

P R I N C I P L E S O F  
**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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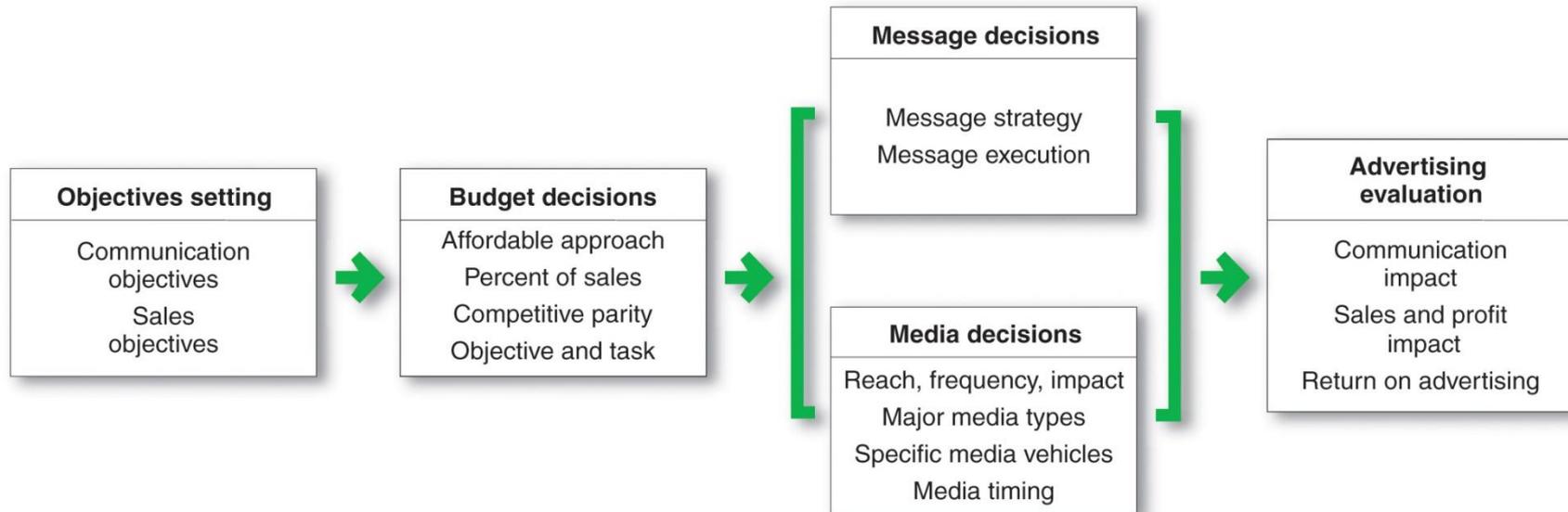
# Advertising

**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

Building a brand and company image

Telling the market about a new product

Explaining how the product works

Suggesting new uses for a product

Informing the market of a price change

Describing available services and support

Correcting false impressions

### Persuasive Advertising

Building brand preference

Encouraging switching to your brand

Changing customer's perception of product value

Persuading customers to purchase now

Persuading customers to receive a sales call

Convincing customers to tell others about the brand

### Reminder Advertising

Maintaining customer relationships

Reminding consumers that the product may be needed in the near future

Reminding consumers where to buy the product

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

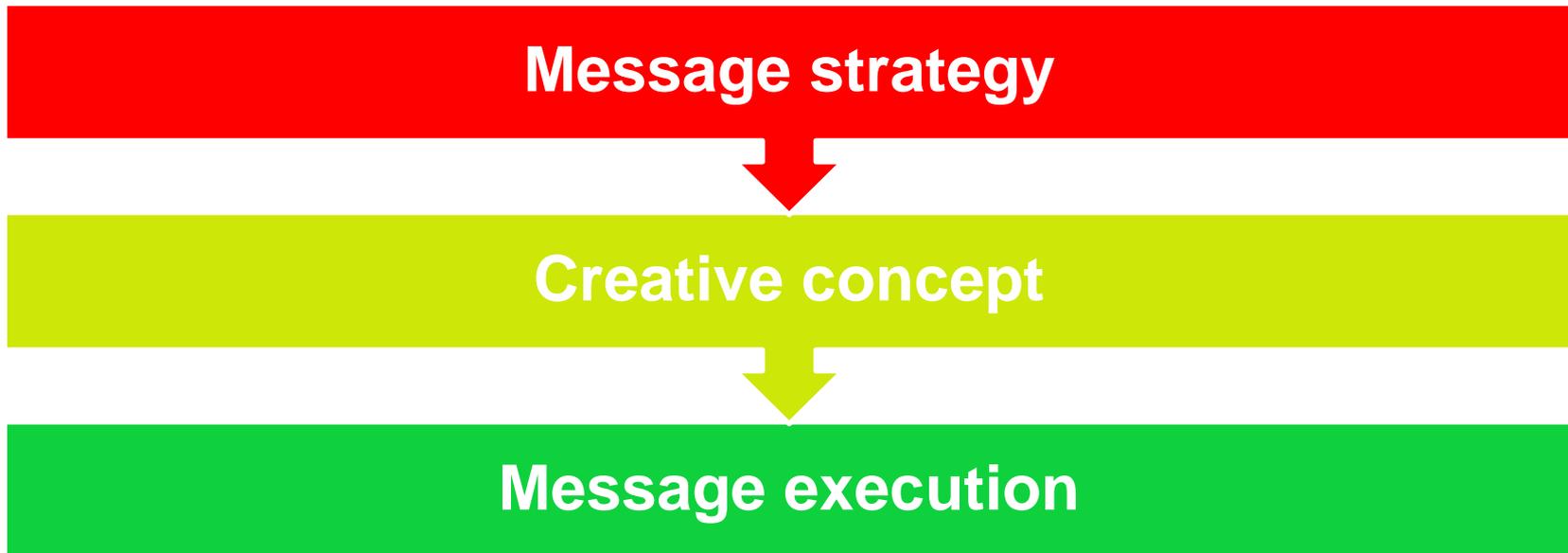
Advertisements need to be better planned, more imaginative, more entertaining, and more rewarding to consumers

