

## **ADVERTISING & PUBLIC RELATIONS**

### **STUDY GUIDE FOR MODULE ONE**

(A full 'Study & Training Guide' will accompany the Study or Training Manual(s) you will receive soon by airmail post.)

This Study Guide - like all our Training Materials - has been written by professionals; experts in the Training of well over three million ambitious men and women in countries all over the world. It is therefore essential that you:-

- \* Read this **Study Guide** **carefully** and **thoroughly** BEFORE you start to read and study Module One, which is the first '**Study Section**' of a CIC Study or Training Manual you will receive for the Program for which you have been enrolled.
- \* Follow the **Study Guide** **exactly**, stage by stage and step by step - if you fail to do so, you might not succeed in your Training or pass the Examination for the CIC Diploma.

#### **\* STAGE ONE**

Learning how to **really STUDY** the College's Study or Training Manual(s) provided - including THOROUGHLY READING this **Study Guide**, and the full '**Study & Training Guide**' which you will soon receive by airmail post.

#### **\* STAGE TWO**

Studying in accordance with the professional advice and instructions given.

#### **\* STAGE THREE**

Answering Self-Assessment Test Questions/Exercises.

#### **\* STAGE FOUR**

Assessing - or having someone assess for you - the standard of your answers to the Self-Assessment Test/Exercises.

#### **\* STAGE FIVE**

Preparing for your Final Examination.

#### **\* STAGE SIX**

Sitting the Final Examination.

Remember: your CIC Program has been **planned** by experts. To be certain of gaining the greatest benefit from the Program, it is **essential** that you follow precisely each one of the **SIX stages** in the Program, as described above.

**STAGE ONE is your thorough reading of this 'Study Guide'**

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## **ABOUT CIC STUDY and TRAINING MANUALS**

A CIC Study or Training Manual (which comprises 4 or 6 Modules - the first Module of which follows) supplied by the College as part of your Course or Program is **NOT** simply a text book. It must therefore **not** be read simply from cover to cover like a text book or another publication. It **MUST** be **studied**, Module by Module, exactly as explained in the following pages. Each CIC Study or Training Manual has been designed and written by specialists, with wide experience of teaching people in countries all over the world to become managers, administrators, supervisors, sales and accounting personnel, business-people, and professionals in many other fields.

Therefore, it is in **your own best interests** that you use the Study or Training Manuals in the way CIC's experts recommend. By doing so, you should be able to learn easily and enjoyably, and master the contents of the Manuals in a relatively short period of time - and then sit the Final Examination with confidence. Every Study Manual and Training Manual is written in clear and easy to understand English, and the meanings of any "uncommon" words, with which you might not be familiar, are fully explained; so you should not encounter any problems in your Studies and Training.

But should you fail to fully grasp anything - after making a thorough and genuine attempt to understand the text - you will be welcome to write to the College for assistance. You must state the **exact** page number(s) in the Study or Training Manual, the paragraph(s) and line(s) which you do not understand. If you do not give full details of a problem, our Tutors will be unable to assist you, and your Training will be delayed unnecessarily.

Start now by reading **carefully** the following pages about Stages Two, Three and Four. Do **NOT**, however, start studying the first Study or Training Manual until you are **certain** you understand **how** you are to do so.

## **STAGE TWO - STUDYING A CIC MODULE**

### **STEP 1**

Once you have read page 1 of this document fully and carefully, turn to the first **study section** - called **Module One** - of **Study or Training Manual One**. (Note: In some Manuals the term "Chapter" is used instead of "Module").

Read the whole of Module One at your normal reading pace, without trying to memorise every topic covered or fact stated, but trying to get "the feel" of what is dealt with in the Module as a whole.

### **STEP 2**

Start reading the Module again from the beginning, this time reading more slowly, paragraph by paragraph and section by section. Make brief notes of any points, sentences, paragraphs or sections which you feel need your further study, consideration or thought. Try to absorb and memorise all the important topics covered in the Module.

### **STEP 3**

Start reading the Module again from its start, this time paying particular attention to - and if necessary studying more thoroughly - those parts which were the subject of your earlier notes. It is best that you do **not** pass on to other parts or topics until you are **certain** you fully understand and remember those parts you earlier noted as requiring your special attention. Try to fix everything taught firmly in your mind.

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**Note:** You may not wish to, or be able to, carry out Steps 1, 2 and 3 one after the other. You could, for instance, carry out Steps 1 and 2 and then take Step 3 after a break.

## **STAGE THREE - ANSWERING SELF-ASSESSMENT TESTS**

### **STEP 4**

When you feel that you have **fully understood and learned everything** taught in the whole Module (and if necessary after a further careful read through it) turn to the Self-Assessment Test set at the end of it, and read the Questions/Exercises in it carefully. You do not have to attempt to answer any or all of the Questions/Exercises in the Test, but it is **best** that you do so, to the best of your abilities. The reasons for this are:-

- ❁ By comparing your answers with the Recommended Answers printed in the Appendix at the end of the Module, you will be able to assess whether you **really have** mastered everything taught in the Module, or whether you need to study again any part or parts of it.
- ❁ By answering Questions/Exercises and then comparing your attempts with the Recommended Answers, you will gain experience - and confidence - in attempting Test and Final Examination Questions/Exercises in the future. Treat the Self-Assessment Tests as being “*Past Examination Papers*”.

### **Professional Advice on Answering Self-Assessment Test (and Examination) Questions and Exercises**

1. You may answer the Questions/Exercises in a Self-Assessment Test in any order you like, but it is best that you attempt **all** of them.
  2. Read very carefully the first Question/Exercise you select, to be quite **certain** that you really **understand** it and what it requires **you to do**, because:
    - ★ some Questions/Exercises might require you to give full “written” answers;
    - ★ some Questions/Exercises (e.g. in English) might require you to fill in blank spaces in sentences;
    - ★ some Questions/Exercises (e.g. in bookkeeping) might require you to provide “worked” solutions;
    - ★ some Questions/Exercises (called “multiple-choice questions”) might require you only to place ticks in boxes  against correct/incorrect statements.
- In your Final Examination you could **lose marks** if you attempt a Question/Exercise in the wrong way, or if you misread and/or misunderstand a Question/Exercise and write about something which is not relevant or required.
3. Try to answer the Question/Exercise under “**true Test or Examination conditions**”, that is, **WITHOUT** referring back to the relevant section or pages of the Module or to any notes you have made - and certainly **WITHOUT** referring to the Recommended Answers. Try to limit to about two hours the time you spend on answering a set of Questions/Exercises; in your Final Examination you will have **only two hours**.
  4. Although you are going to check your Self-Assessment Test answers yourself (or have a friend, relative or colleague assess them for you) practise writing “written” answers:-

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★ in clear, easy-to-read handwriting;

and

★ in good, grammatical language.

The Examiner who assesses your Final Examination answers will take into account that English might not be your national or main language. Nevertheless, to be able to assess whether you really **have** learned what we have taught you, he or she will need to be able to read and understand what you have written. You could lose marks if the Examiner cannot read or understand easily what you have written.

5. Pay particular attention to neatness and to layout, to spelling and to punctuation.
6. When “written” answers are required, make sure what you write is **relevant** to the Question/Exercise, and concentrate on **quality** - demonstrating your knowledge and understanding of facts, techniques, theories, etc. - rather than on quantity alone. Write fully and clearly, but **to the point**. If you write long, rambling Final Examination answers, you will waste time, and the Examiner will deduct marks; so practise the **right** way!
7. When you have finished writing your answer, read through what you have written to see whether you have left out anything, and whether you can spot - and correct - any errors or omissions you might have made.  
**Warning:** some Questions/Exercises comprise two or more parts; make **certain** you have answered **all** parts.
8. Attempt the next Question/Exercise in the Self-Assessment Test in the same manner as we have explained in 1 to 7 above, and so on until all the Questions/Exercises in the Test have been attempted.

**Note:** There is no limit on how much time you spend on studying a Module before answering the Self-Assessment Test set on it, and some Modules are, of course, longer than others. You will, however, normally need to spend between twelve and fifteen hours on the thorough study of each Module - and that time may be spread over a number of days if necessary - plus approximately two hours on answering the Self-Assessment Test on each Module.

## **STAGE FOUR - ASSESSING YOUR ANSWERS**

### **STEP 5**

When you have answered all the Questions/Exercises set in Self-Assessment Test One to the best of your ability, compare them (or ask a friend, relative or a colleague/senior at work to compare them) with the Recommended Answers to that Test, printed in the Appendix at the end of the Module. In any case, you should thoroughly study the Recommended Answers because:-

★ As already explained, they will help you to assess whether you have really understood everything taught in the Module;

and

★ They will teach you how the Questions/Exercises in subsequent Self-Assessment Tests and in your Final Examination **should** be answered: clearly, accurately and factually (with suitable examples when necessary), and how they should be laid out for maximum effect and marks.

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## MARKS AND AWARDS

To assist in the assessment and grading of your answers, the **maximum number of marks** which can be earned for each answer to a Self-Assessment Test Question/Exercise is stated, either in brackets at the **end of each one**.

**The maximum number of marks for any one Test is 100.**

Your answers should be assessed fairly and critically. Marks should be awarded for **facts** included in your answer to a Question/Exercise, for presentation and for neatness. It is **not**, of course, to be expected that your answers will be identical to all those in the Appendix. However, your answers should contain the **same facts**, although they might be given in a different order or sequence - and any examples you give should be as appropriate to the Questions/Exercises as those given in the relevant "Recommended" Answers.

Add together the marks awarded for all your answers to the Questions/Exercises in a Self-Assessment Test, and enter the total (out of 100) in the "Award" column in the **Progress Chart** in the middle of the full '**Study & Training Guide**' when you receive it. Also enter in the "Matters Requiring Further Study" column the number(s) of any Question(s)/Exercise(s) for which you did not achieve high marks.

## GRADES

Here is a guide to the grade your Self-Assessment Test Work has achieved, based on the number of marks awarded for it:

50% to 59%	PASS	60% to 64%	HIGH PASS
65% to 74%	MERIT	75% to 84%	HIGH MERIT
85% to 94%	DISTINCTION	95% to 100%	HIGH DISTINCTION

## STEP 6

Study again **thoroughly** the section(s) of the Module relating to the Question(s)/Exercise(s) to which your answers did not merit high marks. It is important that you understand where or why you went wrong, so that you will not make the same mistake(s) again.

## STEP 7

When you receive the complete Study or Training Manual One\*\* from the College by airmail post, '**revise**' - study again - Module One printed in it, and then turn to **Module Two** and proceed to **study it thoroughly** in exactly the same way as explained in Steps 1, 2 and 3 in this '**Study Guide**'.

When you have completed your **thorough study**, follow steps 4, 5 and 6 for the **Self-Assessment Test on Module 2**.

Continue in the **same way with each of Modules 3, 4, 5 and 6** until you have attempted and assessed your work to Self-Assessment Test 6, and have completed the study of Study or Training Manual One. But - and this is **important** - study the Modules **one by one**; complete Steps 1 to 6 on **each** Module **before** you proceed to the next one (unless during the course of your reading you are referred to another Module).

**\*\*Note:** When you receive Study or Training Manual One by airmail post, it will be accompanied by a 20-page '**Study & Training Guide**' (containing a '**Progress Chart**') which you **MUST read very carefully** before starting your study of Module Two.

# TRAINING ON

# **ADVERTISING AND PUBLIC RELATIONS**

## **Module One**

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# ADVERTISING, ADVERTISERS AND ADVERTISEMENTS

## Introduction - What Advertising is All About

Most people - in the course of their normal, everyday lives - are subjected to advertising in one form or another. Then, too, many people make use of advertising in pursuance of private or business affairs. But how many of those same people really understand **what** advertising is, **what** it seeks to achieve, and **how** its aims are achieved?

To put it very simply, we can say that advertising is concerned with:

**'telling and selling'**

From this simple statement you will understand that:

- \* advertising is initially used **to tell** people about something;

and

- \* it is then used to try **to sell** that something to those people.

