

Advertising objectives marketing essay



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Scenario

You are an employee in an advertising agency. A new client has come in and wants to develop a promotional plan for their product. But before the promotional plan, he wants to know how the Print Ad is Different from Television Advertisement. You have to present to the client about the creativity in advertisement and how the print advertisement is different from the television commercial. In your project you are supposed to bring in the print and television advertisement of any famous product/brand and discuss in shape of presentation and a short report (10 pages maximum), how we have to deal differently with the two medias.

P4

Discuss the functions of advertising of reminding, information and persuasion.

Give one example each for reminding, information and persuasion advertisement from magazine, internet or any other source and justify how these ads are categorized in the three.

Reminding advertising: It is about reminding the customers about their product. It is toSajid2010-08-03T11: 00: 00

You should give a brief introduction to the topic where you discuss the functions of advertising maintain interest and awareness of an already leading brand/ product. It can be to remind about where it is available, where the services can be booked, when can they avail the services and merely the existence of the organization. It is often used at the point of purchase to remind consumer of the brand.

An example for this would be Pepsi or Coke. They are already leading brands and their product is already popular enough but they advertise to remind customers of their product and its availability. Another example is of K&N's chicken (Attached ad) which fits into reminding because there is nothing new added; it's just reminding the customers of its existence Sajid2010-08-03T11: 02: 00

Use of word not proper and telling them about their stores available. The ad simply has their logo, website address, no details or body copy and only reminds the customer of their existence. K&N is a well established brand since 1964 in Pakistan as Poultry industry therefore it did not find it necessary to include any other details. Although as a background design it does include its various chicken products that it offers. (K&N ad attached) (K&N's)

Persuasive advisement: This is basically to convince and persuade the customers to switch their brand and make a preference of their product over other. It is to increase customer loyalty to their organization and also change customers' perception. This type is necessary in a competitive market where there are a lot of sellers. In this type organizations try to differentiate themselves through comparison advertisement for example the Zong ads. Most of them all are persuasive, convincing the audience to switch to their brand. They have indirectly compared themselves with Ufone in a lot of their ads.

Ad: (YouTubeSajid2010-08-03T11: 03: 00

These are television commercials, 2008)

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Other: (Youtube, 2009)

(YouTube, 2008)

Informative advertising: the objective is to give information and knowledge to the customer about a certain product. Information can be about its working, price, availability etc. It is usually done when there is launch of a new product or update to an existing product. It is to aware the audience, explain the product, characteristics of the organization, correct false impressions about them and enhance their image or position.

For example an ad of a brand new lipstick from Estee Lauder brand. This ad would be categorized in informative advertising because it's giving information about a new lipstick which stays 12 hours. Moreover its price is also mentioned therefore this type is informative. (Estee Lauder ad attached)

Source: (ExamsTutor)

M1: Make an effective judgment which of these advertisement do you consider as best in its category and why?

Salient features

Informative: Estee lauder Lipstick

creating awareness of the product

explaining the characteristics of the product

Bringing awareness about the update of the product.

Information about the price.

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To build or enhance the organization's image or position.

Reminding: K&N chicken

It is a well established brand in the market

It is maintaining awareness of the company

Reminding customers to visit their stores

Reminding customers of their existence

Persuasive: Zong

The ad encourages customers to switch to their brand

Convincing customers to change their phone number to their service

The ad increases customer preference for the organization's services.

Increases customer loyalty to the organization.

To change customers' perceptions.

In my opinion the advertisement that best fits in its category is Zong's ad. I find it most satisfying in its category because it fulfills the criteria. It is very nicely conceptualized mentioning all the advantage of their service/product and at the same time differentiating and comparing themselves with other brands (quite obviously Ufone and Warid, even Telenor). The ad best fits because it includes:

Competitive market where there are a number of sellers such as Ufone, Telenor, Mobilink and Warid.

Price of their offering which is very low thus convincing the audience to switch. Lower class would be the first one to take benefit from it.

Packages which include one free number for lifetime, limited time offer.

Again encouraging audience to switch to their services.

Comparison with other brands that offer good packages only late night. Zong offer lowest rates (0. 12rs/min) any time of the day thus making preference in customers view for their service. Also changing perception of customers that talk late night.

Comparison with other brands which offer friends and family numbers only five. Zong offers ten.

Comparison with other brands which offer low rates at limited time that is the ‘ happy hour’ which was offered by Warid.

At the end of the ad it gives information about their contact and where to get the connection sim from.

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You were not supposed to see th product and its features. Your focus should be how the advertisement is designed and how it satisfies the different requirements of the particular kind of advert. Source: (Warid, 2008)

D1: Further from the task for M2, discuss how the other ads can be improved to be called nearing the ideal advertisement of that category.

