# PRINCIPLES OF MARKETING

## **Chapter Fifteen**

**Advertising and Public Relations** 



### **Selecting Advertising Media**

**Reach** is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time

**Frequency** is a measure of how many times the average person in the target market is exposed to the message

**Impact** is the qualitative value of a message exposure through a given medium



### **Selecting Advertising Media**

**Selecting media vehicles** involves decisions presenting the media effectively and efficiently to the target customer and must consider the

message's:

- Impact
- Effectiveness
- Cost





# Selecting Advertising Media Narrowcasting Versus Shotgun Approaches

Narrowcasting focuses the message on selected market segments

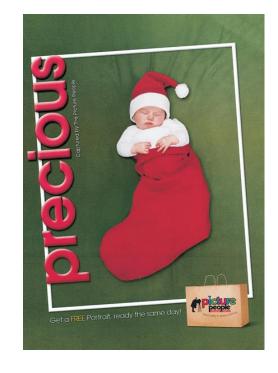
- Lowers cost
- Targets more effectively
- Engages customers better



#### **Selecting Advertising Media**

When deciding on media timing, the planner must consider:

- Seasonality
- Pattern of the advertising
  - Continuity—scheduling within a given period
  - Pulsing—scheduling unevenly within a given period





# **Evaluating the Effectiveness and Return on Advertising Investment**

Communication effects indicate whether the ad and media are communicating the ad message well and should be tested before or after the ad runs

Sales and profit effects compare past sales and profits with past expenditures or through experiments



# Developing and Advertising Programs Other Advertising Considerations

- Organizing for advertising
  - Agency vs. in-house
- International advertising decisions
  - Standardization



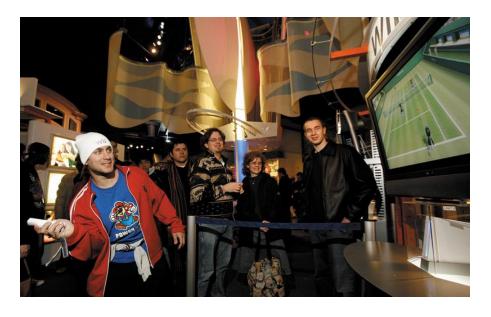


Public relations involves building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events

Public relations is used to promote product, people, ideas, and activities



- Public relations department functions include:
- Press relations or press agency
- Product publicity
- Public affairs
- Lobbying
- Investor relations
- Development





Press relations or press agency involves the creation and placing of newsworthy information to attract attention to a person, product, or service

**Product publicity** involves publicizing specific products

**Public affairs** involves building and maintaining national or local community relations



Lobbying involves building and maintaining relations with legislators and government officials to influence legislation and regulation

Investor relations involves maintaining relationships with shareholders and others in the financial community

**Development** involves public relations with donors or members of nonprofit organizations to gain financial or volunteer support



## The Role and Impact of Public Relations

- Lower cost than advertising
- Stronger impact on public awareness than advertising



### **Major Public Relations Tools**

News

Speeches

Special events

Written materials

Audiovisual materials

Corporate identity materials

Public service activities

Buzz marketing

Social networking

Mobile tour marketing

Internet

