a particular product category rather than a specific brand. For example, "Got Milk" ads are advertising and promoting the consumption of milk, but not specifying which brand of milk to purchase. Primary demand means the advertising campaign intends to drive interest in the product versus a particular brand. Associations often pool resources

to generate interest when they collectively struggle. The "Got Milk?" campaign, for instance, was used to cause people to drink more milk as a habit. Another common purpose of primary demand stimulation is to introduce an entirely new product category by providing customers with basic information of what the product does. Primary demand is advertising intended to drive interest to the general product category.

**Example:** Introduction of VCR to the consumer market in 1970. With a product totally new to the market consumers need to convince that the product category itself is valuable and indeed available for sale.

**Selective Demand Advertising:** Advertising that promotes a particular manufacturer's brand as opposed to generic brands. Selective demand essentially means the advertiser is trying to persuade the target audience to select its brand over alternatives. It does this by using brand messages that distinguish the company's products or services from others based on unique benefits or features. Typically, you can identify selective demand advertising by looking at the content of the message. If it is centered on a specific brand and its benefits, selective demand is the objective.

Companies use a variety of strategies to depict selective demand. Some use benefit positioning, where they showcase the specific benefits of their product that are unique in the market. Others use competitive positioning where they state how their products are better or distinct from those offered by competitors. Another positioning alternative is user positioning. This is where the brand focuses on matching its benefits to the needs of a particular type of user.

#### **Q.4 Differentiate between classified and display advertising.**

**Ans.** **Classified advertising** is a form of advertising which is particularly common in newspapers, online and other periodicals which may be sold or distributed free of charge. Advertisements in a newspaper are typically short, as they are charged for by the line, and one newspaper column wide.

Publications printing news or other information often have sections of classified advertisements; there are also publications which contain only advertisements. The advertisements are grouped into categories or *classes* such as "for sale—telephones", "wanted—kitchen appliances", and "services—plumbing", hence the term "classified".



Classified advertisements are much cheaper than larger display advertisements used by businesses, and are mostly placed by private individuals with single items they wish to sell or buy. a short ad in a newspaper or magazine (usually in small print) and appearing along with other ads of the same type.

### Format of Classified Advertisements:



**Display advertising** is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. Common form of display advertising involves billboards, posters, fliers, transit card etc.

In periodicals, display advertising can appear on the same page as, or on the page adjacent to general editorial content. In contrast, classified advertising generally appears in a distinct section, was traditionally text-only, and was available in a limited selection of typefaces.

Display advertisements are not required to contain images, audio, or video: Textual advertisements are also used where text may be more appropriate or more effective. An example of textual advertisements is commercial messages sent to mobile device users, or email. Display advertising also appears on the Internet, as

a form of online advertising. Display advertising appears on web pages in many forms, including web banners. Banner ad standards continue to evolve.

#### Format of Display Advertising:



#### Q.5 Explain the concept of comparative advertising with reference to advertising industry?

**Ans.** When a company points out its own advantage, or a competitor's weakness, in its advertising by making direct or indirect references to the competition, it's called comparative advertising. **Comparative advertising** is an advertisement in which a particular product, or service, specifically mentions a competitor by name for the express purpose of showing why the competitor is inferior to the product naming it. Comparative advertising, also referred to as 'knocking copy', is loosely defined as advertising where "the advertised brand is explicitly compared with one or more competing brands and the comparison is oblivious to the audience.  
 Eg: Tide & Rin  
 Coke & Pepsi  
 Complian & Horlicks  
 Samsung & Apple.  
 Audi & Mercedes

Comparative advertising, as a special form of advertising, is a sales promotion device that compares the products or services of one undertaking with those of another, or with those of other competitors. All comparative advertising is designed to highlight the advantages of the goods or services offered by the advertiser as compared to those of a competitor. In order to achieve this objective, the message of the advertisement must necessarily underline the differences between the goods or services compared by describing their main characteristics.

Comparative advertising should enable advertisers to objectively demonstrate the merits of their products. Comparative advertising improves the quality of information available to consumers enabling them to make well-founded and more informed decisions relating to the choice between competing products/services by demonstrating the merits of various comparable products.





## Unit – 3

# Advertising Media

**Q.1** How print media is important in advertising industry? Explain its pros and cons.

**Ans.** Print media is one of the most important marketing tools available to the business. Marketing people generally design and print brochures, business cards, flyers, postcards and more. It facilitates business to provide valuable information to their respective audiences and target markets with premium quality print products.

The characteristics of the print media are as follows:

- The print media like newspapers and magazines gives us an in-depth coverage and analysis of news stories around the world. These stories are permanent and readily available to the common people in times of need. The news stories can be read, re-read and retained.
- The timeliness of news in the print media is limited. Unlike the electronic media, they do not give us immediate news but it has the luxury of detailed representation, interpretation and analysis.
- A lot of variations are found in the print media in the forms of hard news, soft news, features, gossips, page 3 news, etc.
- Magazines serve special interests like fashion, food, politics, economics, etc.

The print media is considered to be one of the most flourishing industries today. This medium is also particularly very popular to reach the target audience for advertisers. The different types of print media give a plethora of options for people to reach a varied bracket of users.

The following are the advantages of print media:

Less costly than television media;

Can be used in different language newspapers;

It is a good option for targeting educated target market;

More and detailed information about the product can be given.

**Disadvantages:**

The cost incurred can sometimes be expensive considering the medium marketer chooses.

The shelf life of any particular print medium is limited. Newspapers for example, are amongst the public eye only for a day.

This medium may not always give a wide reach. Internet, on the other hand, can target a global audience.

There is a limitation in terms of the kind of people who may actually read our message. The particular newspaper may not actually be accessible every time to our target group, which means, our message may be missed. The Internet on the other hand, can be accessed from anywhere.

We may have to plan months in advance to advertise in print media. It does not offer us flexibility when we are faced with a tight deadline. Advertisements may get lost in all the clutter of editorial and ads by competitors.

Thus, we can see, there are certain pros and cons of print media. With proper planning, we can opt for the right form to gain maximum coverage and make the best of this medium.

**Q.2 Explain the concept of electronic media.**

**Ans.** Electronic Media is information or data that is created, distributed and accessed using a form of electronics, electromechanical energy or any equipment used in electronic communications. The common equipment we use on a day to day basis to access electronic media is our television, radio, computer, cell phones and other devices transporting information to and from us by means of electronic involvement.

Electronic media is anything that is used to advertise or promote that is run by electricity. This is quite a wide subject and there are many different things that fall into this category. There are more and more channels for electronic media that come out as our technology grows and expands. The radio is the oldest form of electronic media. There are hundreds of thousands of radio stations across the world and advertisements are frequent features on most of these. Advertising on radio dates back almost one hundred years and is the first form of spoken advertisement rather than a printed advertisement. Television provides us with the highest volume of electronic media advertising. There are hundreds of advertisements shown on each channel per day and some slots are sold for millions to the advertisers as they will have such a high audience to watch their advertisements.

Electronic Media Advertising is an effective way to reach out to the prospective audience. These days' electronic media plays a vital role in creating awareness about matters or products. Our offered advertising services through electronic media are diverse and provide strategic solutions to our clients businesses. We make best efforts to properly advertise our clients' products for acquiring a larger market base.

**Q.3 Television Advertising has a greater impact on target audience as compared to other media. However it also has some problems associated with it. Explain.**

**Ans.** TV advertising is the most powerful form of advertising. Basically it is a combination of both video and audio advertising messages with various varieties. Some people believe that TV advertising is more powerful than other advertising means such as magazines, websites, radio stations, and newspaper. It is because of following reasons:

**Convenient and Flexible:** The television is a convenient and flexible advertising medium, owing to its widespread popularity and the ease with which a message can reach millions of viewers internationally and nationally.

**Strong Impact:** Television advertising uses audio and visual effects to create a lasting impact. Marketers include color, sound, sight, drama and motion to ensure that their message is strong and persuasive.

**Market Coverage:** Almost everyone watches television once in a while. This is why television makes it possible to reach a large audience. Marketers that sell and market products/services that appeal to a large audience find television as a media tool to be very cost effective.

**Captivity and Attention:** Viewers that are watching their favorite programs are usually exposed to thousands of advertisements a year. TV advertisements have a tremendous effect on consumers just by repetition and exposure of catchy jingles and slogans.

**Creativity and Impact:** One of the biggest advantages of using television as a media is the fact that it provides one with the opportunity for presenting the advertising message. This media vehicle is ideal when you need to demonstrate your product or service. It offers great flexibility in the fact that you can combine interaction of the sight and sound.

**Disadvantages of television advertising:**

- Cost is very high. Television advertising costs more than other forms of media, such as radio, magazine, newspaper and Internet advertising. Quality commercials are expensive to produce
- TV advertisements are short, thus they do not express much about the product.
- Consumers often bemoan the intrusive nature of television advertisements and find ways to avoid commercials. This limits the effectiveness of television advertising. Consumers either take time out during a commercial to make a trip to the refrigerator or surf programs on other channels.

**Q.4 What are the advantages & disadvantages of newspaper advertising?**

**Ans. Advantages:**

- Allows us to reach a huge number of people in a given geographic area.
- We have the flexibility in deciding the ad size and placement within the newspaper.
- Our ad can be as large as necessary to communicate as much of a story as we care to communicate.
- Exposure to an ad is not limited; readers can go back to message again and again if so desired.
- Free help in creating and producing ad copy is usually available.
- Quick turn-around helps an ad to reflect the changing market conditions. The ad we decide to run today can be in customers' hands in one to two days.

**Disadvantages:**

- Ad space can be expensive in terms of availability.
- In newspaper an advertisement has to compete against the clutter of other advertisers, including the giants ads run by supermarkets and department stores as well as the ads of competitors.
- Poor photo reproduction limits creativity.
- Newspapers are a price-oriented medium; most of the ads are for sales.
- Ads are generally having a short shelf life, as newspapers are usually read once and then discarded.
- We may be paying to send your message to a lot of people who will probably never be in the market to buy from us.
- Newspapers are a highly visible medium, so competitors can quickly react to our prices.
- With the increasing popularity of the Internet, newspapers face declining readership and market penetration. A growing number of

readers now skip the print version of the newspaper (and hence the print ads) and instead read the online version of the publication.

