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**Advertising**



### 1. What is advertisement?

#### Meaning of advertising:

For the common men advertising means television commercials, radio jingles and print advertisements. **Advertising can be defined as a paid dissemination of information through a variety of mass communication media to motivate a desired action.** According the 'concise oxford dictionary' the verb, 'to advertise' means: to make generally or publicly known.

Advertising is any paid form of non- personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor.

Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor.

### 2. Objective of advertisement

- **To increase support:** advertising increases the morale of the sales force and of distributors, wholesalers and retailers.
- **To stimulate** sales amongst present, former and future customers. It involves decision regarding the media.
- **To retain loyalty:** to retain loyalty of present and former consumers.
- **To protect an image:** advertising is used to promote an overall image of respect and trust for an organization.
- **To communicate with consumers:** this involves regarding copy.

### 3. What is included in advertising?

- The information in an advertisement should benefit the buyers. It should give them more satisfactory expenditure of their rupees.
- It should suggest better solutions to their problems.
- The content of the advertisement is within the control of the advertiser, not the medium.
- Advertising without persuasion is ineffective. Advertisement that fails to influence anyone, either immediately or in the future is a waste of money.
- The function of advertising is to increase the profitable sales volume. That is, advertising expenses should not increase disproportionately.



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### **5. Advertising vs. Marketing**

At first glance, marketing and advertising seem to be different terms to describe the same thing -- getting a product or service sold. In fact, although they both contribute to the same end objective, they are distinct from each other and each has its own process. Understanding the difference between marketing and advertising will help you streamline your customer.

Marketing refers to the process of preparing your product for the marketplace. It involves understanding who your potential customers are and what they want to get from your product or service. Colors, logo and acquisition strategy.

Other design elements help to align the image of your product with the interests of your target audience. It is marketing that defines your brand and attracts the market share you want. Marketing is all aspects of products or services, such as advertising, customer service, sales and so on. On the other hand, Advertising falls under the promotions category of marketing. It deals with the production of advertising materials such as banners, billboards, magazine ads and social media campaigns. Ads are created to develop brand awareness, sell a product, gain customer loyalty and more. Advertising is part of a marketing plan, not the other way around.

The best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you have slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement.