

PRINCIPLES OF Marketing

Chapter Fifteen

Advertising and Public Relations



Advertising and Public Relations

Topic Outline

Advertising

- Objectives
- Budget
- Strategy
- Effectives

Public Relations

- Role and impact
- Tools



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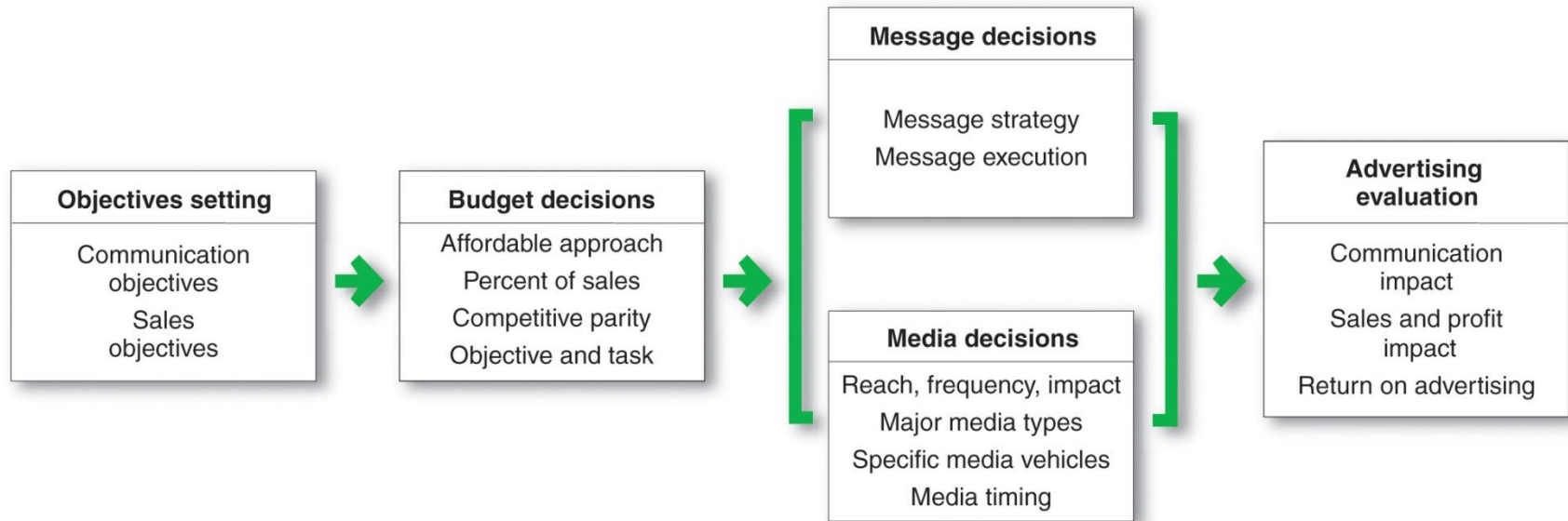
Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor



Advertising

Developing and Advertising Programs



Advertising

Setting Advertising Objectives

An **advertising objective** is a specific communication task to be accomplished with a specific target audience during a specific time

Objectives are classified by primary purpose

- Inform
- Persuade
- Remind



Advertising

Setting Advertising Objectives

Informative advertising is used when introducing a new product category; the objective is to build primary demand

Comparative advertising directly or indirectly compares the brand with one or more other brands

Persuasive advertising is important with increased competition to build selective demand

Reminder advertising is important with mature products to help maintain customer relationships and keep customers thinking about the product



Table 15.1

Possible Advertising Objectives

● TABLE | 15.1 Possible Advertising Objectives

The overall advertising goal is to help build customer relationships by communicating customer value.