**Q.5 Explain in detail the effectiveness of magazines in print media advertising.**

**Ans.** With magazines an advertiser can focus in on a specific target audience. Audiences can be reached by placing ads in magazines which have [a] well-defined geographic, demographic, or lifestyle focus." Magazines allow elaborate graphics and colors, which give advertisers more creative options than do newspapers.

***Highly Informative***

The printed word in advertising can be highly informative, as opposed to the sketchier brief messages of television and radio. A small company has the ability to completely explain the features and benefits of its product in a one-page magazine ad

***Lasts Longer***

Small companies using print in advertising can expect their messages to last longer. The yellow pages, for example, are available 24 hours per day and seven days per week. Magazines and newspapers get passed around to other readers.

**Q.6 How posters contributed in print media advertising?**

**Ans.** A **poster** is any piece of printed paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and informative. Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians and films), propagandists, protestors and other groups trying to communicate a message.

Posters may come in variety of forms such as:

- Propaganda and political posters
- Movie posters
- Travel posters
- Event posters
- Boxing posters
- Concert posters
- Band/music posters
- Comic book posters
- Educational posters.

**Q.7 How radio advertising can be an excellent means to get marketing message out to the public?**

**Ans.** Radio advertising can be an excellent means to get our marketing message out to the public as daily millions of people are listening to the radio and there are many different radio stations to suit different target markets.

Indeed, radio advertising is affordable and has proven to be the most effective medium for delivery of advertisements to targeted audiences which can be prove by following facts:

Audience- Potential Customers: Radio talk programs, morning shows, shock-jocks, and listener call-in shows all provide an enormous audience base to advertise our product or service.

**Focus on Frequency**

Another element that can affect the success of radio advertising is how often our ad is aired. The more times it is on, the more likely people are to hear it a couple of times and the more likely they will be to purchase our products or services. It is often necessary for someone to hear our ad at least seven times before they will actually purchase our product.



### **Create a Simple Marketing Message and Clear Call to Action**

Radio ads are limited in the amount of time given to them and we will get the best results if we sum our advertising message up into a short, concise message and ensure that it contains a clear call to action - to either call, visit our web page or visit our store.

### **Affordability**

Radio advertising is relatively inexpensive compared with print or television advertising.

### **Portability**

Radio is the only mass medium that people use while driving, cleaning the house or mowing the lawn.

## **Q.8 How direct mail advertising is crucial in advertising context?**

**Ans.** Direct mail advertising sends advertising messages to target consumers through the mail, either addressed to pre-selected individuals, or unaddressed and delivered to pre-selected areas. Advertising mail includes advertising postcards, letters, mailers, circulars, samples, catalogs, CDs and other commercial merchandising materials.

Direct mail is the most heavily used direct marketing medium, and its popularity continues to grow despite postage increases. The mail is the third largest advertising medium after newspapers and television because it can be directed to a specific target audience and sent cheaply using bulk mailing rates.

Direct mail is a particularly attractive option for small business owners, as it can communicate a lot of information about a product or service and reach almost any conceivable target group for a relatively low cost. Direct mail can be a company's sole form of advertising, or it can be used to supplement other sales efforts. For example, a small business could use direct mail to inform potential customers about its offerings & thereafter follow up with a phone call or a visit from a salesperson.

Owners of start-up businesses may find direct mail an effective method of creating awareness and interest in a new product, while owners of existing

companies may find it useful for generating new business outside of their customer base or geographic area. Another advantage of direct mail is that it is testable, so that entrepreneurs can try out different sales messages on various audiences in order to find the most profitable way to market a product or service.

Direct mail is also an effective medium in business-to-business marketing. Since business orders are usually of larger value than consumer purchases, it often takes more than one mailing to begin the process of making a sale. In addition to making sales, business-to-business direct mail can be used to generate new sales leads.

**Q.9 What is outdoor advertising & also explain its types?**

**Ans.** Outdoor advertising communicates the message to the general public through highway billboards, transit posters and so on. Outdoor advertising is a very important form of advertising as the ads are huge and are visible to one and all. The important part of the advertising is that the message to be delivered should be crisp and to the point. Though images can be used, but they cannot be used in excess. Everything should be presented to the viewer in such a format so that the viewers make up their mind to buy the product or service.

The message to be delivered can be an ad to buy a product, take a trip, vote for a politician, or give to a charity. According to Outdoor Advertising Association of America (OAAA), millions of dollars are being spent on outdoor advertising each year and the figures are expected to grow. This is due to the fact that outdoor traffic keeps on growing every year and hence the target audience for outdoor advertising is ever increasing.

There are different types of outdoor advertisements:

1. **Billboards**- This is perhaps the most common type of outdoor advertisements that every one of us are aware of. It refers to a large advertising board that is located in areas where the traffic is high. The main reason why many companies make use of billboards to advertise is because people who pass the busy roads will be able to take a look at their ads when they see the billboards. Usually, the billboards will contain a witty slogan along with the products or services that you are offering for sale. Many companies prefer to make use of billboards when they think of outdoor advertisements because billboards can create an ever-lasting impression on the minds of the viewers. The lines used in the billboard should be short so that people will be able to read it when they are driving past it.

2. **Car advertising-** This is another type of advertising that you can consider when we are thinking about outdoor advertisements. It refers to painting company's ads on the cars so that people will notice the ads when the cars are being driven on the busy roads. We can consider using our company's cars for this kind of advertisement and we can even consider putting our ads on the other people's cars. Of course, we will have to pay a certain amount of money for putting up our ad on someone else's car.
3. **Outdoor signs-** It is very important to have outdoor signs placed outside factory and office because they not only create brand equity, they also attract consumers to buy goods and services. We can think of our outdoor signs to be our salesmen because they act as our salesmen 24/7. Most importantly, we do not have to spend much money to have these signs outside placed our office or factory.
4. **Electric Light Signs:** Sign-boards illuminated by electricity can be seen in large number in cities. They are presented with attractive letters and coloured bulbs.
5. **Neon Signs:** Advertisement is also presented with brilliantly tubes in various shades. The tubes can be of the still or the flashing type. These signs look more attractive but the cost of this device is high.
6. **Traveling Displays:** It is also known as transit advertising or car cards.
7. **Van Advertising:** Displays can also be made on the front, sides and backs of vehicles and vans. These are made of durable materials.
8. **Banners:** Banners are made of cloths and words are written in colours. They are tied on the top of buildings, road crossings, stadiums and play fields for the publicity of goods.
9. **Railway Stations:** Advertisements can also be placed on railway stations. These may be in form of posters.
10. **Sky Writing:** This is a modern form of advertising. It may take several forms. Messages can be written on balloons which are floated in the air. Banners are released from aeroplanes.
11. **Sandwich Men:** This is oldest form of outdoor advertising. Sandwich men dress up funnily and carry boards. They shout slogans in favour of the company's products.

**Merits of Outdoor Advertising**

1. It makes a *wide appeal* to all classes of society.
2. It has colourful effect and *dramatic appeal* of a slogan.
3. It can be used in a *certain locality*.
4. It is *durable*. Posters, hoardings or bill boards remain before the public eye for a long time.
5. It *appeals* even to the *illiterate* persons.
6. It gives *scope for skill and art* in the preparation of posters.

**Demerits:**

1. It remains *brief*. No way can outdoor advertising messages be made in detail.
2. It is *costlier*. Media like skywriting, use of balloons, etc. cannot be repeated again and again.
3. Its effectiveness cannot be measured easily. There is every possibility of waste in such advertising.
4. It *lacks novelty*. It is hardly changed over years.
5. It is also argued that it *uglifies the areas*. Advertisers go on pasting posters on compound walls of buildings. Such sticking of bills becomes 'ugly spot'.
6. It is not suitable to a producer operating on national network.

All these forms of outdoor advertising are very popular and extremely cost effective. To conclude, one can say that outdoor advertising, if used wisely is very powerful and cost-effective way of advertising.

**Q.10 How direct mail advertising proves to be an effective as well efficient tool in advertising media?**

**Ans. Direct Mail Advertising**

It is the oldest medium of advertising. It is the way of sending sales messages directly to the customers through post, salesmen or dealers etc. Some of the important media of direct mail advertising have been discussed below:

1. **Post Cards** – It is the most widely form of direct mail advertising due to its high attention value and economy. It gets immediate attention. Post cards are used to carry brief messages about product.
2. **Sales Letters** – It is also most widely used form. Sales letters are sent to induce the potential customers to buy a particular product.
3. **Circulars** – These contain several pages and describe all details of a product.
4. **Stuffers** – It gives detailed specifications of a wide range of products. It is a means of amplify the sales letter by providing illustrations.
5. **Folders** – It is bigger than ordinary card. It can be conveniently folded. It is made of heavier stock of paper or card-board.
6. **Broadsides** – These are giant-sized folders. These are designed to impress customers by their size, attractive colours and illustrations.
7. **Catalogues and Booklets** – These are illustrative price lists containing the price and features of products.
8. **House Organs** – These company magazines are sent to wholesalers, retailers, salesmen, and prospective customers free of cost.

In direct mail, specific markets can be pinpointed with precise selectivity, and results can easily be measured in terms of cost-per-order or cost-per-response.

However there are various merits of choosing direct mail media such as:

**Quick to produce:** One can prepare and mail a small promotion within days or weeks. Direct mail is perfect for quickly testing prices, offers, and potential audiences. We have complete control over the media, the audience, and our offer.

**Quicker response:** Not only is direct mail quicker to prepare, but response time to direct mail is usually quicker as well. We can project the final results of a mailing quickly and accurately. We can build an advertising campaign with more confidence by testing small lists, then building to larger lists.

**Highly targeted:** A business can purchase mailing lists of potential customers through a mailing list distributor such the Direct Marketing Association or Dun and Bradstreet. For example, a small vitamin storeowner can order lists of people who buy vitamins or health products in her market. She can then prepare a direct mailing in hopes of getting these customers to shop at her store.

