

**Department of Business Administration (BBA)**  
**Government Arts College(Autonomous), Coimbatore- 641018.**

**Sem: VI Core Paper: XIV Sub Name: Advertising and Sales Promotion Sub Code: 18BBA63C**

**UNIT-I**

Advertising: Meaning – Features – Objectives – DAGMAR - Importance - Classifications - Limitations – Advertising media – Functions - Forms of media – Advantages - Disadvantages.

**UNIT-II**

Media planning – Factors Affecting Media Planning – Importance - Advertising Agencies – Functions – Selection - Advertising Budget – Advertising Appeals - Advertising Copy – Objectives – Essentials.

**UNIT-III**

Advertising layout – Functions – Design of layout - Advertising campaign - Elements - Steps in campaign planning – Factors influence planning of Advertisement campaigns.

**UNIT-IV**

Sales force management – Importance – Sales forces decision - Motivating Salesman – Importance - Compensation – Objectives – Methods – Sales territory.

**UNIT-V**

Sales promotion: Meaning – Nature - Objectives - Methods - Marketing Communication – Nature – Objectives – Personal Selling – Objectives – Process of Personal Selling – Advantage and Disadvantage.

**Text Book :**

Sontakki. C.N - Advertising and Sales Management

**Reference Books :**

1. Bhanu Prakash Verma, Tripti Singh - Advertising and Sales promotion
2. Bolen J.H. - Advertising
3. Davar. S.K - Salesmanship and advertising
4. Neelamegam - Sales forecasting key to Integrated Management

## UNIT-I

Subject Name	Sub Code	Semester	Prepared by
Advertising and Sales Promotion	18BBA63C	VI	Dr.L.Shanthi, Assistant Professor in BBA

### MEANING AND DEFINITION OF ADVERTISING:

The term 'advertising' is derived from the original Latin word 'advertere' which means 'to turn' the attention. Every piece of advertising turns the attention of the readers or the listeners or the viewers or the onlookers towards a product or a service or an idea. Therefore, it can be said that anything that turns the attention to an article or a service or an idea might be well called as advertising.

Advertising is thus, a mass communication tool, which is essentially in paid form by a firm or an individual and the ultimate purpose of which is to give information, develop attitudes and induce action, which are useful to the advertiser.

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

According to Wheeler, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy".

### FEATURES OF ADVERTISING:

The main features of advertising are:

#### 1) Paid Form:

Advertising, as an activity, is not possible free of cost. If it is not paid for, it is publicity, propaganda or a rumor where the person may or may not spend. Whatever may be the media, each medium and media vehicle costs the advertiser. By its very nature, it is paid form of presentation of an idea, product or a service in an indirect way.

#### 2) Non-Personal Presentation and Promotion:

Advertising is an impersonal attempt to present the message regarding a product, or a service or an idea. That is, the advertiser makes use of convenient and viable media and media vehicle to pass on his 'ad' message to the target audience or target market. In other words, the manufacturer and consumers are not in direct or personal contact with one another.

#### 3) Ideas, Goods and Services:

Advertising, being a powerful mass communication tool, is used not only to present and promote goods and services with the intend of selling them; it is also increasingly used to further the goals of public interest and social causes.

#### 4) Identified Sponsor:

Identified sponsor means the producer or the seller who advertises the product, should be known through the advertised message. The receiver of message should be able to identify the source of advertisement.

#### 5) Controlled:

The advertiser controls the content of the advertising message, its time and direction. Advertisers say only what they want to say and, by selecting the appropriate medium, direct the message to that audience whom they want to target.

### **6) Mass Communications Media:**

A broad group of audience can best be reached by mass media such as newspapers, magazines, television, radio, and outdoor displays and this is what separates advertising from personal selling: multiple messages are delivered to thousands of people simultaneously.

### **7) Persuasive Act:**

The major objective of advertising, inherent in the presentation and promotion of ideas, goods, or services, is to achieve predetermined objectives through persuasive communication, precipitating the change or reinforcement of desired attitude or behavior.

### **8) It is not Neutral; It is not Unbiased:**

Advertising cannot be said to be neutral or unbiased. All ads that appear are controlled by the advertiser and are intended to serve the advertiser's interest in some way.

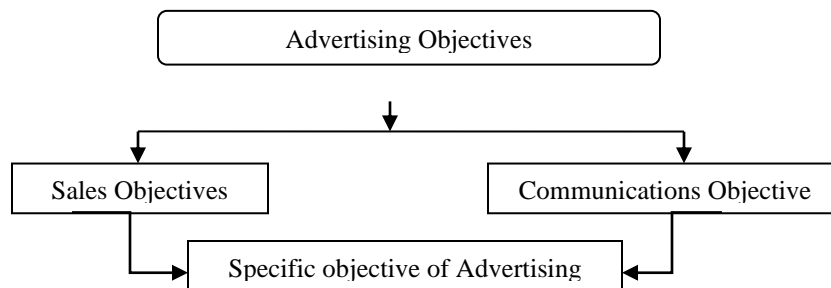
### **9) Competitive Act:**

In today's world of business competition is keen, acute and cut-throat. In each line of activity, there are many manufacturers and it is but natural that they want to push their products and services to the maximum extent with profit to them and satisfaction to the consumers. Competition is of two types namely, quality and price. In both the cases, the change in quality standards and price are to be brought to the notice of the target audience.

### **10) Informative Act:**

Each and every advertisement is a piece of information to the listeners, readers, viewers and onlookers. An advertisement announces the arrival of a new product, talks about its special features and explains the best use of the product, thus, helping the hesitant and undecided prospect to make the decision to buy or not to buy.

