

MEDIA & ADVERTISING



MCA 301

Week 1

The role of Advertising in Marketing Mix

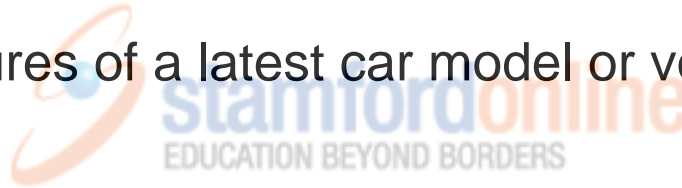
Introduction

What is Advertising?

- Advertising is defined as any **paid** form of **non-personal communication** about an **organization, product, service, or idea** by an **identified sponsor** through the **mass media** in an effort to **persuade or influence behaviour**.

Advertising is

- ***Paid*** = The space or air time for an advertising must be bought
- ***Non-personal*** = it is directed to groups of people rather than specific individuals
- ***Communicates information about product, service, or ideas*** = whether it's the features of a latest car model or voting for a particular candidate
- ***Identified sponsor*** = a company selling a product or a non-profit group seeking donations pays for the ad message to be placed in the media
- ***Mass media*** = uses communication channels that reach many people at once
- ***Persuade or influence behaviour*** = persuade or influence people to buy a particular product or vote for a specific candidate or donate money



What is Marketing?

- American Marketing Association (AMA) revised 2004 - Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.



The marketing concept

- Because people have so many product choices, an organization must give customers a real reason for choosing its products over competing products.
- Marketing concept is focusing on customer needs and coordinating marketing efforts throughout the organization while working for long-term profits.

Meeting customer needs

- Everyone in an organization from top managers to receptionists, needs to be involved in the two-step process of satisfying customers: 1) understanding what customers expect; 2) meeting those expectations better than competitors.

Coordinating marketing efforts

- Research and development, manufacturing, finance, and other functions are also important, so coordinating these functions with marketing efforts greatly increases an organization's chances of success.

Working for long-term profits

- Business, governments, and non-profit organizations all have to think about long-term financial responsibility. Businesses must be profitable if they expect to remain operational and meet customer needs year after year.

The Marketing Mix

Building a business that meets customer needs means working with the four elements that make up the marketing mix: **product, price, distribution (place) and promotion**

- **Product**

The most essential element in the marketing mix is the product. A product is “bundle of value” that meets customer expectations.

- **Price**

Price is the value, usually in monetary term, that sellers ask for their products. A price can influence the buying behaviour of a particular product.

- **Place**

The process of moving the products from the producer to the customer is distribution. Distribution is usually accomplished through marketing channels (wholesalers and retailers), market covered and transportation.

- **Promotion**

Promotion covers the variety of techniques used to communicate with customers and potential customers - *and this is where advertising comes in.*

- Advertising isn't developed or delivered in a vacuum (independently), it's one element - a key element - in the process of marketing.

- Advertising can be said as a creative tool of marketing.

Functions of Advertising

- **To differentiate products from their competitors**
- **To communicate product information**
- **To urge product use**
- **To expand product distribution**
- **To increase brand preference and loyalty**
- **To reduce overall sales costs**

Types of Advertising

- **Consumer Advertising**

Advertising aimed at consumers, the individuals, and families who buy goods and services

- **Business Advertising**

Directs message towards people who buy or use products in businesses

- **Industrial Advertising**

Targets people who buy or use the materials and services needed to conduct business or to manufacture other product

- **Trade advertising**

Targets intermediaries such as wholesalers and retailers that buy goods for resale to customers

- **Professional Advertising**

Is directed towards licensed professional practitioners such as lawyers, accountants, doctors, dentists and engineers



The Advertiser

Advertising Management Roles and Responsibilities

Strategic Planning

- The advertising manager must work with colleagues from other departments such as marketing and sales, because each department's strategies are related.

Determining policy, aims and objectives

- From the strategy future advertising policy can be determined which leads to the aims and objectives.
- Determining specific policy may require further quantitative or qualitative research.

Promotional Planning

- Planning of the whole of promotional activity for the company.

Budgeting

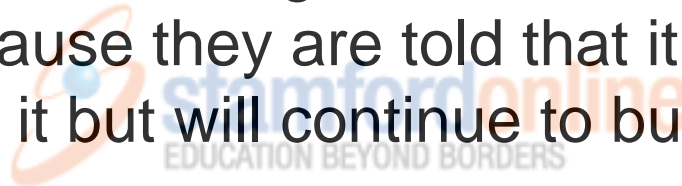
- Budgeting is calculating costs for the activity. Budgeting will be set earlier before a strategy is implemented.

Planning Administration and Staff

- Advertising manager is an administrator running the advertising department.
- Consequently, it means planning the department so that it is prepared to deal with activities it handles and is adequately staffed and equipped to undertake its role.

Implementing the Promotional Campaign (Tactics)

- To get the company's messages across to the target audiences to determine the company's image.
- E.g.: customers are intelligent and will not buy a product just because they are told that it is good. They may buy and try it but will continue to buy it only if it's proven good.



Media used in advertising

P = Press Advertising (newspapers and magazine)

R = Radio (local and national commercial radio)

O= Outdoor (roadside posters, billboards)

T= Transport / Transit (bus, and over ground and underground train advertising)

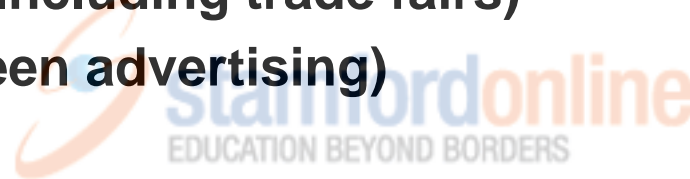
E= Exhibitions (Including trade fairs)

C= Cinema (screen advertising)

T= Television

E= Electronic

D= Direct Mail



Primary Media and Secondary Media

- Primary Media = the main media
- Secondary media = the supporting types of media