



Introduction to Advertising

Today's Learning Objectives

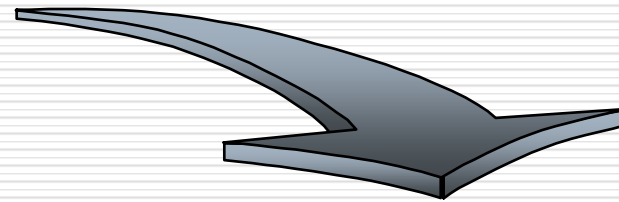
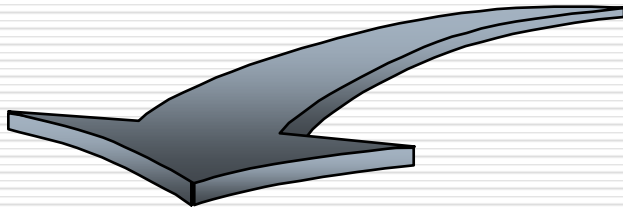
- ❑ Discuss the elements of great advertising.
- ❑ Define advertising and identify nine types and four roles of advertising.
- ❑ Identify the five players in the advertising world.
- ❑ Explain how key figures and events in advertising history affect advertising today.
- ❑ Summarize current advertising issues.

What Makes an Ad Great?

- ❑ Explicit objectives should drive the planning, creation, and execution of each ad.
- ❑ An ad is great to the extent that it achieves its objectives, not because it wins awards.
- ❑ Creativity for its own sake does not always lead to great advertising.

