

Advertising and
branding is a whole
different world



Advertising and branding is a whole different world altogether which makes an unconscious impact on the life of a consumer and creates an experience that each one of us desires.

This world of persuaders keeps an eye on each of the move of a consumer and their buying habits in order to come up with the accurate words and campaigns which can make a difference at the same time make the individual empowered and give them the control of their lives so that they can make informed decisions and choices of their own.

As we move from one place to another then there are countless advertisements that are waiting for your attention down the road. Some will succeed in getting a glimpse from you due to their attractive slogans, the color, the font, the sex appeal, the glamour actually the entire ad while others will fail to do so.

These are the top notch advertising agencies behind these ads which create them on behalf of companies that spend millions of dollars on the advertising of their products annually.

Due to the growing competition and the rise in products and choices for the consumers, the advertising companies are facing intense pressure in differentiating themselves by creating something new for the masses and something that should click.

Advertisements are there to persuade a consumer to buy a certain product irrespective of the fact whether they need it or no the job of an advertiser is to create a need and induce the consumer to get it home. Majority of the consumers when go for shopping tend to do unconscious buying.

Advertisers trap you in a vicious circle of its own where they don't want you to think beyond the world they have created for their consumers. This is a tough job as it requires clever minds that can convince you on buying a certain product or service.

Branding is not similar to advertising. When the word branding comes into ones mind, the first thing one would think would be the experience associated with it that is called the brand experience. These brands with their products try to create a culture and fill in the gaps of community and other social elements.

Companies such as coca cola, Starbucks, Body shops and Hall mark are super brands that have been successful in doing this through all the elements of their product line.

Star Bucks focuses on giving a brand experience of having coffee at a place other than home or work, it is not about coffee alone but the overall experience that one goes through while being at a Starbucks café.

Branding is more of a loyalty by a consumer that is beyond reasoning and once you have a brand loyal customer you will buy the product whether what due to the trust and the identity that it has created for you. Branding is a mixture of culture and diversity, tradition and values, emotions and happiness.

Many firms use emotional branding as a tool to make a connection between the consumer and the product, such as the ad of " cheerios" which are merely a breakfast cereal but the Christmas ad made by the company which came on the television showed the connection between a baby and a

grandmother feeding the baby with the cereals which completes the brand with an experience, the ad wants you to feel that moment and associate it with your own lives.

Similarly the advertisement of a washing powder is made with an emotional aspect to it because they don't want you to buy it to wash your clothes, which any detergent can do but to buy it because the family needs it.

Over the years like everything else the way of advertising has also gone through certain changes. Since the viewers are bombarded with different channels on television and so many choices at one time that they tend to skip or over look the advertisements.

To counter this problem the advertising agencies have started to integrate the ads into the shows and movies. This idea of getting into the programmes has been successful but even here the marketer need to ensure that they are integrated within the script of the program.

One example of such a product is the advertisement of a drink " Absolute hunk" done in the show " sex and the city"; it was part of the script of the show. Then BMW made video featuring stars such as Madonna, it sponsored it as well as designed and created it and it was put on the web.

Brands engage in promoting products too such as Bob Dylan engaged in the promotion of Victoria secrets through its videos.

This is entertainment and advertising at one time where the inbuilt message is communicated to the audience simultaneously. Companies hire the leading celebrities and sports men in order to endorse their brands world wide.

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