K&N's

This ad needs following few elements to make it ideal:

List of their entire products could have been added in a proper listed manner.

They could have added only their latest products for a reminder

Prices could be includedSajid2010-08-03T11: 12: 00

Why do we need price for reminder advert.

Not everyone is aware of their brand or all products therefore a little more detail could be mentioned.

A few lines about themselves, their specialty could be written too.

Estee Lauder:

This ad pretty much already fits fine in its category a few things that can be improved are:

I think the ad could have had a catchier headline if they shuffled their words.

For example instead of '12 hour staying power, new double wear lipstick' they could've wrote ' New 12 hour staying double wear lipstick!' thus emphasizing on the offering something ' new' part. For me as a customer this would have grabbed my attention more.

Or NEW 12-hour staying power, the color you love is hereSajid2010-08-03T11: 13: 00

Good ideas. to stay.

Adding more information related to the product such as given on their website

Color is creamy and smooth, with a satin shine.

Rich, stay-in-place. Apply once and don't think twice about it.

Removes easily with makeup remover.

P5

Select two advertisements for the same product, one should be a TV commercial and the other should be print commercial.

Evaluate the two advertisements for positioning, design, copywriting, and creativity.

Presentation will be developed how the two commercials are different from each other.

The ad that I have selected is of the ' new Lux beauty oils'. Lux has been the premium beauty soap in the market since 1956. It has always associated itself to beauty, style, fashion and glamour. It has been the ' soap of the stars' and has always been associated with the most beautiful faces in film and fashion such as Aishwariya Rai, Priyanka Chipra, Sri Devi, Madhuri, Meera, Katrina and etc. The ad I chose has Katrina Kaif in it. It has also sponsored significant events in fashion history by introducing designers like

Amir Adnan, Sana Safinaz, Shumail and Maheen Khan. Shows like Lux Style ki Duniya and Lux Carnivale de Couture have also been sponsored.

Source: (NewLux, 2010)

Print ad:

Headline: The headline is the main element and the most important part of a print ad. The headline in this (Lux) case would be the slogan 'For satin soft skin'. The slogan relates to the softness of the skin, satin is associated with softness. It is placed at the top of the ad so that it is the first thing to be noticed. It is brief, clear and to the point. The headline (slogan) connects with the graphic element, which is the picture of the star 'Katrina Kaif' who is dressed in silky red dress relating to the 'satin soft' feel. The problem that I feel here is that the headline does not dominate the ad thus not fully grabbing the attention.

Subheading: Next is subhead along with the headline. It is used to convey secondary information. The subhead in this case is 'new Lux with beauty oils'. To associate with the subheading there is a visual given of an oil drop. The colors as well as the oil graphic relates to the subheading.

Body copy: This is the area where the offer is explained. In this ad the body copy has not been included at all; it consists of few words to make the ad more powerful and delivers intended message. Also there is not much to explain. It is a famous soap brand which is only being 'reminded' to the customers with added information of beauty oils. Since customer is not interested in deep involvement that is why it is kept short. Moreover their main aim is to help the readers remember the product/ brand name and why

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they liked it. The use of the celebrity's photo will create a memorable image in the mind of the reader hence helping them remember the brand name.

The Ad is placed in the 'Masala' TV Food magazine which is mostly read by women.

Design: The design is very simple with related few visuals. Since Lux always associates itself with glamour, style and fashion thus the main focus is on the celebrity who is wearing a striking color (deep red) to stand out. 'Lux' is written in the color of the oil similar to the graphic of oil drop used.

Creativity: Simplicity is everything therefore the logic, images, colors and format is simple. Strong ideas are simple ideas. The use of the celebrity steers a desire in a customer to want to be like them.

The use of the celebrity also catches the eye of the reader and enables to grab their attention.

The fonts used are simple, the ad is not overcrowded and the dominant element is the star.

The elements are at harmony and yet there is nice contrast of black, red and gold colors.

Empty space is also used efficiently and the balance of elements is also there.

An addition of the celebrity's signature 'Katrina Kaif' is included to make their motive stronger that it is signed by her. Also it relates to the

visualSajid2010-08-03T11: 29: 00

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Shandana! This is not a print ad remember. You could've downloaded print ads from internet but this is their web page: therefore I will not take it as the print ad. .

TV commercial:

Ad: (YouTube, 2010)

There are three basic elements to consider are audio, video and computer graphics.

Video: the most important thing to keep in mind is the visuals. The use of celebrity Katrina grabs viewers' attention and makes them want to watch the ad and what it has to offer. The video is simple with a simplified story line. The video starts off immediately with the focus and close up of the Lux soap coming out of the milk as well as the actress, explaining briefly the new product.