Characteristics of Great Ads

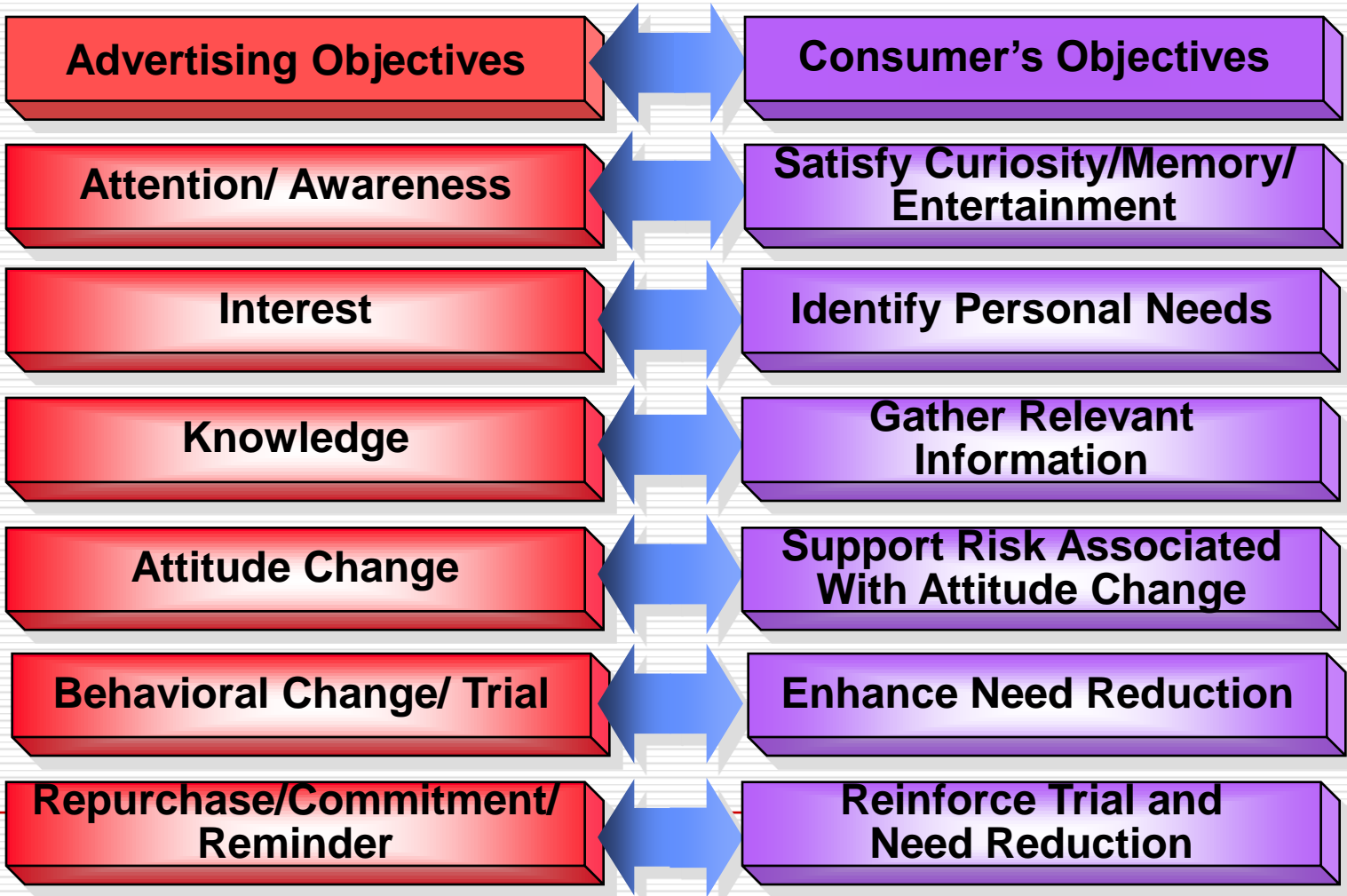
Good or Great Ads Work on Two Levels



**Satisfy the Customer's
Objectives by Engaging
Them & Delivering a
Relevant Message**

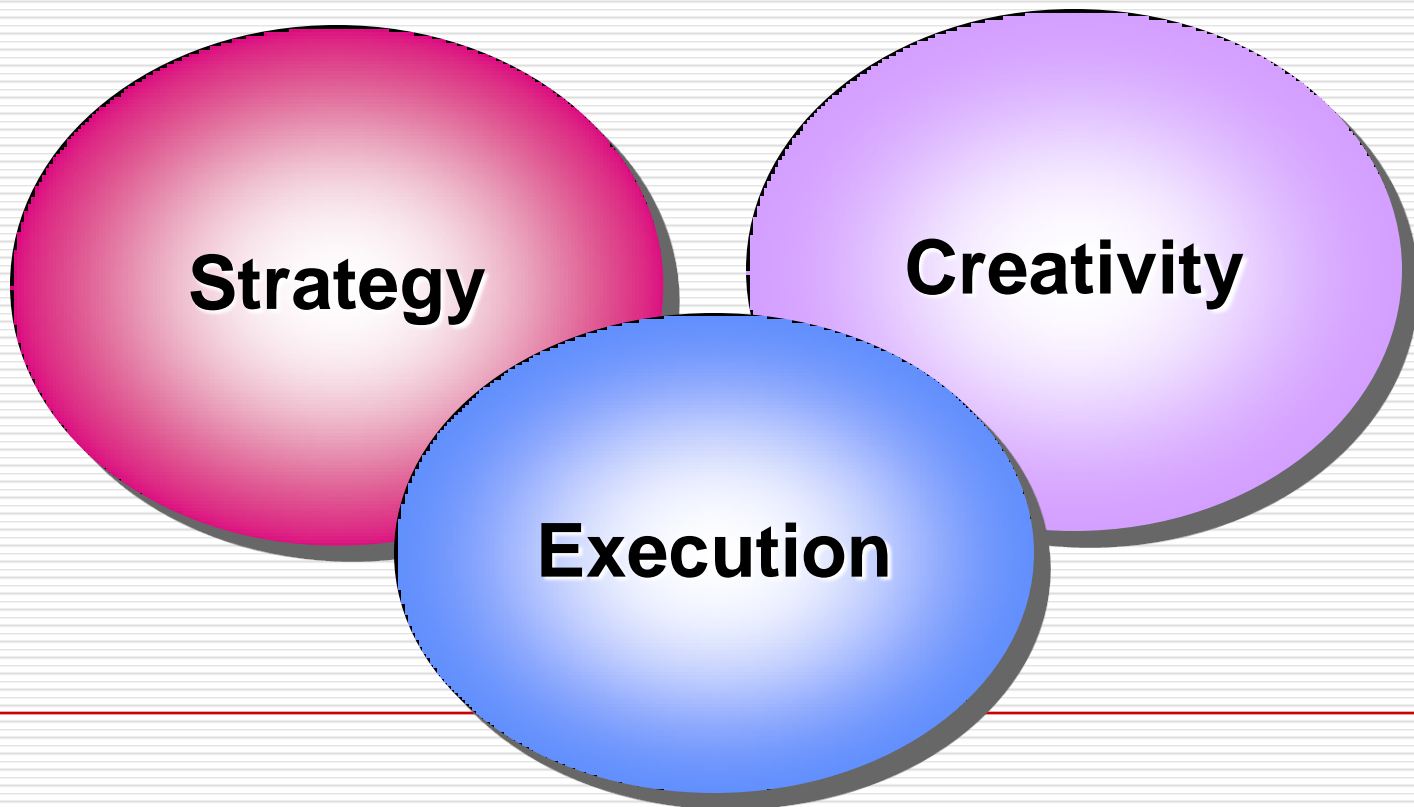
**Achieve the Sponsor's
Objectives**

Dual Process of Great Advertising: Reaching Objectives (Fig. 1.1)



Broad Dimensions That Characterize Great Advertising

The Ultimate Test for the Greatness of An Ad is Whether It Achieved Its Goals.