Informative Advertising

Communicating customer value	Suggesting new uses for a product
Building a brand and company image	Informing the market of a price change
Telling the market about a new product	Describing available services and support
Explaining how the product works	Correcting false impressions

Persuasive Advertising

Building brand preference	Persuading customers to purchase now
Encouraging switching to your brand	Persuading customers to receive a sales call
Changing customer's perception of product value	Convincing customers to tell others about the brand

Reminder Advertising

Maintaining customer relationships	Reminding consumers where to buy the product
Reminding consumers that the product may be needed in the near future	Keeping the brand in customer's mind during off-seasons



Advertising

Setting the Advertising Budget

Factors to consider when setting the budget

- Product life-cycle stage
- Market share



Advertising

Setting the Advertising Budget

Product life-cycle stage

- New products require larger budgets
- Mature brands require lower budgets

Market share

- Building or taking market share requires larger budgets
- Markets with heavy competition or high advertising clutter require larger budgets
- Undifferentiated brands require larger budgets



Advertising

Developing Advertising Strategy

Advertising strategy is the strategy by which the company accomplishes its advertising objectives and consists of:

- Creating advertising messages
- Selecting advertising media



Advertising

Creating the Advertising Message

Advertisements need to break through the clutter:

- Gain attention
- Communicate well



Advertising

Creating the Advertising Message

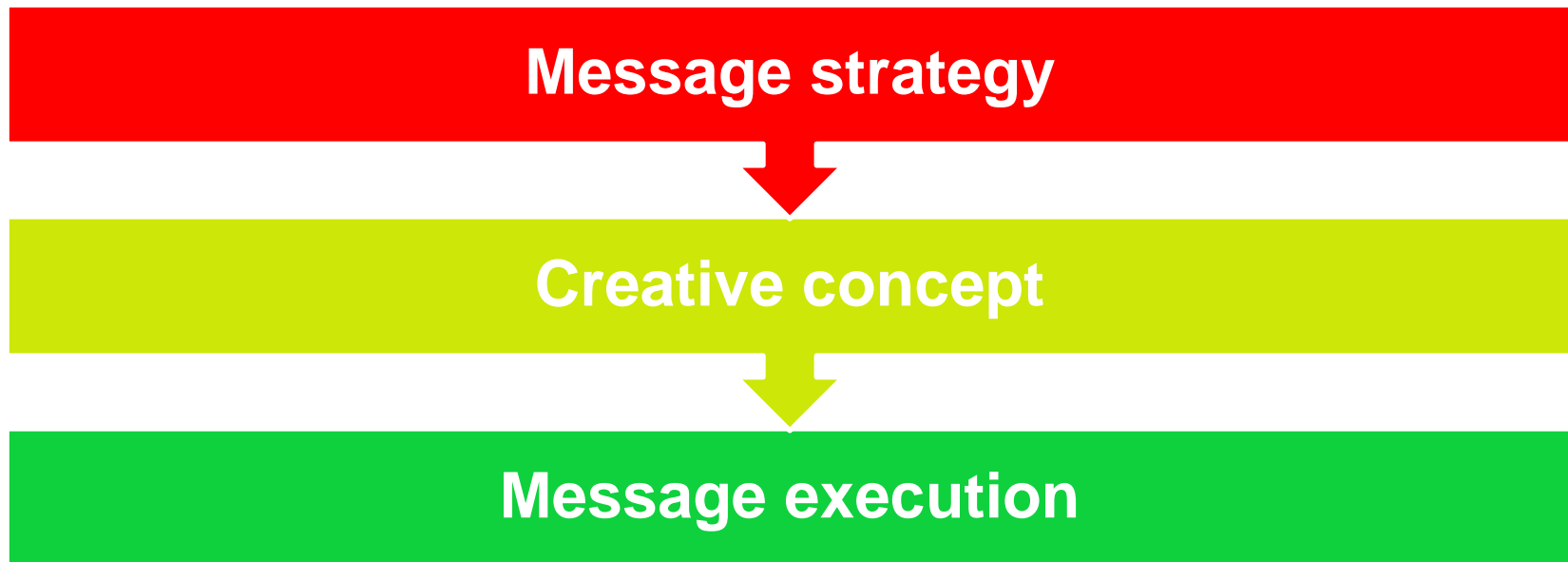
Advertisements need to be better planned, more imaginative, more entertaining, and more rewarding to consumers

- Madison & Vine—the intersection of Madison Avenue and Hollywood—represents the merging of advertising and entertainment



Advertising

Creating the Advertising Message



Advertising

Creating the Advertising Message

Message strategy is the general message that will be communicated to consumers

- Identifies consumer benefits



Advertising

Creating the Advertising Message

Creative concept is the idea that will bring the message strategy to life and guide specific appeals to be used in an advertising campaign

Characteristics of the appeals include:

- Meaningful
- Believable
- Distinctive



Advertising

Creating the Advertising Message

- Message execution is when the advertiser turns the big idea into an actual ad execution that will capture the target market's attention and interest.
- The creative team must find the best approach, style, tone, words, and format for executing the message.



Advertising

Creating the Advertising Message

Slice of life

Lifestyle

Fantasy

Mood or
image

Musical

Personality
symbol

Technical
expertise

Scientific
evidence

Testimonial
or
endorsement



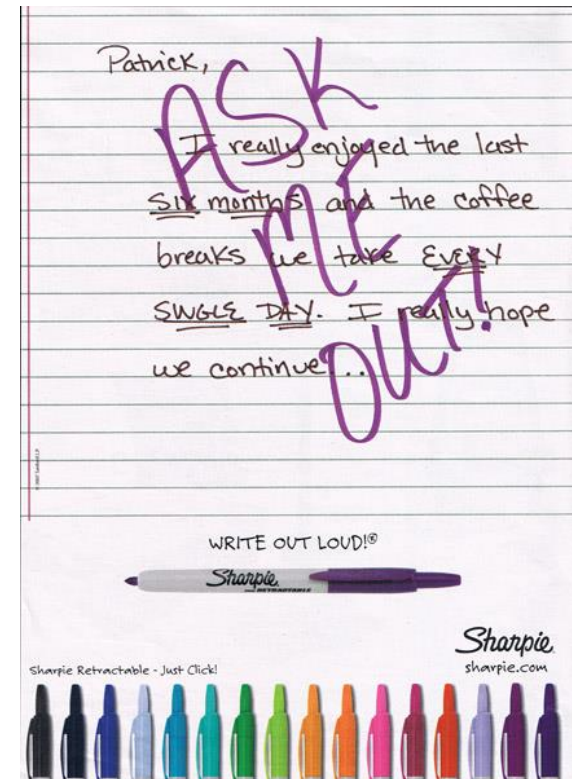


Advertising

Creating the Advertising Message

Message execution also includes:

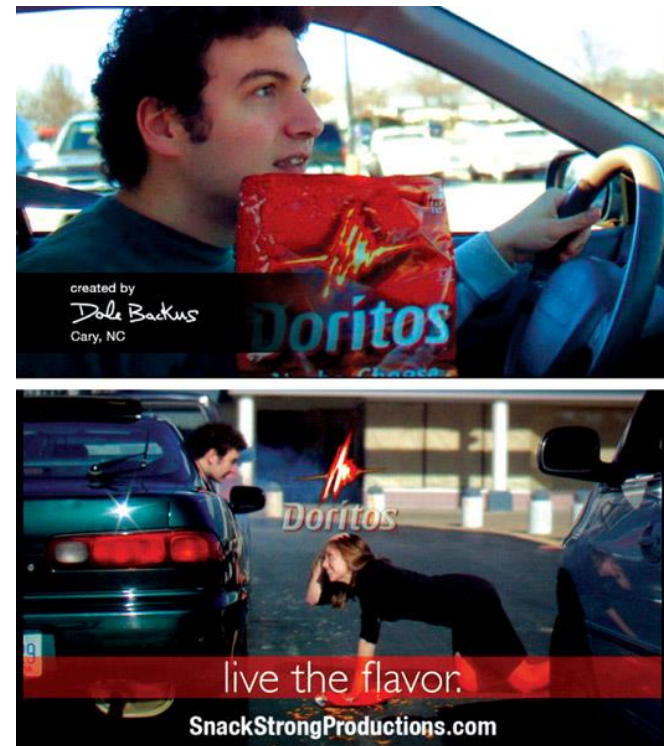
- Tone
 - Positive or negative
- Attention-getting words
- Format
 - Illustration
 - Headline
 - Copy



Advertising

Creating the Advertising Message Consumer Generated Messages

- YouTube videos
- Brand Web site contests
- Positives
 - Low expense
 - New creative ideas
 - Fresh perspective on brand
 - Boost consumer involvement



Advertising

Selecting Advertising Media

Major steps include:

- Deciding on reach-frequency-impact
- Selecting media vehicles
- Deciding on media timing

