



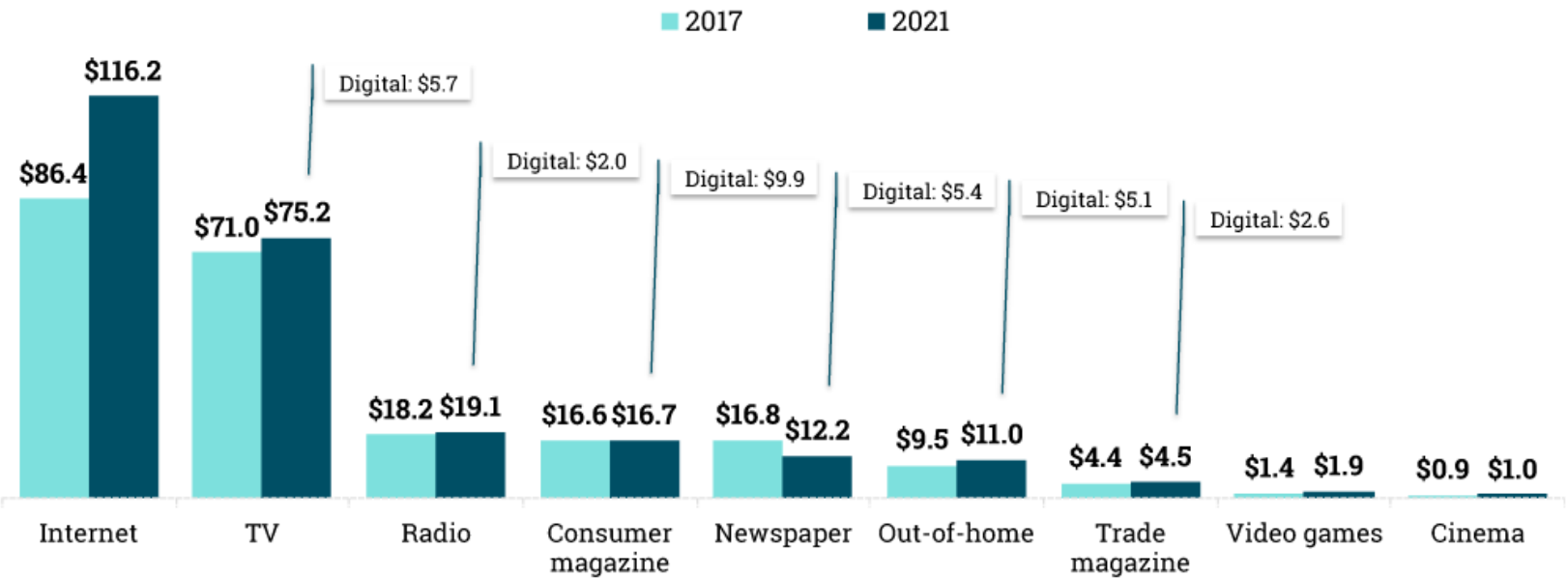
*Lamb, Hair, McDaniel* **MKTG**

# CHAPTER 16

*Designed by*  
Amy McGuire, B-books, Ltd.

*Prepared by*  
Dana Freeman, B-books, Ltd.

# US Advertising Media Market Sizes (\$B) 2017 v. 2021



Advertising  
Growth

Published on MarketingCharts.com in July 2017 | Data Source: PwC

*in US\$ billions*  
*Traditional media figures include online equivalents (e.g. \$11.0B in OOH advertising includes \$5.1B in digital OOH)*



# It's a Fact...

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The average American sees over 5,000 advertising messages a day.

We ignore over half of them

- Selective exposure
- Advertising may change a consumer's negative attitude toward a product, or reinforce a positive attitude.

Advertising can affect consumer ranking of a brand's attributes.

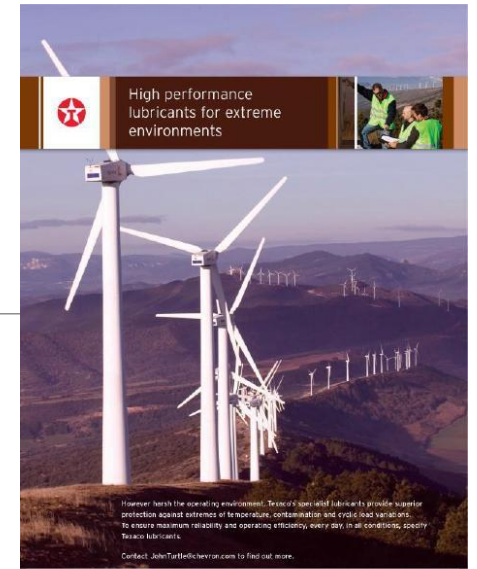
# Major Types of Advertising

## Institutional Advertising

Enhances a company's image rather than promotes a particular product.

## Product Advertising

Touts the benefits of a specific good or service.



A Chevron company brand  
[www.chevronlubricants.com](http://www.chevronlubricants.com)

Global Lubricants  
Chevron, Shell, and other brands are trademarks of their respective owners.