Practical Tips # 1

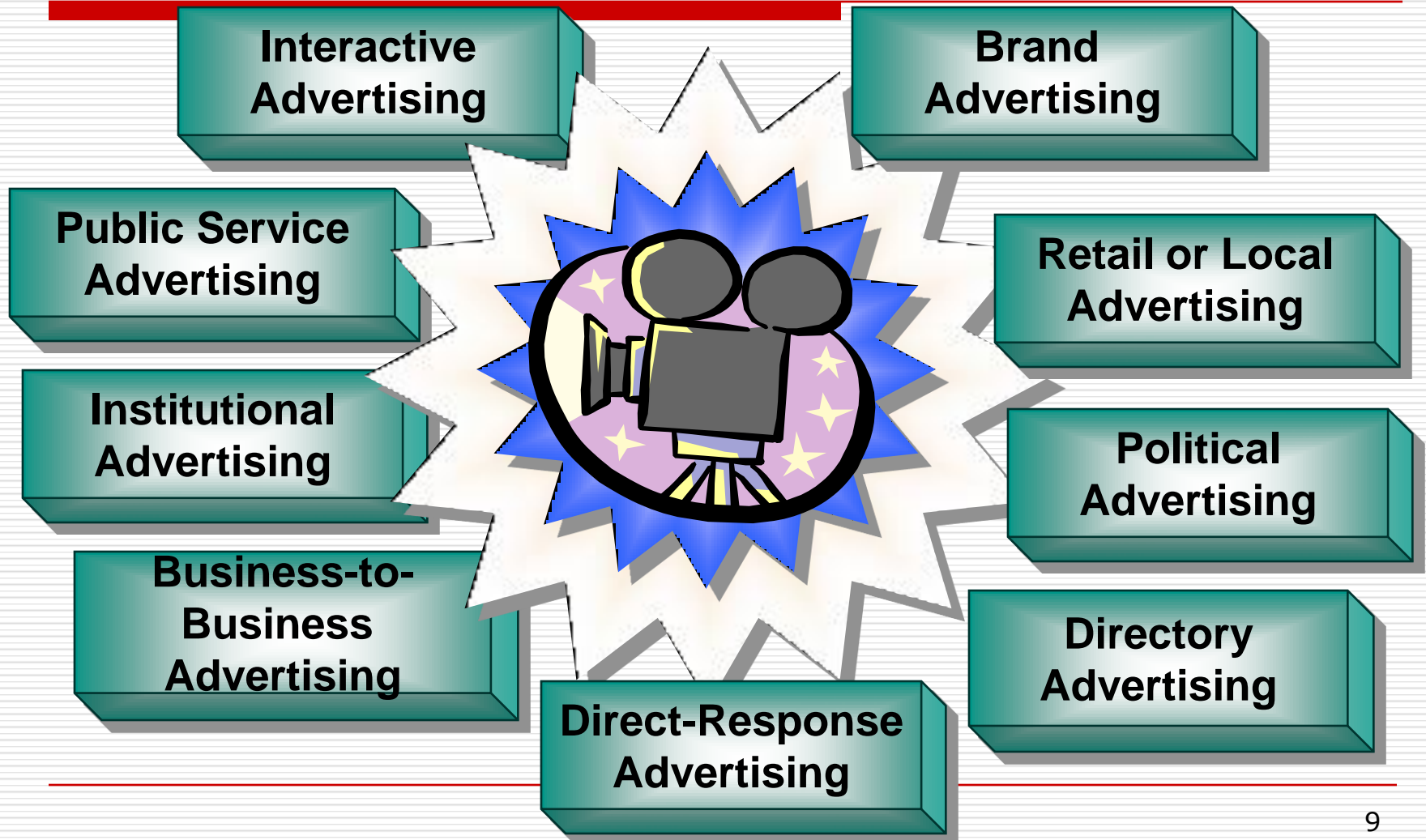
Measuring an Ad's Success

- Consider one item as the measure of an ad's success: How well does it achieve its goals? Some typical goals include the following:
 - Increased sales
 - Attitude change
 - Heightened brand awareness

What is Advertising?

Advertising is Paid, Nonpersonal
Communication From An
Identified Sponsor Using Mass
Media to Persuade or Influence
