

ADVERTISING AND BRAND MANAGEMENT

UNIT I



▶ UNIT – I


▶ Introduction to Advertising:

Types of advertisements–Advertising in Marketing Mix –Relationship of Advertising with Other Elements of Promotional mix – DAGMAR Approach–Role of Advertising in an organisation– Advertising Department– Role of Advertisement Agencies, Client Agency Relationship. Ethics in Advertising, The Advertising Standards Council of India and its role .

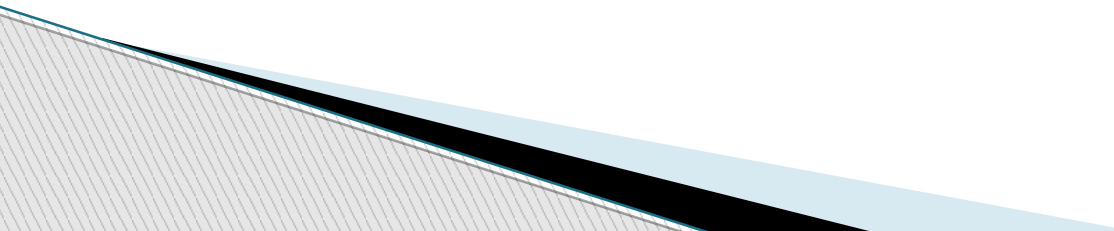
ADVERTISING

- ▶ According to American Marketing Association "advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".

FEATURES OF ADVERTISING

- ▶ **Communication:**
 - ▶ **Information:**
 - ▶ **Persuasion:**
 - ▶ **Profit Maximization:**
 - ▶ **Non–Personal Presentation:**
 - ▶ **Identified Sponsor:**
 - ▶ **Consumer Choice:**
 - ▶ **Art, Science and Profession:**
 - ▶ **Element of Marketing Mix: .**
 - ▶ **Element of Creativity:**
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OBJECTIVES OF ADVERTISING

- ▶ To introduce a new product
 - ▶ To support personal selling programme.
 - ▶ To reach people inaccessible to salesman.
 - ▶ To enter a new market
 - ▶ To light competition in the market
 - ▶ To enhance the goodwill of the enterprise
 - ▶ To improve dealer relations.
 - ▶ To warn the public against imitation of an enterprise's products.
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TYPES OF ADVERTISING

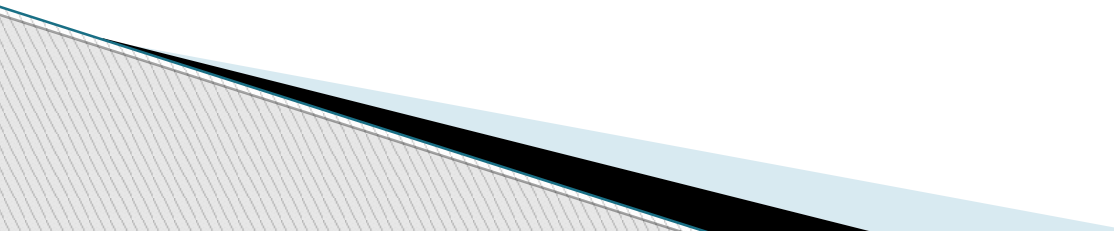


Area Coverage	Audience	Media	Function	Stage
1) Local	1) Consumer	1) Print Media	1) Direct Action and <u>Indirect Action.</u>	1) Pioneering Stage
2) Regional	2) Industrial	2) Electronic	2) Primary & Selective	2) Competitive Stage
3) National	3) Trade	3) Outdoor	3) Product & Institutional	3) Retentive Stage
4) International	4) Professional	4) Other Media		

