



# Advertisement & Marketing Communications

An Integrated Marketing Solution



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## **About the Tutorial**

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Advertising and Marketing Communications is an art and technique of developing and communicating messages to promote the products/services. It is creative, demanding, rewarding, exciting, and also challenging. The sole objective of this creative technique is — effectively aware people with information about the products, services, and ideas.

So, this tutorial is designed to provide theoretical and practical aspects of modern advertising and marketing communications.

## **Audience**

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This tutorial is developed for the students pursuing either MBA program or Journalism program. However, the language and illustrations are so simple that any interested reader can take help of this tutorial to understand the concept of advertising and marketing communications.

## **Prerequisites**

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As such there is no prerequisite. Any reader who has interest in this topic can read this tutorial to understand the concept.

## **Copyright & Disclaimer**

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# PART I: ADVERTISEMENT

# 1. INTRODUCTION

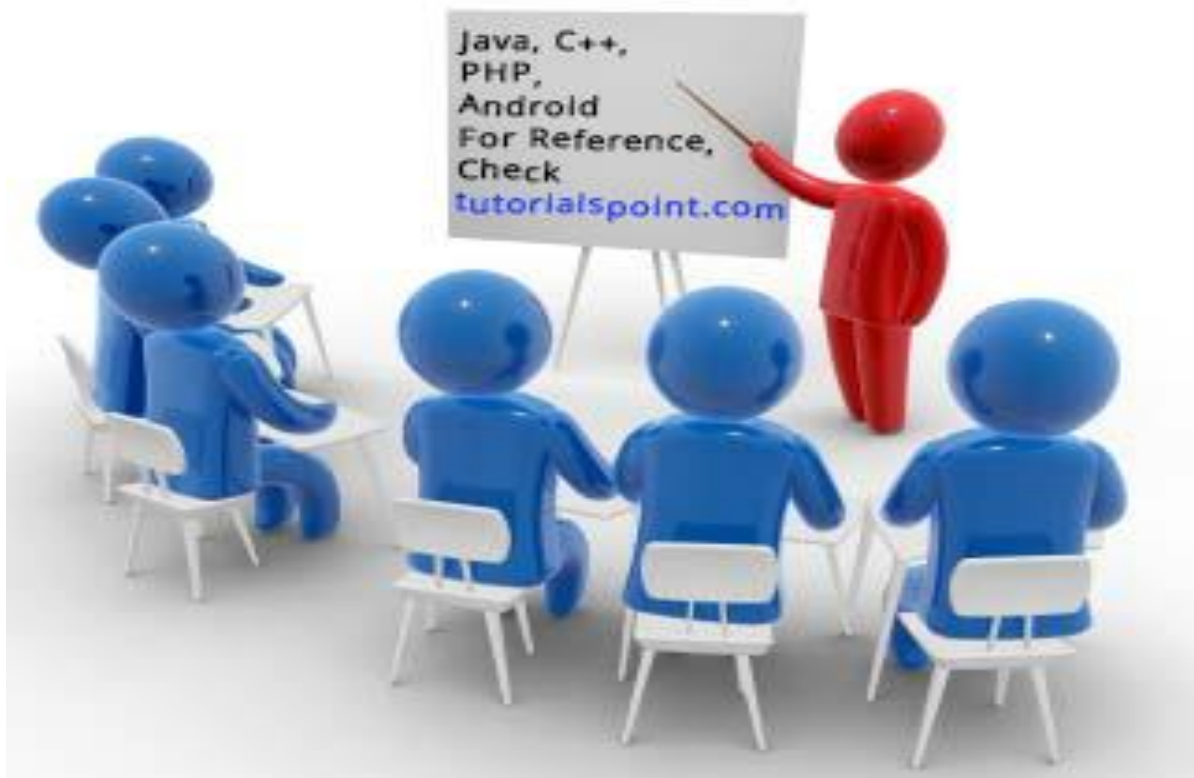
- Are you planning to promote your newly started business OR just want to buy a new smart phone?
- Are you looking for the best university for your higher education OR just hunting for a career counselling institution?
- Are you looking for a bride/bridegroom for your marriage OR just hunting a holiday spot?