an Audience.

Types of Advertising



Roles of Advertising

Marketing Role



•Marketing is the process a business uses to satisfy consumer needs and wants through goods and services.

Communication Role



•Advertising is a form of mass communication.

Economic Role



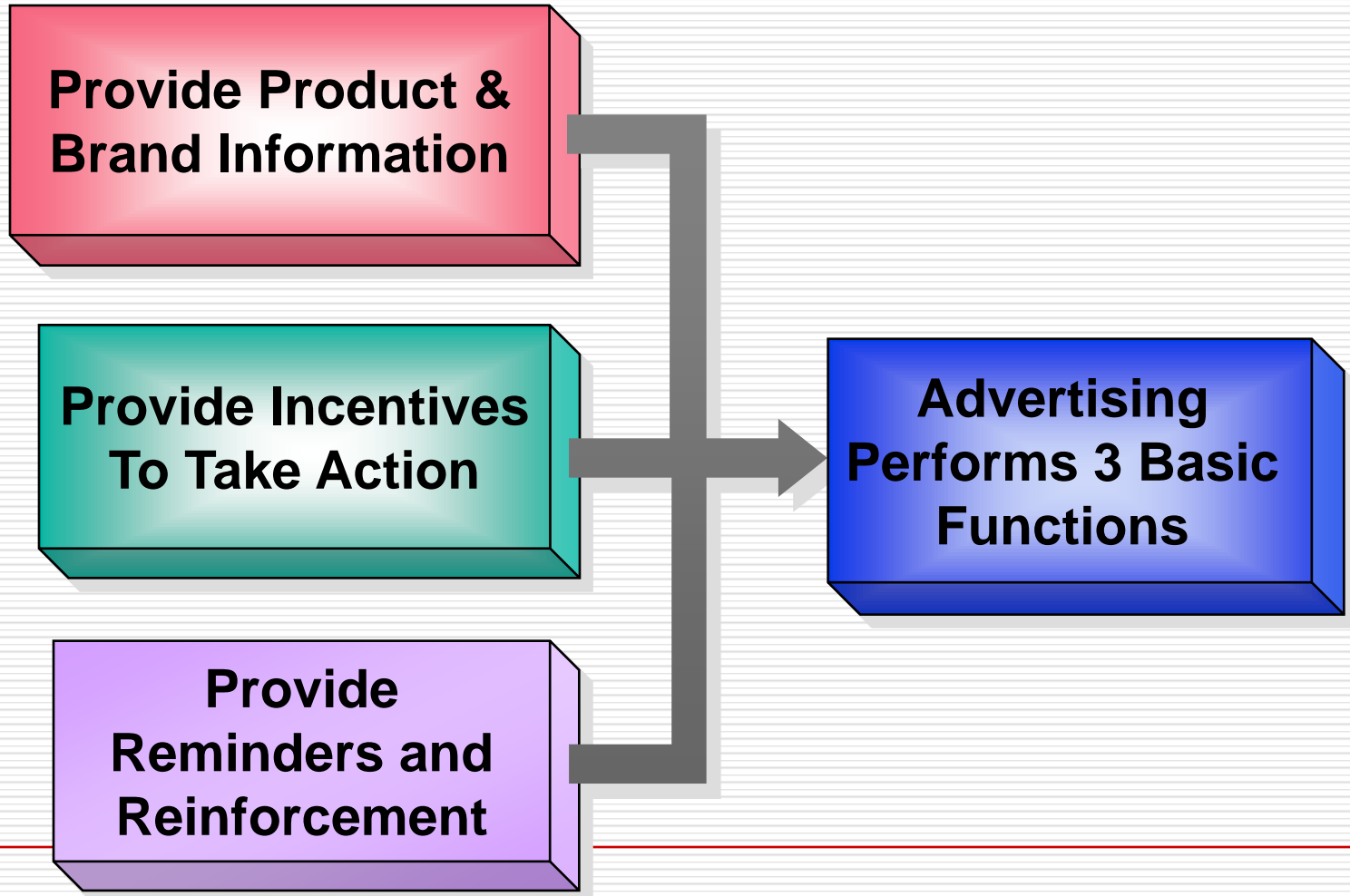
•Two main views about advertising, either the market power model or the economics of information theory.

