



**DNYANSAGAR ARTS AND
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**Subject: Advertising and Sales
Promotion (605)**

CLASS: TY BBA (VI SEM)

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UNIT 1

ADVERTISING





1.1 Introduction

The word advertising comes from the Latin word "advertere meaning" to turn the minds of towards". Some of the definitions given by various authors are:

According to William J. Stanton, "Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization."

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".

Advertising is used for communicating business information to the present and prospective customers.



1.2 Definitions of Advertising

- 1. American Marketing Association has defined advertising as “any paid form of non-personal presentation of ideas, goods and services by an indentified sponsor”.**
- 2. According to Webster, “Advertising is to give public notice or to announce publicity”.**
- 3. According to Gardner, “Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production”.**



1.3 Features of Advertising

- 1. Communication:** Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.
- 2. Information:** Advertising informs the buyers about the benefits they would get when they purchase a



1.4 Objectives of Advertising

The fundamental purpose of advertising is to sell something - a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are listed below:

- 1. To introduce a new product by creating interest for it among the prospective customers.**
- 2. To support personal selling programme. Advertising maybe used to open customers' doors for salesman.**
- 3. To reach people inaccessible to salesman.**
- 4. To enter a new market or attract a new group of customers.**



5. To light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.

6. To enhance the goodwill of the enterprise by promising better quality products and services.

7. To improve dealer relations. Advertising supports the dealers in selling the product. Dealers are attracted towards a product which is advertised effectively.

8. To warn the public against imitation of an enterprise's products.



1.5 Importance of Advertising

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It performs the following functions:

1. Promotion of Sales: It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as wet as in the international markets.

2. Introduction of New Product: It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.



3. Creation of Good Public Image: It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.

4. Mass Production: Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.



1.6 Budget Decision

Budget decisions depends upon

Nature of Product

Nature of media

Target of reaching the customers

Budget allotted

Group of customers demanding the product



UNIT-2

COPY DECISIONS



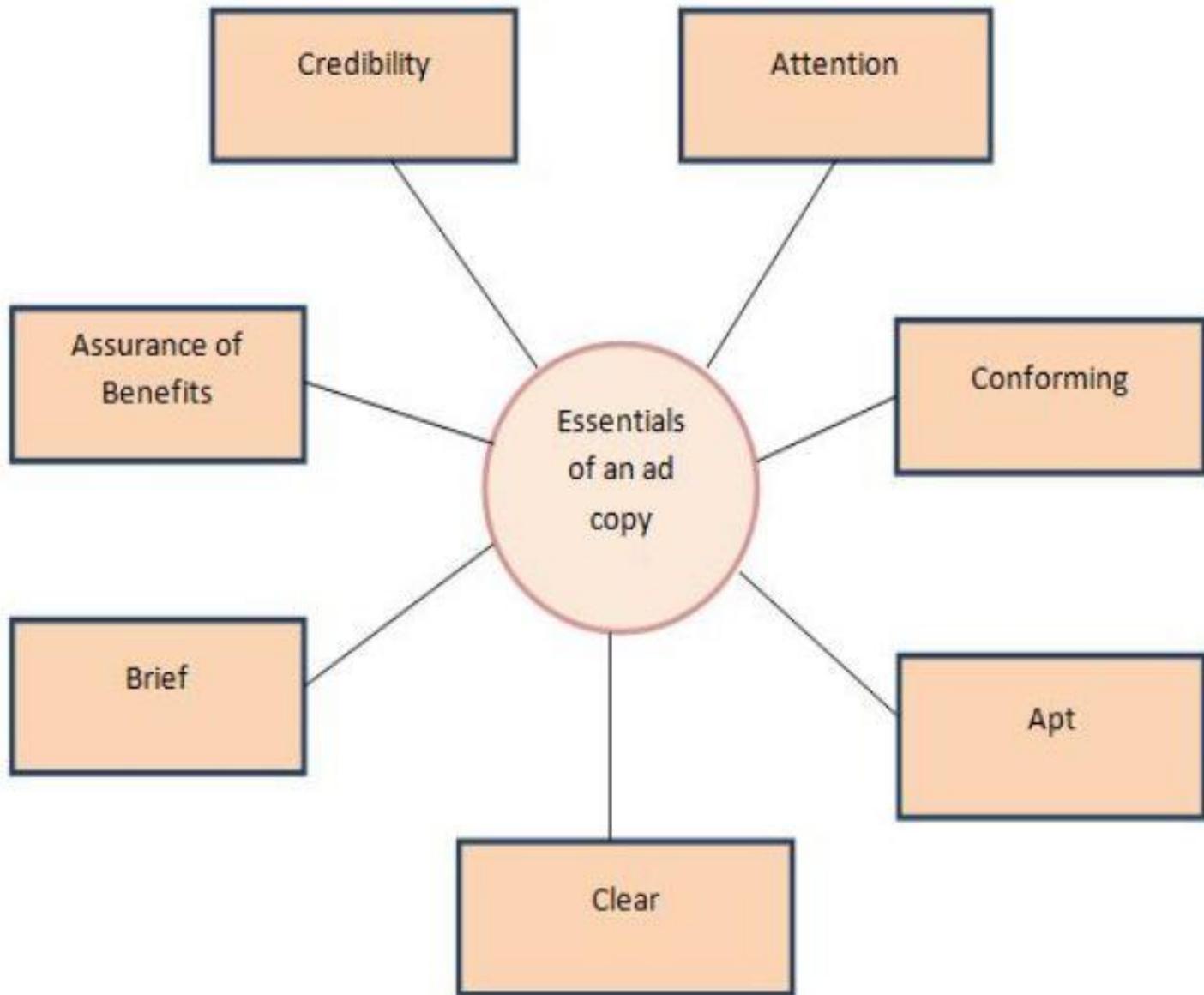
2.1 Introduction

According to the UK advertising guru, David Ogilvy, 'people do read lengthy advertisements if they are skillfully written'. The most significant part of the copy is the headline, and sometimes even a small shift in the text brings magnanimous results. A short ad copy is the most popular in consumer-product advertising, or an artful, indigenous lengthy ad copy may work wonders too. An advertisement copy is mostly a result of extensive advertising and consumer research designed by professional copywriter's employees by advertising agencies. Drafting an ad copy demands skill and effort. An ad copy involves a complete investigation of the target audience. There is a substantial effort that goes into making an ad copy.



2.2 Visualization of Ad Layout – Elements of Ad Copy and Essentials of a good advertisement copy

An ad copy is made of various principles, all of which are integrated into a few lines of the copy that the advertisers are allowed to engage. It combines search engine optimization with marketing strategies and is used in all kinds of advertisements, not only pay per click and contextual ads. The essentials of a good ad copy are as follows:





Credibility- An ad copy must focus on the credibility or the reliability of the ad. The copywriters should essentially flaunt an element of reliability in the ad so that the consumers are convinced to go ahead with the product. The credibility of an advertisement is the extent of honesty in the ad message. Misleading and misinterpreted ads harm the reputation of the selling house.



Attention- The keywords, punch lines or phrases that seize the attention of the potential consumers or some component in the ad that attracts the target audience are essential in a good advertising copy.



Assurance of benefit- An advertisement copy must contain some promise of the benefits that the product offers if the consumer purchases and uses the product.

Brief and clear- An ad copy must be brief and clear, i.e. it must be to the point. It doesn't mean that the copy must omit the important elements of the ad. A clear copy is easy and quick to be read by the readers. It is self-explanatory, definite, and precise. Clarity makes way for interpretation.



2.3 Principles of verbal versus visual thinkers

When people are strong visual thinkers, they think by seeing ‘pictures’ in their head – which is a bit like watching a movie. The speed of visual thinking is very fast – where there is a lot of information processed at once.