**Less competition.:** Our advertising message does not have to compete with other advertising messages. And, our competitors are less apt to know our current strategy.

**More personal:** Not only can letters be personalized via mail-merging techniques, but we can use more informal language in writing our letter and we can direct our letter to the specific interest of the reader.

**Enhance newspaper advertising:** Build on customer awareness by complimenting our print advertising with the impact of targeted mail.

**Easy to respond to:** The inclusion of an order card and return envelope makes it convenient for the consumer to respond to direct mail.

**List of loyal customers:** Direct mail allows us to build and maintain a list of prime prospects for our future direct mail campaigns.

**Cost Effective: Direct-**mail advertising is cost effective. Companies can easily design colorful or eye-appealing brochures with their computers and desktop software and have thousands of copies printed affordably by a print vendor. Additionally, a company can mail out smaller quantities of a direct-mail advertisement as a test. Once the company determines that the first mailing is successful, it can increase the number of mail pieces in subsequent mailings.

**Highly Flexible:** Direct-mail advertising is highly flexible. A small company can use postcards to market its wares to save on costs. Small manufacturers can also include free samples of products in their mailings. A business owner can generally include as much information as she desires in a direct-mail campaign, depending on how much she wants to spend.



## Unit – 4

# Sales Promotion

**Q.1 What is sales promotion? Also briefly discuss its merits & demerits.**

**Ans.** Sales promotion is temporary incentives that a company uses to promote its product resulting in inducing the customers to buy now. Sales promotion is one of the crucial aspect of promotion mix.

According to William J. Stanton: “Sales promotion is an exercise in information, persuasion and influence”.

**Sales promotion comprise of:**

1. To encourage customers to buy one brand over another by introducing samples, coupons, discount etc.
2. To obtain trial purchase from customers
3. To stimulates sales force enthusiasm
4. To reinforce advertising
5. To outperform competition etc.

**Merits of Sales promotion:**

1. Promotion places the employees in a position where an employee's skills and knowledge can be better utilized.
2. It creates and increases the interest of other employees in the company as they believe that they will also get their turn.
3. It creates among employees a feeling of content with the existing conditions of work and employment.
4. It increases interest in acquiring higher qualifications, in training and in self development with a view to meet the requirements of promotion.
5. Promotion improves employee morale and job satisfaction. Ultimately it improves organizational health.
6. It creates awareness of the existence of the product or service offered.
7. It can provide customers with information about the product that may be useful to them, and therefore produces an incentive for them to buy your product, or use your service.



8. It also helps increase the market share.

**Demerits:**

1. It can be quite costly depending on the advertising medium we use; obviously TV and radio advertising tend to be more expensive than advertising on notice boards or on eBay.
2. Promotion also tends to be competitive. So no matter how much one spend on advertising, if we've got many competitors (substitute products or services), and their methods are more effective, then our promotion campaign may not work.
3. It asks for more responsibility and more stress; higher expectation demand for more working hours.
4. It is not necessary that all the sales promotional measures will be able to bring in desired results.
5. It is an expensive technique.
6. Promotional measures may have short-term impact on the customers.

**Q.2 Explain the various ways of sales promotion.**

- Ans.**
1. Buy back allowance: Dealers pay the buyback allowance at the first purchase of the products. This allowance can be used at the next consequent purchases like first allowance at the second purchase, second allowance at the third purchase and so on. Therefore, it becomes a continuous activity and helps to retain the retailers or the wholesalers.
  2. Buying allowances: Manufacturers allow discounts on the purchase of minimum quantity of products for specific period of time. It is paid in cash or can be reduced for the purchase amount. Manufacturers must clearly tell the dealers about the minimum quantity to be purchased. Producers use this technique for introducing a new product in the market or clearing off the existing stocks. It is generally a short term offer.
  3. Free goods: Manufacturers provide free products on purchase of the specific quantity of goods to the dealers. So, these dealers are able to get some products free of cost.
  4. Merchandise allowance: The manufacturers and the intermediaries agree upon compensating the advertising efforts undertaken by them on the partial basis.

5. Cooperative advertising: Cooperative advertising is where the manufacturer pays the advertising allowance to the middlemen for the products purchased by them. This is generally done on a long term contract where the producers agree to pay the advertising allowance. This is to induce the dealers to buy more of products.

6. Sales contests: Dealers are often invited by the manufacturers to participate in the sales contests conducted especially for them. This helps to encourage the intermediaries to increase sales at their levels. Manufacturers can offer free product supply, cash allowances, different kinds of incentives and gifts under this programme to the dealers.

7. Free foreign tour: Dealers are given specific sales target to be achieved in a certain period of time and on achievement of these targets they are gifted free foreign tour. This helps to motivate the dealers to increase their sales and get this incentive.

### Q.3 How advertising is different from personal selling?

Ans.

Advertising	Personal Selling
By using a variety of persuasive appeals, it offers reasons to buy a product or service. Eg: Good Network, Promises and Delivers.	Besides giving reasons in the form of different appeals, they offer incentive to the consumers to buy the product or service now. For new users, HUTCH number is given free for 1 month & sms is free for 3 months.
Appeals are emotional or functional in nature. Eg: the current ad of "Wherever you go, our network follows"	Appeals are rational It justifies whatever it says.
Time-frame is long term.	Time frame is short term.
The primary objective is to create an enduring brand image.	To get sales quickly or to induce trial.
Indirect and subtle approach towards persuading customers to buy a product or service.	Direct in approach to induce consumers to buy a product or service immediately by temporarily changing the existing price-

<p>Advertising is a paid form of mass communication which can take a form of television, radio, magazines, newspaper, and internet placements. Its goal is not only to increase in sales in a short to mid-term but also to strengthen the brand image of the company and its products and services to develop long term sales and consumer loyalty.</p>	<p>value relationship of the product or service.</p> <p>Promotion is a short term strategy. The main objective of doing promotion is to build the sales in the short term. Brand building also occurs as a result of promotions. Promotions include things like giving free samples, special events or offers, providing discounts or coupons, etc.</p>
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Advertising and Promotion also have similarities and these tools of marketing sometimes support each other like advertising campaigns use promotions too so as to make the overall success of the campaign greater.

**Q.4 Discuss the nature of sales promotion and also its role in economy?**

**Ans.** Sales promotion is a short-term marketing strategy designed to achieve a specific purpose. Sales promotion differs from advertising in that its intent is to create a sense of urgency to encourage immediate action as opposed to building sales or a brand over a long period of time. Sales promotion may take the form of a temporary price reduction or a campaign to introduce an item.

***Nature of sales promotion:-***

1. Irregular / non-recurring: Sales promotion is an irregular and non-recurring activity to increase the sales & this technique is used for specific situations only such as decline in demand, fall in profit, acute competition in the market or during the introduction of new product in the market
2. Target- The target for producer's sales promotion may be middleman, end users, household or business users or the producer's own sales force. Middleman sales promotion at their sales people or prospects further down the channel of distribution.
3. Motivation & extra incentive- Sales promotion involves some type of incentives that offer a reason to buy. This incentive is usually the key element in a

promotional program & is an effort by which consumers, traders and sales force are motivated towards maximum sales.

4. Acceleration tool- sales promotion is designed to speed up the selling process & maximize sales volume.

5. Immediate impact- Sales promotion can be implemented quickly & gets sales results sooner than advertising sales promotions offers an incentive to buy now.

6. Objective- The objective of sales promotion is to establish a link & coordination between the activities like advertising, personal selling, publicity etc. sales promotion bridges a gap between advertising and personal selling.

7. Non media activity- Sales promotion is referred to as a non media activity as sales promotion is differentiated from advertising & publicity & also includes them as part of the overall promotions mix.

8. Strategic role- Because of the immediate nature of the impact, sales promotion have been thought of as merely this view is changing and the strategic role of sales promotion and their integral role in the promotional mix are being recognized.

9. Planned activity- The fact that sales promotion can be effective throughout the life of a brand shows their strategic role. Sales promotion activities should be planned well to stimulate sale.

10. Versatile- Sales promotion is extremely versatile. The different forms of sales promotion are capable of being used with various groups & designed to achieve different effects. Sales promotion can be useful throughout the product life cycle.

11. Means of marketing communication- It is an important means of communication by which views & ideas of consumers about the products & services are exchanged with the producers regularly.

12. An element of promotion mix- Sales promotion is one of the important elements of promotion mix, other than advertising, personal selling and publicity.

13. Universal activity- It is a universal activity adopted by all the economies of the world in their sales efforts.

**Role of sales promotion:-**

1. To popularize goods and services of the producer among the potential consumers & to motivate them towards larger purchases.
2. To motivate the existing customers for maximum purchase.
3. To maintain the sales up to normal level even during seasonal vacations & during the declining stage of PLC.
4. To increase goodwill of the firm.
5. To educate customers/dealers & salesmen about the techniques of sales promotion.
6. To simplify the efforts of sales force & motivate them for larger purchase.
7. To stimulate maximum sales on special occasions such as Diwali, religious festivals & other such occasions.
8. To search for a new market & to introduce new products in to the market.
9. To counteract competition.
10. To facilitate coordination & proper link between advertising and personal selling.
11. To promote larger sales in certain specified segments of market.
12. To present a counter promotional program against the competitors.

13. To develop patronage habits among customers.

14. To prove the product better in quality & users.

**Q.5 Why sales promotion is important? Discuss.**

**Ans. Importance of sales promotion:-**

Sales promotion is an important component of the marketing program . It can be a specific tool of the promotion. Quality sales promotion provides advantages to the various groups described below:-

1. Importance to consumers
2. Importance to producers.
3. Importance to middlemen.
4. Importance to society & nation.

**1. Importance to consumers:-**

**(i) Availability of new products-** It is easy to sell new products with the help of sales promotional tools. Hence the producers are encouraged to bring new products.

**(ii) Various rebates & free discounts-** Sales promotions offer various incentives like rebates & free discounts, free samples which helps to stimulates sales & purchase.

**(iii) Thrill in life-** The various incentives contents samples, demonstrations, fair and exhibitions create thrill and joy in consumer's life and the relish these beneficial offers.