Comfort begins with a C

C-180

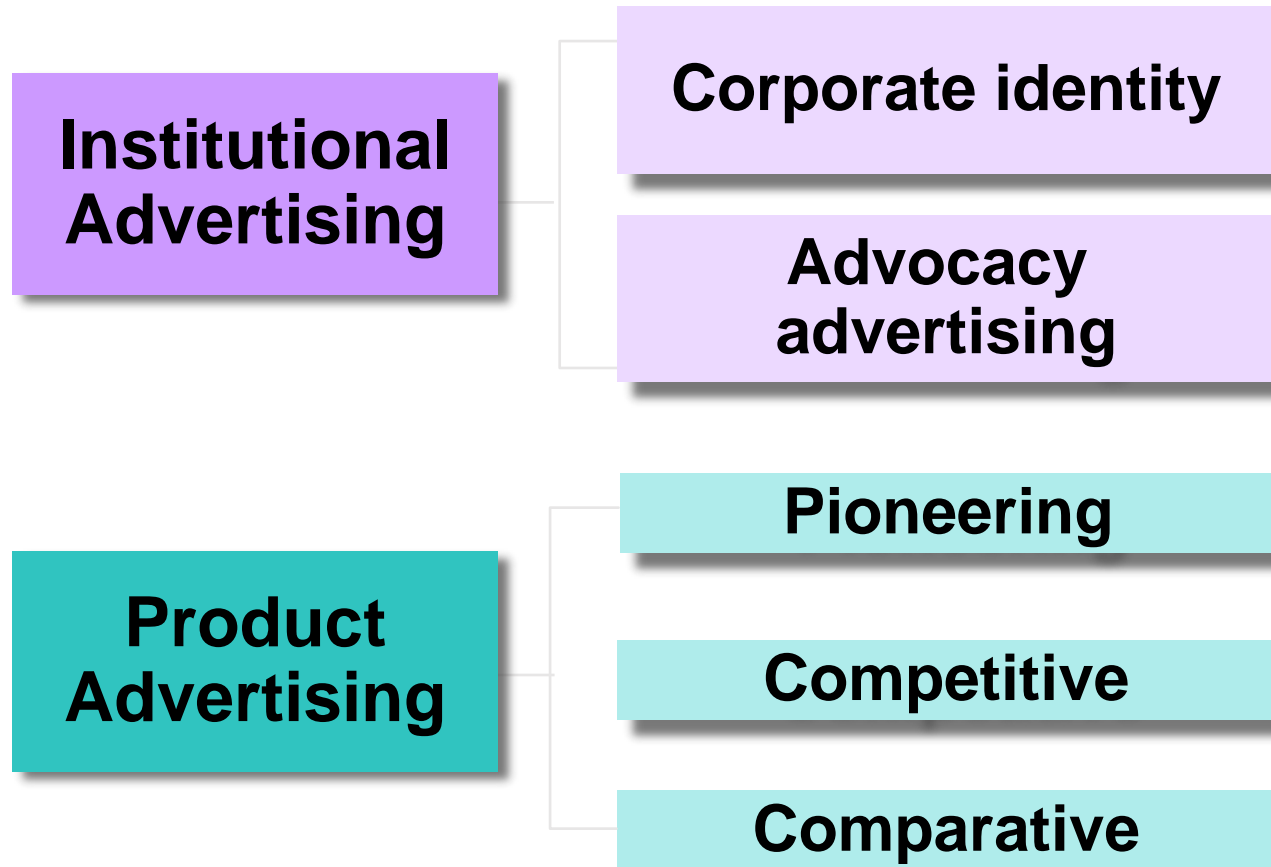


Mercedes-Benz  
The Future of the Automobile

[www.mercedes.com](http://www.mercedes.com)

