

Marketing essays examples

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Measuring advertising audience

Advertising is the paid mass media content deliberated to convince and allure the audiences of readers, viewers or listener to promote the adoption of goods, services and ideas. It is impersonal and one-way marketing.

Advertising on the television means running a TV commercial, which is of 15 and 60 seconds in length, and includes sponsors, product placement within television shows.

Rapid change in consumer habits is responsible for making television advertisement the most effective mass-market advertising format. Strategies like; Integrated marketing communications are used by organizations to present a consistent, coherent and an amalgamated image before the customers.

Engaging the people, where they are already engaged. Online advertising sells products and services through email marketing, social networking, couponing, spam, etc. Social networking has evolved one of the best advertising medias. Facebook, Twitter comes up with unique Ads and generate a large turnout with the minimum investment, through attaining traffic, couponing and banner Ads.

As reported by a top official at one of the India's leading media planning and buying industries, that the marketers, top e-commerce companies in India, has spent on an average of 10 lakh each on advertising in 2010-2011, which has increased alarmingly and is about Rs 25-75 crores. Thus, the impractical growth of expenditure in the advertising field, competing with the other organizations has resulted in deteriorating the quality of the products, to reach maximum viewers and to attain the brand loyalty in the market.

Well said by, Jean-Paul Colaco “ As consumers watch their favorite TV shows across internet connected devices, measurement in this area becomes critical to the long term health of the entire industry.”

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