

PRINCIPLES OF ADVERTISING

WEEK 1

Learning Outcomes:

By the end of the lesson, the students will be exposed;

- The role of business
- The relationship between advertising and marketing

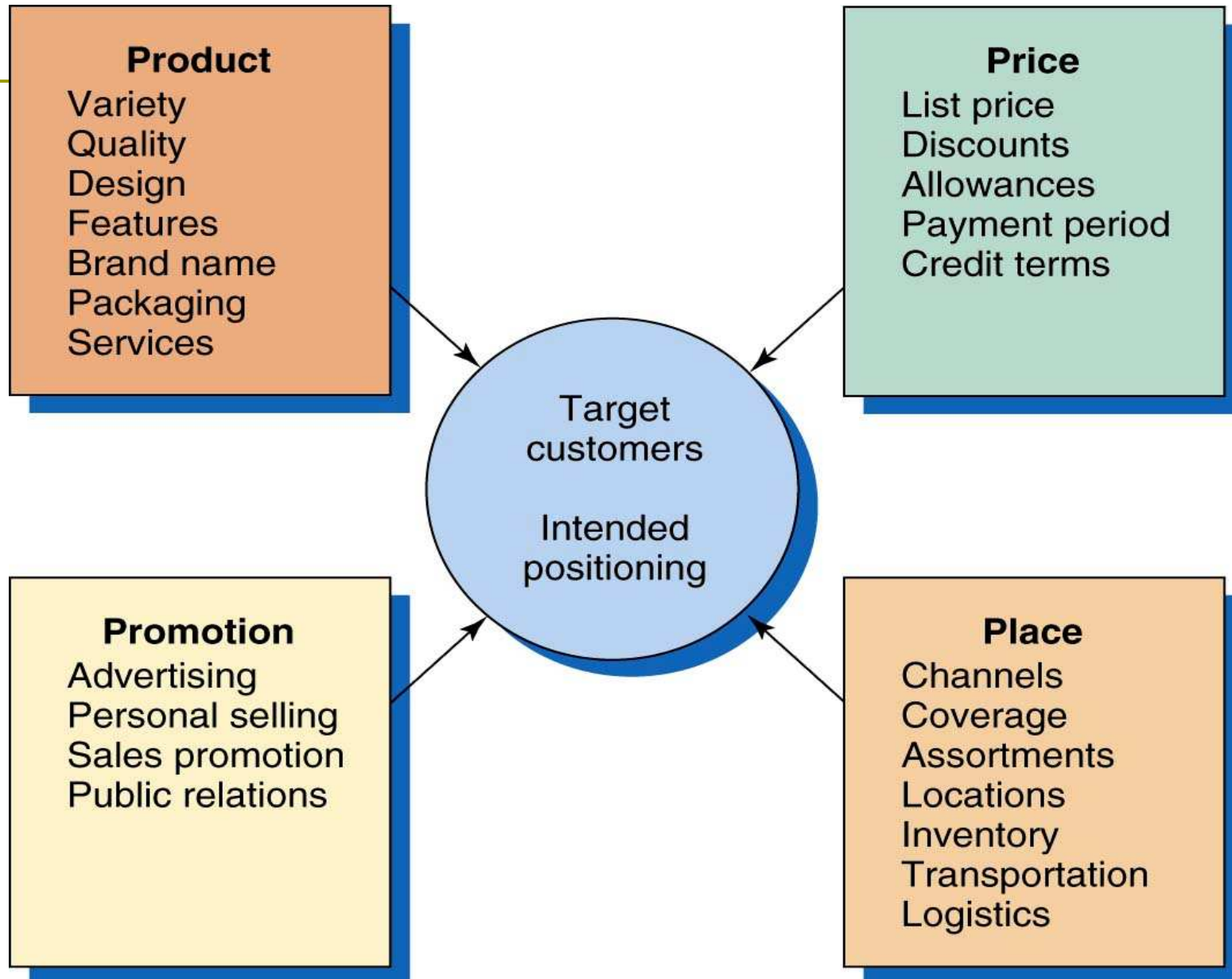
The Role of Advertising

- The marketing mix
 - The right product
 - At the right price
 - In the right place
 - With the right promotion

