

Advertising

Tuesday December 1, 2015

The Purpose of Advertising

- Non personal promotion.
- Utilizes a variety of media to communicate information.
- Promotes new or existing products.
- Encourages B2B and B2C interaction.

Promotional vs. Institutional Advertising

- Promotional advertising
 - Designed to increase sales.
 - Targets B2B and B2C.
 - Generates leads that hopefully end in a sale.
- Institutional advertising
 - Designed to create a favorable image for the business.
- Mass Advertising
 - Allows companies to reach a large number of individuals at the same time.
 - Radio and television commercials.

Types of Media

- Media refers to the avenues that are used to convey messages to the public.
 - **Print** – oldest and most effective
 - Newspapers, magazines, billboards
 - **Broadcast** – by age 66 the average person spends nearly ten years watching 2 million television commercials.
 - Television, radio
 - **Internet** – becoming a more important component of media advertising as technology evolves.
 - Email, pop-ups
 - **Specialty** – inexpensive, useful way of advertising on products.
 - Giveaways, promotional products (pens, note pads, stress balls)

Advantages and Disadvantages

- Identify advantages and disadvantages for each of the Types of Media.
 - Print
 - Broadcast
 - Internet
 - Specialty

Pick a Product to Promote

- Select a product or company to promote.
- Identify as many specific methods of promotion as you can for promoting the product/company.
 - Assess the advantages and disadvantages of each promotional method.
 - Who would each method of promotion target best?
- Be prepared to present your thoughts to the class.