## **OBJECTIVES OF ADVERTISING:**



### **1. Sales Objectives:**

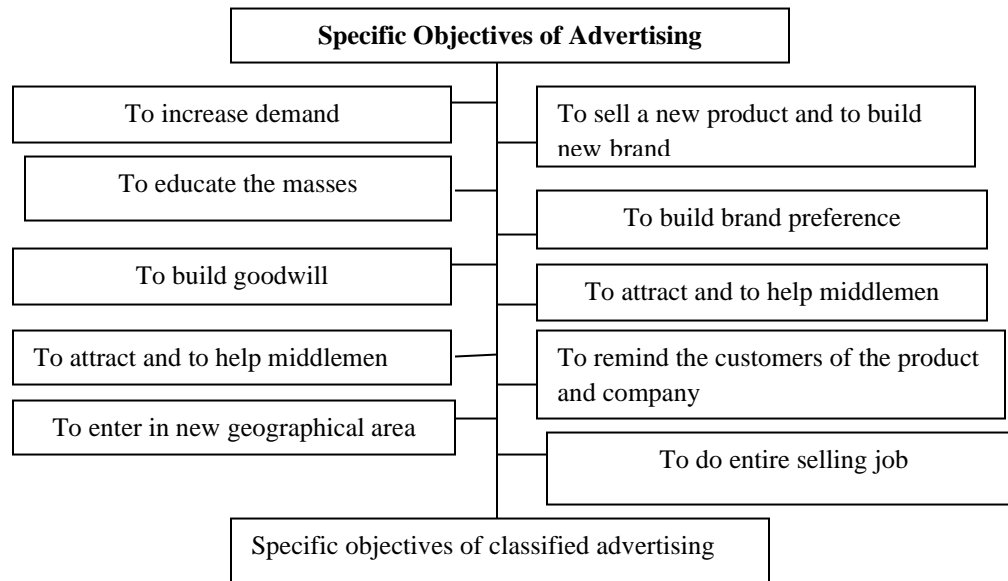
The ultimate aim of advertising is to sell the product in the market and to raise the level of present sales.

### **2. Communication Objective:**

Advertising is psychological process which is designed to bring positive change in the behavior of audience and to induce them to buy the product. Basic communication objectives are:

- ❖ To increase brand awareness
- ❖ To increase knowledge about the products
- ❖ To induce product preference

### 3. Specific Objectives of Advertising:



#### **a).To increase demand:**

Advertising creates the awareness about the product among the target audience.

#### **b).To sell a new product and to build new brand:**

Advertising introduces a new product to potential customers and build a brand image in the minds of the customers.

#### **c).To educate the masses:**

Non commercial advertisements issued by government department and social-organization aim at educating masses.

#### **d).To build brand preference:**

Advertising helps the manufacturers and markets to build brand preference and brand loyalty of the product.

#### **e).To build goodwill:**

Advertising helps to build corporate image and create goodwill among the customers.

#### **f).To attract and to help middlemen:**

It is easy to attract middlemen for the advertised products or services.

#### **g) To support salesman:**

Advertising provide great support to salesmen.

#### **h).To remind the customers of the product and company:**

The regular advertisements remind the product and the company to the consumers.

#### **I).To enter in new geographical area:**

If the existing firm wants to enter in new geographical areas, then advertising is needed to inform the buyers.

#### **j). To do entire selling job:**

In case of mail order business, entire selling function is performed by advertisement.

#### **k).Specific objectives of classified advertising:**

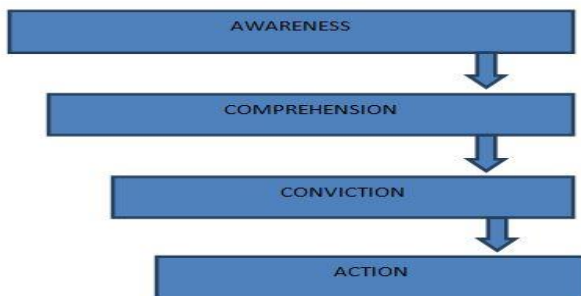
- To attract buyers for second hand vehicles like car, scooter, truck, jeep, etc.
- To seek life partner (matrimonial-ads).

## **DAGMAR :**

DAGMAR is a marketing expression that stands for “**Defining Advertising Goals for Measured Advertising Results**”. It is a marketing tool to compute the results of an advertising campaign.

**DAGMAR** is an advertising model proposed by Russell Colley in 1961. Russell Colley advocated that effective advertising seeks to communicate rather than to sell. Advertisers discover whether their message conveyed enough information and understanding of a product to their consumers and also its respective benefits from clear objectives.

### **The DAGMAR Model**



#### **1. AWARENESS**

- Awareness of the existence of a product or a service is needful before the purchase behaviour is expected. The fundamental task of advertising activity is to improve the consumer awareness of the product.
- The objective is to create awareness about the product amongst the target audience.

#### **2. COMPREHENSION**

- Awareness on its own is not sufficient to stimulate a purchase. Information and understanding about the product and the organisation are essential. This can be achieved by providing information about the brand features.
- Example: In an attempt to persuade people to budge for a new toothpaste brand, it may be necessary to compare the product with other toothpaste brands, and provide an additional usage benefit, such as more effective than other toothpaste because it contains salt or that this particular toothpaste is a vegetarian toothpaste, which will, in turn, attract more customers.
- The objective is to provide all the information about the product.

#### **3. CONVICTION**

- Conviction is the next step where the customer evaluates different products and plans to buy the product. At this stage, a sense of conviction is established, and by creating interests and preferences, customers are convinced that a certain product should be tried at the next purchase.
- The objective is to create a positive mental disposition to buy a product.

#### **4. ACTION**

- This is the final step which involves the final purchase of the product. The objective is to motivate the customer to buy the product.

### **Advantages of DAGMAR Approach**

A major contribution of Colley’s DAGMAR approach was a specification of what constitutes a good objective.