The other main way people think or process information in their head is to use verbal thinking. Verbal thinkers think with words – a bit like talking to yourself in your head. The words follow the linear structure of language, and verbal thinkers think at the same speed as when they speak out loud.



2.4 5-Steps POWER Copywriting Method

Step 1: PREPARE. Good ad copy begins with good information.

Step 2: ORGANIZE. After you've answered these questions, you next need to organize your information. ...

Step 3: WRITE. Now that you've collected and organized your information, it's time to start writing your copy. ...

Step 4: EDIT.

Step 5: REVIEW.



2.5 Copy Testing Techniques

There are seven main copy testing techniques namely-

Consumer Jury

Rating Scales

Portfolio tests

Psychological tests

Physiological tests

Sales tests

Day-after recall Tests



UNIT 3

MEDIA DECISIONS





3.1 Introduction

The most brilliant and original advertising ideas will be wasted if they are not presented through the right media in the right place at the right time to the right people. Hence the selection of right media is an important for achieving the objectives of advertising. However, before explaining the factors which should be kept in mind for selecting the right advertising media, it is essential that we must know the meaning of advertising media. An advertising media is a means or vehicle of delivering a definite message. It is a means through which an advertising message or information is passed on to the prospective customers, readers, viewers, listeners or passers-by



Media Planning and Selection

Selection of a right type of advertising media is a difficult task. Any media that is selected must be capable of accomplishing at least the three main objectives:

- 1. It must reach the largest number of people possible.**
- 2. It must attract their attention.**
- 3. It must be economical.**



3.2 - Concepts of Reach

1. The Nature of the Product:

The nature of the product determines the choice of the advertising media. For

Instance, cinema, television, color periodicals would be the obvious choice for products like fabrics and

Toilets requiring visual presentation. In this connection, management should develop a product-media match.



2. Market Requirements:

While selecting advertising media, the company's market requirements should be considered. When they meet these requirements, they lend themselves to good use. For example, specialized high fashion color magazines would be the proper media for consumers with high income groups and sophisticated tastes. Similarly, outdoor media would be appropriate when consumer action is to be induced at the point of purchase.



3. Advertising Objectives:

The advertising objectives also determine the type of media to be selected. For example, the press is preferred to project corporate image while radio and television is relevant for product advertising.

4. Distribution Strategy:

The advertising media should be compatible with the distribution strategy adopted by the company. For example, if the company is selling through middlemen-wholesalers and retailers etc., then outdoor advertising media duly supported by television, radio and cinema etc. may help to pull the product out of channel.



5. Nature of the Message and Appeals:

The nature of advertising message appeal also determines the advertising media for a company. The media should be able to carry the message and appeal to the right persons in the perspective. For example, if time is the essence of communication, daily newspaper and radio may be the best choice. Mass consumption items like soaps, toothpastes, hair oil etc. may determine television, newspapers as the best selection.



3.3- Measures of Media Cost Efficiency

The budget available for advertising purpose will decide the choice of media of advertising. For example, a manufacturer having comparatively large funds for advertising may choose television or radio or both as a media of advertising. On the other hand a medium or small sized businessman may prefer newspaper and magazine as an advertising media.



3.4 Types of Advertising

Today, radio has emerged as one of our major advertising media. It provides a very large coverage of audience in urban and rural areas. Now almost every family has a radio set in our country. Radio advertising in India was started in 1967 when a commercial service on Radio advertising is quite popular in India on account of the following advantages:

**NEWS
PAPERS**

MAGAZINES

RADIO

NEWSPAPER

**DIRECT
MAIL**

EMAIL

ADVERTISING

TELEVISION

OUTDOOR

**SOCIAL
NETWORKS**





- 1. It has a wide coverage. Even illiterate people are covered under this media. It can convey message even to small remote areas.**
- 2. It is quite flexible as it can be used on a national or local level according to the need.**
- 3. It gives message of the advertiser at the door of the prospects when they are in a respective mood.**