The "something" might be an idea, or it might be a "product" produced or provided by the person or business - called the "seller" or "vendor" - wishing to **sell** it, that is, to exchange it for money.

## Ideas

You might not think that ideas can be sold - whether for payment or not; but they **can** be. For example, the government of a country might wish to boost the number of tourists visiting it. To do that, its national tourist organisation must first - using advertising - **tell** people in other countries about this country and what attractions it has to offer tourists: perhaps beautiful golden beaches, clear blue seas and/or skies, magnificent scenery, mountains, sports, clean and fresh air, and so on. People have to be "sold" the general idea of visiting the country.

And once that has been done, differently slanted advertising will try to **sell** "products", such as specific types of holidays, destinations or hotels, to those people whose interest has been aroused. Use can also be made of advertising to try to "sell" a good *public image* of an organisation, and we consider this matter later in this module, as well as in the chapters devoted to Public Relations.

## Products

The range of products available "on the market" today - for sale and for purchase - can be enormous in many countries. Despite that vast range, all products can be categorised broadly into being either **goods** or **services**.

\* **Goods** are "tangible" or "physical" items which can be seen and touched; and many of them can be smelt or tasted or heard. Goods are, then, items which **exist** or which can be made to exist. Items of goods range from food and drinks to clothes and medicines, from simple items such as paperclips to complex motor vehicles, aeroplanes, computers, satellites and space vehicles, from doorknobs

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to bridges and oil refineries - the list is endless.

Sometimes goods generally or certain categories or types of goods might be referred to as **commodities** or **merchandise** (mainly “trade” goods) or **produce** (e.g. farm produce or agricultural produce).

\* **Services** are often said to be “intangible” because they generally involve the performance of work, only the **results** of which might be seen or felt. A householder, for example, who is sold insurance cover will only “realise” or feel the effect of the insurance if his house is burglarised or damaged by fire, flood, etc. - he will, however, have the intangible benefit of security or “peace of mind” afforded by the insurance.

Other examples of services include the provision of electricity, maintenance and repair - “servicing” - of machinery and equipment, banking and finance, transportation, accounting, legal, medical and dental services. Services are also provided by such diverse businesses as hotels, travel agents, estate agents, hairdressers, beauty salons, painters and decorators, restaurants, computer bureaux, printers, and many more.

In most countries there are generally ‘**competitive businesses**’ - called ‘**competitors**’ - which produce similar or identical goods, and others which provide similar or identical services. These organisations **vie** or **compete** with each other to sell **their** goods or services to the often limited numbers of customers or clients who are willing or who can afford to buy them. Unless businesses **DO** sell their products - whether those products are goods or services or both - they cannot survive; and advertising is often a very important factor in whether or not their products are sold.

By far the largest volume and value of advertising is devoted to the sale of products, and in this Course we concentrate mainly on the advertising of products. But when you read the word “products”, do remember that ideas can be advertised too.

## **The Features of Advertising**

Let us now expand upon the simplified statement we gave you earlier, to define advertising as:

*“any form of non-personal communication - involving the presentation and promotion - of ideas, goods or services by an identified sponsor using media to persuade or influence people to buy”.*

Some of the “features” in our definition might be new to you, so let us examine them one by one:-

### \* **Non-personal**

Advertising is non-personal because in the great majority of cases the seller does not see or meet the potential customers or clients - who are often called “prospects” - or even see or meet established customers or clients. It is impossible for larger-scale sellers, in particular, to send sales personnel to everybody who might buy their products. Instead, they use advertising to carry their ‘**sales messages**’ to possibly large numbers of potential and established customers or clients at the same time.

### \* **Communication**

To “communicate” means to “convey a message” or to “pass on or give information”, and that is **exactly** what advertising seeks to do. It is designed to “deliver a message”; to give information - to **tell** people - about ideas or about products available for sale. In this respect, we can see that advertising “bridges the gap” between sellers and customers/clients.

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You must not think that the “telling” is done purely by **speech**. Some forms of advertising might well, indeed, include spoken information and/or printed wording. But very often advertising must go further in order to “present” - **by showing** and/or **describing** - an idea or a product so that prospects can understand clearly and even “visualise” (picture in their minds) what it is, or what it does, or what it can do. That involves the promotion or “putting forward” of the idea or product.