According to Russell Colley, there are various advantages of well-founded objectives. These are:

- Be concrete and measurable
- Have a well-defined target audience or market
- Identify the benchmark and the degree of change
- Specify a timeframe to accomplish the objective

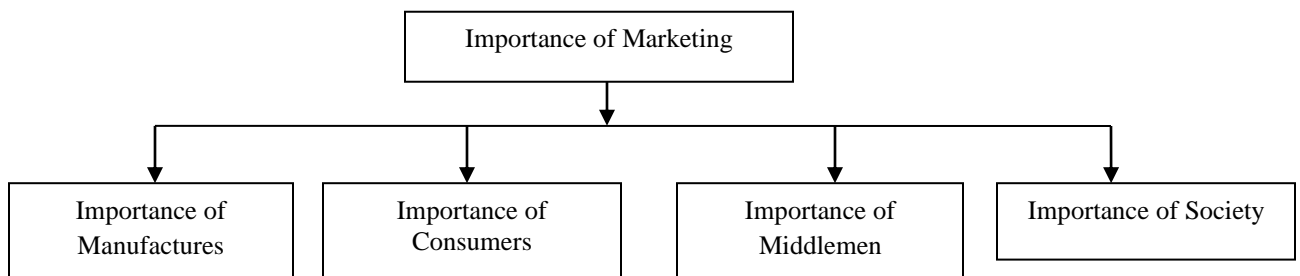
**OBJECTIVES OF DAGMAR APPROACH**

- Persuade a prospect to visit the showroom.
- Growth in market share.
- Improve sales turnover.
- Perform complete selling function.
- Advertise a special reason to buy.
- Stimulate impulse sales.
- Remind people to buy.
- Create awareness about the product and brand existence.
- Impart information regarding benefits and distinctive features of the product.
- Aid sales force with sales promotion and selling activities and boost their morale.
- Establish brand recognition and acceptance.

**Advertising:**

According to American Marketing Association, “Advertising is any paid form of non-personal Presentation of ideas, goods or Service by an identified Sponsor”.

**IMPORTANCE OF ADVERTISING:**



- |                      |                              |                             |                        |
|----------------------|------------------------------|-----------------------------|------------------------|
| • Increased Sales    | • Facility of Purchasing     | • It Guarantees Quick Sales | • Encouragement to     |
| • Steady Demand      | • Improvement in Quality     | • It Acts as a Salesman     | Research               |
| • Lower costs        | • Elimination of unnecessary | • It Makes Possible Retail  | • Change in Motivation |
| • Quick Turnover and | Intermediaries               | Price Maintenance           | • Encouragement to     |
| Smaller Inventories  | • Education of Consumers     |                             | Artists                |
| • Supplementing      |                              |                             | • Glimpse of National  |
| Salesmanship         |                              |                             |                        |

## **ADVANTAGES AND DISADVANTAGES OF ADVERTISING**

### **ADVANTAGES OF ADVERTISING:**

**The advantages of advertising are to be analyzed in terms of its advantages which are as follows:**

#### **(i) From Viewpoint of Manufacturers:**

A well-advertised product is easier to be sold by the salesman in the market. If a brand is popular and well-known, people respond favourably to the salesman's efforts. It provides a support to salesmanship, as the audience understands the product and its uses more clearly through the advertisement and the salesman's effort is reduced to convince the buyers.

#### **(a) Increase in Sales:**

The main object of the manufacturer in advertising his products is to promote the sale of his products. Goods produced on a mass scale are marketed by the method of mass persuasion through advertising.

#### **(b) Supplementing Salesmanship:**

It creates a ground for the efforts of the salesmen. When a salesman meets its prospect, they have just to canvass for a product with which the consumer may already have been familiarized, through advertisements. Therefore, the salesman's efforts are supplemented and his task is made easier by advertising.

#### **(c) Lower Costs:**

Sales turnover and encourage mass production of goods are enhanced by advertising that results in large scale production, average cost of production reduces and results in higher profits. At the same time, when the cost of advertising and selling costs gets distributed over a larger volume of sales, the average cost of selling also lowers down.

#### **(d) Greater Dealer Interest:**

Advertising creates demand by which every retailer gets an opportunity to share with others. Hence, the retailers who deal in advertised goods are materially assisted by advertising in the performance of their functions. The retailers have not to bother much about pushing-up the sale of such products. Therefore, they evidence more interest in advertised products.

**(e) Quick Turnover and Smaller Inventories:**

A highly responsive market is created by well-organised advertisement campaign thereby facilitating quick turnover of the goods. Resulting, in lower inventories in relation to sales and being carried-on by the manufacturers.

**(f) Steady Demand:**

Seasonal fluctuations on demands for products are smoothened by advertising generally the manufacturers tries to discover and advertise new possible uses of which a seasonal product may be put. The innovation of cold tea and cold coffee for the use during summer has helped in increasing the demand for these beverages even in that season. The same maybe said for refrigeration.

**(ii) From Viewpoint of Consumers:**

**(a) Improvement in Quality:**

Usually, goods are advertised under brand names. When the customers experience meets his expectation, a repeat order can be expected. Or else, the sales may rise very high once but may drop down very low subsequently when the consumer's confidence in the quality of the product fails.

**(b) Facility of Purchasing:**

Purchasing becomes easy for the consumers after advertising. Generally, the re-sale prices (prices at which the goods are to be sold by the retailers) are fixed and advertised. Thus, advertising offers a definite and positive assurance to the consumer that they will not be overcharged for the advertised product. The consumer can make his purchases with utmost ease and confidence.

**(c) Consumer's Surplus:**

The utility of given commodities is increased by advertising for many people. It points-out and pays even more for certain products which appear to have higher utility to them. If these products are available at the original lower prices, there will naturally be a certain amount of consumer's surplus in terms of increased satisfaction or pleasure derived from these products.

**(d) Education of Consumers:**

Being an educational and dynamic principle, the prime objective of advertising is to inform and educate the customers about new products, their features, prices and uses. It also convinces them to adopt new ways of life, giving up their old habits and inertia and have a better standard of living.



**(iii) From the Viewpoint of Middleman:**

**(a) Retail Price Maintenance becomes Possible:**

The consumers are quite keen on getting quality products at stable prices over a period of time. Each consumer has his or her own family budget where he or she tries hard to match the expenditure to the disposable income for a socially acceptable decent living. In case the prices go on changing abruptly, these individual budgets are likely to be distorted to such an extent that the consumers will have to think of substitutes for the products they are enjoying at present.