**(iv) Low price-** Sales promotion increases sales volume and reduce the unit cost of production & thus the prices reduce & it benefits consumers.

**(v) Increase knowledge-** Sales promotion increases the knowledge of the consumers with regard to the uses, operation & maintenance of the product.

**(vi) Provide higher standard of living.**

**(vii) Buying confidence-** Sales promotion tools provide the consumers an opportunity to understand the product. This creates a buying confidence among consumers. They may take better buying decisions which ultimately increases their satisfaction level.



(viii) Minimize exploitation- The promotional plan creates a better knowledge about the products, their uses & quality. As a result, the seller can't exploit the consumers.

## 2. Importance to producers:-

(i) Increase in sales- Sales promotion attract consumers & stimulate them to make larger purchaser.

(ii) Improve effectiveness of Media Activities- the sales promotions plans make the advertisement & other media activities more effective to achieve the sales largest these give pulling power to ads.

(iii) Help personal selling- sales promotions supports personal selling process the salespersons can use demonstrations , distributions to free samples , contest methods to push the sales. Sales promotion aimed at company's own sales force might motivate salesmen to get new costumers, selling a product.

(iv) Increase regular sales & seasonal products.

(v) It helps in increasing goodwill of the firm.

(vi) The various promotional incentives offered to the dealers help to achieve cooperation from them to sale the products & to maintain maximum stock with them.

(vii) It is an effective step to face the competition.

(viii) It helps in increasing the demand of new products.

(ix) It helps in maintaining existing customers.

(x) It creates a trusting attitude among customers. Free sample & functional demonstrations creates a faith in the use of merchandise which results in longer sales.

## 3.Importance to middlemen / dealers:-

(i) Facilitates longer sale.

(ii) By operating various sales promotional plans, manufacturers provide various type of helps such as rebates, trade discounts, gifts, rewards to dealers & resellers.

(iii) A direct relationship between the dealers & the customers are established through the sales promotion techniques which will continue for a long term.

(iv) As the cost of each deal is reduced the profits of dealers are also increased.

#### **4. Importance to Society/Nation**

(i) Employment opportunities: Many unemployed young men & women get good opportunities to earn their livelihood through sales promotion.

(ii) Helpful for all sections: Under sales promotion, the customers are offered many incentives. Taking advantage of this opportunity, every section of society can purchase things according to their needs and more particularly the customers with weak economic status can fulfil their needs easily.

#### **Q.6 What are the functions performed by a sales promotion department?**

**Ans.** The success of modern business largely depends on the functions of sales promotion department. Sales promotion department becomes more important as there exist a buyers' market in place of a seller's market.

The functions & responsibilities of sales promotions department have been described by Alfered Ghoss & Haughten in 3 ways:

1. To establish coordination with other departments.
2. Assisting functions towards dealers.
3. To motivate the customers.

Usually the sales promotions department undertakes the following functions:-

1. Planning for sales promotion company: The primary function of the sales promotions department is to make long term & short term planning for undertaking promotional programs. This is done by evaluating the various factors such as market condition, level of competition, demand & supply situation etc.

2. Assistance to top executives-The sales promotions department provides various information to top executives & give assistance in related matters for decision making.
3. Coordination & liaison with other departments-The sales promotion department regularly coordinates with other departments such as advertising, sales force management, packaging, publicity etc. The value promotion is coordinated in view of the travelling schedule of salesmen, sales presentation etc. Sales promotion department is also associated with production, finance, training departments of the organization & established coordination with these departments from time to time.
4. Sales promotion research-In order to make sales promotion program more effective , the S.P. department undertakes surveys & evaluates the information gathered to know about the changing values, traditions, culture , consumers behavior & public opinions.
5. Execution of sales promotion program -The sales promotion department also execute programs design for consumers, dealers & the various advertising & promotional agencies, PR officers, distributors & exchange ideas with them. It organizes sales exhibitions, trade fairs, contests etc, from time to time.
6. Provides training to the sales lesson -The sales promotion department trains the salesmen about the company , its products , promotional incentives being gives to buyers. The department also gives introduction about company's policies & plans.
7. Evaluation of sales promotion: sales promotion department evaluates the planned promotional program & with the help of these promotional plans, data are collected & it is analyzed to find out the effectiveness of the program. Consumes survey, consumer panels gives a clear picture of the various sales promotional tools.
8. Assisting dealers / middlemen to make advertising more effective-dealers also deal with advertising of the various products. The sales promotion department helps in producing training to the salesmen, to promote dealer interests etc. The sales promotion department also decides on with best advertising messages, copies & media for their products.

**Q.7 What is the role of sales promotion in shortage economy?**

**Ans.** There are three types of world economy: - developed, developing & under developed (Shortage economy) . In an economy of shortages, the availability of goods & resources are shorter or lesser than their demands.

**Limitations of a shortage economy-**

1. Under developed in economic aspects.
2. Natural resources remain untapped.
3. Restricted development of industrial activities.
4. Lower standard of living of people .
5. Shorter supply of product & resources.
6. Slow growth of capital formation.
7. Limited opportunity for employment.

Economists say that development of economy is possible only when there is increased

sale. Therefore sales promotion is considered to be the tool for stimulating the sale.

Also, in a shortage economy, seller's market is dominant whereby seller takes the advantage of the situation & creates situations of unfair trade practice. Thus, sales promotion can stop this situation of unfair trade practice & thus the economy will grow

through the production of new items copy setting products of new industries & industrial

units & this way the wheel of economy development might move faster & can create a

surplus situation in an economy of shortage.

## Unit – 5

# Types of Sales Promotion

### Q.1 Discuss the promotional tools aimed at internal organization?

**Ans.** Promotional of internal organization concern with the steps to be taken for sound promotional programs. The elements of internal promotion are as follows-

1) **Approval of promotional philosophy:-** The success of a promotional program depends on the attitude of the top management. There for a promotional program requires the approval of the top management. The manager has to make a cost profit analyses so that top management appraise him about the profitability of program.

2) **Product department for marketing:-** Quality of a product is responsible for the success of sales promotion program. As the customers are quality conscious and he always makes a comparison with that of competitors product before taking the final decision of purchase. Therefore the product manager should continuously work on improving the features of the product.

3) **Coordination with advertising department:-**It is the advertising department that make the ground for the sales by giving product knowledge among the distributors as well as potential customers. When the frequency of the advertisement is reduced then the sales promotion's frequency starts increasing. Therefore a co-ordination has to be made with the advertising department.

4) **Coordination with sales department:-** Sales promotion program can be successful if a proper exhibition is established with the sales department. Its includes arranging and organizing sales meetings and conferences, organizing contest, sales exhibition, travelling to sales personal etc.

### Q.2 What are the different sales promotional tools useful for dealers?

**Ans.** These promotional tools are targeted to marketing intermediaries such as

Whole salers, retailers, distributors or agents who stock the manufactures products for sale sales promotion directed at the trade helps push a product into the distribution channel until it reaches customers.

**Here are the most common types of trade promotion tools:-**

1) **Point of purchase displays:-** A manufacturer designed display distributed to retailers who use it to draw the customers attention to product promotions is called as pop displays. Pop includes passion racks, display cartoons, banners, signs, price cards, mechanical product, dispenses etc.

2) **Incentives:** - Incentives to members of trade include awards in the form of travel, cash bonus, gifts etc. another form of trade incentive is referred to as push money. Push money is carried out through a program in which retail sales people are offered a monetary reward for featuring a marketers brand with shoppers.

3) **Trade allowance:** - Trade allowance is probably a discount or deal offered to retailers or whole sales, to encourage them to stock display the manufacturers product Types of allowances offered-

(i)**Advertising allowance:** - In this method, actual expenses or certain percentage to purchases made, are not met by the producer. Instead an allowance is paid to the dealer toward advertising expenses.

(ii) **Promotional allowance:** - Certain items which help in advertising and publicity are distributed to retailers free of cost. Such novelties include pens, calendars, paper weights, bill books, bags, diaries, memo pads etc.

(iii)**Display allowance:-** The producers who don't provide display material to dealers, provide them with display allowances.

(iv)**Buying allowance/Price off allowance:-** The price of allowance is given on purchase made during a specified period of time directly from the producer. This encourages larger purchase from the producer.

(v) **Brand deal allowance:** - Such allowances are given to those middlemen who deal exclusively with a single brand.

(vi)**Buy back allowance:-** It is a sum of money given to the reseller for each unit brought after an initial deal is over.

4) **Sales training program:** - Another form of dealer promotional tool is sales training program. Salesmen at the retail level need to be trained about the features of the product, benefits, advantages of different models/brands etc. cosmetics, appliances, computers, electronic products are examples for which consumer rely on trained sales staff.



5) **Trade shows:-** Trade shows are certain activities designed where manufacturer can display their products to current as well as prospective buyers. They are attended by retailers to distributors and involve demonstrating products, identifying prospects and gathering customers. Trade shows are particularly valuable when a new product is introduced in to the market many companies use trade shows to entertain key customers and to develop and maintain relationship with them.

6) **Cooperative advertising:-** In this method the dealer and the producer both jointly share the expenses of advertising. Either the producer may bear a fixed amount of the advertising expenses or certain percentage to the purchase made by the dealer in a year.

7) **Free merchandise:-** Free merchandise is sometimes offered to resellers who purchase stated quantities of the same or different products.

8) **Sales contests:-** Sales contests are organized for dealers also on the basis of highest sales achieved by dealers during a specific time period. Prizes, certificates are issued to such dealers and such contest hence motivates the dealer for longer purchases.

9) **Retailer kits:-** Materials that support retailers selling efforts are retailer kits. The kits contain supporting information such as detailed product specification; ad slicks- print ads that are ready to be sent to the local print media.

10) **Advertising and display aids:-** Some of the aids are –

(i) **Local news paper advertising:-** Advertisements in local news paper specifying name, contact no. and address of dealers, helps the people to know about the dealers in town.

(ii) **Direct mail advertising:-** In this the producer sends various advertising and publicity material to dealer by mail. This includes reply cards, calendars, diaries, folders, house magazines, order book, hand bills etc.

(iii) **Outdoor advertising:-** Producers provide banners, sign boards, posters, bill boards, holdings to dealers at their own cost.

(iv) **Organizing fashion shows:-** Some companies organize fashion shows in big cities to promote their products. This is also an encouragement to dealers.

11) **Sales assistance:-**

(i) **Building up sales plan:-** Producers extend help and express

knowledge to wholesalers and retailers in building up sales plan, formulating strategies & sales program. This helps the dealers to increase their selling skills.

(ii) **Sales meetings:** - Producers organize sales meeting for distributors to provide knowledge about new products, sales policies and sales plan.

(iii) **Buy back guarantee:** - Producers sometimes give buy back guarantee to dealers for the goods that have not been sold by them. Thus goods are sold to dealers on sell or return condition.

(iv) **Special trade terms:-** Middlemen/Dealers are encouraged by special trade terms which may be related to price, payment, credit, allowance, financial assistance balance of stock etc.

(v) **Special services:-** Producers also offer special services to dealers which include packaging, categorization of products, dealer listing.

(vi) **Credit facilities:-** Producers provide short term credit facility to dealers to motivate them to have maximum stock of the goods.

12) **Management assistance:-** It includes –

(i) Providing knowledge about management techniques.

(ii) Advice towards policy matters.

(iii) Guidance in setting up internal organization.

(iv) Sales management process.

### **Q.3 What are the different tools of sales promotion for consumer promotion?**

**Ans.** This sales promotion is aimed at final consumer or users. Consumer sales promotion used by retailers are aimed at attracting customers to specific locations. The consumer promotion tools are-

1) **Sample-Samples** are offer of a trial amount of a product generally 84% consumer package goods marketers use sampling as part of their promotion strategy. by offering free samples , a company gains entry into that market , soaps , detergents , toothpastes, shampoos, conditioners are examples of few products that are normally popularized through free samples. Free samples are distributed for several reasons: To stimulate trial of a product to increase sales volume in the early stages of PLC, to obtain desirable distribution. The samples can be distributed through in store sampling (food products and cosmetics), door to door sampling, mail sampling, (through postal service), news paper sampling, mobile sampling, on package sampling, professional sampling(drugs).

2) **Premiums:** - Premiums are goods offered either free or at low cost or an incentive to buy the product. Premiums are offered as bonus, prize, gifts or other

free offers. Premium can be used to boost sales to attract competitor's customers, introduces different products.

**E.g.:-** Aqua fresh toothpaste- At the launching of Aqua fresh toothpaste offered two tubes at the price of one.

Colgate offered 125gm. tube for the price of 100 gm.

Santro- book year Santro today & take home a world space Hitachi digital radio receiver worth Rs. 4990/- free.

3) **Contests:-** Contests of various kinds constitute widely used sales promotion tools. There are consumer contest which are open for all, consumer contest are given wide publicity to attract the participation of the widely scattered consumer base. consumer contest take a variety of forms- Quiz contests, beauty contest, car rallies, scooter rallies, suggesting a logo etc. Contests can be divided in to 2 broad categories- Skill competition & sweepstakes. One form of sweepstakes is a game & scratch off cards with instant winners & prizes are an important promotional tool. E.g.:

(i) Nescafe shake contest – Nescafe shake contest offered Rs. 5 lacks as total prize money with Rs. 1 lack for the first prize. The total number of prizes ran to 21000. The contest had a specific objective to make consumers aware of Nescafe as a cool summer drunk in addition to this traditional image of a hot beverage.

(ii) Cadbury's family contest- Cadbury announced fabulous prizes round the world, economy class are ticket for two adults & two children plus Rs. 1 lack in prize money. The participant has to submit a minimum no. of cadbury's wrappers & coin a jingle to participate in the contest. The campaign helped to increase the sales.

(iii) Lakme – Create your own shade contest – Lakme lever held the to elle 18, Create your own shade contest for the target audience of elle 18 range of colors cosmetics & fragrances. The participants were required to create own shades. The winner created a sparkling blue shade & later Lakme launched the new shade in the market.

(iv) Pepsi contest for children – Pepsi ran a contest among children to promote its potato chips brand ruffles. Nearly 500 children from a school were collected 30 of them were picked to speak for a minute the winners were given ruffles. Pepsi had covered 250 schools and 125000 students across the country spending Rs. 2 lacks only.

4) **Demonstration:-** Companies resort to product demonstration for sales promotion especially when they are coming up. With a product new to the market. In India products like beverages, washing powders, electronic product have utilized product demonstration as a tool of sales promotion. it may be-

- (i) Demonstration at retail store.
- (ii) School demonstration.
- (iii) Door to door demonstration.
- (iv) Demonstrations to key people.

5) **Coupons:-** Coupons are certificates which offer reductions to consumers for specified items. Coupons distributed through newspaper, magazine advertisement or by direct mail. Coupons facilitates the customer to exploit the bargain and they also serve as an inducement to the trade for stocking the items.

**Types of coupons-**

- (i) Instant redemption coupon- Consumers can immediately redeem the coupon.
- (ii) Bonus back coupon- Coupons can be placed inside packages so that customer can't redeem them quickly.
- (iii) Scanner delivered coupon- Firm can issue coupons at the cash register. These are triggered by an item being scanned.
- (iv) Cross ruffling- It is the placement of a coupon for one product on another product. E.g. a coupon for an onion sauce placed on a package of potato chips is a cross scuffling coupon.
- (v) Free standing inserts coupons can be delivered to consumers through news paper
- (vi) In store couponing- Coupons are distributed in a retail environment.

6) Trade fairs and exhibitions they form one of the oldest practices of sales promotion. Trade fair & exhibition provide companies with the opportunity for introducing and displaying their products. This brings the company's product and the consumers direct contact with each other. Trade fairs have become a handy and effective tool of sales promotion. Orders and enquiries worth billions get generated at international trade fairs.

7) Discounts and price of E.g. 20% off on levis 10% on Tanishq.

8) Free gifts/Gift cards- Companies also give gifts to consumers, dealers and key people. These gifts include pens, diaries, table, decoration. Gifts normally carry the company's name and logo. The gifts are intended to create goodwill towards the company.

9) Exchange schemes/Money back offers- This is the latest sales promotion tool in consumer goods market. E.g. Akai exchange scheme- Bring in your old colour TV with remote. Videocon money back offer.

Philips- 5 in 1 offer.- Philips TV, 2 in 1, Mixer, grinder, rice cooker at an attractive price. Sponsoring the games and teams- Many companies like reliance, Pepsi, Pantaloons, Maruti sponsor different games and sports in the country and abroad.

#### **Q.4 What are the tools of sales promotion used for business and industrial goods?**

**Ans.** Sales promotion is targeted for business and industrial goods also Industrial products differ with that of consumer goods. The tools which are used are-

1) **Trade shows:-** The industrial products are displayed and demonstrated to the members of trade and industry. The representatives explain about the products. The trade shows can be useful for smaller firms which can't much in advertising and also salesman can make for more contacts. Trade shows are important rules for reaching potential wholesalers & distributor's for a company brand.

2) **Business gifts:-** These gifts are given as a part of building and maintaining a close working relationship with suppliers business gifts may include small items of jewellery, watch, electronic items, expensive trips.

3) **Trial offers:-** Trial offers are particularly well suited to the business and industrial market. Trial offers provide a way for buyers to lower the risks of making a commitment to one brand over another. Trial offer is a good way to attract new customers who need a reason to try something new.

4) **Frequency program:-** high degree of travel associated with many business professionals make frequency programs and an ideal form of sales promotion for the business and industrial markets. This can be used in airline, hotel and other industries.

5) **Coupons:-** Coupons are used in business to business sector. Coupons must reach the hands of a purchasing agent or someone who has the authority to make decision.

6) **Contest and sweepstakes:-** As like in consumer promotional methods. Customer methods. Business buyers are also interested in winning prizes as are customers in other situations.



7) **Sampling**:-- Sampling is an excellent method to encourage a business to buy a product. E.g. producing a sample in the area of process materials has the advantage of giving the engineers an opportunity to analyze the materials to see if it meets their standards. Through analysis they may find that the material is actually superior to the product they currently use.

8) **Bonus picks**: - offering a prospective a bonus pack may attract new users as price is a negotiated item in our B2B sector price of discount can be offered by vendors seeking to obtain a new business contract.

9) **Other tools**:-- They may include demonstrations, free training, warranties, credit faculties maintenance services, films, publicities and audio visual aids.

## Case Studies

### CASE -1

#### Nike's "Just Do It" Advertising Campaign

According to Nike company lore, one of the most famous and easily recognized slogans in advertising history was coined at a 1988 meeting of Nike's ad agency Wieden and Kennedy and a group of Nike employees. Dan Weiden, speaking admiringly of Nike's can-do attitude, reportedly said, "You Nike guys, you just do it." The rest, as they say, is (advertising) history.

After stumbling badly against archrival Reebok in the 1980s, Nike rose about as high and fast in the '90s as any company can. It took on a new religion of brand consciousness and broke advertising sound barriers with its indelible Swoosh, "Just Do It" slogan and deified sports figures. Nike managed the deftest of marketing tricks: to be both anti-establishment and mass market, to the tune of \$9.2 billion dollars in sales in 1997.—Jolie Soloman "When Nike Goes Cold" *Newsweek*, March 30, 1998 The Nike brand has become so strong as to place it in the rarified air of recession-proof consumer branded giants, in the company of Coca-Cola, Gillette and Proctor & Gamble. Brand management is one of Nike's



many strengths. Consumers are willing to pay more for brands that they judge to be superior in quality, style and reliability. A strong brand allows its owner to expand market share, command higher prices and generate more revenue than its competitors. With its “Just Do It” campaign and strong product, Nike was able to increase its share of the domestic sport-shoe business from 18 percent to 43 percent, from \$877 million in worldwide sales to \$9.2 billion in the ten years between 1988 and 1998. Nike spent \$300 million on overseas advertising alone; most of it centered around the “Just Do It” campaign. The success of the campaign is that much more remarkable when one considers that an estimated 80 percent of the sneakers sold in the U.S. are never used for the activities for which they have been designed. Nike’s marketing tactics in the ‘80s, and in particular its campaign against Reebok, gambled on the idea that the public would accept sneakers as fashion statements. Nike later cashed in on the jogging/fitness craze of the mid 1980s, during which its “Just Do It” campaign expanded to attract the female and teenage consumer, in addition to the stalwart 18 – 40-year-old male consumer. (Nike was losing ground to Reebok during this time, thanks to the explosion of RES3:990108 2 aerobics.) Phil Knight, the founder and CEO of Nike, suffused his company and ads with the idea of the intense, inwardly focused competitor. The ads rarely focused on the product itself, but on the person wearing the product.