Audio: there is a right blend of the audio with the video in this ad. When the ad starts with the close up of the soap, there is an audio explanation of their updated product. As the voice stops explaining the product, a song starts playing with the lyrics relating to the video. The words emphasize on the 'silky feeling' satin gives. Also these words relate to the silky dress celebrity is wearing.

Computer graphics: Computer generated effects have been used in this ad to give it a more dramatic feel. Whatever Katrina touches turns into silk with the help of computer graphics.

Creativity: the use of the silk cloth and the indoor classy environment is innovative. The idea that whatever is touched by the actress turns into silk is creative. Other than that the colors, simple story line, use of celebrity as a promotion and the song all adds to the creativity.

Storyline: it is very brief and explains that using Lux gives you beauty, style, smooth, soft & moisturized skin, makes you attractive and thus attracts others attention

Good Explanation and evidence of her understanding of the concepts..

Medium

Strengths

Weaknesses

Magazine

Selectivity

Colour

Long life, multiple readers

Reach light TV viewers

Long copy dates

Little immediacy

Television

Audio-visual

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Dramatic impact/prestige

Mass audience

Demonstration

Clutter

Short-lived

High absolute cost

Low attention

Source: (Hackle)

P6

Discuss the role of advertising agency in the advertising process (the focus should be on the different services the advertising agencies provide) 85pg 95

Advertising Agency

The main role of advertising agency is the identification of its client's goals and objectives. Once they have understood they start creating and planning ad campaigns for them. They help their client develop ad campaigns suitable for them. Their aim is to make a positive image of their client in the minds of the customer and represent their product/service in the best possible way.

This is an outside organization that specializes in advertising development. It provides marketing and promotion services such as planning, preparing and placing of advertisements. Usually big clients use many advertising agencies

and because of its continuous growth and use, agencies are becoming partners as well. They provide clients with very skilled, specialized, experienced, expertise services and objective view points because of which it is preferred over in-house agencies. Copywriting, music, script, design, layout is all done by the advertising agency. There are different types of services that different agencies provide such as:

Full Service Agency: Provides full range of marketing, communication, research, promotion and all other services. They may also offer services other than advertising such as strategic market planning, production of sales promotion, sales training and trade show materials.

Account Services: it is the link between the ad agency and the client. All the accounts dealing and finances are taken care by them.

Marketing Services: provides all marketing services such as marketing research, planning or marketing selection. Also providing promotion services

Creative services: services such as copywriting, TV commercial storyboard, script writing etc are given. There is a separate art department, production department for TV commercials and traffic department to coordinate all phases of production.

Creative Boutiques: they provide creative services for extra creativity. They emphasize on creative concept development and unique artistic services. They work on the creation and execution of advertisements. This is often used for a fresh approach to an ad campaign.

Media Buying Services: This is media related and lets a client buy radio and television time. This is quite commonly used these days which offers media strategy consultancy. These types focus on specializing in the analysis and purchase of advertising time and space. Since they purchase media space in large quantities, they receive discounts and save money.

Primary Services of Agency

Percentage

Media Planning/Buying

48%

Creative Development

43%

Graphic Design

28%

Sales Promotion/Collateral Development

25%

Public Relations

23%

Brand Consulting

23%

Direct Marketing

22%

Digital Branding/Web Development

19%

Corporate Identity

17%

Other Services

12%

Customer Relationship Management

9%

Table 2. Primary Services Provided by Agencies.

Source: (print. rit, 2003)

Discuss the organization of communication industry (agency selection, types of agencies available, remuneration, agency/client relationship pg 85 ad and promo)

Agency Selection: It can be difficult to decide when to hire ad agency. Ad agencies are selected on the basis of your organization's needs, requirements and most of all budgets. Some of the reasons/ situations are given below. They are hired when:

There is shortage of time and the process is very time consuming.

There are countless details to be taken care of while producing and placing the advertisement.

Advertising becomes a job and you create and place advertisements on regular basis, and are no fun.

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You think you are not getting the desired results from your own creative efforts.

You are not sure if you are spending your advertising budget wisely.

You want creative professionals to carry your work and generate fresh, new ideas for your advertising.

You want highly trained specialists to work on same goal to grow your business.

You want professionals to handle creative, account service, media buying, planning etc expertise for you.

Source: (Dahl)

Once you have identified the need of selecting an ad agency then it is necessary to choose the right agency for your advertisement purpose. There are numerous agencies to choose from, each specializing in different things (discussed in above question). Following are some facts to be taken in consideration when selecting an agency:

What specific service do you need from the ad agency? Planning, researching, media buying, creativity, producing?

Doing a proper research to find the right one. Online websites are available.

Check if the agency is compatible with what you want.

What is your budget and what is the agency charging for their services? How much commission?

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Visit them, invite them and review them.

Do you want to hire an agency for a specific kind of advertisement or because it's the best?

Does the agency have desired skills and expertise?