**(b) Acts as a Salesman:**

What a travelling salesman does for this organisation is done by the advertising at least cost. This is the reason that most of the retail organisations do not employ large army of travelling salesman, rather they are willing to spend on advertising which attracts consumers to the stores where the counter salesmen cater to their needs.

**(c) Ensures Quick Sales:**

Every retailer having the stock of different producers needs a quick turnover. By bringing the wide range of these products to the notice of the consumers, advertising boosts up of sales.

**(iv) From the Viewpoint of Society:**

**(a) Change in Motivation:**

Radically advertising has changed the basis of human motivation. While people of earlier generations lived and worked mainly for bare necessities of life, the modern generation works harder to supply itself with the luxuries and semi-luxuries of life.

**(b) Sustaining the Press:**

For support and sustenance the newspapers, periodicals, journals, look for advertisers, press, look to advertisements. In the absence of income from advertising, the newspapers have to be produced at a higher cost and may not be able to keep themselves free from its competitors.

**(c) Encouragement to Artists:**

Designing artists, writers to do creative work. They earn their living from preparing advertisements.

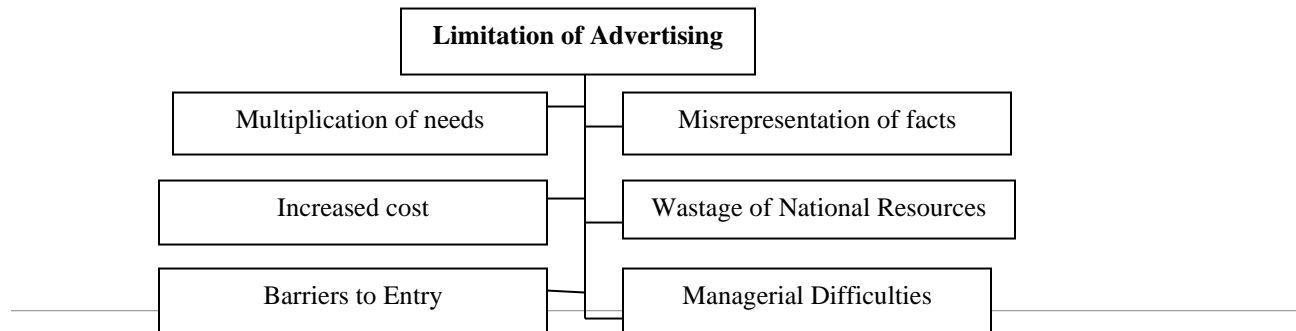
**(d) Encouragement to Research:**

When manufacturers are assured of sufficient profits. They undertake research and discover new products or new uses for existing products. Advertising puts forward this assurance and thereby encouraging industrial research with all its advantages.

**(e) Glimpse of National Life:**

A glimpse of national life is provided by national life.

**LIMITATION OF ADVERTISING:**



**Disadvantages of Advertising:**

Advertising too have its own limitations. In some case it's being misused by few people over looking their business interests.

**The main weaknesses of advertising are discussed below:**

**i. Deferred Revenue Expenditure:**

It is a deferred revenue expenditure, as the results are not immediate. As advertising occupies a substantial portion of the total budget of the organisation. Hence, investing a large sum in it does not necessarily yield immediate results thus limiting its utility.

**ii. Misrepresentation of Facts:**

A major drawback of advertising is misrepresentation of facts regarding products and services. Advertisers usually misrepresent unreal/false benefits of a product and make tall claims to excite people to indulge in actions leading to their benefit, but opposed to consumer's self-interest.

**iii. Consumer's Deficit:**

Advertising creates desires as consumers have low purchasing power. It leads to discontentment. Such discontent is obviously not very desirable from the point of view of society, particularly if it affects a large majority of people. But it is important if it acts as a spur to social change.

**iv. Barriers to Entry:**

Advertisements promote industrial concentration to a greater or lesser degree. The extent of such concentration may vary with the character of the individual trade, the advertisibility of the product

and the technical conditions of its production. Although, studies on this subject are not conclusive. The evidence of positive association between advertising and concentration is weaker than can be expected.

**v. Wastage of National Resources:**

It is objected that advertisement is that it is used to destroy the utility of goods before the end of their normal period of usefulness. Now models of automobiles with nominal improvements are, for example, advertised at such high pressure that the old models have to be discarded long before they become useless, not that merely, the most-advertised products are delicate, fragile, and brittle.

**vi. Increased Cost:**

It is much debated whether advertising induces additional cost upon a product which the community has to pay. In a sense, it is true since expenses on it form a part of the total cost of the product. But at the same time, it would be unjust to infer that if the advertising costs were cut down the goods would necessarily be cheaper. Advertising is, one of the items of costs but it is a cost which brings savings in its wake on the distribution side.