- 4. It easily catches the attention of the people.**
- 5. Today radio advertising is a major source of income.**
- 6. It claims the advantage of memorizing value. In this connection, psychologists say that anything learnt through the ears is not easily forgotten.**
- 7. Radio advertising affords variety of programmes including entertainment on account of which the goodwill is developed. People buy the product advertised by radio because they enjoy the free show.**
- 8. Radio advertising has human touch unequalled by any other media.**



3.5 Internet Advertising

The Internet facility has developed around for some 30 years. It actually began in the early 1960 in USA, where the US Department of Defense saw it as a means of supercomputer communication for researchers and military facilities across the country. Until it commercial exposed in 1990s, the Internet remained a relatively obscure network of linked computers - mostly by academics, military researchers, and scientists around the world to send and receive electronic mail, transfer files, and find or retrieve information from databases -



Type of Internet Advertising:

Ads on the Internet can take a variety of forms. Most advertising on the Internet can be classified as websites, banners, buttons, sponsorships, interstitials, Meta ads, classified ads, and e-mail ads.

Websites: Some companies consider their whole website as an ad. However, a website is more than an ad - it's an alternative location where customers, prospects, shareholders, investors, and others can come to find out more about the company, its products and services.



3.6 Ethical Concerns.

Internet is indeed powerful and if I may borrow the famous quote from Spiderman, “With great power comes great responsibility”. So what then is the responsibility of the Internet marketers, online businesses, digital strategists and the other inhabitants of the online space? Media, whether it is the newspapers, magazines, radio or the TV news channels, has always maintained a clear distinction between information and advertisements. And the same stands true for the digital media too.



UNIT 4

MEASURING ADVERTISING

EFFECTIVENESS



4.1 Introduction

Advertising management is a complex process that involves making many layered decisions including the developing advertising strategies, setting an advertising budget, setting advertising objectives, determining the target market, media strategy (which involves media planning), developing the message strategy and evaluating the overall effectiveness of the advertising effort.) Advertising management may also involve media buying.



Techniques to Measure Advertising Effectiveness

Pre-test and Post Test: Pre-test implies testing advertising message before it is sent to specific media. ...