- 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



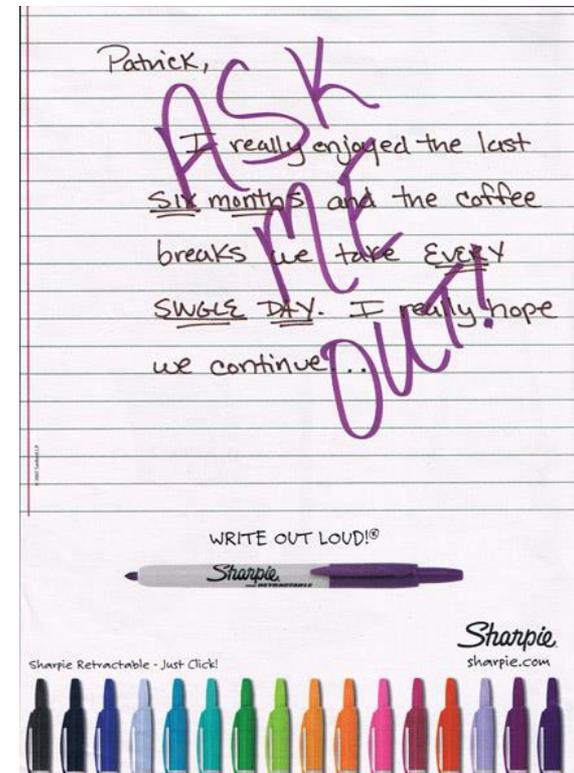
# Advertising



## Creating the Advertising Message

Message execution also includes:

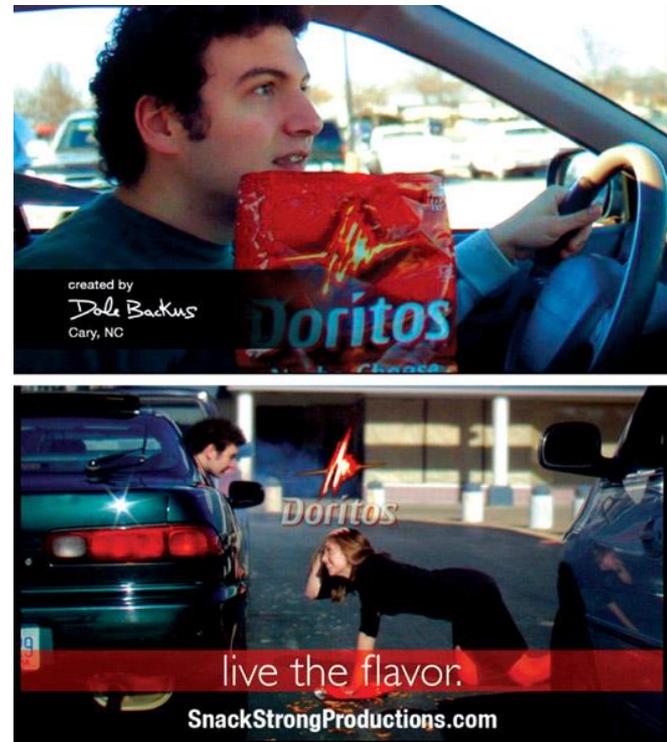
- Tone
  - Positive or negative
- Attention-getting words
- Format
  - Illustration
  - Headline
  - Copy



# 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