Source: (Webbiquity, 2009)

Type of agencies:

In-house agency

In-house agency is an advertising agency in an organization that is set up, owned and operated by the advertiser. Sometimes there are advertising departments too. Instead of outsourcing the advertising to some agency, the ad campaigns are handled by its own in-house agency. This lets a business have more control in its advertising activities, it reduces advertising and promotion costs and is time saving for the advertisers.

Source: (About)

Advertising Agency

As discussed above it's an outside ad agency providing specialized skills and expertise in the advertising field. They aim to fulfill the need of the client and present their product/service in the best possible way to create a good image of them in the market. All the activities are outsourced by an organization to them to carry them out.

Media Organizations: these are television, radio, newspapers and etc. It has its own policy that attracts particular customers.

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Specialized Marketing Communication Services:

These services include direct marketing agencies, sales promotion agencies, public relations firms. They provide sampling programs, contest arrangements and etc. There are also interactive agencies for website development and etc.

Full Service agency & Creative Boutiques: As discussed earlier, full service agency provides all kinds of services such as planning, promotion, production etc while creative boutiques only provide creative services to add extra creativity.

Source: class lecture

Remuneration:

Media commission: This used to be the most commonly used method of payment however now the trend of commission has eroded and instead hourly charging of media buying and services is more common now. In this case the company usually pays around 15% commission to the agency. The amount can be negotiated.

Creative & production charges: Charges for writing, designing the ads and producing TV/radio spots. These charges vary from agency to agency.

Mark ups: An agency adds a markup to charges (made on your behalf) incurred by them for everything that an outside seller contributes to the cost of producing the advertising. The charges can be for models, actors, photographers, printing, recording studios, filming and etc.

Retainers: This is a set monthly fee you pay to the agency for its services. This has to be carefully negotiated out between the client and the agency. Sometimes the retainer is an addition to the commission.

Source: (Dahl)

Agency/Client relationship:

To get an effective work results a strong relationship and clear lines of communication is necessary between the client and the agency. Stability and continuity between the two can let them understand each other better. Agencies can develop better, earn more clients and get noticed if they succeed in retaining a client business. It is important for a client to:

Let the agency's creative department shine

Allow their media buyers to use their hard-earned experience to spend client's media money wisely and effectively.

Not to dictate the agency as to what it must do or what media it must buy.

Let them work on their own.

Don't turn down creative advertising ideas simply because they're not something you would have thought of yourself.

Source: (Dahl)

Discuss the stages in the advertising process.

Advertising needs a lot of mind and effort put into it. One needs to sit down and plan their work, and then work their plan. It is important to look carefully into what you're trying to sell and to whom. It's a step by step process that,

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when done right, usually gives excellent results. The steps are usually in the following manner:

Identifying the USP: The unique selling proposition. One needs to first figure out the uniqueness about the organization's product/service. Once you know the factor that makes the product unique, you can then emphasize on that product's specification in the ad campaign.

Knowing the budget (and staying within its limits): Once USP is identified then comes the budget. The most important factor in the advertising process is the budget. Budget lets you decide what sort of media to choose, how much to spend, choosing film company, photographers, models, production cost, quality and everything else depends on the budget. This requires a lot of planning and creativity in handling the budget especially if it's limited.

Shooting the ad: After choosing the right TV spot for your ad, models, Film Company and location you set out to shoot the ad. Shooting the ad means now putting all the plan and ideas into execution. This includes being creative with how you want to shoot the ad. For example indoor/outdoor, display of models, the environment, theme and etc. In case of print ad you do a photo shoot of your product/service using models, photographers, studios (if indoor) and etc.

Selecting the right media: Once everything is ready to be displayed, selecting the right media is important. This again should be done keeping your budget in mind. You want to choose the media that best suits your requirement. Depending on your budget and product/service you can then

decide where to run/publish the ad for example on TV, radio, newspaper, magazine, billboards etc.

Source: (Dahl)

People and Personnel Involved:

Account executive: This is the person from the ad team who takes care of the accounts on everyday basis. Account executive handles one or more than one account depending upon the size of the company. The bigger the budget the more work to be done.

Creative director: This person is in charge of shaping and looking after all the creative product that the agency designs and develops for your business. It can be any type of media such as radio, TV, print and etc. This person supervises the designers, writers, actors and everyone who is involved in the creativity process.

Copywriter: The copywriter is responsible for writing the script for your Ad. He takes all the information necessary from you business and writes a script with humor, drama or wit to sell.

Graphic Designer/Artist: Works to make the ad look the way it looks. The design, graphics, layout, catchy things and etc are all added by this person.

Media Buyer: This is the person who helps you buy media time and space in lowest prices. This person does all the dealing and negotiation with the media reps such as taking calls, meetings, mails etc.