

ADVERTISING I.

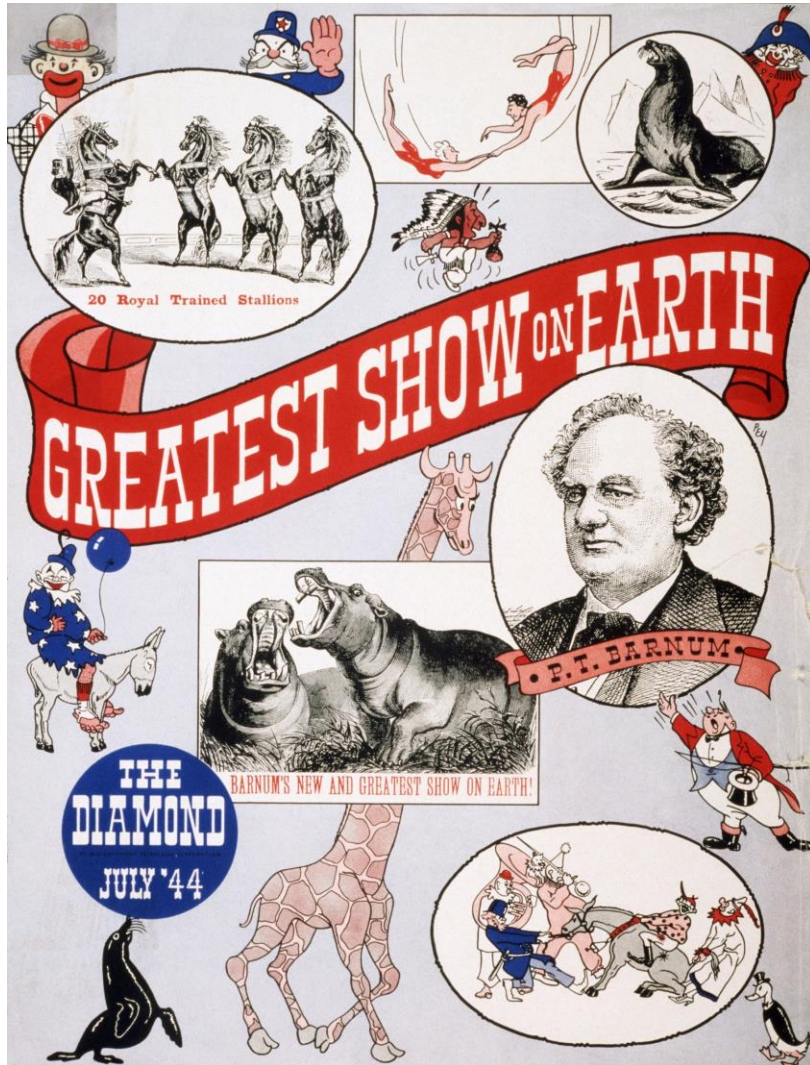
1. What is advertising?
2. Specific forms of Ads
3. Medial mix



1. WHAT IS ADVERTISING?



BARNUM'S ADVERTISING



- Born in Connecticut in 1810, Barnum got his first taste of salesmanship by selling lottery tickets aged just 12.
- In 1882, Barnum brought Jumbo the elephant over from London. His arrival in New York attracted enormous crowds as his name became part of the language.
- Barnum was a businessman to the end. His last words before his death in 1891 were about his show at Madison Square Garden: "Ask Bailey what the box office was at the Garden last night."

ADVERTISING

- **The paid** form of **impersonal** presentation.
- The advertising is a persuasive process by which the users of products are sought through communication media.



ADVERTISING

- **Advertising** – this is a verb. It is a process and an action word.
- **Advertisement** – this is also known as Advert or Ad. It is a noun, it is physical, it can be touched and experienced.
- **Advertiser** – this is noun. Advertisers are the people responsible for advertising and delivering the advertisement.