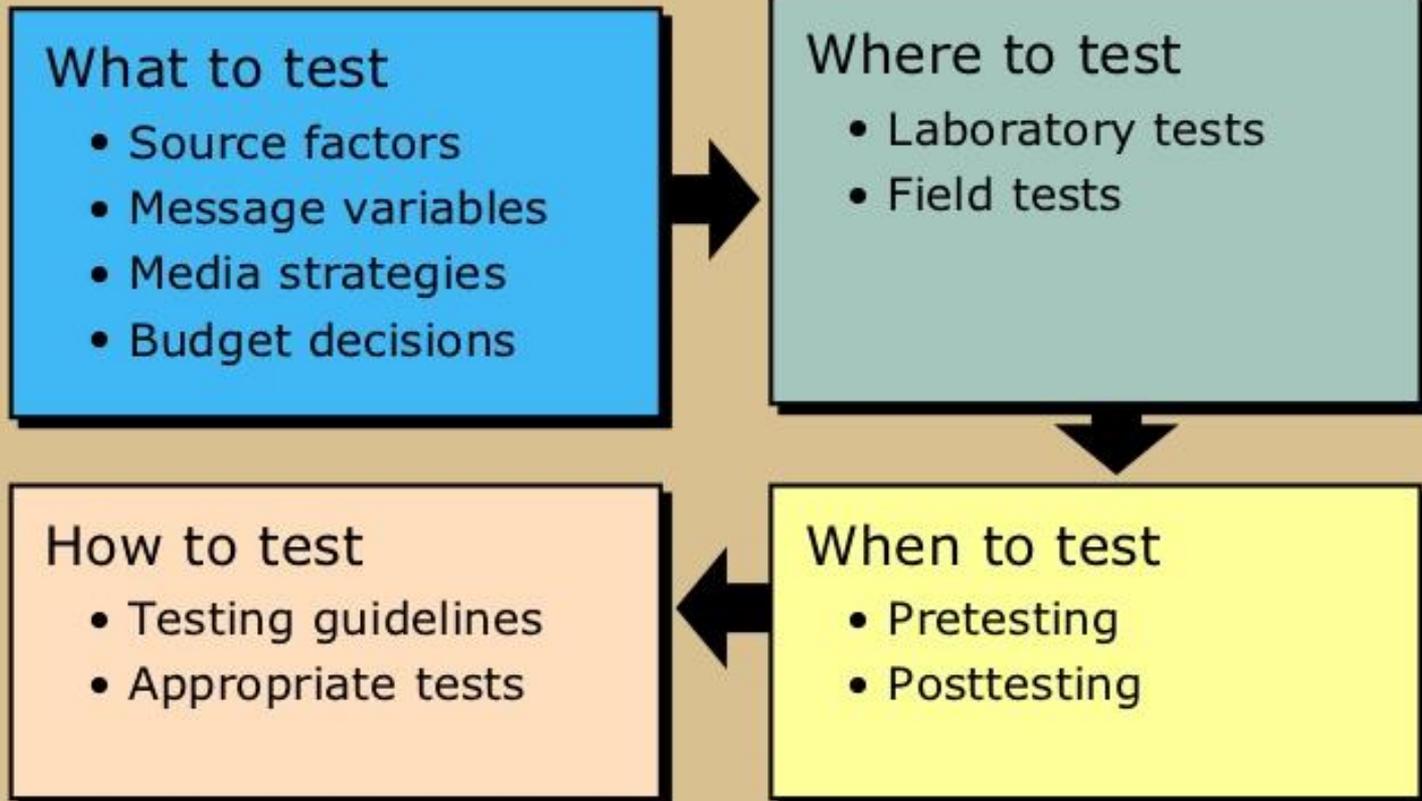
Communication and Sales Effect Test: Communication test measures communicability (ability to communicate) of the message. ...

Laboratory and Field Test: ...

Experimental and Survey Test: ...

Message and Media Effect Test:

Measuring Advertising Effectiveness





4.2 Control of Advertising by practitioners

Advertising management is a planned managerial process designed to oversee and control the various advertising activities involved in a program to communicate with a firm's target market and which is ultimately designed to influence the consumer's purchase decisions. Advertising is just one element in a company's promotional mix and as such, must be integrated with the overall marketing communications program.



4.3 International Advertising

Global advertising or international advertising consists of collecting, processing, analyzing and interpreting information. There are two main purposes of international advertising research: (1) to assist business executives to make profitable international advertising decisions for their specific products and services and (2) to contribute general knowledge of international advertising that is potentially useful to a variety of business executives, educators, government policy makers, advertising self-regulatory organizations and others interested in understanding the process and effects international advertising.



4.4 Integrated marketing

Integrated marketing is an approach that emphasizes seamless integration of all marketing and communications efforts throughout the company. It has become more common in the early 21st century as companies try to communicate consistent messages using traditional media as well as new media like digital and interactive technologies.



UNIT 5

SALES PROMOTION



5.1 Introduction

Sales promotion is the process of persuading a potential customer to buy the product. Sales promotion is designed to be used as a short-term tactic to boost sales – it is rarely suitable as a method of building long-term customer loyalty. Some sales promotions are aimed at consumers.

