

Communication used to persuade viewers marketing essay



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Advertising is a type of communication used to persuade viewers to take some action with respect to products and services. This assignment is based on the scope of marketing communication.

The first segment gives brief detail about the functions of advertising of reminding, information and persuasion. We have given example each for reminding, information and persuasion advertisement and justified how these ads are categorized in the three.

In the second section, we have selected two advertisements for the same product, one of TV commercial and the other of print commercial. Then we have evaluated these two advertisements for positioning, design, copywriting, and creativity and presented that how the two commercials are different from each other.

In the third section, we have briefly explained the roles of advertising agency in the advertising process and also discussed the organization of communication industry. We have explained the stages in the advertising process (media planning, best practices, and stages in key account relationships).

In the last and final section, we have discussed the salient features of each category of advertisement made a judgment which of the ads we considered being the most satisfying for the features of that category.

P4: explain and demonstrate how advertising can be designed to differentiate, remind, inform and persuade

Advertising is one element of the promotional mix, and thus advertising objectives will be put in line with the whole Promotional and Marketing Objectives, which in turn will narrate to the organizations' overall Corporate Objectives.

There are three main categories of advertising.

Informative advertising

Persuasive advertising

Reminder advertising

INFORMATIVE ADVERTISING

Promotion that teaches the public concerning the benefits and features of a manufactured goods, what it does or can do, how it contrasts with competing or similar goods in value and reimbursement, and where it can be bought. It is usually pursued by persuasive and brand-building advertising.

(informational advertising, 2011)

OBJECTIVES OF INFORMATIVE ADVERTISING

The objectives of informative advertising are

Seeks to let know the market about the manufactured goods and explain how the product/good works.

Give information on pricing.

Make awareness of both the manufactured goods and the company.

To correct false consciousness about the company.

For example: informative advertising of KESC. The ad is given in appendix one.

The reason for categorizing KESC ad as informative because they have given full information about the electricity thefts. They shows that how someone can feel regret by doing some thing in front of his kid. They are also informing people about the fines and punishment of power stealing. KESC is showing that stealing is socially and ethically a crime. KESC also mentioned their contact numbers, fax number and email id for complaints about the stealers. This ad also educates people to think that why others steal and we pay, encourages them to speak up.

PERSUASIVE ADVERTISING

Persuasive advertising is defined as “ promotional advertising that persuades product sampling and brand switching”. (Business definition, 1999 – 2011)

OBJECTIVES OF PERSUASIVE ADVERTISING

The objectives of persuasive advertising are

To persuade the target people to switch brands.

To make the purchase of a manufactured goods.

To create a first choice in the market for the product as disparate to its competition.

To increase customers loyalty to the company.

For example: persuasive advertising of Suzuki APV. The ad is given in appendix 2.

Suzuki is known as economical cars. The reason for categorizing their ad as persuasive because the company has raised the level of Suzuki pick up to APV (luxury car). The ad is attracting families towards the car and meeting the needs and lifestyle of the customers. The design of the APV is also stylish that persuade customers to purchase it.

REMINDER ADVERTISING

Advertising intended to remind customers of the remuneration of a product or service, or of their existing need for those benefits. For example, the XYZ Company may look to remind customers of their want for XYZ anti-freeze when the climate begins to turn cold. (Bsiness definition, 1999 – 2011)

OBJECTIVES OF REMINDER ADVERTISING

The objectives of reminder advertising are

To maintain interest about the product.

Awareness of a fine established manufactured goods in the market, frequently in the last stages of its product life cycle.

It is repeatedly used at the Point-of-Purchase to remind customers of the Brand.

For example: reminder advertising of Coca Cola. The ad is given in appendix 3.

The reason for categorizing their ad as reminder advertising because Coca Cola has created a ad by showing cartoon taking sip of the coke from bottle and also shows Bollywood Star Amir Khan to make people aware of their existence in the market.