The Marketing Mix

- The set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market.
- Consists of the 4 P's
 - Product
 - Price
 - Place
 - Promotion

The 4 P's of the Marketing Mix



The 4 P's & 4 C's of the Marketing Mix

□ 4 P's - Seller's View

- Product
- Price
- Place
- Promotion

□ 4 C's - Buyer's View

- Customer Solution
- Customer Cost
- Convenience
- Communication

The Right Product

- ❑ The need to research the market place to establish what product is wanted by customer.
- ❑ The emphasis is on the right product to satisfy the needs and wants of the customer and user.

The Right Product

- ❑ The right product is more than the physical product – sometimes called the core product.
- ❑ It means the total product offering with all the variations and combinations.
- ❑ Ex, marketing of burgers. Combination of the core product – burger – are introduced together with French fries and a soft drink to offer a package deal – ‘Big Mac Meal’

The Right Price

- ❑ Many people believe that pricing is the most crucial part of the marketing mix – sell it cheaply enough and the customer will be flocking to the door.
- ❑ That may be true for some products but why should a company put a lot effort (any money) into developing a product and service just to sell off their investment so cheaply?
- ❑ Ex, Perfume

The Right Place

- ❑ To create the right place for the customer products or services must be readily available in a convenient and logical place.
- ❑ If they are not where the customers want them, then other products or services will be purchased instead.

The Right Place

- ❑ The right place also has implications on the perceived position in the market place and the image and reputation of the product and service.
- ❑ For some products and services, there are a number of places where the customer would expect to buy the product.

The Right Promotion

- Promotion is the total activity to project the total reputation or image of a product, service or company together with their associated names (i.e. brand and corporate image).
- Promotion covers packaging, advertising, public relations, sales literature, sponsorship and point-of-sale (POS) displays.

The Right Promotion

- Promotion is the total way that a company presents its product to the market.
- Central to this is the need to adopt the right style and tone of the message being communicated.
- Promotion therefore incorporates a whole range of methods and means of getting the message across via a variety of different media.

'Selling in'

- ❑ The 'push/pull' concept must not be ignored.
- ❑ Consumer marketing and advertising is the 'pull' or encouragement for the customers to go to the shops and stores to buy the products.

'Selling in'

- ❑ So it is necessary to initiate 'push', by 'selling in' the products to the wholesalers and retailers to encourage stocking up once the customer has seen the consumer advertising.
- ❑ This process of 'selling in' involves informing the wholesalers and retailers about saleable products that will sell at the right price to allow mark up for a profit.

'Selling in'

- ❑ 'Selling in' will also include advertising in the trade press to inform wholesalers and retailers of planned consumer advertising and sales promotion offers to promote the goods.
- ❑ Details of incentives and discounts to encourage the intermediaries to stock products will also given.
- ❑ This is important because, if the wholesalers and retailers are convinced enough to stock the products, there is a good possibility of achieving sales.

Advertising Objectives

- ❑ To launch the product or service
- ❑ To create awareness
- ❑ To generate interest
- ❑ To generate sales enquiries
- ❑ To remind existing users
- ❑ To reassure previous purchasers
- ❑ To maintain acceptance even though the profile of the customer is changing

Advertising Objectives

- ❑ To keep the market informed even though the market is changing.
- ❑ To prolong the life of the product in a declining market.
- ❑ To counter declining sales (due to competition).
- ❑ To keep salespersons or outlets busy.
- ❑ To promote new and improved versions.
- ❑ To promote the corporate/ brand image.
- ❑ To promote product range.
- ❑ To attract and support distributors.
- ❑ To recruit staff.