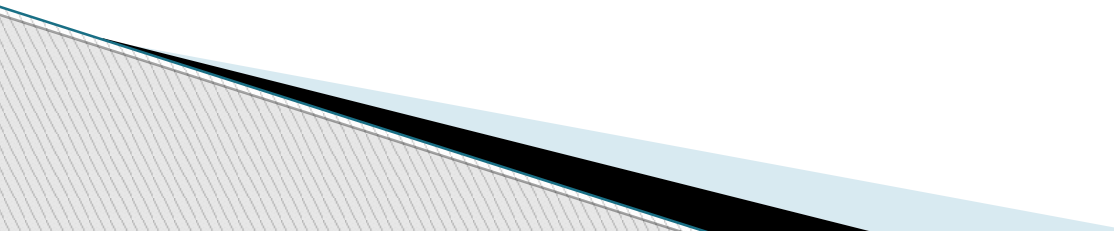
Advertising in Marketing Mix

- ▶ PRODUCT
 - ▶ PRICE
 - ▶ PLACE
 - ▶ PROMOTION
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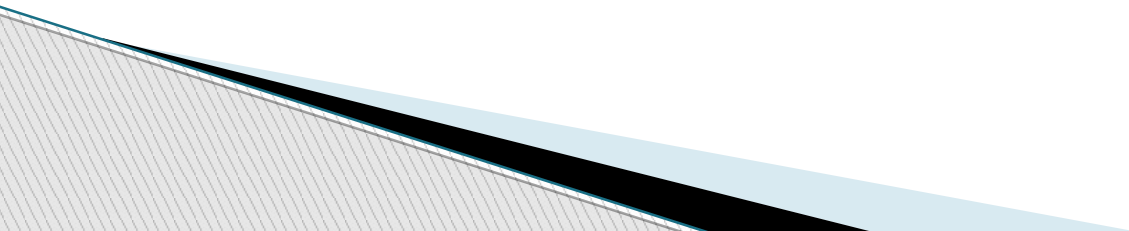
RELATIONSHIP OF ADVERTISING WITH OTHER PROMOTION MIX ELEMENTS

- ▶ ADVERTISING AND PERSONAL SELLING
 - ▶ ADVERTISING AND SALES PROMOTION
 - ▶ ADVERTISING AND PUBLICITY
 - ▶ ADVERTISING AND PUBLIC RELATIONS
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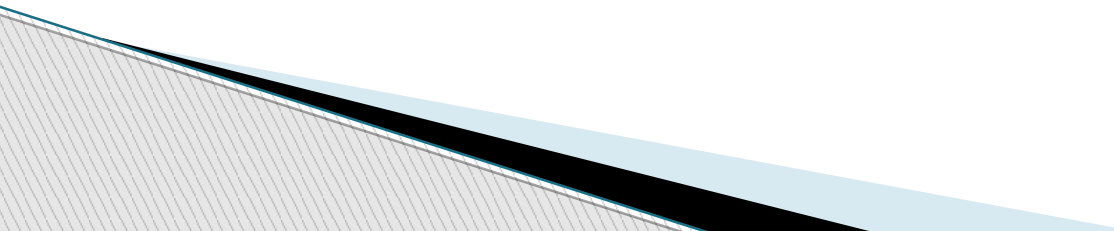
DAGMAR

- ▶ Defining Advertising Goals for Measured Advertising Results.”
 - ▶ **Awareness:**
 - ▶ **Comprehension:**
 - ▶ **Conviction:**
 - ▶ **Motivation:**
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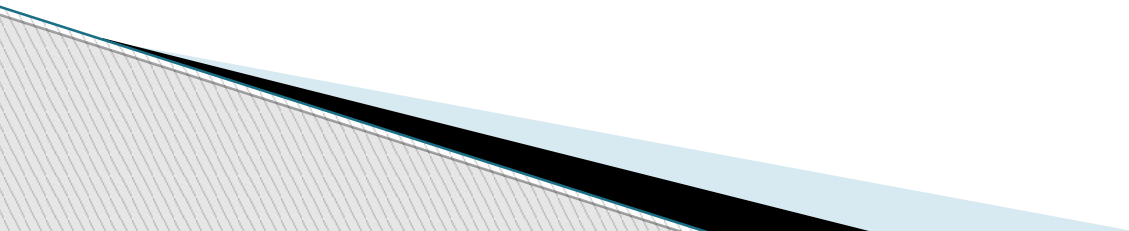
ROLE OF ADVERTISING