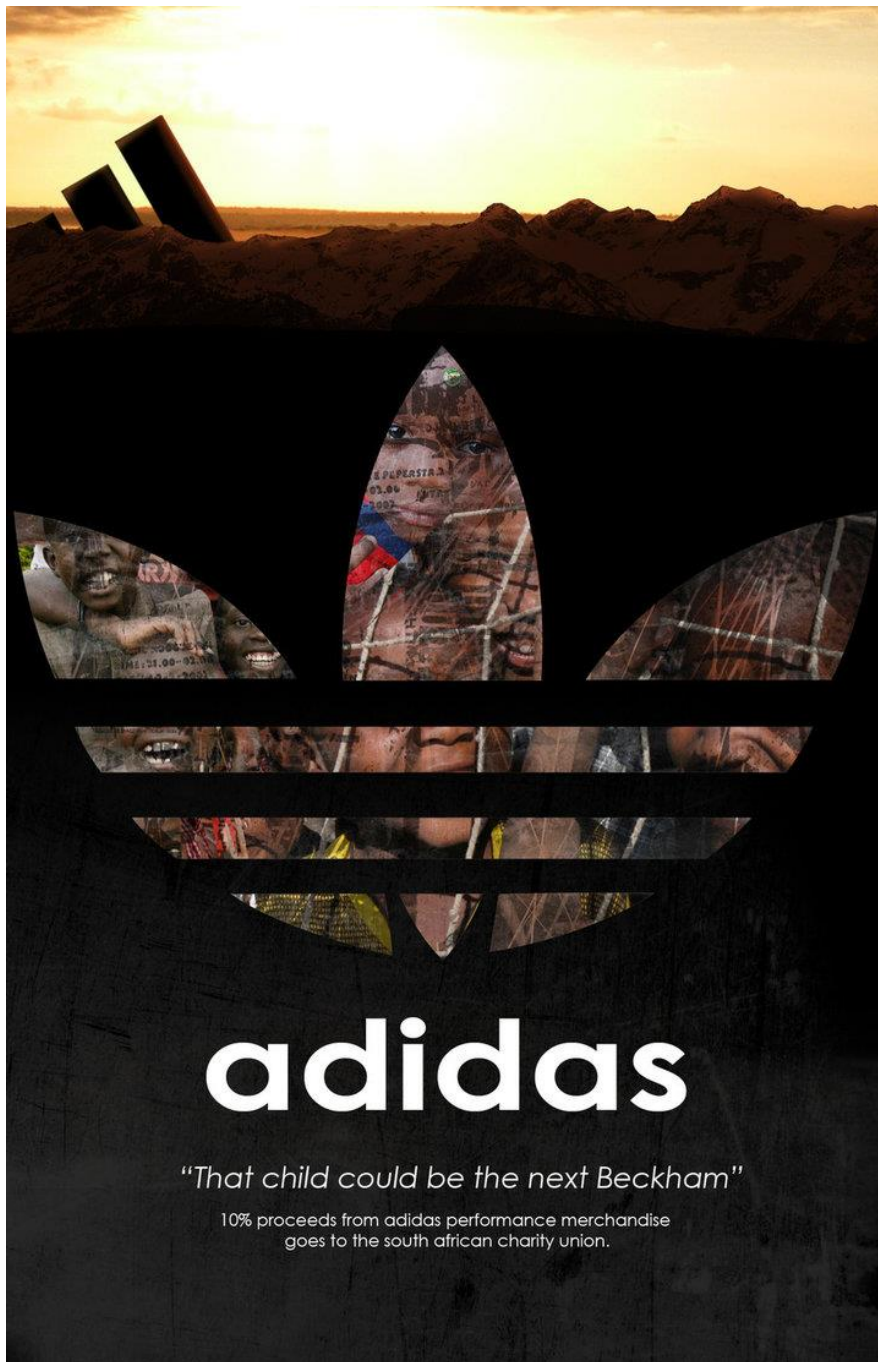
# Major Types of Advertising

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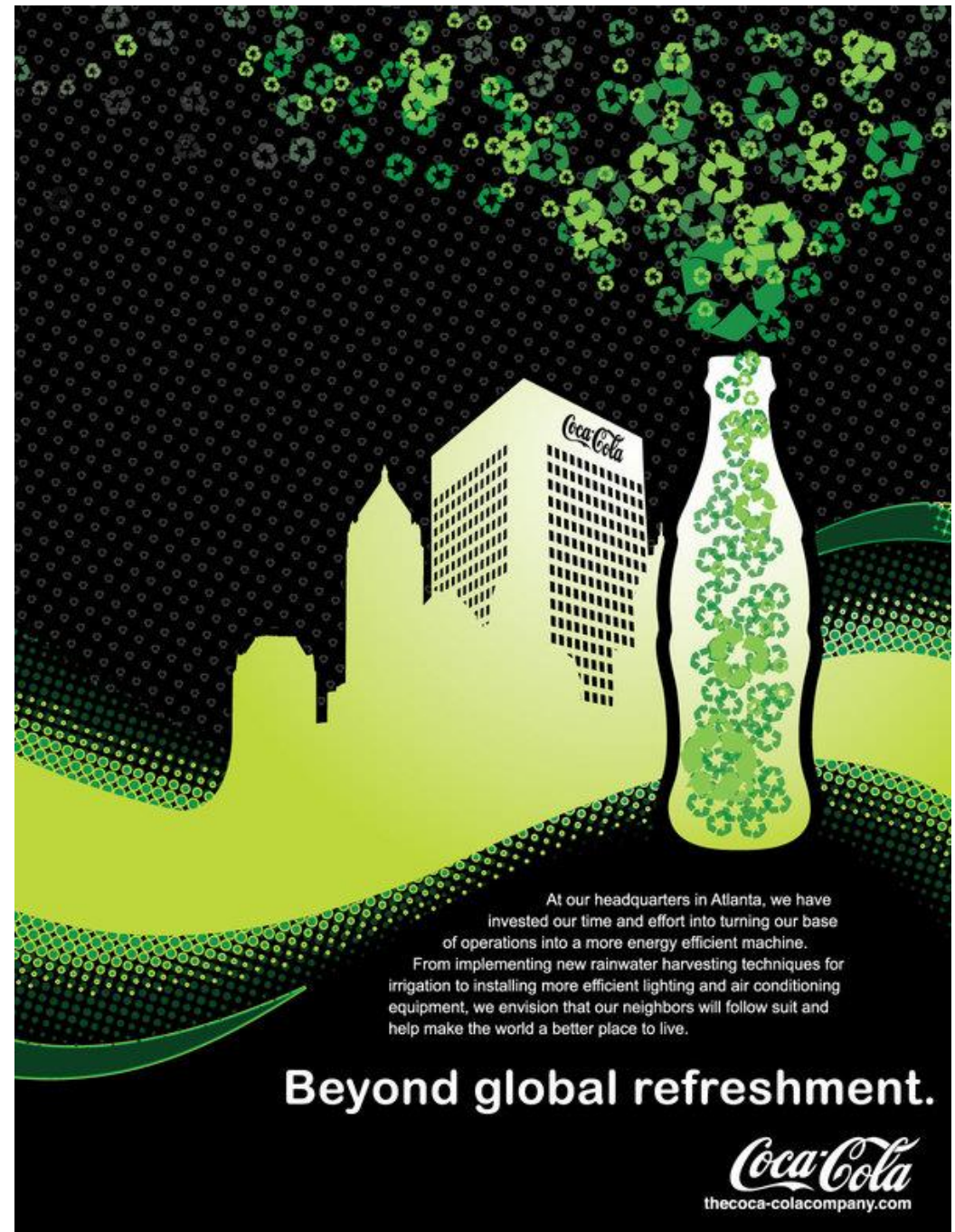




adidas

*"That child could be the next Beckham"*

10% proceeds from adidas performance merchandise goes to the south african charity union.



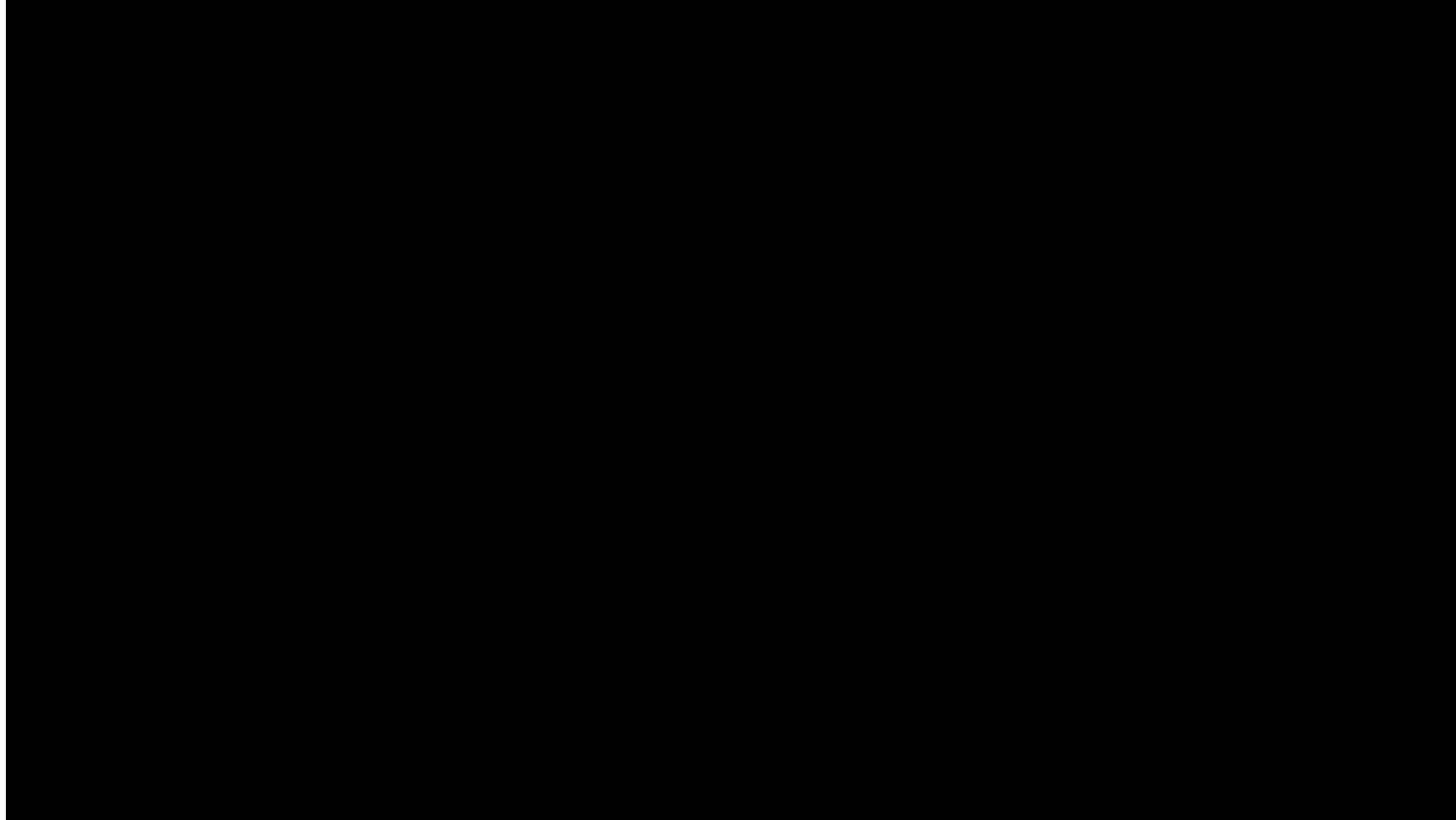
At our headquarters in Atlanta, we have invested our time and effort into turning our base of operations into a more energy efficient machine. From implementing new rainwater harvesting techniques for irrigation to installing more efficient lighting and air conditioning equipment, we envision that our neighbors will follow suit and help make the world a better place to live.