Important techniques of sales promotion are as follows:

SALES PROMOTION STRATEGIES

Loyalty cards

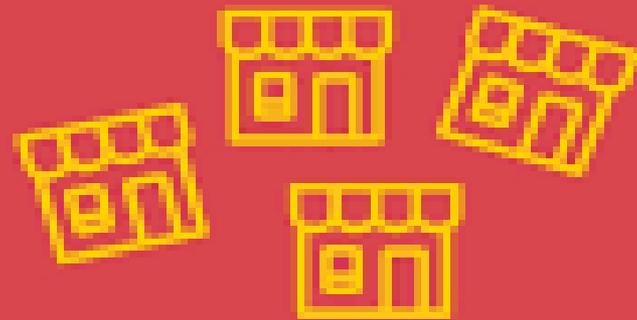
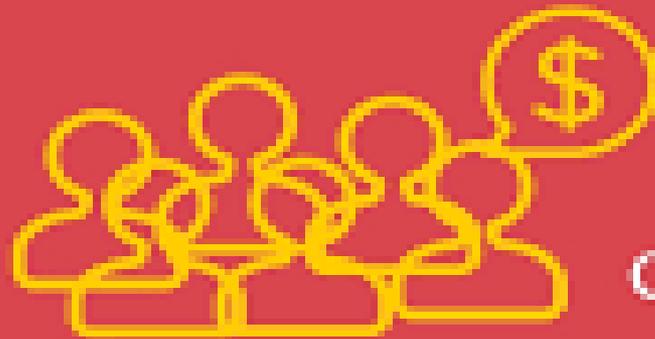
Competitions

Free Gifts / Freebies

Discount Coupons

Gift Vouchers

Rebates



Reward programs

Coupon Booklets

Mobile recharges

PAYTM Points

Free Samples

Credit purchase programs



(1) Rebate:

Under it in order to clear the excess stock, products are offered at some reduced price. For example, giving a rebate by a car manufacturer to the tune of 12,000/- for a limited period of time.

(2) Discount:

Under this method, the customers are offered products on less than the listed price. For example, giving a discount of 30% on the sale of Liberty Shoes. Similarly giving a discount of 50% + 40% by the KOUTONS.



(3) Refunds:

Under this method, some part of the price of an article is refunded to the customer on showing proof of purchase. For example, refunding an amount of 5/- on showing the empty packet of the product priced 100/-.

(4) Product Combination:

Under this method, along with the main product some other product is offered to the customer as a gift. The following are some of the examples:



(5) Quantity Gift:

Under this method, some extra quantity of the main product is passed on as a gift to the customers. For example, 25% extra toothpaste in a packet of 200 gm tooth paste. Similarly, a free gift of one RICH LOOK shirt on the purchase of two shirts.

(6) Instant Draw and Assigned Gift:

Under this method, a customer is asked to scratch a card on the purchase of a product and the name of the product is inscribed thereupon which is immediately offered to the customer as a gift.



(7) Lucky Draw:

Under this method, the customers of a particular product are offered gifts on a fixed date and the winners are decided by the draw of lots. While purchasing the product, the customers are given a coupon with a specific number printed on it.

On the basis of this number alone the buyer claims to have won the gift. For example, 'Buy a bathing soap and get a gold coin' offer can be used under this method.



5.2 Brand equity

Brand equity is the value and power of the brand that determines its worth. The brand equity can be determined by measuring:

- i. The price premium that the brand charges over unbranded products**
- ii. The additional volume of sales generated by the brand as compared to other brands in the same category and/or segment**



5.3 Brand Management - Leveraging

Brand leveraging is the strategy to use the power of an existing brand name to support a company's entry into a new but related product category by communicating valuable product information to the consumer.



UNIT 6

PHYSICAL DISTRIBUTION



6.1 Introduction

Physical distribution includes all the activities associated with the supply of finished product at every step, from the production line to the consumers. Important physical distribution functions include customer service; order processing, inventory control, transportation and logistics, and packaging and materials.



6.2 Importance of Physical Distribution

The importance of physical distribution to a company can vary and is typically associated with the type of product and the necessity it has to customer satisfaction. Strategically staging products in locations to support order shipments and coming up with a rapid and consistent manner to move the product enables companies to be successful in dynamic markets.

Physical Distribution





6.3 Functions of Physical Distribution

The key functions within the physical distribution system are:

Customer service

Order processing

Inventory control

Transportation and logistics

Packaging and materials

THANK YOU