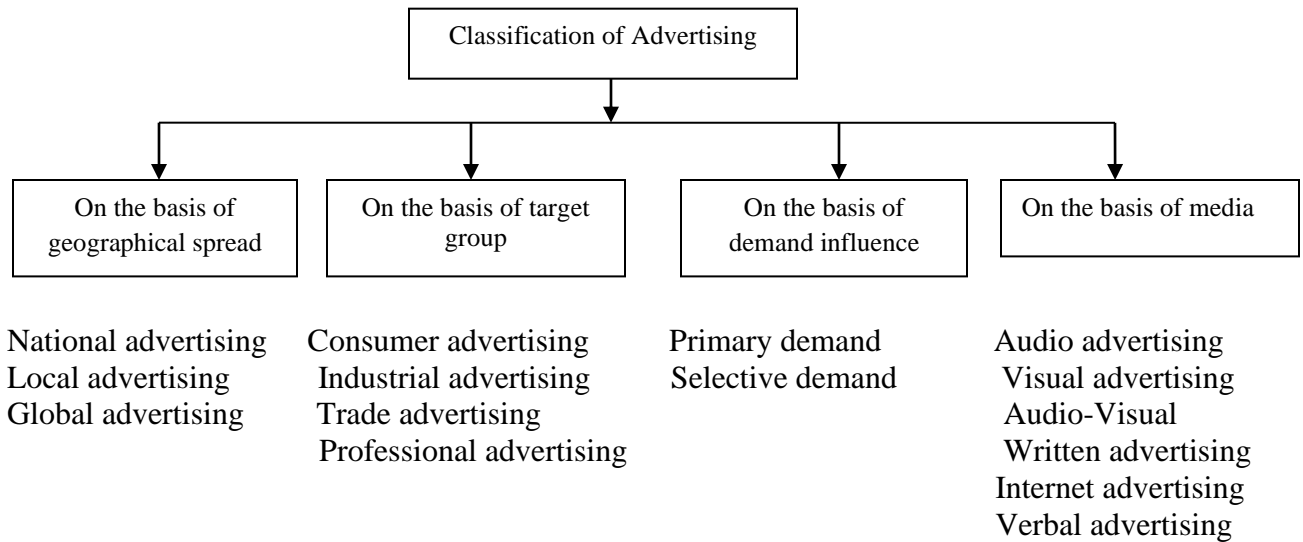
**vii. Product Proliferation:**

Critics state that advertising encourages unnecessary product proliferation. As it leads to the multiplication of products that are almost identical, resulting in wastage of resources which could otherwise have been used to produce other products.

**viii. Multiplication of Needs:**

Advertising compels people to buy things they do not need as it is human instincts, to possess, to be recognized in the society, etc., are provoked by advertiser in order to sell products. At times, various types of appeals are advanced to arouse interest in the product. Sentiments and emotions are played with to gain customers.

## CLASSIFICATION OF ADVERTISING:



### 1) ON THE BASIS OF GEOGRAPHICAL SPREAD:

On the basis of geographical spread, advertising can be classified as:

#### i) **National Advertising:**

Some manufacturers may think that their target is the entire country. They select media with a countrywide base. Generally large, established firms belong to this category. Among them are Hindustan Lever, Brooke Bond, Larsen and Toubro (L&T), Escorts, Associated Cement Companies and the like.

#### ii) **Local Advertising:**

Small firms may like to restrict their business to state or regional level. Some firms first localize their marketing efforts and once success has been achieved, they spread out to wider horizons. A classic example is Nirma washing powder, which initially was sold only in Gujarat and subsequently entered the other markets.

#### iii) **Global Advertising:**

Multinational firms treat the world as their market. Firms such as National, IBM or Sony or Ford advertise globally, e.g, in periodicals like Times, Reader's Digest.

### 2) ON THE BASIS OF TARGET GROUP:

On the basis of target groups aimed at, advertising can be classified as:

#### i) **Consumer Advertising:**

A very substantial portion of total advertising is directed to buyers of consumer products who purchase them either for their own use or for their households. The fact that buyers of consumers items are generally very large and are widely distributed over a large geographical area enhances the importance of advertising as a marketing tool.

**ii) Industrial Advertising:**

Industrial advertising on the other hand refers to those advertisements which are issued by the manufacturers/distributors to the buyers of industrial products. This category would include machinery and equipment, industrial intermediates, parts and components, etc.

**ii) Trade Advertising:**

Advertisements which are directed by the manufacturers to the distribution channel members, such as wholesalers or retailers, are called trade advertising. The objective of such advertising is to promote sales by motivating the distribution channel members to stock more or to attract new retail outlets.

**iii) Professional Advertising:**

There are certain products for which the consumers themselves are not responsible for the buying choice. The classic examples are pharmaceuticals where decision is made by doctors while the consumers are the patients. Almost similar situation exists in the field of construction where architects, civil engineers and Contractors are the decision-makers. Firms operating in such market segments, therefore, have to direct their advertising to these decision makers, who are professional people. Such advertising is called professional advertising.

**III. On the basis of Demand Influence Level**

**i) Primary Demand (Stimulation):**

Primary demand is demand for the product or service in question rather than for a particular brand. The advertising that focuses on Primary demand represents a form of inter industry competition. Simply stated, primary demand advertising is intended to affect the demand for a type of product, and not simply one particular brand of that product.

**ii) Selective Demand (Stimulation):**

This demand is for a particular brand such as Surf detergent powder, Rath Vanaspati or Vimal fabrics. The marketers involved in selective demand advertising attempt to establish a differential advantage and to acquire an acceptable sort of market.

**IV) ON THE BASIS ON MEDIA:**

On the basis of media, advertising can be classified as:

**i).Audio Advertising:**

It is done through radio, PA (Personal Announce) systems, auto-rickshaw promotions, and four-wheeler promotions, etc

**iv. Visual Advertising:**

It is done through POP displays, without text catalogues, leaflets, cloth banners, brochures, electronic hoardings, simple hoardings, running hoardings, etc.

**iii) Audio-Visual:**

It is done through cinema slides, movies, video clips, TV advertisements, cable TV advertisements, etc.

**iv) Written Advertising:**

It is done through letters, fax messages, leaflets with text, brochures, articles and documents, space marketing features in newspapers, etc.

**v)Internet Advertising:**

The World Wide Web is used extensively to promote products and services of all genres. For example, Bharat Matrimony, www.teleshop.com, www.asianskyshop.com etc.

**vi) Verbal Advertising:**

Verbal tools are used to advertise thoughts, products, and services during conferences, seminars, and group discussion sessions. Kinesics also plays an important role in this context.

