Advertisement & Marketing Communications
An Integrated Marketing Solution

tutorialspoint
SIMPLY EASY LEARNING

www.tutorialspoint.com

About the Tutorial

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

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

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

Copyright & Disclaimer

© Copyright 2015 by Tutorials Point (I) Pvt. Ltd.

All the content and graphics published in this e-book are the property of Tutorials Point (I) Pvt. Ltd. The user of this e-book is prohibited to reuse, retain, copy, distribute, or republish any contents or a part of the contents of this e-book in any manner without written consent of the publisher.

We strive to update the contents of our website and tutorials as timely and as precisely as possible, however, the contents may contain inaccuracies or errors. Tutorials Point (I) Pvt. Ltd. provides no guarantee regarding the accuracy, timeliness, or completeness of our website or its contents including this tutorial. If you discover any errors on our website or in this tutorial, please notify us at contact@tutorialspoint.com
# Table of Contents

About the Tutorial .................................................................................................................. i
Audience ................................................................................................................................. i
Prerequisites ............................................................................................................................ i

PART I: ADVERTISEMENT..................................................................................................... 1

1. Introduction ......................................................................................................................... 2
   What is Advertisement? .......................................................................................................... 3
   Objectives of Advertisements ............................................................................................... 4
   Advertisement Process .......................................................................................................... 4
   Segments of Advertisement ............................................................................................... 5
   Medium of Advertisement .................................................................................................... 5

2. Advertisement Design ......................................................................................................... 8
   What is Advertisement Design? ............................................................................................. 8
   How to Develop Creative Design? ....................................................................................... 9
   Strategy of Creative Design (C.D.) .................................................................................. 10
   Design’s Checklist ............................................................................................................... 14

3. Campaign & Promotion .................................................................................................... 15
   What is Campaign? ............................................................................................................. 15
   Objective of Campaign ....................................................................................................... 15
   What is an Effective Campaign? ....................................................................................... 16
   Planning a Campaign .......................................................................................................... 16
   Campaign Process ............................................................................................................. 17
   Who does Develop Campaign? ......................................................................................... 17

4. Advertising Research ....................................................................................................... 18
   What is Advertising Research? ........................................................................................ 19
   Objectives of Advertising Research ................................................................................. 19
   Essentials of Advertising Research .................................................................................. 20
   Benefits of Advertising Research ..................................................................................... 21

5. Copywriting ....................................................................................................................... 23
   What is Copywriting? ......................................................................................................... 24
   Elements of Copywriting .................................................................................................... 24
   Art of Copywriting ............................................................................................................. 25
   Copywriting Techniques .................................................................................................... 25
   Protect Yourself From ....................................................................................................... 26

6. Portfolio Presentation ......................................................................................................... 28
   What is Portfolio? ............................................................................................................... 28
   Why do you need Portfolio? .............................................................................................. 28
   Design of Portfolio ............................................................................................................. 29
   Contents of Portfolio ......................................................................................................... 29
   Common Mistakes of Portfolio ......................................................................................... 29

7. Advertising Agency .......................................................................................................... 31
   What is an Ad Agency? ....................................................................................................... 31
   Functions of Ad Agency ..................................................................................................... 32
Advertisement & Marketing Communication

How does an Ad Agency Important? ................................................................. 33
Types of Ad Agency ....................................................................................... 33
Departments of Ad Agency ............................................................................. 34
Services Offered by Ad Agency ...................................................................... 35

8. Advertisement: Code of Ethics.................................................................... 36
   What is Code of Ethics of Advertisement? .................................................. 36
   Purpose of Code of Ethics for Advertisement ............................................. 37
   Legality of Advertisement .......................................................................... 38
   Consequences of Broadcasting Unscrupulous Ad ..................................... 39

PART II: MARKETING COMMUNICATIONS ...................................................... 40

9. Introduction ................................................................................................. 41
   What is Marketing Communication? ........................................................ 41
   What are the Marketing Communication Tools? ..................................... 41
   Why is Marketing Communications Important? ...................................... 42
   Marketing Communication Process ......................................................... 43
   Tips of Effective Marketing Communications ....................................... 43
   Marketing Communication Mix .................................................................. 44

10. Strategy & Planning..................................................................................... 47
    What is Strategy? ..................................................................................... 47
    Features of Marketing Communications Strategy .................................... 48
    Marketing Communications Strategy Process ........................................ 48
    Marketing Communications Planning ..................................................... 49
    Case Study ............................................................................................... 49

11. Integrated Marketing Communications .................................................... 52
    Components of Integrated Marketing Communications .......................... 52

12. Interactive Marketing.................................................................................. 54
    What is Interactive Marketing? .................................................................. 54
    Example of Interactive Marketing ............................................................ 55

13. Research ..................................................................................................... 56
    What is Marketing Communications Research? ....................................... 56
    Challenges of Marketing Communications ............................................. 57
    Objectives of Research ............................................................................ 57

14. Corporate Communications........................................................................ 59
    What is Corporate Communications? ...................................................... 59
    Why is Corporate Communications Important? ...................................... 59
    How does Corporate Communications work? ......................................... 60
    Types of Corporate Communications ..................................................... 60
    Tools of Corporate Communications ...................................................... 60
    Responsibilities of Corporate Communications ....................................... 61
    Marketing Communications Vs. Corporate Communications ................. 62

15. Brand Management ................................................................................... 63
    What is Brand? ....................................................................................... 63
    What is Brand Management? ................................................................... 63
Advertisement & Marketing Communication

Salient Features of Brand .......................................................... 64
Brand Attributes ........................................................................ 64
Branding Process ....................................................................... 65
Brand Positioning ....................................................................... 66

16. Marketing vs. Advertising ....................................................... 67
What is Advertisement? ............................................................. 67
What is Marketing? .................................................................... 68

17. Contemporary Issues ............................................................... 70
What are Contemporary Issues? ............................................... 70
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,
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.
Objectives of Advertisements

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

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

<table>
<thead>
<tr>
<th>Stage</th>
<th>Work Performed at Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning Stage</td>
<td>Idea briefing to an Ad Agency</td>
</tr>
<tr>
<td></td>
<td>Internal discussion</td>
</tr>
</tbody>
</table>
### Development Stage
- Market research relevant to ad (to find competitors, customers’ behaviors, & target audiences)
- Media selection (print, electronic, or outdoor)
- Setting budget
- Designing and creation of Ad (creative/copy writing, filming, etc.)
- Internal review/editing
- Presentation to client and taking his final approval
- Final production of ad
- Pre-testing
- Approval from the concerned authority
- Fixing the time and place to release the ad

### Execution Stage
- Media Scheduling and media booking
- Handing over to media to make it live

### Post Execution
- Media release monitoring
- Judging the performance
- Noting customer’s review
- Market response

### Segments of Advertisement
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
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?
“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?

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.
End of ebook preview
If you liked what you saw...
Buy it from our store @ https://store.tutorialspoint.com