**Beyond global refreshment.**

*Coca-Cola*  
thecoca-colacompany.com

# Delta

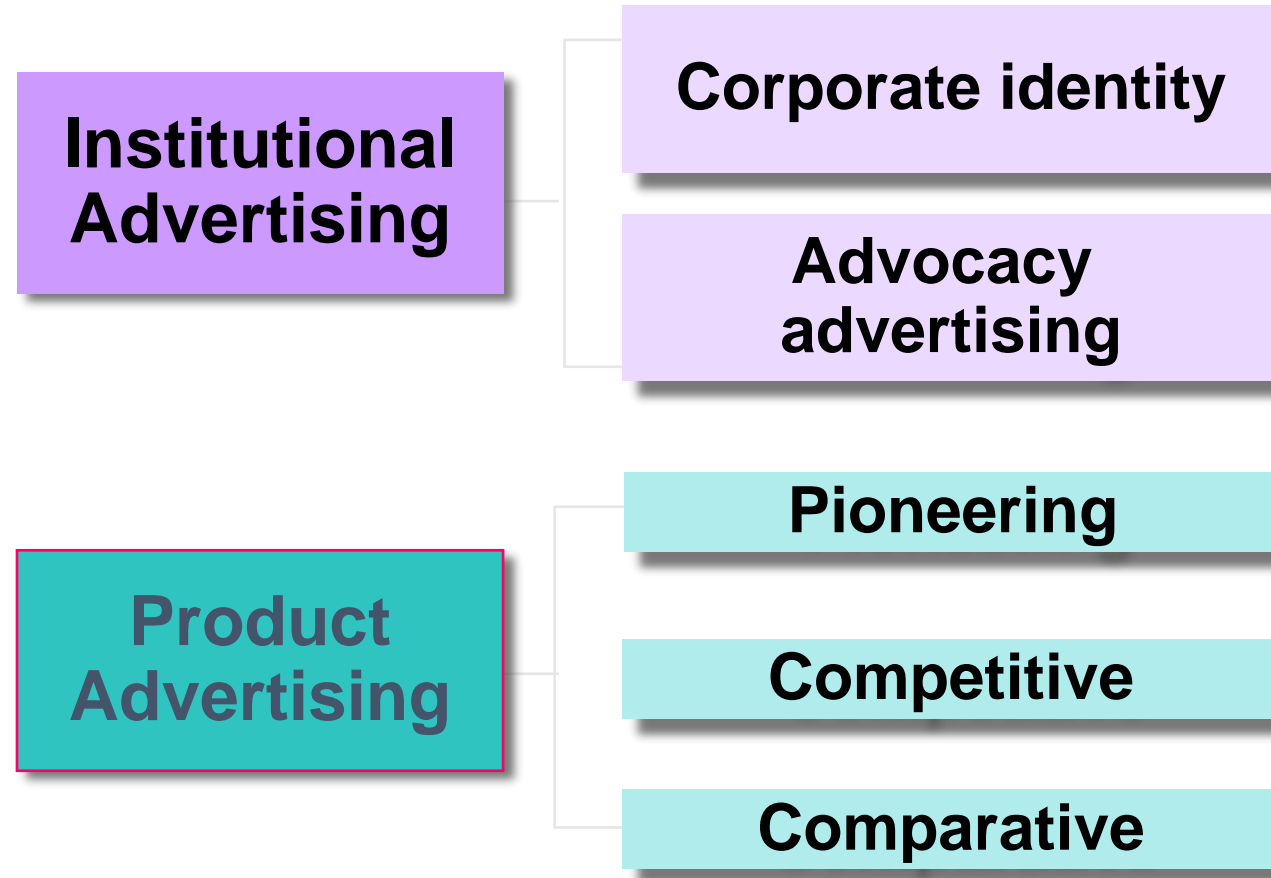
<https://www.youtube.com/watch?v=ej5kvtRo-jY>





# Major Types of Advertising

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<https://www.youtube.com/watch?v=MrZKoWgcZVg>

# Steve Jobs

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## **Steve Jobs on Marketing**



# Apple, Think Different – Institutional Advertising

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<https://www.youtube.com/watch?v=cpzvwmR1RYU>



## Pioneering

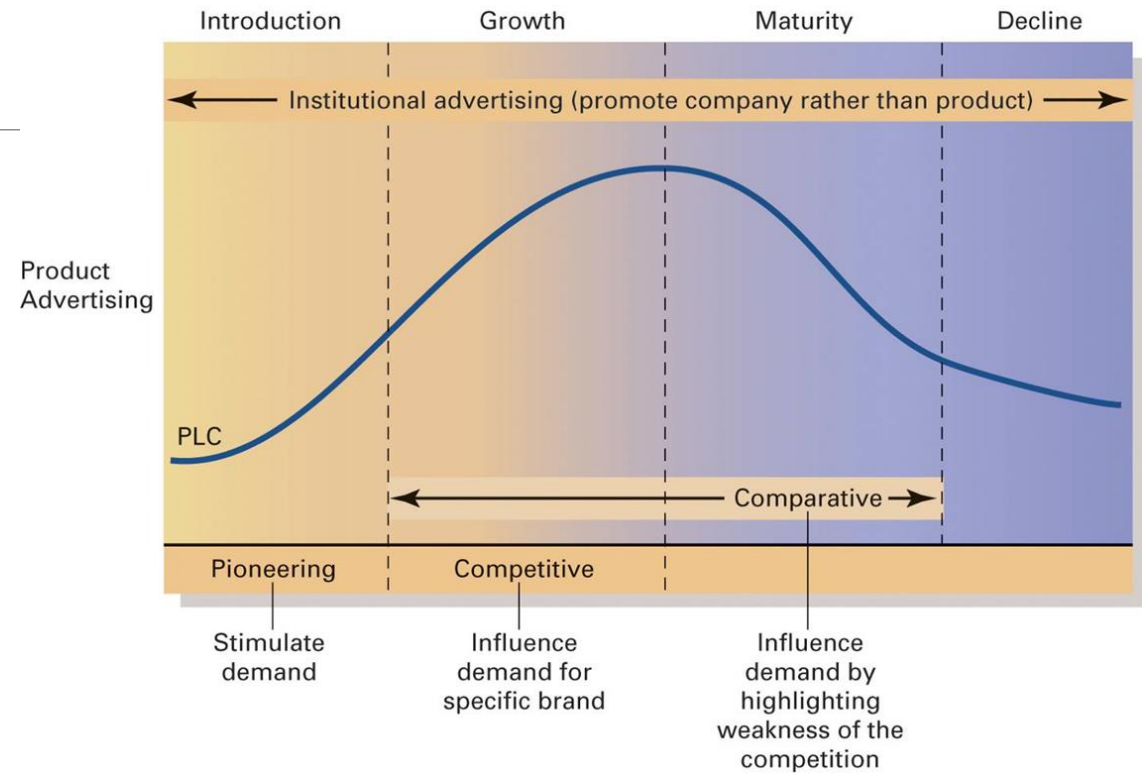
**Stimulates primary demand for new product or category.**  
**Used in the PLC introductory stage.**

