

## **Module 3: Advertisement as a product**

The primary goal of a company is to convince its consumers that they're getting their money's worth with any particular product. Sometimes, a good advertisement design will go a long way in the industry. In order to advertise a product, an advertising campaign needs to be established. No matter the product, it is essential to convince the potential buyer that this product is worth their money. Successful advertising can make or break a product. *Apple* is a great example of this: They generate a lot of product hype and develop gorgeous ads for their products well before they come out. As a result, *Apple* can convince its consumers to pay ridiculous amounts of money for their products.

### **Advertisement as a service**

The advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation. Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest—it is much too powerful a tool to use solely for commercial purposes".

Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for the use of sophisticated advertising and marketing communications techniques .

Public service advertising reached its height during World Wars I and II under the direction of more than one government.

### **Advertisements in different industries**

Different types of industries advertise at different times during a financial year. Due to the onslaught of new channels and increased marketing activity, advertisements increase each specially. Important industries that advertise are the automobile, pharmaceutical, telecom and food industry.

Other industries that advertise include the IT related products, health care, retail

stores and precious metals including gold and diamonds.

## **Advertisements in Institutions (Institutional Advertising)**

The promotional message aimed at creating an image, enhancing reputation, building goodwill, or advocating an idea or the philosophy of an organization, instead of sales promotion is generally attributed as Institutional Advertising.

Institutional advertisement also promotes sites that advocate people to stop smoking. They also render support to those who find it hard to break a habit. Alcoholic advertisements encourage drinkers to not drive drunk.

## **Public Service Advertisements**

Public Service Advertising (PSA) is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising field for a social cause. Ogilvy once said, *"Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes."*

The most common topics of PSAs are health and safety. A typical PSA is part of a public awareness campaign to inform or educate the public about an issue such as obesity, smoking tobacco or compulsive gambling. The range of possible topics has expanded over time.

From time to time a charitable organization enlists the support of a celebrity for a PSA; examples include actress Kathryn Erbe telling people to be green and Crips street gang leader Stanley "Tookie" Williams speaking from prison to urge youth not to join gangs. Some PSAs tell people to adopt animals instead of buying them. Protecting our Earth, also known as being green, is another example of a current PSA topic.

In order to encourage Americans to prepare themselves, their families, and their communities, the Federal Emergency Management Agency (FEMA), in partnership with The Advertising Council, has sponsored public service advertisements (PSAs) that educate and empower Americans to prepare for and respond to all kinds of emergencies, especially tornados, tsunami and earth quake

The *Ready* campaign has created suites of advertisements directed towards

individuals and families, owners and managers of small and medium-sized business, and Spanish speakers. Because the Ready ads are PSAs, they run entirely in donated media space. Business PSAs include radio, print, outdoor, and Web advertisements.

## **Print media ads**

Print media ads include advertisements in Newspapers, Magazines, Brochures, Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the readership of the publications. For instance an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership. The price of print ads also depend on the supplement in which they appear, for example an advertisement in the glossy supplement costs way higher than that in the newspaper supplement which uses a mediocre quality paper.

## **Electronic media ads (Television, Radio and the Internet)**

Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcast. The radio might have lost its charm owing to the new age media however the radio remains to be the choice of small-scale advertisers. Recent trends show that FM and Digital Space radios are gaining popularity. Hence ads are also on the increase. The radio jingle have been very popular advertising media and it has a large impact on the audience, which is evident in the fact that many people still remember and enjoy popular radio jingles, Radio mango, Red FM

## **New media ads:**

New media includes cable and satellite television, satellite radio, business-to-business e-media, consumer Internet, movie screen advertising and video game advertising. They play an important role in advertising.

Google in 2011 (March) launched a new format for video ads on Google.com. The ads appear as small thumbnails with a play button, and when a user clicks on the thumbnail, the video ad expand and take over the Google search page, playing the video ad in a larger player. The ads seem to be a natural extension of Google's existing ad products, but are interesting when you consider the focus on media.

As Google says in its blog post, the entire viewing experience is meant to draw the viewer's attention to the video in a more visually appealing experience.

## **Covert Ads – Advertising in Movies**

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly showcased in the entertainment show. Some of the famous examples for this sort of advertising have to be the appearance of brand the *Nokia* which is displayed on Tom Cruise's phone in movie *Minority Report*, or the use of *Bentley* cars in the movie *2012*. Dileep in *Christian Brothers* saying - *What an idea!!*

## **Celebrity Ads**

Although the audience is getting smarter and smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements.

## Non-Mass Media ads

Non Mass media can be termed as a section of the media designed to reach a limited number of audience. It can be a limited area or locality. They can also be termed as "personal" media (point-to-point and person-to-person communication). They include speech, telephony, fliers, postal mail, novelties etc.

### Billboards

A billboard is typically a large structure that hold an advertisement. It is also known as hoardings. Hoardings can be found in the highways and traffic signal junctions. These hoardings are strategically placed so that the drivers, passengers and walkers can see and read the catchy slogans and associate themselves with the larger-than-life image. Billboards afford greatest visibility due not only to their size, but because they allow creative "customizing" through extensions and embellishments.

Many billboards tend to distract the driver and this in-turn cause accidents. Billboards have migrated from early metal boards to glossy flexible and colorful ones. Some boards are kept on vans and trucks and paraded around the town. Triangular-shaped wedges that allow for 3 ads to be arranged on a motorized platform is a novelty. Every 15 seconds, the triangular wedge moves thereby displaying a new Ad.

### Fliers

A **flyer** (also spelled **flier** or called a **circular**, **handbill** or **leaflet**) is a single page leaflet advertising an, event, service, or other activity. Flyers are typically used by individuals or businesses to promote their products or services. They are a form of mass marketing or small scale, community communication.

Flyers, along with postcards, pamphlets and small posters, are forms of communication for people who want to engage the public but do not have the money or desire to advertise over the internet, in telephone directories, or classified or display advertising in newspapers

## Novelties

Advertisements are trying to become as novel as possible in order to attract the mass and thereby sell their goods. David Ogilvy, the father of modern advertising, created one of the most iconic automobile ads ever when he released this ad.

*"At 60 miles an hour, the loudest noise in this new Rolls Royce, comes from the electric clock."*

It did not have loud graphics or brilliant colors but it does have an advertising punch.

- Advertisements in the form of a "scented billboard," is unique. It an outdoor sign that emits the odors of black pepper and charcoal to suggest grilled steak being sold at the Bloom grocery chain in USA.
- Spontex, a well-known sponge manufacturer, released an ad with the image of an African woman, carrying their super absorbent sponge, instead of a bucket to carry water.
- Dynamic pricing ads are also a novel way to advertise. Based on the viewer ship, advertisers pay more for their ads to be placed in strategic sites.
- Pay-per-click ads are also gaining prominence. Here, companies paying for the number of times that customers have clicked and viewed their sites.
- An email you got from your friend -- the one featuring the water skiing squirrel. After you stopped laughing (and wondering why anyone would fashion tiny water skis to strap on a squirrel) you noticed a product logo in the corner of the screen. And before you realized it, you had "consumed" a brand message, and experienced one of the new advertising trends. This form of sponsorship, known as "viral videos," is among many recent promotional vehicles replacing conventional advertising. Thanks to YouTube, blogs, TiVo, Facebook and basic email.