Heroes and hero worship abound on the Nike campus in Beaverton, Oregon. The “Just Do It” campaign seemed to capture the corporate philosophy of grit, determination and passion, but also infused it with something hitherto unknown in Nike ads—humor. Nike had always been known for its “detached, determined, unsentimental” attitude. “In a word, [Nike is] cool.” The new ads retained that attitude, but several of the original 12 “Just Do It” ads incorporate jokes, explicit and implicit, to make their point. The Bo Jackson ad stands out. Jackson is seen working out at several different activities, joking while on a bike machine, “Now when is that Tour de France thing?” and after slam dunking a basketball contemplates “Air Bo.” “I like the sound of that,” he says. The “Just Do It” campaign received mixed ratings, ranging from “an instant classic” to “sociopathic.” One critic went so far as to say the ads were “an impatientbordering- on-contemptuous exhortation to the masses. Cool is one thing. Poverty of warmth is another.” Eventually the campaign was credited with embracing not just resolve and purpose, but also the “beauty, drama and moral uplift of sport—even, every now and then, fun.” Linking the Campaign to Consumer Needs

Through its “Just Do It” campaign, Nike was able to tap into the fitness craze of the 1980s. Reebok was sweeping the aerobics race and gaining huge market share

in the sneaker business. Nike responded to that by releasing a tough, take-no-prisoners ad campaign that practically shamed people into exercising, and more importantly, to exercising in Nikes. The “Just Do It” campaign was also effective in reassuring consumers that the brand they picked, Nike, was a quality brand. This was most effectively portrayed by celebrity sports figures such as Bo Jackson, John McEnroe and later, Michael Jordan. If Michael Jordan can play an entire NBA season in a pair of Nikes, certainly the average weekend warrior can trust the shoes’ durability. Celebrity endorsements also appealed to the consumers’ sense of belonging and “hipness,” as Nike became a self-fulfilling image prophecy: if you want to be hip, wear Nike; if you are hip, you are probably wearing Nike. The “Just Do It” campaign was able to turn sweaty, pain-ridden, time-consuming exercise in Nike sneakers into something sexy and exciting. Perhaps most importantly, even those who were not in fact exercising in Nikes (the vast majority) still wanted to own them. By focusing on the aura and image conveyed by the fitness culture, Nike was able to attract those who wanted the image without incurring the pain. Linking the Campaign to Strategy Nike was in a tough spot in the late 1970’s. It was being swamped by Reebok’s quick initiative on designing aerobics shoes and needed to respond dramatically and forcefully. It could be argued that the “Just Do It” campaign was not only about sneakers but about Nike’s own renaissance. No longer content to be the choice running shoe of a few thousand marathoners and exercise nuts, Nike wanted to expand its operation to target every American, regardless of age, gender or physical-fitness level. “Just Do It” succeeded in that it convinced Americans that wearing Nikes for every part of your life was smart (the shoes are designed for comfort) and hip (everyone else is wearing them, you too can belong to this group.) Nike took its own advice and “Just Did It” by directly attacking Reebok in the sport-shoe market.

#### Why Was the Campaign Successful?

The timing of this campaign could not have been better. Americans were buying exercise equipment at a record pace in the mid 1980s, and body worship was at an all time high. Nike tapped into consumers’ desire for a healthy lifestyle by packaging it into a pair of \$80 sneakers. The ads were often humorous, appealing to the cynic in all of us, while imploring consumers to take charge of their physical fitness. The ads made starting an exercise regime seem like a necessity, and the way to start exercising was to buy Nike merchandise. More importantly, by owning Nikes you were instantly a member of a desirable group. The campaign was easily identifiable (to the point that Nike eventually did not even bother to display the word “Nike” in commercials—the swoosh was enough) and stayed true to its message.

\$10, 000 will be directed at radio advertising. Internet advertising transactional and informational website will have a total budget of \$75,000 sales promotion plus trade shows that will be aimed at advertising the product through direct contact with the clients will total to \$880,000. Direct mail that will be sent to selected clients as a way of advertisement plus brochures and collateral material will amount to \$90,000. The money that will be used in direct staffing of both promotional and other staff members will amount to \$165,000. The budget allocated to this department will be used to see to it that the products are well advertised within the country and community (Kerin & Peterson, 2007).

## Case Study 2: How Colgate Used Online Video, Social Media and Mobile to Drive Engagement and Purchase Intent

**Colgate-Palmolive had a unique marketing challenge** in launching Colgate Wisp, its new mini disposable toothbrush. Colgate began introducing the mini brush in April 2009 with help from Big Fuel, a social media marketing agency. The mini brush created a new product category for Colgate and meant marketing to a young, urban target—18- to 25-year-old men and women—a demographic the personal care giant doesn't typically focus dedicated attention on. It was clear that the company needed to figure out how to introduce the product into relevant conversations and contexts where its college student and young professional target hangs out.

**Challenge:** Colgate wanted to get Wisp into the hands of young, urban consumers who are active daters. The audience is active and mobile and dating opportunities can be created in an instant via text. "Wisp is almost a brand new product category," said Avi Savar, Founding Partner and CEO of Big Fuel. "It's an on-the-go product. The biggest challenge for us was making the product and brand relevant to the young consumer market."

Not surprisingly, Colgate turned to social media to help it launch a multi-pronged campaign. But who wants to "friend" or follow a disposable toothbrush on Facebook? Colgate and Big Fuel tackled the challenge by conducting a lot of

research. Big Fuel worked up several creative strategies and testing the concepts. “We wanted to know, what does this product represent or mean to the audience?” Savar said.

Typically, Colgate talks to moms, but with Wisp, the marketer knew it needed unique social media components to introduce the product and seed interest. Big Fuel worked closely with Y&R and VML, Colgate’s creative and digital agencies respectively on the TV campaign, microsite, online banners and social media elements.

**Strategy:** Big Fuel came up with a “Be More Kissable” creative platform that positioned Colgate Wisp as a kind of technology advancement that it believed would connect with the target audience. The idea centered around self-confidence: “Everyone wants to be more kissable not just within the context of a physical kiss, but all the time. Feeling kissable is about feeling confident. From a social media standpoint, we thought it was a good platform,” Savar explained. Colgate thought so too.

The concept, one of four that Big Fuel developed, was tested in four different markets. The linchpin involved creating irreverent online video content and syndicating it on YouTube and other video-sharing hubs. Along with a strategy focus on online video, Colgate Wisp developed a Facebook application and a Be the Face of Wisp photo contest.

At the heart of the strategy—online video. Big Fuel developed a series of viral videos, partnering with eight different publishers including CollegeHumor and YourTango and Web celebrities like Kip Kay, known for his how-to and prank videos, to syndicate the content. It released eight wacky videos targeting niche interests among the target audience, contextually integrating Colgate Wisp into how-to, comedy and talkshow-genre video content. The goal was to achieve a seamless content integration with no heavy brand sell. Online video syndication offered Colgate the potential to scale its vast consumer target.

The photo contest sought to identify the most kissable person in America: Participants who entered the contest uploaded a photo to colgatewisp.com and received a widget that enabled friends to vote for them. The widget was shared via the Facebook and MySpace networks and via the microsite. “It was like a syndicated version of ‘Are you hot or not?’”, Savar said.

Big Fuel turned the contest into a social experience by enabling the widget to syndicate the photo content. Participants uploaded their photo, chose a specific Wisp color and placed it in the photo as an overlay. The contest enabled segmentation by geographic area as well. For example, when a man entered the contest, he could choose to look only at women in Chicago who entered the contest and decide whether they were kissable or not. On average, Big Fuel



reports that there were 11 votes cast per person or one individual voting on 11 different people.

To drive brand engagement further, Big Fuel created a Facebook app called Spin the Wisp. Once the app was installed, it had the names of the consumer's Facebook friends. Consumers could have the app randomly pick Facebook friends for the game or they could handpick up to 16 people to fill it. The Wisp landed on exotic locations and flavors—a woman could send a virtual kiss from Paris to her crush. Spin the Wisp became a novel way to flirt.

**Results:** Big Fuel reports that a Real Life Twitter video produced with CollegeHumor netted more than 1.7 million plus views. The video featured man-in-the-street style interviews by a standup comic who walked around blurting out things like: "I just found this new wisp. Anybody want a kiss?"

The Kip Kaye video "Quick Draw Gadget" in which Kip constructs a quick draw gadget out of a Colgate Wisp, has generated more than 1 million views. In total, the eight videos in the "Be More Kissable" series racked up more than 4.1 million views on YouTube as of late June 2010.

The two most recent videos for Colgate Wisp are College Humor POV "New Year's Eve" which logged 1,255,872 views and Michelle Phan's "Kissable Lips" video which has 1,791,352 views as of late June. All the videos were seeded on multiple video-sharing sites.

The game saw a 10% click-through rate. Each time someone received a virtual kiss, they got a notification that appeared on their wall. The 10% click-through rate was based on the total number engagements vis-à-vis the notifications.

The average number of spins per install on Spin the Wisp was 7.6. There were more than 100,000 engagements and 40,000 + installations of the widget and more than 1 million unique impressions of the widget. There were 500,000 views of a faux Wisp infomercial.

Overall, as of May, 2010, Big Fuel reported 6 million+ total engagements with the Wisp campaign (widget installs, video views, game plays, pass-alongs). Big Fuel considered "engagement" as active participation, meaning someone played the game, shared it, watched a video—there was a 10-second minimum on viewing—and commented on a video, Savar said.

