

# ADVERTISING

## # 1 A DEFINATION OF ADVERTISING

The process of delivering a message about ideas, goods and services, through the media, paid by an identifiable sponsor.

## # 2 Awareness

*Teaching:* Name, qualities, label & packaging, promise, claim, usage, users

*Brand association:* Logo, slogan, jingle, theme, image, lifestyle

*Differentiation:* In characters (packaging, taste, smell, performance, color), promise, claim

## Persuasion

*Emotional:* What's best for your: character, lifestyle, status, self perceptions

*Perceptual:* What's best for you factually (brand attributes)

*Behavior:* Creating interest, increasing movement, motivation for buying and repeated purchase, loyalty

## IMAGE

*Outstanding:* Attracting attention, difference from competitors

*Interest:* Creating involvement, sympathy, excitement, feelings (love, nostalgia....)

*Remembering:* Remembering the brand and product, knowing the positioning/logo/wording/jingle/character, identifying the brand/product/label/characters, remembering advertisement

## # 3 ADVERTISING BY OBJECTIVES

To cause Awareness.

To Persuade.

To create Image.

To Remind.

## # 4 Advertising strategy

Communication target market: specific definition of characteristics.

2. Positioning: the chosen location in the perceptual map.

3. Concept: - theme, motif

- main message; one for each advertisement

- secondary messages; as required

4. Creative strategy: main elements.

5. Media strategy: initial media & budget planning and the logic behind it.

## # 5 Traffic, Sales, Profits

“Branding” – Making name of your business with the product you sell.

Kodak you think of film

Facebook – communicating with friends

Harley Davidson – Motor Cycles

Motel 6 – Most economical of major chains

FedEx-overnight delivery

Coca-Cola- #1 soft drink ordered

Xerox- copier

**# 6 Tom Bodette “We’ll keep a light on for you,” lowest price of any national chain Company Perspectives:**

For over 40 years, the basic philosophy of Motel 6 has been to provide the quality lodging, clean rooms, and a pleasant environment at the best price of any national chain. We have never lost sight of our customers' needs and have continued to strengthen the strong tradition of economy lodging started in 1962.

Paul A. Greene and William W. Becker open their first Motel 6 in Santa Barbara, California.

**# 7 #1 in awareness = #1 in sales; 5:1 Ratio Over #2**

**# 8 WHY ADVERTISE? – PROMOTION**

1. Branding your business
2. Create a positive, successful image
3. Increase traffic
4. Increase sales
5. Increase profits

**# 9 ADVERTISE THE COMMON WAY**

1. Arbitrarily designated a percentage of gross (usually 3 – 5%) as advertising budget.
2. Allocate portion of their budgets to various local media
3. Pray for something good to happen. It’s called SPRAYING and PRAYING

**# 10 THE ADVERTISE BY OBJECTIVE WAY**

1. Set Annual Growth Objective
2. Use if it is possible to obtain
3. Design a plan of action.
4. Provide – buy from you versus competitor

**# 11 THE JOHN 3:16 OF ADVERTISING:** For God so loved the world, that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life.

“Advertising is Education, Education is Repetition”

The John 3:16 is the most quoted verse by Christians. This verse contains the message of the Gospel.

*The Douglas Raine John 3:16 Experience*

In the fall of 1957 I was asked to read the Book of John 3:1-16. I discovered that even a religious ruler of the nation of Israel had to be born again. As I continued to read I pondered the meaning of born again. Jesus used a series of events explaining this meaning – the Day of Atonement Leviticus 16; Snakes were sent into the camp of the Israelites because of their ceaseless complaining – Numbers 21:4-9. It was as if this ruler, Nicodemus, had been practicing religious traditions and failed to understand what Jesus was talking about. Verse 15 told me what to do “That whosoever believeth in him should not perish, but have eternal life.” And the most beautiful verse of the entire Bible John 3:16 told me the reason why and reinforced the action to take. “For God so loved the world that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life.”

Members of the Bible study listened intently to the scripture and we asked our teacher lead us in a prayer for salvation. All the students that were present that morning had joined the

church in the spring, memorized scripture, and made declarations of faith, but were not “Born Again.”

This one verse began to change my life.

Could there be others in the church who were just like me that are not “Born Again?”

**# 12 The greater the number of times we hear a message. The greater retention we have.**

**# 13 Goals / Objectives** (what I do affects my business)

Organize a plan of action

Copy + Production ----> lowest cost

Record Keeping

**# 14 Marketing Bridge**

**YOUR BUSINESS**

Quality Products, Location, Reputation, Service, Delivery, Financing, Parking, Business Vitality

**PRICE / VALUE**

Is your price right for value received? Is your price competitive?

**ADVERTISING** Proper Medium, Quality, Consistency, Planning, Timeliness

**MERCHANDISING** Cleanliness, Attractiveness, Display, Lighting, Items properly marked, Orderly, Timely

**PERSONAL SELLING** Product Knowledge, Suggested Selling, Product Benefits, Sincere, Helpful Attitude, Cheerfulness, Smiling, Dress, Grooming

**# 15 Broadcast Advertising**

**# 16 Objectives must flow from a clear positioning statement**

What is the one selling point or niche that the advertiser occupies?

Price, convenience, quality, value, etc.

**# 17 Objectives must address a communication task**

Raise awareness

Shape attitudes

Enhance recall

Motivate action

**# 18 Advertising objectives DO NOT address sales goals**

Sales goals are part of marketing objectives

**# 19 What does the market know about the advertiser?**

Where is the advertiser on the “awareness curve” or “product life cycle?”

**# 20 Plotting Awareness versus Time** As the company raises awareness of its products and creates a public understanding, they will enhance the recall (imprint in the memory) and action (public purchasing products).

**# 21 Another scheme**

Awareness, Knowledge, Liking, Preference, Conviction, Action

**# 22 Objectives must be measurable**

What will be communicated

To whom

By when

At what cost

**# 23 What will be communicated:**

A Communications task

Raise awareness

Create understanding

Enhance recall

Motivate action

Others

Build brand preference, build brand loyalty, etc.

**# 24 To whom:**

The audience defined demographically

The audience defined geographically

The size of the audience

**# 25 By when:**

Determine the period of advertising

Continuous is sustained over a period of time

Short bursts or flights to exploit opportunities or to promote special events - pulsing

**# 26 At what cost:**

How much will it cost to achieve the objectives that have been set?

Requires obtaining rates from the media, and calculating the cost of reaching the desired demographic at the frequency necessary

# 27 “Our objective is to make 50% of the men and women 21-50 in Zanesville, Ohio aware that Rick’s Gun Store has the cheapest guns. This objective will be achieved by July 1, at an estimated cost of \$10,000.”

# 28 Objectives allow the advertiser to measure the effectiveness of advertising

Without objectives, one does not know whether advertising is accomplishing anything

From advertising objectives will flow strategy

Strategy is a plan for achieving the objectives

**# 29 From strategy, all creative efforts will flow**

Once objectives are set, and strategy is determined, then creative work begins

Creative begins with stating the copy platform

**# 30 Establishing budget**

Percentage of sales

Some percentage of total sales is invested in advertising

Per unit rate

**Some percentage of the cost of the item is put into advertising**

**Task method**

**How much will it cost to achieve the stated objectives based on media costs?**

**# 31 Establishing budget**

**What is affordable?**

**Best guess**

**# 32 GROW THE BUSINESS**

**Seek Godly wisdom**

**Work hard**

**Stay focused**

**Be a team player**

**Advertise to win**