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# Advertising

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# Key words

- advertise
  - advertisement
  - advertising
  - advertiser
  - advertising agency
  - advert
  - ad
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# Warm-up Discussion

- What are your impressions of advertising in daily life?
  - What part has advertising played in your purchase or selection of products or services?
  - What is your attitude towards advertising, positive or negative?
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# Discussion

- What is advertising?




# What is advertising?

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

— AMA

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# Advertising's role in marketing

- Marketing is a process—a series of actions or methods that take place sequentially—aimed at satisfying customer needs profitably.
  - This process includes developing products, pricing them strategically, making them available to customers through a distribution network, and promoting them through sales and advertising activities.
-  4Ps (marketing mix):  
product, pricing, place (distribution)  
& promotion (communication)
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# Advertising and Publicity

- AD- is a paid form of communication and
- Cost borne by Advertiser But
- Publicity is non-paid,



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# Functions of Advertising

- To identify products and differentiate them from others. (branding)
  - To communicate information.
  - To induce consumers to try new products and to suggest reuse. (new and repeated consumers)
  - To stimulate the distribution.
  - To build brand awareness, preference and loyalty.
  - To lower the cost of sales. (For the cost of reaching just one prospect through personal selling, companies can reach thousands of people through media advertising.)
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# Classifications of Advertising

- Classification by target audience (目标受众):
  - **Consumer advertising:** aimed at people who buy for their own use
  - **Business advertising:** aimed at people who buy for use in business
- Classification by geographic area:
  - **International/global advertising** (foreign markets)
  - **National advertising**
  - **Regional advertising** (in one area or region)
  - **Local advertising** (in only one city or local trading area)

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# Classifications of Advertisement

- **Classification by medium:**
  - **Print advertising** (newspaper, magazines, brochures, flyers)
  - **Electronic advertising** (television, radio: *commercials*; Internet)
  - **Outdoor advertising** (billboards, kiosks, public transport, events)
  - **Direct-mail advertising** (through the Postal Service and by e-mail)
  - **POP** (point of purchase) **advertising**
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# Advertising Media & Methods

- wall paintings
  - web banners
  - web popups
  - mobile telephone screens
  - shopping carts
  - skywriting
  - human directional
  - town criers 街头公告员
  - blimps
  - painted vehicles
  - “logojets”
  - in-flight ads
  - subway platforms
  - shopping bags
  - inflatables
  - train cars
  - event tickets and supermarket receipts
  - e-mails (spam)
  - street furniture
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# Benefits of Advertising:-

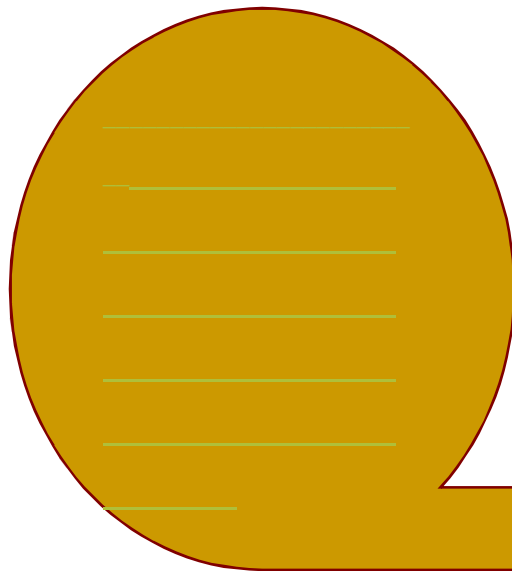
1. To Manufacturers
  2. To Traders
  3. To Customers
  4. To Society
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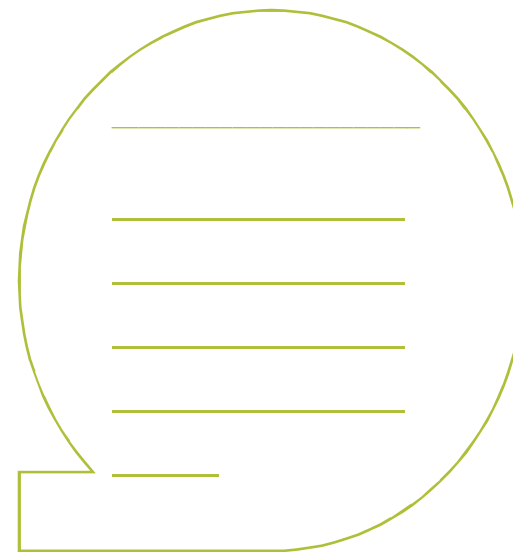
# What makes a good advertisement?

Listening:

Product



Reasons for liking



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# What makes a good advertisement?

## Discussion:

- What is your favourite ad? Why?
  - What is the ad you dislike most? Why?
  - Make a summary of the elements of a good ad.
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# What makes a good advertisement?

Creative and effective ads should seek to:

- ✓ Attract attention and retain attention.
  - ✓ Communicate the key benefits
  - ✓ Achieve the objective of the advertising strategy.
  - ✓ Avoid errors, especially legal ones.
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# Role of Advertising:-

1. Promotion of Sales
  2. Introduction of New Products
  3. Support to Production System
  4. Increasing Standard of living
  5. Public Image
  6. Support to Media
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# Criticism of Advertising:

- 1. Burden of buyers
  - 2. Creation of Confusion
  - 3. Creation of Monopoly.
  - 4. Wasteful Expenditure.
  - 5. Socially Undesirable.
  - 6. Multiplication of needs
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