## \* **An Identified Sponsor**

The person or business who is **paying** the cost of the advertising is the “sponsor” of it. Commonly the sponsor is called the **‘advertiser’**.

Most often the sponsor’s **name** is stated in the advertising, thus “identifying” the sponsoring person or business. However, in the advertising of a well-known product **its name** - or its **‘brand name’** - is stated instead of the name of the advertiser. And in yet other advertisements, both the brand name and the advertiser’s name are stated.

## \* **Media**

The term “media” - and also “mass media” - refers to the **‘channels of communication’** which are available for use by advertisers to carry their messages. The **media channels** most commonly used by advertisers include newspapers, magazines and periodicals, radio, television, cinema and the Internet (about all of which you will learn in Module 2). Some channels are suitable for advertising some ideas and products, whilst other channels might be more suitable for advertising different ideas and products.

The selection of the **most suitable channel(s)** for specific ideas and products, in terms of cost and effectiveness, is very important.

The major types of advertising which we say are **‘placed’** or **‘inserted’** by advertisers in the media are called **‘advertisements’** - a word which is often abbreviated to **‘adverts’** or **‘ads’**. You must appreciate that there are other types of advertising, but in this Program we concentrate mainly on **using advertisements to sell products**.

Note that advertisers have **to pay** the owners of the media to **‘carry’** advertisements for their respective ideas or products. There are exceptions, of course, for example when one organisation pays for - or “donates” - the cost of advertisements for another body, for instance a “charity”.

## \* **Persuading/Influencing People to Buy**

Persuading and influencing people **to buy** - that is, to pay money in exchange for products - is the very essence of what is called “salesmanship”. Sales persuasion results in a person - or a group of people - **taking action** which might not otherwise have been taken. In other words, the “effect” of the persuasion is that people **do something** which they might otherwise have had no intention of doing, or were unaware that they could do, or did because they were prompted or influenced to take the action.

Effective advertising can often play a very important role in persuading/ influencing people to buy specific products, and you can therefore see that it can be an important selling and marketing “tool”. However, it is important for you to appreciate that:-

- ★ Advertising is **not** used to try to sell **every** product.
- ★ Even when it is used, advertising is very often only **one part** - or **‘device’** - of the overall “selling - or marketing - effort” required to sell the product concerned.

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- ★ Advertising is **not the only** selling/marketing tool or device which can be used - it is only one of a number (as you will learn in Module 10 in connection with the “Promotion Mix”).

## **The Importance of Advertising**

Now that you have an understanding of what advertising really is, we can consider its importance in the modern commercial world. Advertising has benefits to both:

- ❁ those who have the products for sale - the advertisers,  
and also for
- ❁ the people and/or organisations who might buy those products - some of them are often called ‘**consumers**’ because they might make use of - consume - the products they buy.

Advertising provides consumers and other prospects with information about different products which are available to them. As we mentioned earlier in the Module, often similar or even identical products are offered by different and competing advertisers. Their respective advertising helps consumers:-

❁ **to compare** their products;

and

❁ **to choose** between them.

In helping consumers do that, advertising encourages “competition”, which can benefit consumers by making competing or competitive businesses:-

- ★ more **price conscious**;
- ★ more **quality conscious**; and
- ★ more **conscious** of the need **to satisfy** - in order **to retain** - their customers and clients.

Effective advertising can increase the sales of advertisers’ products, and by doing so increase their profits. But at the same time increased sales can benefit consumers too. That is because the sales of goods in large quantities frequently creates the need to “mass produce” them. Mass production tends to reduce costs, which reduces the prices which consumers need to pay for the products, which tends to increase sales - which in turn leads to larger scale production, and so on. Then, too, increased ‘**consumer demand**’ encourages manufacturers to invest in research to produce new and improved products, in an attempt to retain existing customers and to secure new ones.

It must not be overlooked that advertising also benefits the media in which or on which advertisements appear. The sums paid for advertisements can ‘**defray**’ - to contribute towards the payment of - large proportions of the costs of publishing newspapers, magazines and periodicals, and the costs of producing and transmitting radio and television programmes, etc.

