

Analyzing print ads essay

[Business](#), [Strategy](#)



Analyzing print ads The two print ads to be examined are for printing papers as a business to business product and coke soda as a consumer product. The selling premise is the place where a customer can find the product he is intending to purchase. For the coke soda, it is advertised in the advert that it can be obtained from numerous outlets while the printing papers can be obtained from all major stationery stores.

Product position is the thought a consumer has on a product for example best service, easy access and lowest price among others. The coke soda has the position of the lowest price and easy access as compared to the other soft drinks while the printing papers have the position of low prices and best service. These positions have enabled the two products occupy the biggest market share as compared to the other competing products. When a product's image is changed positively, it can increase the sales of the specific product with a great percentage. The coke's image to the consumer is that it will bring a cooling effect to the body especially during summer season; in the advert, it is shown with droplets of ice on the outside of the bottle and also the bottle is drawn as a big one to imply that it will be enough for the cooling process of the body. The printing papers on the other hand, are portrayed as of a very good quality such that after they are printed on, they can withstand wet conditions without the ink fading (Sandage, Fryburger 1948). The competitive advantage of a product is what makes a customer choose that product over the others. The coke product has differentiated packages such as bottles and metal and plastic cans; their bottles are designed in a way to make holding easier even for kids which is clearly shown on the advert.

The printing papers are shown in beautiful packages and also come in different colors so as to increase variety to different tastes of different customers. The target audience for coke is virtually everybody that is why in the advert there are pictures of adults and kids while the target audience for the printing papers is the newspapers and books printers since the advert shows technicians busy printing. The objectives of creating the adverts were to increase sales by creating awareness of the products thus reaching as many customers as possible as well as winning a competitive advantage in the market.

Due to the firms choosing the best combinations of product position, product image and the target audience, the objectives of creating the adverts were achieved. The advertising strategy for coke was very clear because the pictures clearly depicted happy adults and kids who were enjoying the product, droplets of ice were also clearly shown to imply how the soda cools one's body after taking it. On the contrary, the advert of the printing papers was not all clear because one did not understand whether it was the ink that did not fade after wetting or it was the quality of the paper, the printing papers were drawn thick enough to show their good quality.

Reference Charles Harold Sandage, Vernon Fryburger (1948) Advertising: Theory and Practice, California University of California Press