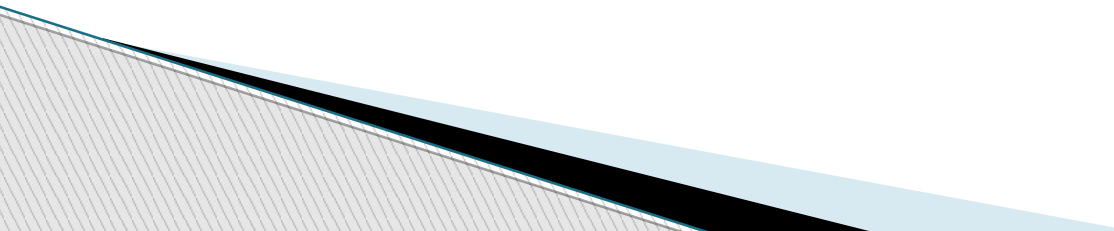
ROLE OF ADVERTISING

- ▶ **Promotion of Sales:**
 - ▶ **Introduction of New Product:**
 - ▶ **Creation of Good Public Image:**
 - ▶ **Mass Production:**
 - ▶ **Research:**
 - ▶ **Education of People:**
 - ▶ **Support to Press:**
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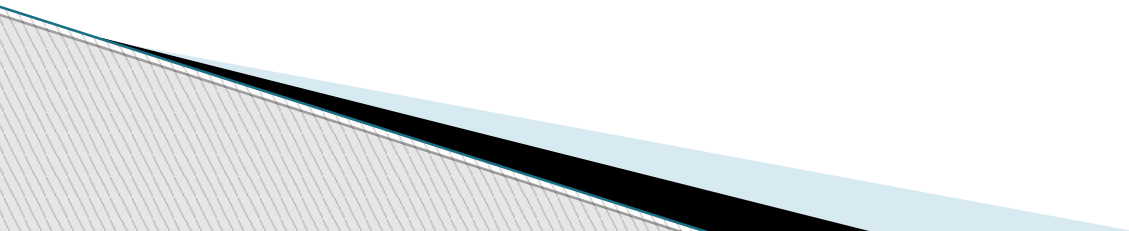
AD AGENCY



AD AGENCY

- ▶ Definition: The American Association of Advertising Agencies (AAAA) defines an advertising agency as: “
 - ▶ An independent business organization, composed of creative and business people, who develop, repair and place advertisements in advertising media for sellers seeking to find customers for their goods and services”
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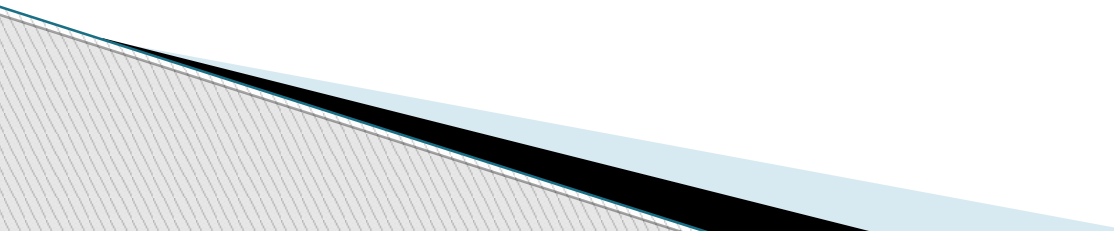
ROLE AND FUNCTIONS OF AD AGENCY



ROLE/FUNCTIONS OF ADVERTISING AGENCY

- ▶ Selection of Clients :
 - ▶ Media Selection:
 - ▶ Advertising Planning:
 - ▶ Creative Function:
 - ▶ Research Function:
 - ▶ Approval of the Client:
 - ▶ Marketing Function:
 - ▶ Evaluation Function:
 - ▶ Coordination Function:
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ADVERTISING DEPARTMENT

- ▶ Accounts Department
 - ▶ Client Serving Department
 - ▶ Creative Department
 - ▶ Production Department
 - ▶ Media Planning Department
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AGENCY– CLIENT RELATIONSHIP

Agency client relationship must be that of mutual trust and confidence

- ▶ Reasonable cost and reasonable compensation for the agency.
- ▶ Two way communication
- ▶ Interdependency

- ▶ What the clients have to do? :
 - ▶ 1. Treat the agency with courtesy at all times.
 - ▶ 2. Provide all possible information about the product
 - ▶ . 3. Not unnecessarily bargain for the fees
 - ▶ . 4. Motivate the agency to do a good work.
 - ▶ 5. Not change the agency for the sake of change.
 - ▶ 6. Approve the proposals submitted by the agency.
 - ▶ . 7. Give sufficient time to the agency to develop a good advertising campaign.
 - ▶ . 8. Reduce disputes to a minimum.
 - ▶ 9. Finalize well in advance the charges for a particular plan or campaign.
 - ▶ 10. Up-date the agency with any information .
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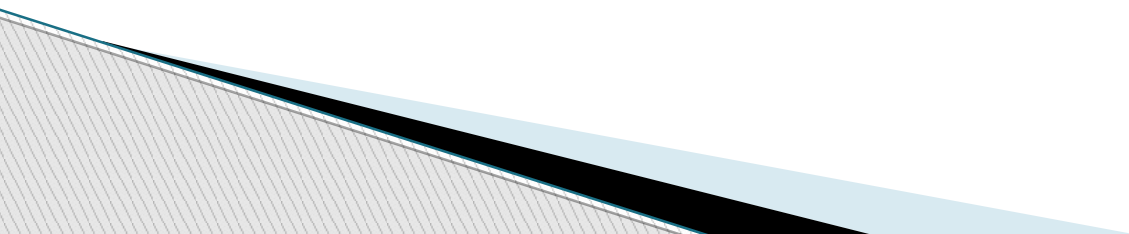
ETHICS IN ADVERTISING