## **Markets and Marketing**

During the course of your studies and your career, you will frequently come across the terms ‘**market**’ and ‘**marketing**’, which we have already used a number of times. It is important that you have a basic understanding of the meanings of those terms, and the differences between them.

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## The Market

In this context, the term **'the market'** refers to:

*"The numbers of potential customers in a particular area (which might be an entire country) who are **able** and who are likely to be **willing** to buy a type of product or a group of related products."*

Note in particular in this definition, that:-

★ the word "able" refers to those people who **can afford** to buy the product(s) concerned;

and

★ the word "willing" refers to those who **want** or **need** the product(s), or who can be **persuaded** to buy it/them, e.g. by skilful advertising, sales promotion and salesmanship.

There is no one single market; each type of product or group of related products has its **own** market, which might grow and/or shrink depending on consumer demand and on other factors. You will appreciate from our definition that whether a particular market is small or very large, its potential for growth will be relatively **restricted** by the number of its potential customers.

Each business able to supply the type of product or group of related products will want to **increase** its **share** of the market for them - called the **'market share'** - by selling more of its products than do competitive suppliers. But because of the restriction on the growth of the market, if one supplier's share of it **in**creases, the share of another supplier (or the shares of a number of other suppliers) will be likely to **de**crease.

## Marketing

There are many different definitions of **'marketing'**, but the one for you to understand easily is that:-

*"Marketing is concerned with the creation and retention of customers by providing products to satisfy their needs and wants."*

The "features" available in the *marketing process* of a product are: the product itself, its price, and the means used to deliver the product or the place from which it is provided. But the information about those features must be **communicated** to the prospects who constitute the market for the product. There are six related **'marketing communication'** techniques or devices: advertising, sales promotion, public relations, direct mailing, point of sale/packaging and personal selling.

You can see that advertising is just **one device** which might be used in a business's marketing communication programme; but it is a very cost-effective way of communicating messages to large numbers of people.

## Categories of Advertising

There are two main categories of advertising: indirect and direct.

### \* **Indirect Advertising**

This category is so called because it is NOT aimed at specific individuals, but rather is intended to "reach" the **general 'buying public'** - composed mainly of consumers - or sections of it. For

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example, advertisements in newspapers and magazines, commercials on radio, television and cinema screens or using other media for, say, soft drinks will be aimed at encouraging anybody who happens to read, hear or see the advertisements to buy the drinks, whether from grocery shops, supermarkets, bars, kiosks, or restaurants, or other **'outlets'**.

Some products are likely to be of greatest interest to only certain sections of the buying public, and so advertising will be aimed **at them in general**. For example, advertisements for baby-food or clothes, household goods and foodstuffs might be placed in appropriate womens' magazines, as it is women who are most likely to purchase such products. Similarly, the products of an enterprise manufacturing motor vehicle accessories, might be suitable to be advertised in motoring magazines, which are read by people who might well be interested in buying such products.

### \* **Direct Advertising**

This category is so called because it is aimed at **SPECIFIC** individuals or groups of people or enterprises who or which are the **most likely prospects** for the products concerned. In many cases it involves **direct mail** (see Module 6) - the sending of leaflets, circulars, catalogues, etc., direct to prospects in their homes or places of work. Frequently such sales literature, often supported by a "covering letter", is sent without the recipient having requested it. For example, the executive in charge of advertising the motor vehicle accessories might have details of the products sent to owners or managers of garages, businesses selling spare parts, and to DIY businesses with sections or departments devoted to motor accessories. That is because such enterprises are the most likely commercial buyers for the products.

## **Types of Advertising**

There are a number of types of advertising, which can be distinguished by the differences in their aims, or what they are intended to achieve.

### **Product Advertising**

This is the form of advertising which provides information about goods and services in an endeavour to **stimulate** - or to boost - sales of them. Product advertising can be - and is - used for a number of different reasons and in different circumstances. The following are some of the main reasons; although we show them separately for your ease of examination and understanding, very often an advertiser will advertise for two or more of the reasons jointly.