P 5: evaluate appropriate uses and applications for advertising in two given situations

The ad that we have selected is of the “ Warid zem”. Warid Telecom is established by Abu-Dhabi group. The Abu Dhabi Group is directed by Sheikh Nahayan Mubarak Al Nahayan and is the Federal Minister for Education of the United Arab Emirates. He is the Chairman of Warid Telecom, United Bank Limited, Wateen Telecom and also the Founder Chairman of Bank Alfalah Limited. Warid Telecom initiated in Pakistan on 23rd May 2005 but its pre launch operations started functioning six months before the launch this shows the planning masters took adequate instance studying Pakistani’s Market and is well prepared to serve in the field of service based cellular industries in Pakistan.

Print ad

Warid zem: ad is given in appendix 4

Positioning

Headline

The headline is very important part of print ad. The headline in Warid zem ad is of the call rates on 75 paisa and 85 paisa to any landline and on other networks. The slogan is basically relating to the customer because majority

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of mobile users are teenagers. They have also show the youngsters (boys & girls) wearing casual dresses and talking on mobile phones.

Sub heading

The sub heading in this ad is “ kyun k hamay ehsaas hai aap ka”. This sub heading shows that Warid zem cares for their customers.

Body copy

There is no body copy included in Warid zem ad. The aim of this ad is to attract youngsters towards their new offer about call rates.

Design

The design of the ad is very simple. Warid zem shows youngsters picture wearing casual dress, enjoying the call and delighting their selves from lowest call rates offer. The information about the call rates and service is given.

Creativity

The ad is simple and there is no too much creativity in it. The font and the youngsters wearing casual dress shows the routine users of mobile telecom enjoying the lowest call rates facilities which makes youngsters desires to avail this opportunity.

The color and large dotted font of call rates 75 paisa and 85 paisa like bliinking light attract customers towards their services.

The youngsters wearing casual dress, smiling and enjoying with the lowest call rates also create a center of attention for other youngsters which encourages them to benefit of this opportunity.

The background colors blue and red , and also that lightening factor in red background is looking good.

TV Commercial ad

OfficialWaridzem, (15 jan, 2008), Wridzem Pakistan, Retrieved 05 02, 2011, from <http://www.youtube.com/watch?v=9b6HxGFXC0s>

Three elements are there to consider is video, audio and computer graphics.

Video

The significant thing to keep in mind is the visuals. In this ad they are basically targetting the youngster's. The starting with the blinking of lights is to attract the customers attention towards their services. In this ad, they are showing car and guitar which shows that people are happy to have low call rates and enjoying their selves by making calls to their family and friends. The blinking light also shows about the 24 hours service (day & night) on landline and on thers networks.

Audio

In this ad when the video starts, the play back music starts relating to the video. The music is explaining the video visuals and the story. The song statements are " baaton se hain rishty saray" and " din ho ya raat kr lo baat sirf zem k sath". In the last part of the ad, they are explaining about the

packages which Warid zem is offering and encourages their customers by saying the statement that “ baat hai tou sub sath hai”

Story line

The storyline is explained very well. They have target both the families, friends and offering customers to use their low call rates packages of 75 paisa and 85 paisa on all networks. Warid zem is attracting customers by giving them 24 hours service package which makes customers desire to avail this opportunity.

Computer graphics

There is too much computer generating effects which are quite good to take attention of people and making interest. Computer graphics effects make an awesome environment in this ad, attracting people towards their services.

Creativity

There is a good piece of work done in this ad. The creativity factor is too much good like bringing up the cars and guitars by showing the landline and other networks. Specially, the family and friends image which they have build is also good. The lightning factor is also a creative idea, stopping the video and then flipping it. They have also given the image of fun club where people are enjoying with their families and friends on phone calls and giving the idea of making relationship better by having in contact with each other.