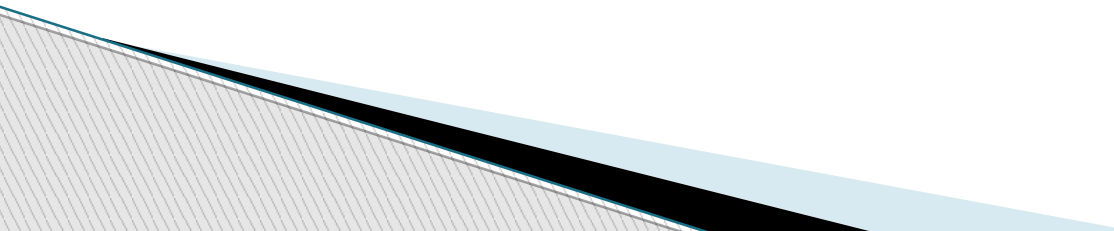
- ▶ Ethics means a set of moral principles which govern a person's behaviour or activities.

Ethical and Moral principles of Advertising

- ▶ 1. Truthfulness in advertising;
- ▶ 2. The dignity of the human person; and
- ▶ 3. Social responsibility

ASCI



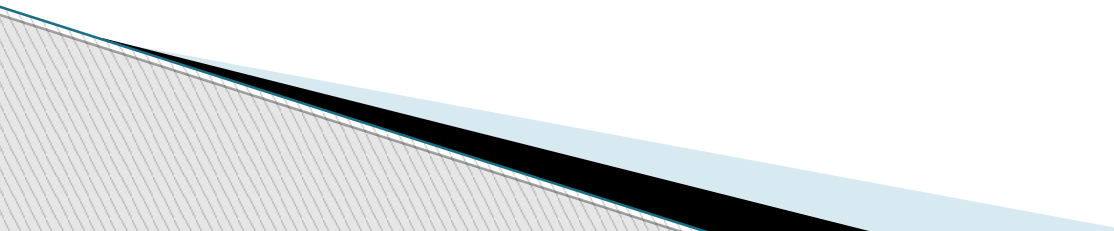
- ▶ The Advertising Standards Council of India (ASCI) is a self-regulatory and a non-government body which was established in the year 1985.
 - ▶ The members of the council are reputed firms of India which includes advertisers, PR agencies, media and advertising agencies and other professionals related to advertising.
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Objectives & Role of the ASCI

Promote truthfulness, honesty, public decency, societal standards and to oppose hazardous products.

- ▶ The role of the ASCI include to "monitor, manage and promote" standards
- ▶ Ensure no misleading and false claims are made.
- ▶ Prohibit offensive advertisement
- ▶ Prohibit advertisement for hazardous products
- ▶ Ensure fair competition
- ▶ Codify, modify and adopt
- ▶ Handle complaints through consumer complaints council

The complaints received by the ASCI are decided on the basis of the following 6 parameters

- ▶ False advertising
 - ▶ Misleading advertising
 - ▶ Indecent advertising
 - ▶ Illegal advertising
 - ▶ Advertising leading to unsafe practices
 - ▶ Advertisements unfair to competition
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Cases handled by ASCI recently

- ▶ Dettol
- ▶ HUL hand sanitizers
- ▶ Arihant corona Resistant Mattress

arihant MATRESSES

ANTI-CORONA VIRUS Mattress

पे सोएगा इंडिया तो बढेगा इंडिया



CORONA RESISTANCE
MATTRESS

₹ 15,000/-



Visit Our Sleep Gallery
@ **Wooden'Za Furniture**
Kashali (Furniture Market), Bhiwani