**Key Takeaways:** Colgate learned the value of what an engagement is, according to Savar. "It was the first time they ever measured anything based on engagements. They are accustomed to the number of impressions."

Now, Colgate is working to extend the engagement metric to its more mature brands. The brand has begun to understand what the value of video, game and other content is vs. framing content only within the context of an ad buy, Savar explained.

While the campaign was in the market for four months, the videos and game continue to run.

**Next Steps:** Colgate has moved forward with content marketing and social marketing for others of its product brands. Colgate shot new videos for the Wisp product site and two additional viral video. The brand says it's looking to turn customers into audiences and its brands into social identities.

The following mini-cases provide examples of businesses that have taken a decision to re-brand an existing product in an attempt to boost sales or reposition the brand in the eyes of the customer:

### **Sunny Delight re-launches with SClub**

Procter & Gamble (P&G) has signed up pop group SClub (formerly S Club 7) for a £2m summer promotion for fruit drink brand Sunny Delight. The partnership with SClub is the cornerstone of a £12m Sunny Delight re-launch in 2002. It is the first celebrity tie-up for the brand.

Buyers who save eight labels from Sunny Delight products will be able to send off for an exclusive SClub CD. The CD includes a new track called Hey Kitty, taken from the next SClub album, and also features interviews with the band recorded for Sunny Delight on the set of the SClub television programme.

The promotion will be supported by a TV advertising campaign also featuring SClub, and an SMS text messaging campaign.

Why has P&G needed to re-launch Sunny Delight? P&G were required to reformulate Sunny Delight after a 35 per cent drop in sales following comments from the Food Commission over the effect of the brand on children's health and criticism that the product was packaged to look like a fruit juice.

The new Sunny Delight will be available in four sugar-free flavours and its packaging has been redesigned.

### **Lego axes sub-brands by re-branding its entire product range**

Lego is re-branding its entire product range and introducing a new slogan to simplify what the Lego brand stands for. Lego says that in the past, consumers have been confused by the different sub-brands, such as Lego Technic, Duplo and Primo, and not realised that they were all part of the Lego group.

From the start of 2003 all products will be grouped under four new categories:

- Explore
- Make&Create
- Stories&Action
- Nex

Each of these new categories will be represented by their own set of colours.

The new product structure replaces the previous branding structure which largely categorised Lego products by target age range.



At the same time, a new slogan called "Play on", will come into effect, replacing "Just Imagine". It is meant to represent the five values behind Lego: creativity, imagination, learning, fun and quality.

Lego also plans to open a chain of branded retail stores, beginning with one in Cologne and a second in Milton Keynes.

#### **AA re-brands to emphasise the width of its product range**

The AA (formerly the Automobile Association) has announced that it intends to spend £22million on re-branding aimed at emphasising the width of its product range.

In an effort to be seen as more than just an emergency breakdown service, the AA wants to re-position itself as a multi-product business.

As part of the re-launch, a £12m advertising campaign will use the strap line "Just ask". The advertising campaign will explain to consumers that the AA provides 160 different products and services, including insurance, car servicing, maps and travel books.

The new "Just Ask" strap line will be carried on all the AA's communication, including its web site, membership cards and direct mail.

The positioning will encourage the cross-selling of AA products, and the company's call centres have been given technology to enable them to sell and answer customer queries on all AA products.

The AA's previous strap line was "To our members we're the fourth emergency service."

### **Case-3**

#### **Coca-Cola to re-brand 'diet' fizzy drinks**

Coca-Cola in the UK is poised to change the brand names of Diet Fanta and Diet Dr Pepper to Fanta Light and Dr Pepper Light.

The company is also launching a Fanta Icy Lemon Light variant in the UK before the end of the year, which observers believe could be the springboard for the change.

The re-branding is designed to bring Coca-Cola's UK product range in line with branding across the rest of Europe. However, Diet Coke is expected to retain its name as significant money has been invested in establishing the brand since its UK launch in 1983.

Coca-Cola spent more than £4m on Diet Coke in the year to June 2002 (Source: Nielsen Media Research). The brand is called Coca-Cola Light in France,

Belgium and other European countries. Coca-Cola brands Lilt and Sprite already have "light"-branded variants in the UK.

A sales promotion was launched for the Diet Coke brand in August featuring an instant-win, top prize of £100,000. All Diet Coke bottles are coloured silver for the campaign and it has been supported with outdoor and press advertising.

#### case study-Coca Cola

Coca-Cola is, arguably, the world's most recognized brand, although Google and Nokia will likely close in soon. And this 122 years old, it is definitely an iconic brand, defined for the purpose of this story as one that has simply stood the test of time.

Still—although it is valued at \$65 billion (around Rs2.77 trillion) by UK brand consultancy Interbrand Corp.—Coca-Cola is not an iconic brand in India. In its present avatar, it is just 16 years old in the country, which it re-entered in 1992.

But CocaCola does own an iconic brand in India, Thums Up.

“Thums Up’s invincibility underscores the fact that while some brands are glorious, some are truly iconic,” says Y.L.R. Moorthi, professor of marketing at the Indian Institute of Management, Bangalore.

Parle-G, Amul, Lifebuoy, Dettol, and Horlicks are some other brands that enjoy the same inviolable relationship with at least some consumers. Age, competition, brand clutter and changing consumption culture have not been able to dent their equity among loyalists.

To be sure, every brand aspires to be an iconic brand, but only a few achieve the goal. “If there was a sure shot formula to building an iconic brand, every brand manager would follow it to the hilt,” says Nabankur Gupta, founder CEO of Mumbai-based consultancy Nobby Brand Architects and Strategic Marketing Consultants. After all, which company wouldn’t want its brand to live forever?

The process of creating an iconic brand is more intuitive than definitive, say brand experts. Yet, there are some attributes that are common to all iconic brands. They fulfil all the needs of their consumers—physical aspirations, functional requirements or emotional needs—and they do it with consistency.

In the process, their custody shifts from the hands of the company to their consumers. “Every iconic brand is perceived as ‘my brand’ by its consumers.

It is they who own the brand, not some branding whizz-kid,” says Prasoos Joshi, executive chairman of advertising agency McCann Erickson India.

Thus, even when a company that owns an iconic brand runs into trouble and finds itself in a position where it is unable to spend as much time, money and effort on the brand as it should, the brand doesn't suffer much. Loyal consumers continue to relate to the brand even if there hasn't been an effective advertising campaign that reinforces the brand's benefits. And they continue to buy into the brand.

That explains why some iconic brands, such as the Ambassador, retain their lustre, albeit for a limited group of customers.

## Case -4 Study Brand - Dettol

**History:** Owned by Reckitt Benckiser India Ltd

**Status:** A legacy brand, it was launched in India in 1932. Dettol has become the generic name for the liquid antiseptic products category and enjoys 85% market share in the segment. The brand today is present in various segments such as soaps, hand wash, shaving creams and plasters.

**Brand story:** Despite its first mover advantage, it did not become a household name from the word go. To break into the consumer space, the company launched an aggressive advertising campaign in 1960.

“By 1970, 4.7 million Dettol bottles were sold and, over the next one decade, the brand had penetrated into 40% of urban households in India,” says Chander Mohan Sethi, chairman and managing director, Reckitt Benckiser India.

Dettol's reign in the market, though, has not been unchallenged. When UK-based consumer products company ICI Plc. brought its flagship brand Savlon to India, recalls Sethi, Reckitt Benckiser realized how serious the competition was—and “Dettol went to consumers with even more forceful campaigns”.

In the 2000s, the company's long-standing slogan, Strong enough to protect the ones we love, changed to Dettol, be 100% sure. “As a brand, Dettol has always retained its standing on the anti-germ platform, although its portfolio has

expanded to suit the lifestyle demands of consumers,” says Suman Srivastava, chief executive, Euro RSCG, the advertising agency for Dettol.

## Case Study 5: Brand Parle-G

**History:** Flagship brand of Parle Products Pvt. Ltd

**Status:** Has a market share of 60% in the glucose biscuits category, worth about Rs2,000 crore

**Brand story:** In the hit Bollywood movie Welcome, actor Nana Patekar, in a passing reference to Parle-G, notes that even biscuits command respect and have to be addressed with a ji (a term of respect in Hindi). His remark, while made in jest, is not far off the mark.

It is a heritage brand. We sell over 25 crore packets every month. That should reflect the stature of the brand,” says Praveen Kulkarni, marketing head at Parle Products Pvt. Ltd.

Parle’s mantra has always been about repositioning the brand without tweaking the look and feel of the product. “The brand is clearly an Indian brand and it straddles all economic strata. The fact that it is a staple for everyone in the house keeps it going,” says Nirvik Singh, chairman and president, Grey Global Group, South and South-East Asia, the agency that handles the Parle-G account.

There was a time when Parle-G’s dominance was threatened by rival brands, especially the Tiger brand from Britannia. “We found out that Tiger was getting stronger in the kids segment, and we decided to change our positioning,” says Kulkarni. Later, when the company sponsored the television show Shaktimaan on Doordarshan, it literally rescued Parle-G.

The brand also had some innovative commercials involving young children with a new punchline, G means Genius, which was an instant hit. While rivals have signed on celebrities, Parle-G has managed to retain its leadership position with just a simple white-and-yellow striped wrapper with a picture of a baby on it. “We don’t need celebrities as the brand equity is so strong,” says Kulkarni.

The biggest concern is that the brand shouldn’t become outdated as it is a historic brand. The brand has managed to retain its leadership position because it has

evolved its campaign with every consumption trend,” says Singh.

The last campaign, Hindustan ki Takat, (the strength of India) is a huge position which no other brand can take so effortlessly.

## Case Study- 6 - Brand Amul the Taste of India

### AMUL- The Taste of India

**History:** Originally marketed by the Kaira District Cooperative Milk Producers’ Union, Anand, it was taken over by the Gujarat Cooperative Milk Marketing Federation (GCMMF) in 1973

**Status:** Has a 15% market share in the Rs15,000 crore milk category, and a 37% share in the Rs900 crore organized ice-cream segment.