Television

Advantages

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Television allows to reach big numbers of people on a nationwide or regional level in a short period of time

sovereign stations and cable offer new chances to pinpoint local audiences

Television being an image-building and visual medium, it presents the capability to express your message with sight, sound and motion

Disadvantages

Message is impermanent, and may need multiple exposure for the ad to increase above the clutter

Ads on network associates are concerted in local news broadcasts and station breaks

Preferred ad times are often sold out far in advance

partial length of exposure, as the majority ads are only thirty seconds long or less, which restricts the amount of information a company can communicate

comparatively expensive in conditions of creative, production and airtime costs

Magazines

Advantages

Allows for enhanced targeting of audience, can decide magazine publications that provide to exact audience or whose editorial content specializes in topics of interest to audience.

High reader participation means that more concentration will be paid to advertisement

Better class paper permits better color reproduction and full-color ads

The lesser page (generally 8 ½ by 11 inches) allows even small ads to stand out

Disadvantages

Long lead times signify that company has to create plans weeks or months in advance

The slower lead time heightens the danger of companies ad getting pass by events

There is imperfect suppleness in terms of ad placement and format.

Space and ad layout expenses are higher

P 6: evaluate the role, organization and functions of agencies in the advertising process

Role of advertising agency

Businesses and Corporations etc hire advertising agencies to promote their goods, brands and services to present and potential customers.

Understand the Product / Company

An advertising agency starts on by getting well familiar with the client's objectives, products & target audience. This information proves helpful in planning and creating an effectual advertising campaign.

Plan & Create an Advertising Campaign

Once an advertising agency recognizes its clients' requirements, the procedure of brainstorming and planning begins. Keeping in mind the client's objectives

approaching sales of its goods and services

launching new goods in the market

restate its brand's benefits

attracting new clients or keeping in contact with old ones

Strategize

Some corporations like to subcontract their overall marketing household tasks to advertising agencies. In such a case, the ad agency takes over the procedure of brand building, strategizing and pushing sales during other promotion techniques like sales promotions etc.

Communication is art and science. Communication uses as, marketing tools, modern methods and innovation procedures for developing the most effectual communication plans and brand strategies. By connecting strategic thinking, creativity and professionalism our ideas come into existence.

Communication generates strong connection between brand and customers.

Delozier defines the marketing communication process “ The process of presenting an included set of promotion mix to a target market with the level to develop a preferred set of responses within that target market”.

The communication process

SERVICES OFFERED BY AD AGENCY

There are different types of services that different agencies provide such as:

Full Service Agency

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.

Marketing Services

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

Account Services

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

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.

Creative services

Creative 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.

Sales promotion

Advertising agency also provides sales promotion service to promote the product and services.

Event marketing

Advertising agency also gives event marketing services to communicate their customer and conveying the company message.

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.

Agency Selection

It can be difficult to decide when to hire ad agency. Ad agencies are selected on the basis of organization's needs, requirements and most of all budgets. Some of the reasons/ situations are given below. Once company 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 and each specializing in different things.

Type of agencies available

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 n its advertising activities, it reduces advertising and promotion costs and is time saving for the advertisers.

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.

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.

Media Organizations

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

Specialized Marketing Communication Services

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

REMUNERATION

Media commission

In the advertising background, frequently called only 'commission' or sometimes 'agency commission'. This is the markdown which an advertising agency accepts from the ABOVE-THE-LINE media, subject to recognition by the trade bodies representing the five major media (recognized advertising agency)

Creative and production charges

Agency charging for production, writing and designing for the ad.

Mark ups

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Any out-of-agency services or goods such as font, photography, printing etc. or resources used purposely for the completion of a given project will be owed to the client with an suitable mark-up.

Retainers

It is the monthly fee or yearly which a client pay to agency and it is set up between them.