## Competitive

**Influences demand for brand in the growth phase of the PLC.**  
**Often uses emotional appeal.**

## Comparative

**Compares two or more competing brands' product attributes.**  
**Used if growth is sluggish, or if competition is strong.**





# Creative Decisions in Advertising

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**Advertising  
Campaign**



**A series of related  
advertisements focusing on a  
common theme, slogan, and set  
of advertising appeals.**

# Creative Decisions in Advertising

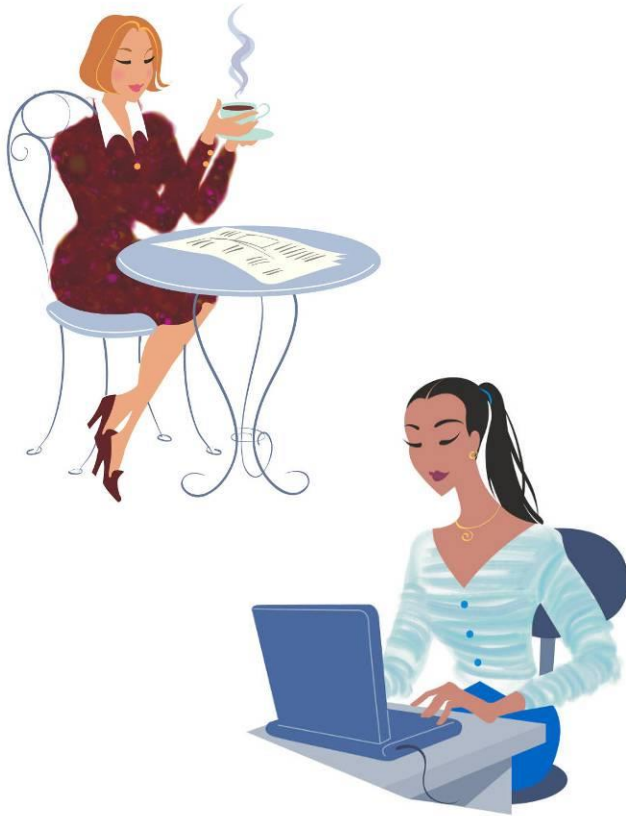
- Identify your “WHY”
- Identifying product benefits that reflect your why
- Developing and evaluating advertising appeals
- Executing the message



**No one grows Ketchup like Heinz.**

# Major Advertising Media

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**Newspapers**

**Magazines**

**Radio**

**Television**

**Outdoor Media**

**Internet**



Bing – Jay Z  
(decode it)

<https://www.youtube.com/watch?v=k5776HPNeHA>



# Alternative Media

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**Shopping Carts**

**Floor Ads**

**Computer  
Screen Savers**

**Subway  
Tunnel Ads**

**DVDs**

**Video Game Ads**

**Interactive Kiosks**

**Cell Phone Ads**

**Ads in Movies**

**Advertainments**











Las Vegas Airport Luggage Claim







# Alternative Media

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<https://www.youtube.com/watch?v=C1q1momVCIs>

# Personal Values

Comfortable life	<input type="checkbox"/> Pleasure
Equality	<input type="checkbox"/> Salvation
Excitement	<input type="checkbox"/> Security
Freedom	<input type="checkbox"/> Self-fulfillment
Fun, exciting life	<input type="checkbox"/> Self-respect
Happiness	<input type="checkbox"/> Sense of belonging
Health	<input type="checkbox"/> Social acceptance
Inner peace	<input type="checkbox"/> Wisdom
Mature love	<input type="checkbox"/> Fantasy (sex)



Consumer viewing the ad will reach one of the desired personal value

# Advertising Appeals

<b>Profit</b>	<b>Product saves, makes, or protects money</b>
<b>Health</b>	<b>Appeals to body-conscious or health seekers</b>
<b>Love or romance</b>	<b>Used in selling cosmetics and perfumes</b>
<b>Fear</b>	<b>Social embarrassment, old age, losing health</b>
<b>Admiration</b>	<b>Reason for use of celebrity spokespeople</b>
<b>Convenience</b>	<b>Used for fast foods and microwave foods</b>
<b>Fun and pleasure</b>	<b>Key to advertising vacations, beer, parks</b>
<b>Vanity and egotism</b>	<b>Used for expensive or conspicuous items</b>
<b>Environmental Consciousness</b>	<b>Centers around environmental protection</b>



# Fear

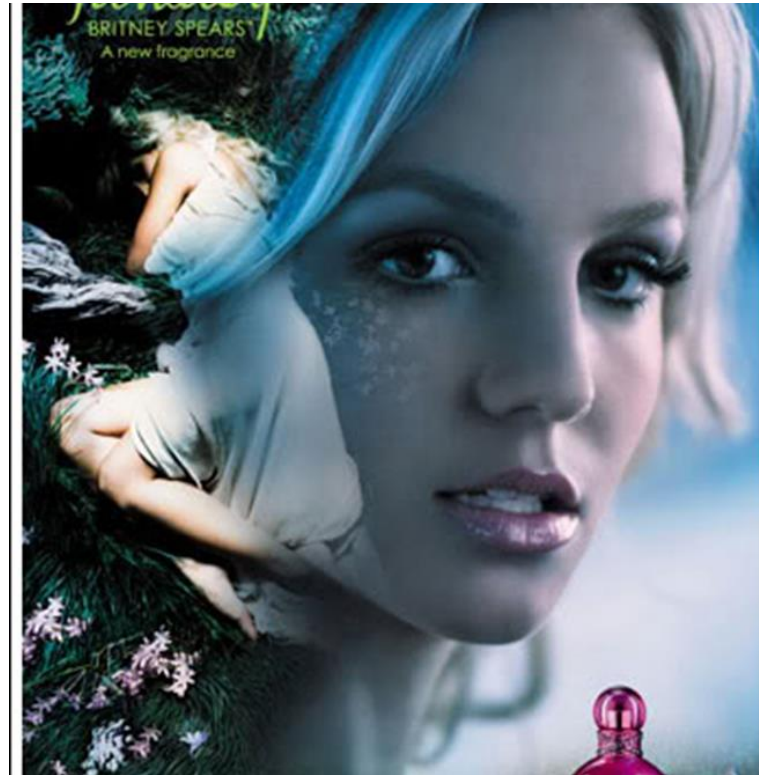


To all those who use  
our competitors' products:

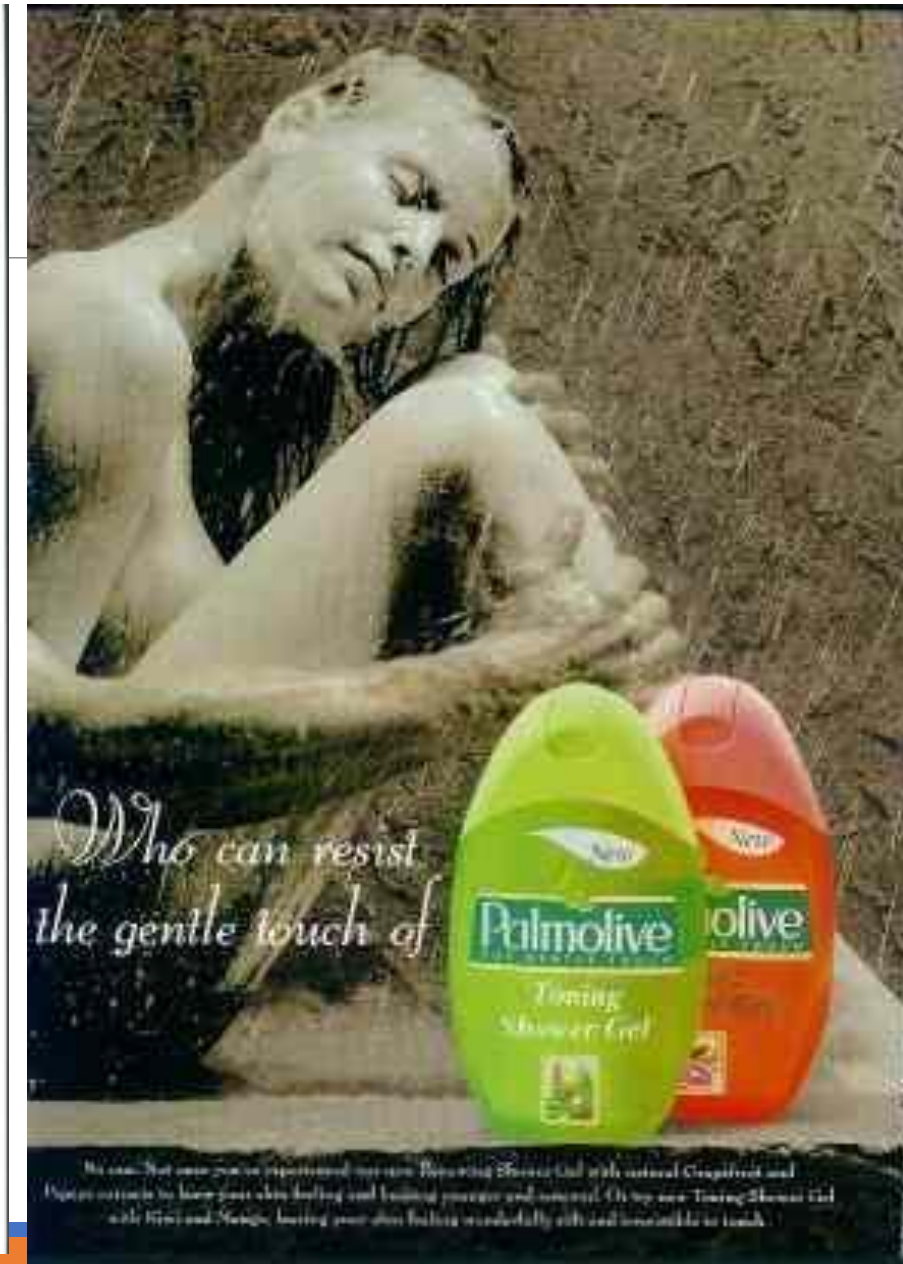
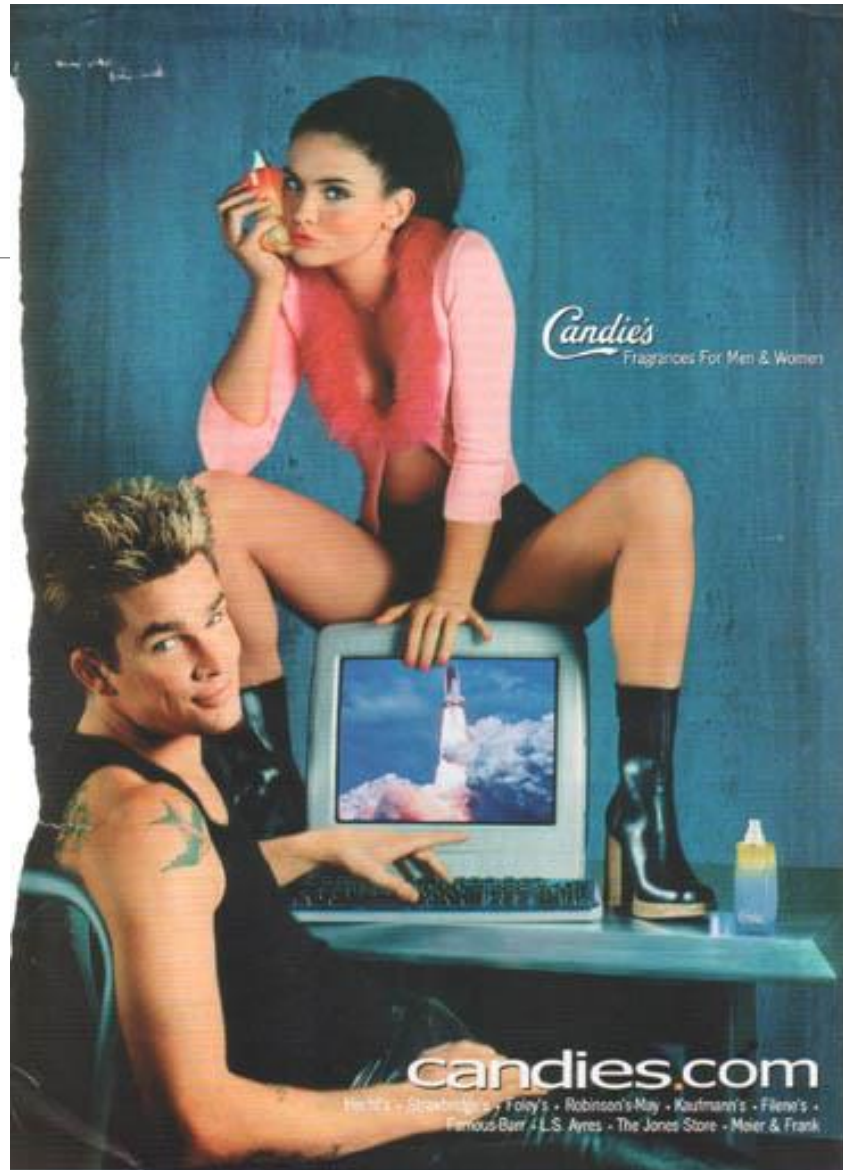
Happy Father's Day.