#### \* **To introduce new products onto the market**

Effective advertising will attract consumers' attention to the existence of a new product, it will give them information about it and might arouse their interest in it. Depending on the product, the advertising itself might persuade consumers to "buy and try" the product, or make them susceptible to other parts of the selling effort. For example, effective advertisements for a new soft drink might - by themselves - persuade consumers to order the drink in bars or restaurants, or to buy it in supermarkets, etc. On the other hand, good advertisements for a new make or model of motor vehicle might persuade prospects to visit the showrooms of the stockists, where they will be subjected to the persuasion of sales personnel, that is, to **'personal selling'**.

#### \* **To retain customers of established products**

Regular advertising can help to keep **branded products** "before the buying public", and thus **'remind'** consumers of the names or brands of products - or ranges of branded products - which they have previously bought, used, liked and been satisfied with. Such advertising is particularly important

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in combating competitors' attempts - by trying to persuade consumers to "switch brands" - to increase their shares of the market. The **retention** of customers is vital for long-term business prosperity.

### \* *To maintain and to increase sales*

Consistent - or repetitious - advertising can produce sales of a product:

★ to those who **did not** see and/or hear advertising earlier undertaken for that product;

and/or

★ to those who **did** see and/or hear earlier advertising but who - for any one or more of a wide variety of reasons - **failed to buy** at the time, but who are finally persuaded - because of the repetition - to try the product.

### \* *To lengthen the 'season' for a product*

Some products are in greater demand at some times - or seasons - of the year than at others; for example, in some countries annual holidays/vacations are traditionally taken during summer months - "summer holidays". However, skilful and persistent advertising can often persuade people in those same countries to take additional "second holidays" or "winter breaks" or "short breaks".

### \* *To reach a different group of customers*

Some advertising can be used to help vendors to widen the appeal of their ranges of products to more people - and thus to make more sales. For example, manufacturers of soft drinks and/or foodstuffs might advertise "low calorie" or "low fat" products alongside - or as alternatives to - their "regular" products. The so-called "diet products" might well appeal to health-conscious or weight-conscious people who might not have bought the "regular" products.

### \* *To support personal selling*

Sales personnel are likely to find it easier to sell well-advertised products, because prospects are aware - from the advertising - of the existence of the products, and might already have gained some information about them. The advertising might have attracted the favourable attention of prospects to the products, and perhaps have aroused their interest in those products - they might even want to buy, or be prepared to buy. So they will be more receptive to the persuasion of sales personnel.

### \* *To enter a new market*

It is often very difficult for a manufacturer to "break into" a market which is, perhaps, already dominated by established competitors. Clearly, unless prospects are made aware of the availability of a "new" manufacturer's products they are unlikely to buy those products. Advertising will be the main "trail blazing" tool used to get the manufacturer's message across quickly; sometimes advertising to break into a new market follows a prior Public Relations activity called '**market education**'.

(At the same time, of course, the established manufacturers will no doubt be advertising in an attempt to retain their customers and their market shares).

### \* *To 'introduce' a new outlet or business to a community*

Advertising for this purpose will frequently be limited to "local" campaigns, to inform prospects in a specific area that, for example, a new branch of a supermarket or another business has opened in that area. In the same way, manufacturers might "announce" the appointment of stockists or distributors of their products in certain areas.

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## \* To influence 'trade buyers' to buy/stock products

There are two main groups of "trade buyers": wholesalers and retailers.

- ▶ **Wholesale businesses** (often called simply '**wholesalers**') generally purchase products in "bulk" - in large quantities - and then resell them in smaller quantities to retail businesses.
- ▶ **Retail businesses** (often called simply '**retailers**') then sell in even smaller quantities - perhaps even singly - to their own customers, who are generally the consumers.

Some large retailers, such as supermarket chains, cut out wholesalers - who are often called "middlemen" - and purchase directly from manufacturers or producers in bulk.

Remember that "trade goods" are sometimes referred to as "commodities" or "merchandise".