Whatever your requirement is (of such kind), the answer is:

**Advertisement,**

**Advertisement, and**

**Advertisement**



In today's world, all of us are under the influence of Advertisement. Starting from buying the kitchen grocery to children's study stuff, finding holiday spot to watching movie, selecting restaurant for dinner to booking Banquet hall for the special events,

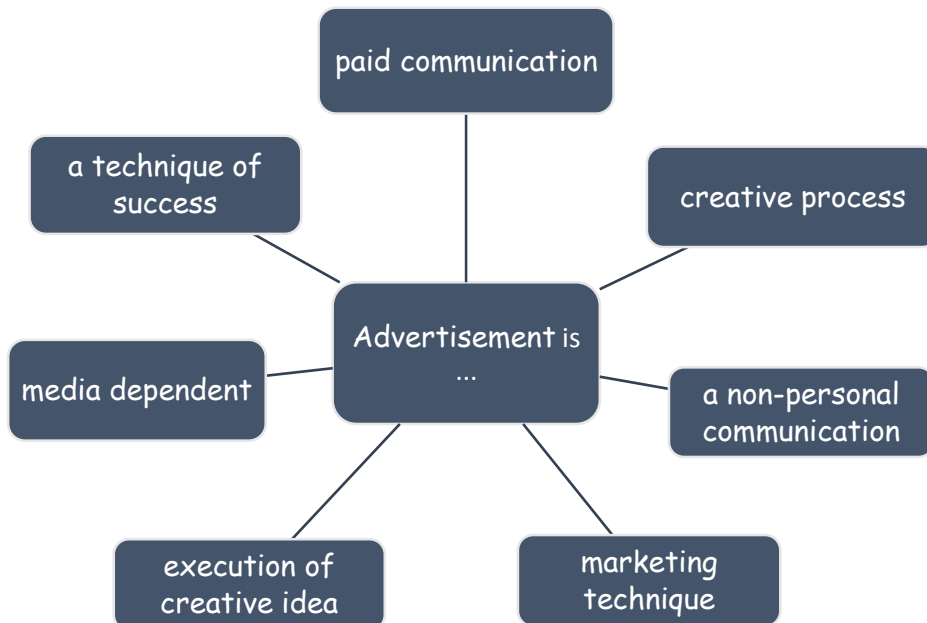
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searching educational institutions to hunting company for the jobs almost every act is guided and decided by the advertisement.

### What is Advertisement?

Advertisement is an efficient and effective technique to promote goods, services, and ideas. It is paid form of non-personal communicating business information made for the potential customers. Normally, it provides the valuable information about the advertising firm, quality of its products/services, and place and time of availability of respective products/services.

Advertisement, which literal meaning is "to turn the minds of ... towards," is derived from the Latin word "Advertere." Over period of time, it became the key for the success. It promotes and supplements selling of products, services, and ideas to a great extent. The most interesting part of an advertisement is – it carries factual information with fascinating emotional appeal. So, without advertisement no business can be even think of.







### What is Buzz?

The literal meaning of "Buzz" is – "a low, continuous humming or murmuring sound." In the advertising sense, it is a technique of marketing. It is getting viral these days. Buzz marketing technique relies upon the power of **one-on-one personal messages**.

It is believed that word-of-mouth holds more weightage with consumers. Buzz Marketing is perceived as impartial because suggested by the

relatives and friends (whom they trust) and not directly from the company. Social Media is the most energetic vehicle of buzz marketing.

## Objectives of Advertisements

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The fundamental idea behind advertisement is to increase the business by selling goods/services. Besides, there are many other objectives of advertisement, significant of them are:

- To promote newly launched products among the potential customers.
- To promote personal selling program.
- To aware maximum people about your business in a short period of time.
- To enter in national or even international market and motivate new group of customers.
- To enhance the goodwill and build credit among the customers by promising to provide better quality of products and services, etc.

## Advertisement Process

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The ad we see in the newspaper, magazine, and roadside hording or watch on television or on internet involves different stages starting from the planning of an ad to its execution. In addition, it also involves groups of people specialized in different fields. For example, experts of management, copyediting, creative writing, photography, videography, acting, etc.