Humor

# Sex Appeal



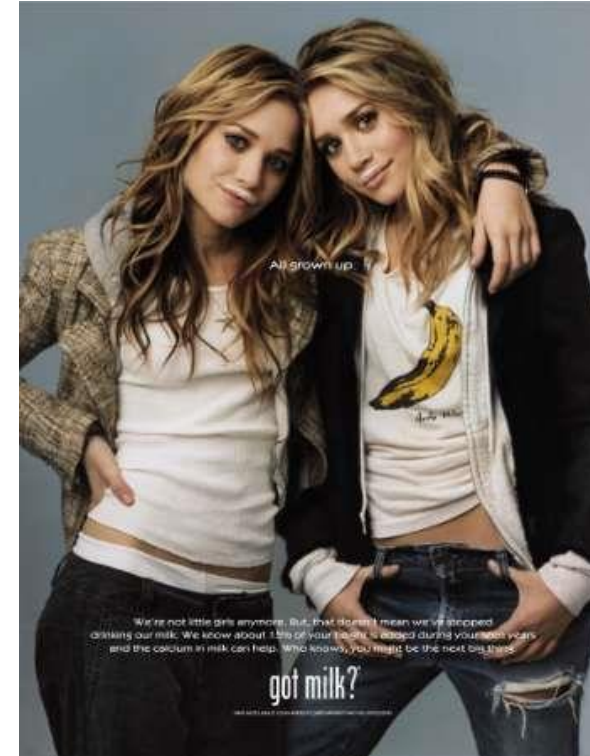






Sky Vodka





# Got Milk Campaign





TOM FORD MENSWEAR



Environmental Technology



The first signs of global warming are now clearly visible. We urgently need to limit greenhouse gas emissions. Heating and melting will be caused by climate change. This warning is therefore to all people, all countries and, in particular, to the Member States of the United Nations. We call on the Member States of the United Nations to take action to limit global warming.



Environmental Consciousness



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# Unique Selling Proposition

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Unique Selling Proposition



**A desirable, exclusive, and believable advertising appeal selected as the theme for a campaign.**

# Music Appeal Considerations

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Role will music play in the ad?

Familiar song be used, or will something original be created?

Emotional pitch should the music reach?

How does the music fit with the message of the ad?



# Fruit of the Loom - Music

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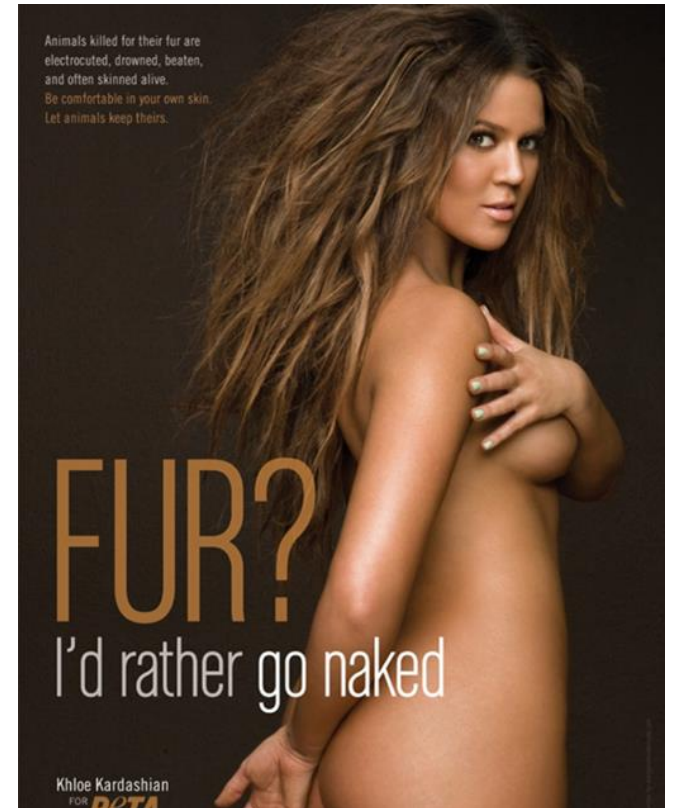
<https://www.ispot.tv/ad/7kVA/fruit-of-the-loom-trampoline-song-by-mindy-gledhill>

# Fantasy

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# Spokes Person



# Media Scheduling

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**Continuous  
Media Schedule**

**Advertising is run steadily  
throughout the period.**

**Flighted  
Media Schedule**

**Advertising is run heavily every  
other month or every two weeks.**

**Pulsing  
Media Schedule**

**Advertising combines continuous  
scheduling with flighting.**

**Seasonal  
Media Schedule**

**Advertising is run only when the  
product is likely to be used.**

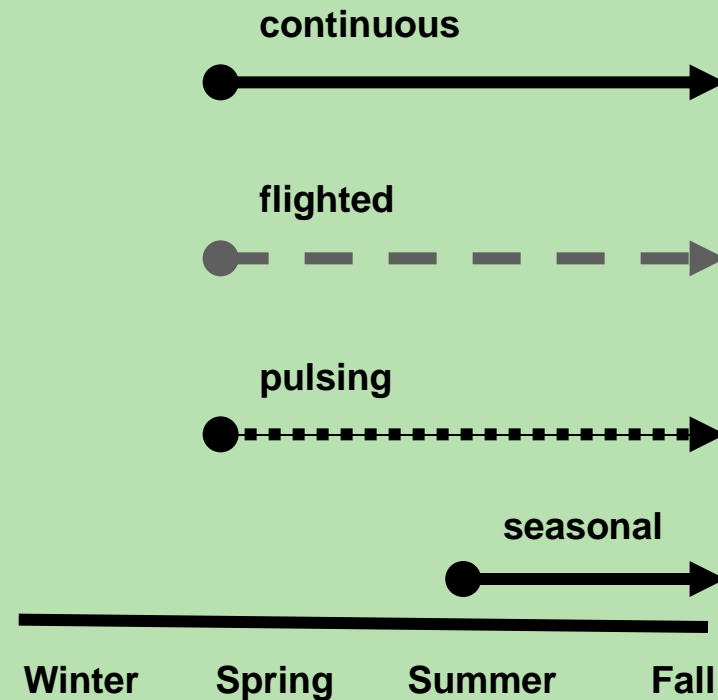
# Media Evaluation and Selection

**Type:** Newspaper    Outdoor  
Magazine    Internet  
Radio    Alternative  
Television

## Considerations:

Mix      How much of each?  
Cost per contact    How much per person?  
Reach      How many people?  
Frequency    How often?  
Audience    How targeted is  
selectivity    audience?

