

Advertising principles and practice assignment

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**ASSIGN
BUSTER**

However the Effie is one important award which is given for effectiveness (visit EFFIE Worldwide at mad.Effie.Org) The New York American Marketing Association introduced these awards in 1968 and it honors the 'real world' work of agency/client partnerships that create, manage, and build brands In August 1996 Ionians launched one of the most memorable ads - lively, music-filled commercials featured dogs, dolls, a grinning Japanese man, and the tag line "Enjoy the Ride" yet the campaign failed as no car was shown and Ionians lost share and posted losses that year

Characteristics of Effective Ads

Types of Advertising

The Ideas and Struck are examples of Brand Advertising which is most visible and some commercials use humor to create brand awareness Retail or Local Advertising focuses on retailers or manufacturers in small areas its objective of stimulating store traffic and create distinctive image for store or manufacturer e. G. White Wave Political / Directory Advertising Politicians advertise to vote for them or their ideas as in ASSAI and some other countries. Critics feel this can focus more on image than on issues, and voters concentrate on the emotional parts ignoring the critical differences Directory advertising helps people in how to buy products and services e. G.

Yellow Pages Direct-Response advertising can use any medium including Direct mail and tries to stimulate sales directly and Internet helps here

How Ad Agencies are Organized

Account Management acts as liaison between the client and the agency. Once the client establishes the guidelines for a campaign and perhaps even one advertisement, account management handles day-to-day progress Creative Development and Production includes

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copy, 'rites, art directors, producers, master creators, coaches, etc Media Planning and Buying - plans, buys and researches on the use of different media Account Planning and Research act as strategic specialists who prepare recommendations about consumers wants, needs and relationship to the client's brand, and how advertising should work to satisfy those needs

Internal Services includes traffic department, print production, financial services, and human resources or personnel a-to-8 Advertising and Institutional Advertising B-to-B includes messages directed to retailers, wholesalers, and distributors and also to industrial purchasers, professionals like lawyers, physicians but not to general consumers through professional journals This is also called corporate advertising and aims to establish corporate identity or winning public over to the company's point of view e. G. Tobacco companies are running ads on positive things they are doing, also ads for pharmacy companies Public Service / Interactive In Public Service Announcements (AAAS) the message is on behalf of good causes like stopping drunk driving or preventing child abuse. These ads are usually created by ad professionals free of charge and the media often donate space and time Interactive advertising is delivered to individual consumers who have access to computer and internet.