Following are the fundamental stages to develop and execute an ad:

### Typical Work Flow in Agency

Stage	Work Performed at Stage
<b>Beginning Stage</b>	<ul style="list-style-type: none"><li>• Idea briefing to an Ad Agency</li><li>• Internal discussion</li></ul>

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	<ul style="list-style-type: none"><li>• Market research relevant to ad (to find competitors, customers' behaviors, &amp; target audiences)</li><li>• Media selection (print, electronic, or outdoor)</li><li>• Setting budget</li></ul>
<b>Development Stage</b>	<ul style="list-style-type: none"><li>• Designing and creation of Ad (creative/copy writing, filming, etc.)</li><li>• Internal review/editing</li><li>• Presentation to client and taking his final approval</li><li>• Final production of ad</li><li>• Pre-testing</li><li>• Approval from the concerned authority</li><li>• Fixing the time and place to release the ad</li></ul>
<b>Execution Stage</b>	<ul style="list-style-type: none"><li>• Media Scheduling and media booking</li><li>• Handing over to media to make it live</li></ul>
<b>Post Execution</b>	<ul style="list-style-type: none"><li>• Media release monitoring</li><li>• Judging the performance</li><li>• Noting customer's review</li><li>• Market response</li></ul>

### Segments of Advertisement

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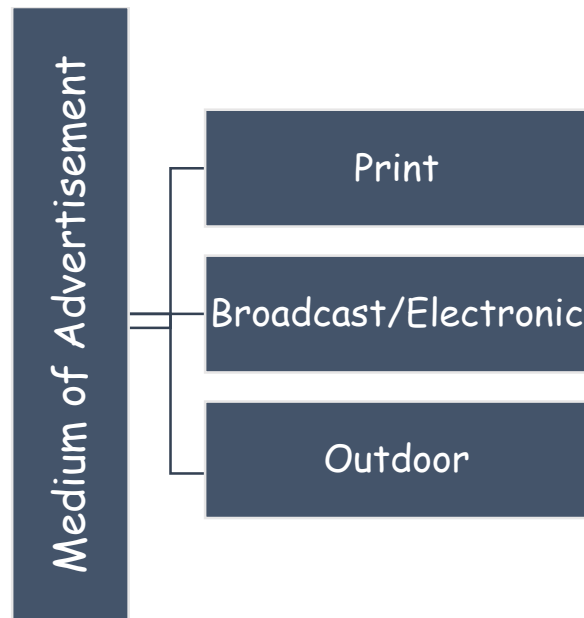
Following are the three major sectors of Advertisements:

- **Advertiser:** Business Organization or other individual, who wishes to advertise his products, services, or ideas.
- **Ad Agency:** It creates innovative ideas and develop an attractive and meaningful ad.
- **Media:** It offers substantial and effective medium to advertise.

### Medium of Advertisement

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While planning to advertise your business/product/idea, you also need to decide what medium would be the best suited to execute your ad. You can even choose multiple medium from the list given below:



**Print Media:** It is one of the oldest, but still popular medium of advertisement. It includes, Newspaper, Brochures, Magazines, and Fliers. It is the low budget medium of advertisement, but the rate varies to a great extent depending upon the:

- Geographic location (city, town, etc.)



- Brand (of newspaper & magazine), and
- Space (how much & which part of the page you are booking).

**Broadcast/Electronic Media:** It is the most advance and fast media, which reaches in the remotest regions of the world in fraction of minute.




It includes Radio, Television, and Internet. Since, on television and internet, video and audio can be shown; therefore, it is the most popular and effective medium.

**Outdoor:** It is the cheapest, but effective medium. It includes Hording, Flags, Banners, Billboards, motor vehicles, Building/Fence Wraps, Events, etc.



Outdoor advertisement are being used in various ways to increase the brand awareness and the promotion of products/services.



Check Your Progress

- What is advertisement process?
- How is advertisement the most essential feature of a business?
- What do you understand by 'advertisement media?'
- What are the objectives of advertisement?



## 2. ADVERTISEMENT DESIGN

"Some of the ads published either in the newspaper or shown on the television fascinate people in very first look, in spite of the fact that you don't need that product."

You know **WHY???**

It is only because of its beautiful design, communicative development, and fascinating execution. So, design is one the most fundamental features of an ad.



### What is Advertisement Design?

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There is **neither** a magical formula **nor** pre-defined rules to combine lines, colors, images, typefaces, and other graphic elements to create an eye-catching ad. However, design depends upon the requirement of the client and features, functions, appearance, and nature of the product.

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