## Scheduling:





# Public Relations

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## Public Relations



**The element in the promotional mix that:**

- **evaluates public attitudes**
- **identifies issues of public concern**
- **executes programs to gain public acceptance**

# Functions of Public Relations

**Press relations**

**Product publicity**

**Corporate communication**

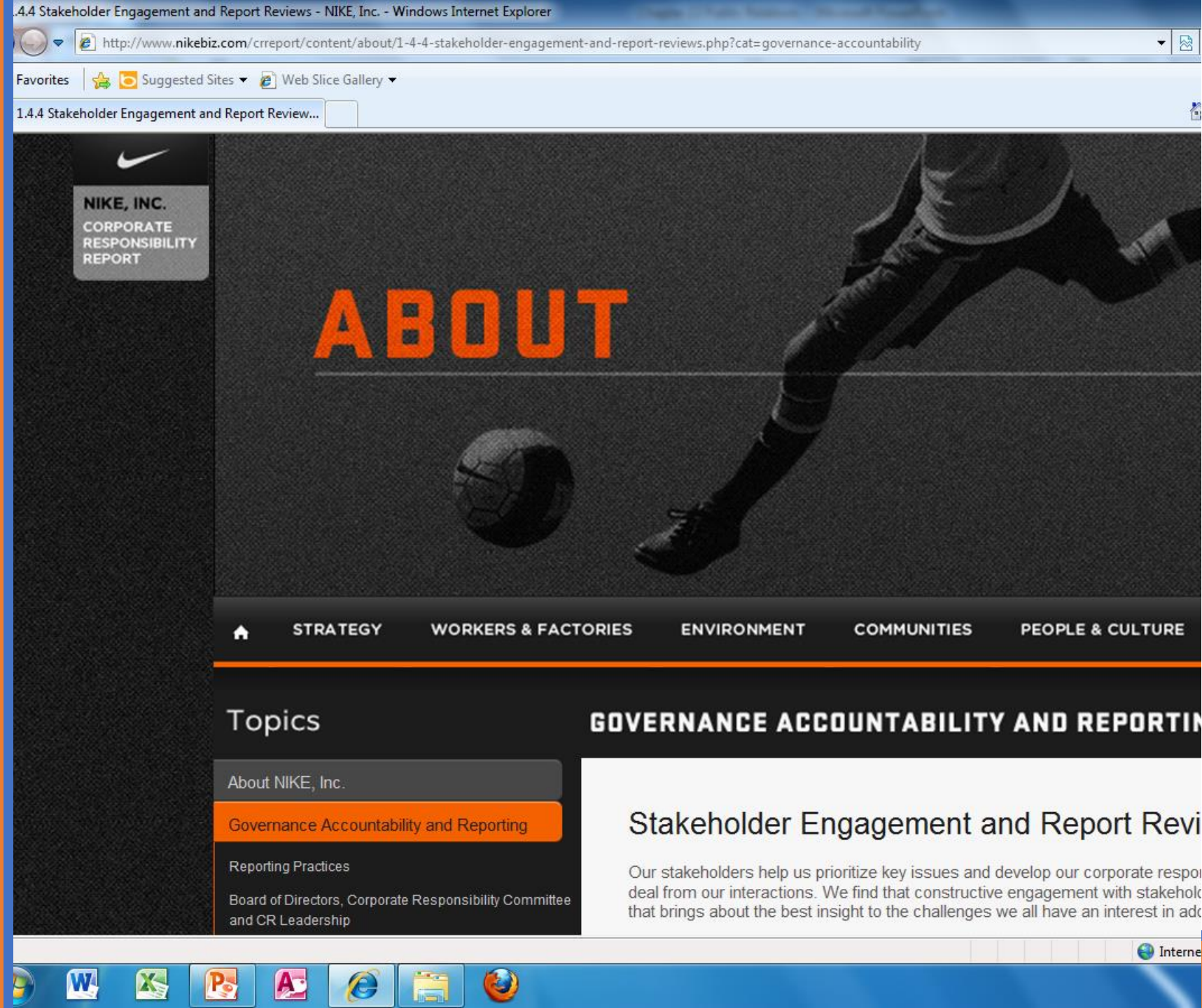
**Public affairs**

**Lobbying**

**Employee and investor relations**

**Crisis management**

## NIKE Website



# Public Relations Tools

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**New product publicity**

**Product placement**

**Consumer education**

**Sponsorship**

**Company Web sites**



# Managing Unfavorable Publicity

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## Crisis Management



**A coordinated effort to handle the effects of unfavorable publicity or of an unfavorable event.**



# Sales Promotion

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## Sales Promotion



**Marketing communication activities, other than advertising, personal selling, and public relations, in which a short-term incentive motivates a purchase.**

# Sales Promotion

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**Advertising**



*Reason to buy*

**Sales Promotion**



*Incentive to buy*

# Objectives of Sales Promotion

Type of Buyer	Desired Results	Sales Promotion Examples
Loyal Customers	<ul style="list-style-type: none"><li>• Reinforce behavior</li><li>• Increase consumption</li><li>• Change purchase timing</li></ul>	<ul style="list-style-type: none"><li>• Loyalty marketing</li><li>• Bonus packs</li></ul>
Competitor's Customers	<ul style="list-style-type: none"><li>• Break loyalty</li><li>• Persuade to switch</li></ul>	<ul style="list-style-type: none"><li>• Sampling</li><li>• Sweepstakes, contests, premiums</li></ul>
Brand Switchers	<ul style="list-style-type: none"><li>• Persuade to buy your brand more often</li></ul>	<ul style="list-style-type: none"><li>• Price-lowering promotion</li><li>• Trade deals</li></ul>
Price Buyers	<ul style="list-style-type: none"><li>• Appeal with low prices</li><li>• Supply added value</li></ul>	<ul style="list-style-type: none"><li>• Coupons, price-off packages, refunds</li><li>• Trade deals</li></ul>

# Tools for Consumer Sales Promotion

**Coupons and Rebates**

**Premiums**

**Loyalty Marketing Programs**

**Contests & Sweepstakes**

**Sampling**

**Point-of-Purchase Promotion**



# Trends in Sales Promotion

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## Use of internet

- Social Media
- Email
- Website-based promotions

## Online coupon distribution

- Free merchandise
- Free shipping with purchase
- Coupons
  - All efforts add more customers to database

## Online versions of Loyalty Programs





## Online Loyalty Programs