

Advertising surrounds us in our everyday lives – essay

[Media](#), [Advertising](#)



Advertising surrounds us in our everyday lives, and advertisers use countless means to catch the customer's eye, including sexuality, celebrity appeal, fantasy, comedy, and plain old creativity. This is evident in the following analysis of two ads, one for Calvin Klein perfume and one for Scope mouthwash, appearing in the same issue of Cosmopolitan magazine. While both ads target the same audience, Calvin Klein focuses on fantasy and celebrity appeal, while Scope utilizes creativity. Magazines. Television. Radio. Billboards.

Advertisements surround us in our everyday lives; there is almost nowhere you can venture without their presence. As noted author on advertising psychology James Randolph Adams once remarked, "Advertising is the principle reason why the business man has come to inherit the earth" (Richards 1). This is strikingly true, if you were to say "the golden arches," how many people would know what you were talking about? Almost everyone, that is how much advertising has affected our lives. How do these promotions become so integrated in our society? By the way it is advertised.

The executives in charge of an ad may spend thousands of dollars and months of planning on one little page in a magazine. They use countless means to catch the consumer's eye, including sexuality, celebrity appeal, fantasy, comedy, and plain old creativity,...

Advertising Objectives

Advertising objectives are the communication tasks to be accomplished with specific customers that a company is trying to reach during a particular time frame. A company that advertises usually strives to achieve one of four advertising objectives: trial, continuity, brand switching, and switchback.

Which of the four advertising objectives is selected usually depends on where the product is in its life cycle. Trial The purpose of the trial objective is to encourage customers to make an initial purchase of a new product. Companies will typically employ creative advertising strategies in order to cut through other competing advertisements. The reason is simple: Without that first trial of a product by customers, there will not be any repeat purchases. Continuity Continuity advertising is a strategy to keep current customers using a particular product.

Existing customers are targeted and are usually provided new and different information about a product that is designed to build consumer loyalty.

Brand Switching Companies adopt brand switching as an objective when they want customers to switch from competitors' brands to their brands. A common strategy is for a company to compare product price or quality in order to convince customers to switch to its product brand. Switchback Companies subscribe to this advertising objective when they want to get back former users of their product brand.

A company might highlight new product features, price reductions, or other important product information in order to get former customers of its product to switchback. Advertising Budget Once an advertising objective has been selected, companies must then set an advertising budget for each product. Developing such a budget can be a difficult process because brand managers want to receive a large resource allocation to promote their products. Overall, the advertising budget should be established so as to be congruent with overall...