### **ADVERTISING MEDIA:**

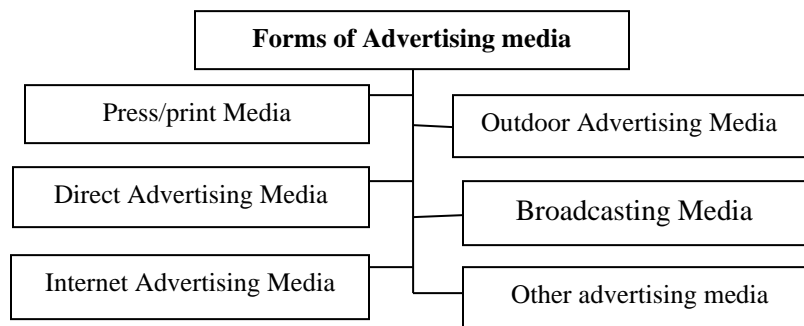
The Advertising Media can be defined as the communication channels used for advertising, including television, radio, the printing press and outdoor advertising etc. These channels of communication serves various functions such as offering variety of entertainment with either mass or specializes appeal, communicating news and information, or displaying advertising messages.

According to Phillip kilter, “**The communication channels through which message moves from sender to receiver is called media**”.

### **FUNCTIONS OF ADVERTISING MEDIA:**

1. Advertising media helps the companies to develop the market equity.
2. It creates the positioning of the company and facilities the image of the company which it wants to create in the minds of the customers.
3. Media plays a very important role in advertising because it helps to send the message to large audience.
4. Different types of media also help in enhancing the affordability of the companies, and different advertising platforms can be used by the companies to spread the messages.
5. It works as a profitability indicator and the feedback received helps in further decision making.
6. Advertising media serves as a global tool for accessing people throughout the globe and making the chances of profitability fast and minimizes the risk factor.

### **5. Forms of Advertising media:**



#### **1. Press/print Media:**

Press Media is also known as print media print advertising include printer advertisement in newspaper, magazines, brochures, and on other printed surfaces, such as posters and outdoor boards.

#### **2. Outdoor Advertising Media:**

Outdoor Advertising is one of the older means of communication.

#### **3. Direct Advertising Media:**

Direct Advertising is one of the oldest methods of reaching the consumer.

#### **4. Broadcasting Media:**

When one talk of advertising the person first thinks of television and radio advertising, which are types of broadcasting media.

#### **5. Internet Advertising media:**

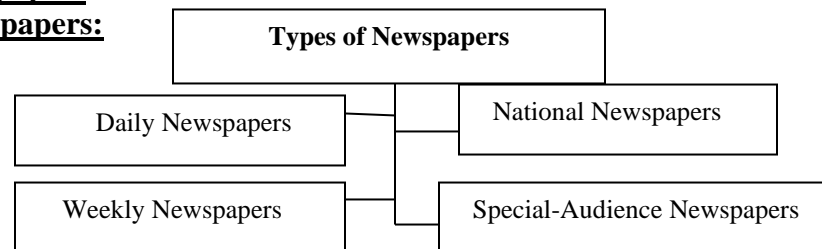
Internet marketing also referred or as web marketing online marketing or e-marketing.

#### **6. Other Advertising media:**

Avert from the major classification there is other advertising media.

#### **Press media :Newspaper:**

##### **Types of Newspapers:**



#### **Advantages of Newspapers:**

- Geographic selectivity
- Flexible
- Cheaper
- Effective

#### **Disadvantage of Newspaper:**

- ✓ Visual effects may not be created in practice as the papers are usually printed on cheap newsprint.
- ✓ The life of newspaper is extremely short, so frequent advertising is required.
- ✓ Lack of uniformity in advertising requirements.

#### **Trade Journal:**

A Trade journal is magazine or electronic publication targeted at a specific industry.

**E.g.** “Advertising age” is a publication which target markets to the advertising industry.

#### **Examples of trade journal:**

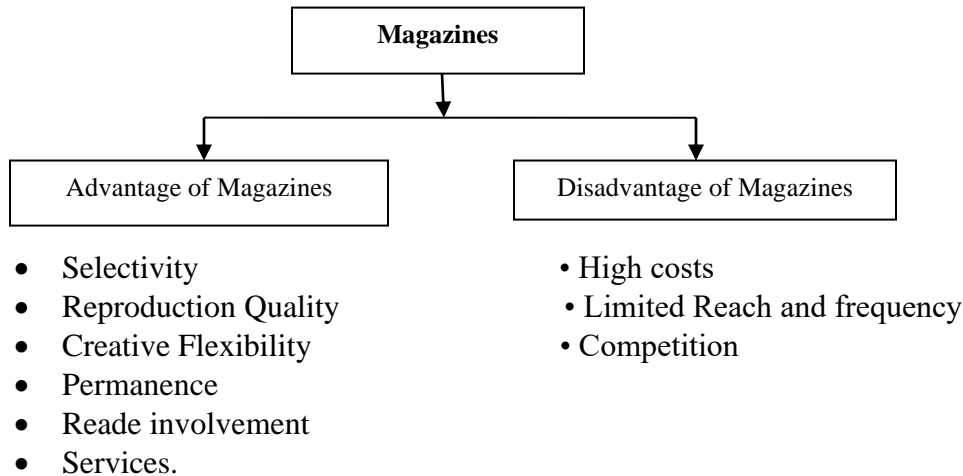
- ❖ Advertising age
- ❖ Computer world
- ❖ HR magazine, and
- ❖ Chronicle of Higher Education

#### **Uses of Trade Journal:**

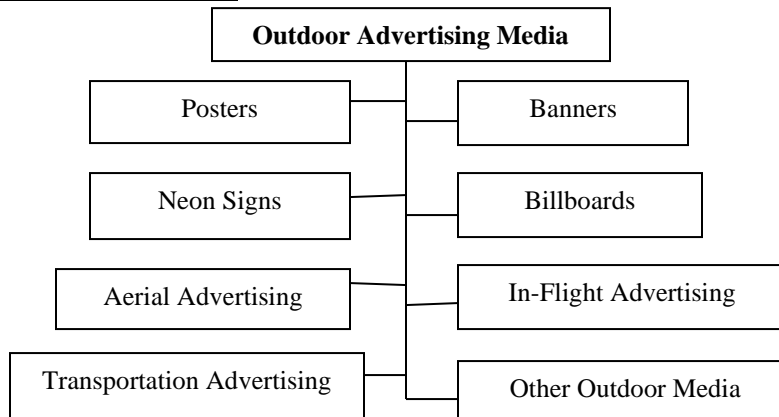
- Trade journal provides current trends, news, products in a field.
- Trade journal provides information of use to a particular industry.
- Trade journal provides statistics, forecast organization, company information.
- Trade journal provides books and product reviews.