THE BASIC FEATURES OF ADVERTISING

- **Mass**
- **Paid**
- **Impersonal**



VISUAL ESPERANTO

- Visual esperanto is the ability of a visual to transcend cultures and languages by conveying **the same meaning**.
- It is especially beneficial in international ads where advertisers want to convey the same message to every market in the world.
- Ads in the past emphasized verbal content, but in recent years ads have moved to **more visuals**.
- TOILET PAPER - SO EASY!



VISUAL ESPERANTO



Give our best to your family.

©1997 McDonald's Corporation

You can count on nothing but the best from McDonald's® restaurants. Pure 100% beef that's probably even leaner than the kind you serve at home. Perfect fries. Pipin' hot pies. Breakfast dishes that are really delicious. And fish that never tastes "fishy"... just good. Those are but a few of the quality dishes we serve with pride at McDonald's®. But what we're always proudest to serve is you.

We do it all for you® **McDonald's**



EVERY HOUR,
a family chooses Livspace
for their dream interiors*

*As March 2019
Source: research by an independent agency

CALL: +91-888-042-0000
VISIT: Hulkul Brigade Centre, Lavelle Road, Shanthala Nagar, Bengaluru

ALSO IN: Chennai | Delhi | Gurugram
Noida | Hyderabad | Mumbai | Thane | Pune

India's No.1 Home Interiors Brand™
Full home interiors | Modular kitchens | Renovation services

LIVSPACE.COM



2. SPECIFIC FORMS OF ADVERTISING

COOPERATIVE ADVERTISING

- Two or more companies participate in the same communication campaign.
- Typical for complements.
- e.g. - Škoda + Shell.



COOPERATIVE ADVERTISING



IN-DOOR ADVERTISING

- Advertising located in public covered territory (trains, planes, public transport, shopping centers, consulting rooms, ...).





SUBLIMINAL ADVERTISING

- **Subliminal stimuli** = "below threshold", are any sensory stimuli below an individual's threshold for conscious perception.
- Visual stimuli may be quickly flashed before an individual can process them, or flashed and then masked. Audio stimuli may be played below audible volumes, masked by other stimuli.
- Some research has found that subliminal messages **do not** produce strong or lasting changes in behavior **X** a recent review of functional magnetic resonance imaging (fMRI) studies shows that subliminal **stimuli activate specific regions of the brain** despite participants being unaware.

"EAT POPCORN" AND "DRINK COCA-COLA"

- The birth of subliminal advertising it dates to 1957 when a market researcher named James Vicary inserted the words "Eat Popcorn" and "Drink Coca-Cola" into a movie.
- The subliminal ads supposedly created an 18.1% increase in Coke sales and a 57.8% increase in popcorn sales.
- Vicary's results turned out to be a hoax. But more recent experiments have shown that subliminal messages actually can affect behavior in small ways.
- Source:<http://subliminalmanipulation.blogspot.cz/>



3. MEDIAL MIX

BASIC TRRADITIONAL MEDIA

Medium	+ Reasons for using	- Reasons for not using
TV	Realism – sight, sound, movement, repetition, regional zoning, entertaining	Poor selectivity, detail often missed, high costs long lead times, highly regulated content, inflexible
Radio	Widespread use, active, local targeting, relatively inexpensive, can involve listeners	No visual content, often used only as background, small audiences, low prestige
Outdoor (out-of-home, Billboard)	Low cost, localized, easily changed	Low-attention capacity, limited segmentation possible, vulnerable to vandalism, poor image

Medium	+ Reasons for using	- Reasons for not using
News press	Relatively inexpensive, short lead time, wide reach, good for technical detail	Passive, reproduction of photos may be poor, no dynamics
Magazine	Quality of reproduction provides high impact, longevity, can associate a brand with cultural icons among a mass audience	Visual only, long lead times, does not foster a relationship
Internet	Inexpensive presence, active, allows movement, sound and colour to attract, fast information provision, can have a sales facility	No national coverage, limited access and not relevant for goods as perfume and food
Cinema	High impact, captive audience	Expensive, lacks detail



OUTDOOR



ACTUAL MEDIA

- Word of Mouth
- Indoor
- Mobile phone
- Non-traditional media (Ambient media)



NON-TRADITIONAL MEDIA