CUSTOMER RELATIONSHIP

Customer relationship is a broadly implemented strategy for organizing a company's connections with customers, clients and sales prospects. It engross using technology to organize, mechanize, and harmonize business processes (principally sales activities), but also those for customer service, marketing and technical support. In general goals are to find, attract and win new customers, look after and keep those the company already has, attract former clients back into the crease, and decrease the costs of marketing and client service. Customer relationship explains a company extensive business strategy as well as customer-interface departments including other departments

Media Planning

Media department also takes care of the pay for and time management of media blocks. Media planning is a four-step process

Locating media objectives in glow of marketing and advertising objectives.

Developing a media plan for applying media objectives.

Designing media policies for realizing media strategy.

Proposing measures for evaluating the usefulness of the media plan.

The primary objective of a media plan is to choose the targeting audience. After media planners describe the target audience for a media plan, they position communication goals. Media planners build three crucial decisions: where to advertise, when to advertise and what media categories to use. Furthermore, they make these judgments in the face of budget restraints. Media purchasers choose media vehicles to execute established media strategies. The efficiency of a media plan is an essential part of the media plan. Although sales consequences are the final measure of the effectiveness of an advertising campaign, the sales result is exaggerated by numerous factors such as price, distribution and competition.'

BEST PRACTICES

To know how advertising works and how to get the best results, begin by stimulating knowledge of the marketing basics.

Evaluate the basics of targeting a buyer section and marketing tactically to that particular place.

Choose about the existing customers

Define the target market where company wants to reach.

Know what company is truly selling, which is possibly not only company's product or service, but also a vague such as status, self-enhancement, or peace of mind.

Once advertisers decide the intangible benefits of product or service, advertiser have a clearer intellect of who else offers that intangible and what advertising approach and picture require in order competing successfully.

WORK FLOW CHART

M2: Make an effective judgement which of these advertisement do you consider as best in its category and why?

SILENT FEATURE OF INFORMATIVE ADVERTISING

Informative advertising allows companies to draw customers attention to a brand and inform them about characteristic features and benefits.

It is normally broadcasted via mass media, informative advertising give marketers with a cost-efficient way to demonstrate how their product works, what it holds and where it can be purchased.

This is particularly important when a product is new or technologically multifaceted.

The silent features of KESC ad are good. They have given appropriate information about the stealing of electricity and its punishment. There are some drawbacks in this ad like the philosophy of headlines which is normally difficult for the people to understand at once. Secondly, there are a few words which are difficult to understand by a common citizen. Last thing is the Urdu version of this information which should also be mentioned because many electricity users and citizens of Karachi do not know English language well which makes difficult for them to understand.

SILENT FEATURE OF PERSUASIVE ADVERTISING

Company convinces customers that their good is better than another in assembling their needs.

Company is delivering definite benefits which customers seek.

Company can also motivate a higher-volume or more instant purchase than a purchaser would.. normally.. make.

APV had done good persuasive ad. The headlines, image of friends enjoying at picnic and the look of the car persuade customers. There is a bit lack of information about the car specifications.

SILENT FEATURE OF REMINDER ADVERTISING

Company is indented to remind customers of the product existence.

Company uses it for the products or goods that have already proved successful

Company used for that product which is at maturity stage.

In Coca Cola ad, there is no written content to remind. They are attracting children towards their product by showing energetic cartoon and giving lunch boxes.

There are main three types of advertising categories (informative, persuasive and reminder). The basic aim of these advertising categories is to promote the product and increase the sales. In our opinion, informative advertising is better than the others because it gives all information about

the product which increase customer's knowledge and can make reason for them to select the product. By this, sales can be increased and a company can create a good reputation in front of their customers.

According to us KESC ad is the most satisfying for the features of informative category. In this ad they got very good idea by showing that how someone can feel regret by doing some thing in front of their children. They have shown that people who steal electricity are criminals and they have printed it on news paper because majority of people uses news paper. KESC also discuss the effect of electricity stealing on citizens who pays their utilities regularly and encourages them to make voice against electricity thefts and by making calls citizens can inform the authorities.