#### **Magazines:**

Magazines are subscribed to by those people who have certain testes, they may be interested in movies, households, sports, Politics, industry.



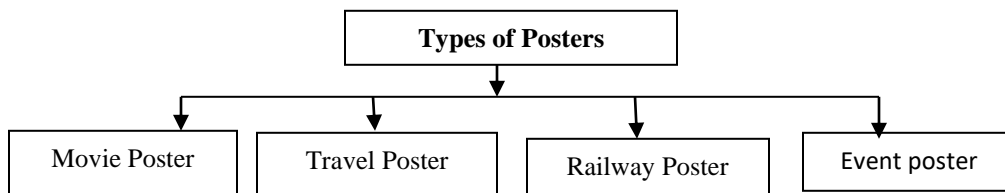
**Outdoor Advertising Media:**



**Posters:**

Posters are the other common form of billboard advertising.

**Types of Posters:**



**Benefits of Poster:**

- Cost Effective
- Straight Reach
- Educate messes
- Controllable

**Banners:**

A banners is a flag or other piece of cloth bearing a symbol, logo , slogan or other message.

**Benefits of Banners:**

- Reasonable Pricing



- Focused Targeting
- Ease of Maintenance

**Neon Signs:**

They are brilliantly colored tubes available in various shades. Neon signs are excellent means of advertisement for promoting a business or product idea.

Neon signs are excellent means of advertisement for promoting a business or product or idea.

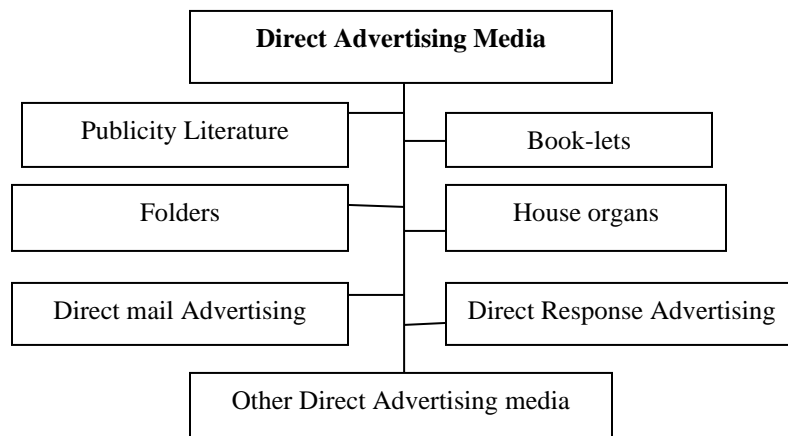
**Benefits of Neon signs:**

- Neon lights truly stand-out at night, arresting of all passers by and the commuting public.
- As is well-known, the electrical consumption of neon lighting is very low compared with other type of lighted advertising which means reduced operation costs.
- Neon signs lend a certain touch of class to any business outlet and mark the place more alluring to a visitor.
- The big advantage of neon is customization that is one can choose the shape of lamp, specific colors, and desired size.

**Direct Advertising Media:**

**Publicity Literature:**

Direct advertising is one of the oldest methods of reaching the consumer.



**(i).Publicity Literature:**

Various types of publicity literature are of follows:

- Lasses and Brochures
- Folder and Inserts
- Posters and Flyers
- Catalogues and Directories
- News letter and direct Mail

Publicity literature can be help businesses attract attention from prospects, but it can also help sales people elo a better job at making sales.

**(ii).Book- Lets:**

Book-let is very small book consisting of not more than 8 to10 page fastened with staples or glue to allow it to open as a book.

The main advantage of writing booklets is as follows:

- ✓ The main advantage is flexibility.
- ✓ The opportunity is create further production from the booklet
- ✓ A booklet can be written as chapters in a book and sold for more each than the single book price.

**(iii).Folders:**

Folders or letters can be used either with or without a covering letter but whatever from they take, good layout go far to secure a favorable reception.

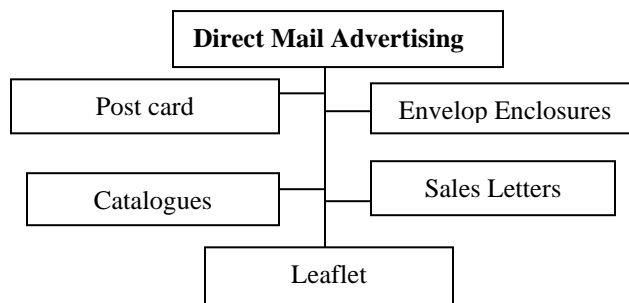
**(iv).House organs:**

A house organ (also variously known as an in-house magazine in-house publication, house journal, shop paper. Plant paper, or employee magazine) is a magazine or periodical published by a company for its customer or its employees, this name derives from the use of “organ” as referring to a periodical for a special interest group.

**Direct Mail Advertising:**

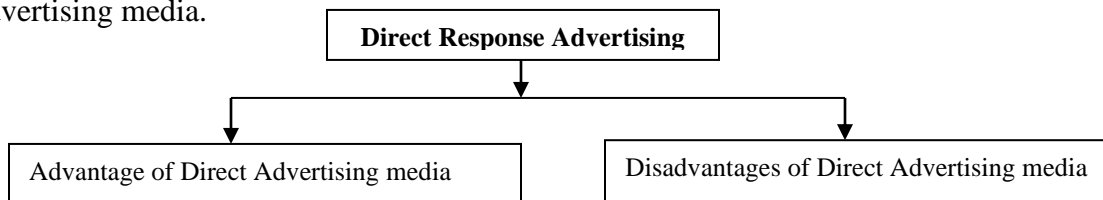
Direct mail advertising or mail order marketing (MOM)/catalogue marketing also known as mail order business (MOB), is one of the well established methods of direct advertising.