Starting with milk and milk powder, the Amul brand today covers a range of dairy products—from chocolates to cheese and, of course, butter

Brand story: If a brand’s value is to be judged by the ease with which it can be recalled, then Amul’s marketing campaign wins hands down.

With its clever use of topical events, Amul’s utterly butterly campaign—it has the distinction of entering the Guinness World Records as the longest running campaign—has won the brand several accolades.

Playing the role of a social observer, its weekly comments have tickled India’s funny bone since 1967, when Sylvester Da Cunha’s irrepressible Amul girl first had her say.

But what’s kept the brand going all these years? “We have changed the packaging, our technology and our approach to marketing based on the changing taste buds of our consumers.

However, the only thing that has helped us sail smoothly is that we have not changed our core values—give the best quality product to the consumer, and the best possible price. It holds true in any era,” says B.M. Vyas, managing director,



GCMMF.

In fact, it is not just the core values at Amul that have remained the same; the core team associated with the brand is still the same. Even the advertising agency hasn't changed, and Da Cunha and FCB Ulka, have played a pivotal role in the growth of Amul.

“This has helped us maintain consistency in our communication. Our strategy of umbrella branding has also helped establish our brand firmly in people's minds. This, despite the fact that we do not spend more than 1% of our turnover for marketing, compared with 7-8% (spent) by most of the food and consumer product companies,” R.S. Sodhi, head of marketing, GCMMF, says.

From Utterly butterly delicious Amul to The Taste of India, Amul continues to be the toast of the country.

Onida brand. The times remain challenging, but the devil and his antics have built a strong equity among consumers.

preferred car for generations of Indians till sleek, powerful beauties took over Indian roads. And its brand ambassadors ranged from the Prime Minister's motorcade to the kali-peelis (black and yellow cabs) that stood, and still do, at every taxi stand.

Hindustan Motors even rolled out a special model to celebrate its 50th anniversary.

The bulging headlights, rounded body and a big bonnet were there, but there were also many new features—reflecting changing consumer preferences and a refusal to die. This is not your grandfather's Ambassador, but features bucket seats, power steering and mobile chargers



## Multiple Choice Questions

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Q-1 Which of these is not a outdoor Media:

- (a) Vehicular Advertising (b) Sandwich Men  
(c) Television (d) Neon Sign

**Ans (c)**

Q-2 Which of these is direct Advertising Media?

- (a) Catalogues (b) Magazine  
(c) Newspaper (d) Radio

**Ans (a)**

Q-3 Envelop Enclosures is which type of advertising

- (a) Indoor Media (b) Direct Advertising Media  
(c) Outdoor Media (d) Internet

**Ans: (c)**

Q-4 Which of these is not current Developments in Advertising

- (a) Brand Advertising (b) Political Advertising  
(c) Corporate advertising (d) Newspaper

**Ans: (d)**

Q-5 Which of these is a Rational/logical Appeal?

- (a) Price (b) Pleasant  
(c) Quality (d) Feature

**Ans: (c)**

Q-6 Which among the following do support that Television is the most powerful tool of advertising?

- (a) Convenient and Flexible (b) Strong impact  
(c) Market coverage (d) All of the above

**Ans. (d)**

Q-7 Which of these is an Advertising Objective?

- (a) To entertain (b) To create humour

(c) To Persuade

(d) To increase Goodwill

**Ans: (a)**

Q-8 Which of these is a type of hidden Advertisement?

(a) Surrogating

(b) Competitive

(c) Comparative

(d) Industrial

**Ans: (a)**

Q-9 They are made of cloths and words are written in colours. They are tied on the top of buildings, road crossings, stadiums and play fields for the publicity of goods are known as:

(a) Neon signs

(b) Banners

(c) Travelling displays

(d) Van advertising

**Ans: (b)**

Q-10 Sales promotion provides advantages to various groups such as:

(a) Consumers

(b) Middlemen

(c) Society

(d) All of the above

**Ans: (d)**

Q-11 Which of these are Ethical issues in Marketing Communication?

(a) Marketing Perpetuates Stereotyping

(b) Marketer use fair tactics

(c) No deceptive practices done by Salespeople

(d) It don't overemphasizes materialism

**Ans: (a)**

Q-12 What is the full form of ASCI

(a) Advertising System Council of India

(b) Advertising Standard council of India

(c) Advertising System Concepts of India

(d) Advertising Securities Council of India

**Ans: (b)**

Q-13 What is DAGMAR ?

(a) Marketing Communication Model

(b) Marketing Mix Model

(c) Marketing Strategy

(d) Marketing Promotion to 01

**Ans: (a)**

Q-14 What is the full form of (FCB) Model?

- (a) Foat , cane & Bending
- (b) Float , cast & Blending
- (c) Foote, Cone and Belding
- (d) None of these

**Ans: (c)**

Q-15 What is full form of AIDA Model?

- (a) Attention , Interest, Desire Action
- (b) Aware , innovation, Desire, Assumption
- (c) Ample, Innovation , Deep, Action
- (d) None of these

**Ans:(a)**

Q-16 Which of these is a method used to compensate advertising Agencies

- (a) Commission Plus Method
- (b) Incentive Fee Arrangement
- (c) Percentage Charges
- (d) Speculative Comm.Plus Agree.

**Ans :(a)**

Q-17 Which of these is an example of pride Appeal?

- (a) Raymonds
- (b) Insurance
- (c) 5-Star
- (d) Sleepwell

**Ans: (a)**

Q-18 Which of these is an example of teaser advertisement?

- (a) Nescafe
- (b) Mountain Dew
- (c) Complain
- (d) Tata tea

**Ans:(a)**

Q-19 Trade fair is which type of advertising

- (a) Direct Advertising
- (b) Outdoor Media
- (c) Indor Media
- (d) Display Advertising

**Ans: (d)**

Q-20 What is the full form of (TRPs)

- (a) Target Rating Points
- (b) Time Revision Points
- (c) Test Rating Paper
- (d) None of these

**Ans: (a)**

# Key Terms

## **Advertising**

"Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media"

## **Marketing communications**

Marketing communications (or marcom) consists of the messages and related media used to communicate with a market. Those who practice advertising, branding, direct marketing, graphic design, marketing, packaging, promotion, publicity, public relations, sales, and sales promotion are termed marketing communicators, marketing communications managers, or more briefly as marcom managers.

**Trade allowance:** - Trade allowance is probably a discount or deal offered to retailers or whole sales, to encourage them to stock display the manufacturers product .

## **Consumer Orientation**

Consumer Orientation is the focus on meeting the needs of one's customers, internal or external. This service establishes specific customer satisfaction standards and actively monitors client satisfaction, taking steps to clarify and meet customer needs and expectations (both expressed and unexpressed). At lower levels the service involves courteous and timely responsiveness to the requests of customers, while at the higher levels, it involves developing the relationship of partner and trusted advisor.

**Display advertising** is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items.

## **Stereotyping**

Stereotyping refers to portraying men or women in a particular role, with a negative image. Advertisements targeted at children are considered unethical as children are not capable of processing the given information.

## **Marketing**

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

**Electric Light Signs:** Sign-boards illuminated by electricity can be seen in large number in cities. They are presented with attractive letters and coloured bulbs.

**Stuffers** – It gives detailed specifications of a wide range of products. It is a means of amplify the sales letter by providing illustrations.

### **Compensation**

Compensation is the remuneration received by an employee in return for his/her contribution to the organization..

### **Target market**

A target market or target audience is a group of people that will basically need or want your products and services. Target market is defined in terms of age, sexual orientation, gender, economic class, religion, ethnicity, or location. This socio-economic grouping process actually allows businesses to create profiles of the typical consumers who will likely buy the products of our company.

### **Print advertising**

Print advertising definition usually refers to the techniques and practices used to bring products, services, opinions, or causes to public notice via flyers, newspapers, magazines, catalogs, or mailers for the purpose of persuading the reader to respond in a certain way.

### **Electronic advertising**

Electronic advertising form of advertising that uses the Internet and World Wide Web in order to deliver marketing messages and attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

### **Outdoor Advertising**

Any advertising done outdoors that publicizes your business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location.

### **Direct Mail Advertising**

It is the oldest medium of advertising. It is the way of sending sales messages directly to the customers through post, salesmen or dealers etc.

A marketing effort that uses a mail service to deliver a promotional printed piece to our target audience.

### **Radio Advertising**

Radio advertising is described as “word of mouth advertising on a large scale”. It appeals through the ears. Now-a-days all radio stations all over the world broadcast commercial advertising. The advertisers prepare the programme before hand keeping in view interests of the listeners.

### **Television Advertising**

It is the latest and novel method of advertising. It provides the coordination of sound, sight, motion and immediacy that no other medium provides. It combines radio, movies and theatre. It is a colourful presentation. In this medium, salesman can present and demonstrate the product.

**Cooperative advertising:-** In this method the dealer and the producer both jointly share the expenses of advertising. Either the producer may bear a fix amount of the advertising expenses or certain percentage to the purchase made by the dealer in a year.

**Free merchandise:-** Free merchandise is sometimes offered to resellers who purchase stated quantities of the same or different products.

**Sales contests:-** Sales contests are organized for dealers also on the basis of highest sales achieved by dealers during a specific time period. Prizes, certificates are issued to such dealers and such contest hence motivates the dealer for longer purchases.

### **Video Advertising**

This medium has grown rapidly in advertising circles. Video commercial films are produced to make publicity of products.

### **Cable TV Advertising**

Cable TV has opened up various avenues for the advertisers to promote their products. It is in the form of spots sold to national advertisers on programming on networks.

### **Moral Appeals**

Moral appeals are directed to the consumers' sense of what is right and proper. These are often used to exhort people to support social and ethical causes.

### **Media**



Media takes many forms in our world today. Newspaper, television, printed matter and radio are all forms of media. We can use any form of media to express our ideas and present our opinions to the public. The dictionary defines media as all the means of communication, as newspapers, radio, and TV, that provide the public with news, entertainment, etc., usually along with advertising. Essentially, that means almost anything can be media as long as it is watched.

**Media Strategy**

The plan of action an advertiser uses to bring advertising messages to the attention of consumers through a particular media and vehicle.



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