Societal Role



•Informs us about new and improved products, teaches us how to use these innovations, etc.

Functions of Advertising



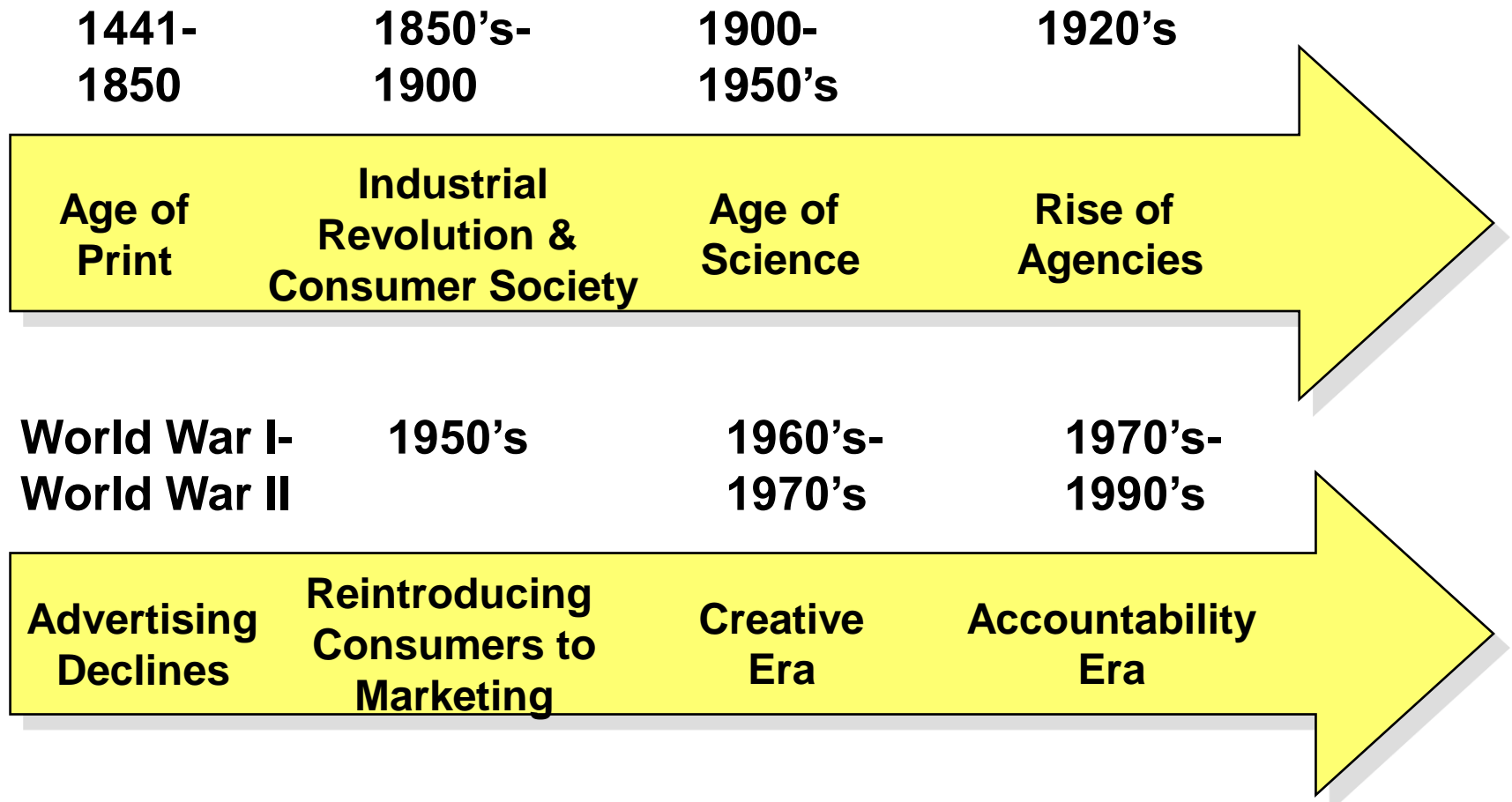
Five Players of Advertising

- The Advertiser is the individual or organization that usually initiates the advertising process.
- The Advertising Agency plans and implements part or all of the advertising efforts.
 - May use an outside agency, or their own advertising department or in-house agency.
- The Media are the channels of communication that carry the messages from the advertiser to the audience, i.e. television, magazines, radio, etc.

Five Players of Advertising

- The Vendors are a group of service organizations that assist advertisers, advertising agencies, and the media, i.e. freelance copywriters, graphic artists, photographers, etc.
- The Target Audience may be the purchaser or the consumer of the product, or both. May need to design different ads for each group.
 - Critical to know as much about these target audiences as possible.

The Evolution of Advertising



Practical Tips # 2

Ogilvy's Advertising Tenets

- Here are some advertising tenets that David Ogilvy offers: (11)
 - "Never write an advertisement you wouldn't want your own family to read."
 - "The most important decision is how to position your product."
 - If nobody reads or looks at the ads, "it doesn't do much good to have the right positioning."
 - "Big ideas are usually simple ideas."
 - "Every word in the copy must count."

Current Advertising Issues

Interactive Advertising

Integrated Marketing Communication

Globalization

Niche Marketing

**Consumer Power, Relationship Marketing
and Customization**

Advertising as Art, Science, Business Practice

“The written word is the deepest dagger you can drive into a man’s soul.”

-British writer Indra Sinha

“Advertising is of the very essence of democracy. An election goes on every minute of the business day across the counters of hundreds of thousands of stores and shops where the customers state their preferences and determine which manufacturer and which product shall be the leader today, and which shall lead tomorrow.”

- Bruce Barton, chairman of BBDO agency

Advertising as Art, Science, Business Practice

“I browse for an original thought, usually while on the bog, and the sense of achievement in finding *exactly* the phrase you’re looking for is a pleasure that transcends the most spectacular of dumps.”

-Neil French, “Worldwide Creative Godfather” to all the companies in the WPP Group, on his fondness for quotation anthologies.