

PRINCIPLES OF
Marketing

Chapter Fifteen

Advertising and Public Relations



Advertising

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



Advertising

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



Advertising

Selecting Advertising Media Narrowcasting Versus Shotgun Approaches

Narrowcasting focuses the message on selected market segments

- Lowers cost
- Targets more effectively
- Engages customers better



Advertising

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



Advertising

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



Advertising

Developing and Advertising Programs Other Advertising Considerations

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



Public Relations

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

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



Public Relations

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



Public 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



Public Relations

The Role and Impact of Public Relations

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



Public Relations

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