The most common types of direct mail advertising.



**Direct Response Advertising:**

Direct Response Advertising is another expression that we come across in the context of direct advertising media.



- Highly selective
- Flexibility
- Personal Touch
- Deeper Image
- Result Measurability

- High cost
- Lock Reader Interest
- Warrants Specialized Skill
- Limited Span

**Broad cast media: Radio:**

Radio is a mass medium the appeals to the ears and brain of listeners. It ruled from 1920 to 1970 very powerfully and now has curtailed role as television took its place.

**Advantage of Radio:**

- ❖ Selectivity
- ❖ Cost Efficiency
- ❖ Flexibility
- ❖ Rating can be examined
- ❖ Creation of powerful Image

**Limitation of Radio:**

- ❖ Listener Inattentiveness
- ❖ Lack of control
- ❖ Lack of visual Element

**Television:**

Television is believed to be the most authoritative influential and exciting of all media.

**Advantage of Television:**

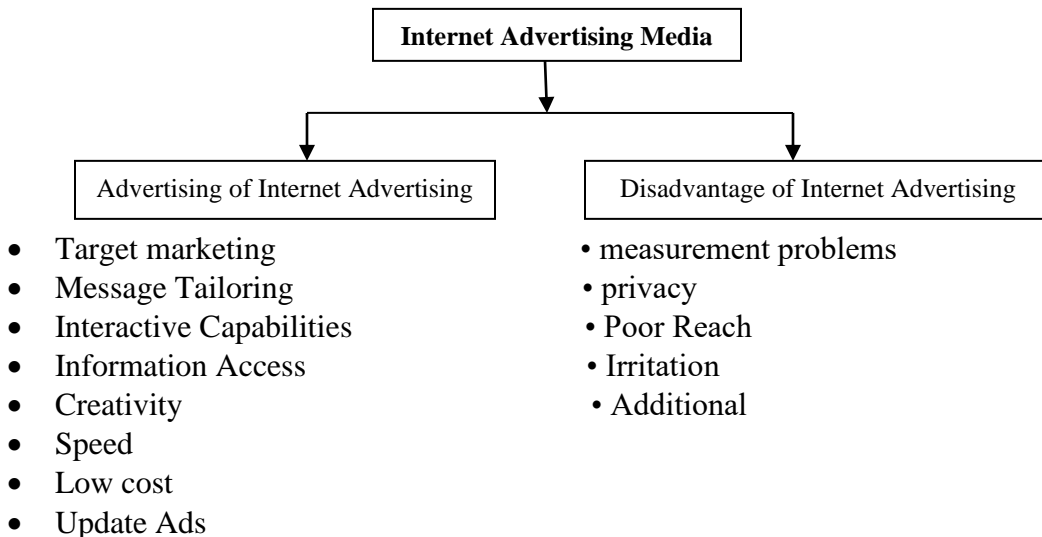
- Creativity and Image
- Coverage and cost effectiveness
- Attention
- Selectivity and flexibility

**Limitation of Television:**

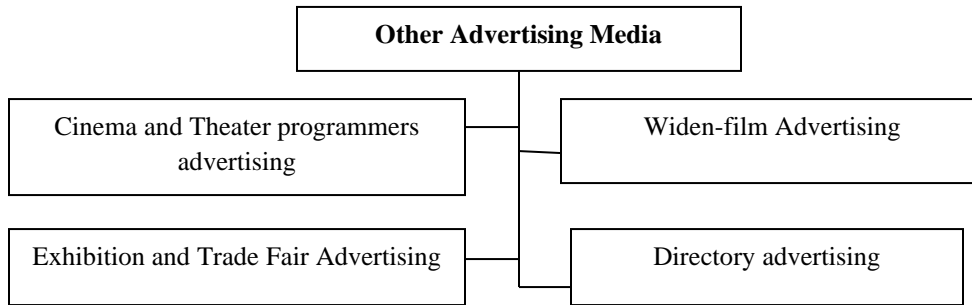
- High costs
- Lack of selectivity
- Limited viewer attention

**Internet Advertising Media:**

Internet marketing also referred to as web marketing online marketing e-marketing.



## **Other Advertising Media:**



### **Cinema and Theatre Programs Advertising:**

Cinema advertising is an effective medium of publicity.

#### **Benefits of cinema and Theatre Advertising:**

- Movie theatre advertising delivers the message to the audience.
- Coverage is quite wide.
- It is able to explain and demonstrate the use of a product.
- It is never wasted as no advertising can escape the attention.

#### **Limitations of cinema and Theatre Advertising:**

- Production cost of a film is very high for a medium firm.
- Restrictions are imposed against screening of films.
- Back reference to the advertisement after it has been presented is not possible.

### **Exhibition and Trade Fair Advertising:**

Exhibition is the art of displaying Production and service for public viewing.

#### **Benefits of Exhibition and Trade fair advertising:**

- The exhibitor can display a wide range of production and services.
- Buyers can source as per their choice from a wide collection.
- One can meet large number of prospective buyer in a brief duration time.
- Massive cost benefits for the company.
- It is a platform for both the exhibitor and the buyers to establish a network for future dealing.
- A face to face interaction with the prospective customers.

#### **Limitations of Exhibitions and Trade fairs:**

- Display and Demonstration
- Deeper impact
- High cost

### **Directory Advertising:**

Directories are books like the yellow pages that list the names of people or companies, their phone numbers, and their addresses. In addition to this information, many directories publish advertising from marketers who want to reach the people who use the directory.

*The contents in this E- Material has been taken from the text and reference books as given in the syllabus.*