Trade buyers, and retailers in particular, need to be convinced they will be able to **resell** what they buy - that consumers will ask for the products, or will select them from display shelves, etc. We explained to you earlier why well-advertised products are likely to sell more quickly; that makes them attractive to retailers, who will thus be influenced to buy and to "stock" such products.

## Direct Response and Indirect-Action Advertising

Some product advertising is intended to produce a **quick response**, to stimulate a quick sale. It is often called **direct response** or **direct-action advertising**. The desired objective might be achieved by including - in advertisements - a coupon (see Fig.5/17) with an "expiry date", or an order form to be mailed in by a specified date, and so on. Consumers can respond to the advertisements by telephone, fax or post/mail, and products ordered are delivered directly to customers by post or courier. We discuss this form of advertising, and the preparation of promotional material for it, in detail later in Module 6.

Other product advertising is designed to stimulate demand over a longer period of time; and is called **indirect-action advertising**. Advertisements designed for use in this way are intended to inform prospects of the existence of products, and of their features and benefits, where and how they can be purchased, to remind customers to repurchase - and to "reinforce" that decision.

## Primary Advertising

Some product advertising is called **primary advertising**; it attempts to stimulate sales of a general or generic type of product, rather than any specific brand(s). For example, advertising might be carried out by a national government or trade organisation to promote the sale of the cheeses (or other products) of a particular country - say "Country X"; the sponsors are not concerned with which brands of those cheeses customers actually buy. The primary advertising might, however, have to combat advertising for cheeses produced in another country.

When primary advertising is carried out, typically it "sets the stage" for the selective advertising which will follow or accompany it.

## Selective Advertising

What is often called **selective advertising** is designed to promote sales of a specific brand. Continuing our example of cheeses, the manufacturers, importers or stockists of the various brands of cheese produced in "Country X", will advertise their specific brands - in competition with one another - at the same time as, or following, the primary advertising. The primary advertising will, it is hoped, have aroused interest generally in the cheeses produced in "Country X", and thereby enhance the effectiveness of selective advertising.

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## **Kinds of Product Advertising**

A number of different kinds of product advertising can be identified:-

\* **National consumer advertising** - sometimes called **brand advertising** - is used by businesses which market their products throughout a country, that is, **nationally**. The products of some such enterprises are available from many outlets all over the country. For example, a soft drinks manufacturer's products might be on sale in bars, cafes, restaurants, kiosks, shops, supermarkets, and so on, all over a country. Other enterprises which use this kind of advertising might operate chains or groups of supermarkets, DIY centres, bookshops, news agencies, hotels, eating places, takeaway food shops, service/fuel stations, and so on, in many locations in a country.

\* **Retail advertising**, in contrast to the foregoing, is more "local" in scope. Its aim is to "bring in" customers - to attract them to specific shops or stores or other retail outlets from which they can locally buy a variety of goods and/or services; often those which have already been advertised nationally. Some retail advertising, however, focuses on location, the type(s) of products available, prices and hours of operation, rather than on the brand of product.

For example, the manufacturer of a range of cosmetics might advertise them on a nationwide basis; whilst local chemist shops/drug stores might advertise to tell "local" consumers where specifically those cosmetics can be purchased in their respective areas.

When advertisements are placed in or on local newspapers, or on local radio stations and television stations (as appropriate) - which reach prospects who are within "shopping distance" of the retail outlets concerned - such retail advertising is often referred to as being '**local advertising**'.

\* **Co-operative advertising** involves advertisements, the costs of which are shared between a manufacturer and a retailer, or a number of retailers. Generally an advertisement is produced by the manufacturer, and the names of the retailer(s) are inserted in it. The same basic advertisement might appear in media in a number of areas of a country, but the "copy" appearing in a particular area might bear only the names of the "local" retailer(s) in that specific area.

\* **Industrial advertising**, as its name implies, is used to try to sell products to industrial or/and manufacturing enterprises (which are described later in this module). Types of products advertised include raw materials and components, which industrial enterprises use in the manufacture of consumer goods and/or components of such goods. For example, a bicycle manufacturer would need to purchase steel, chrome, pedals, tyres, gears, and a variety of other materials and components.

\* **Business-to-business advertising** - sometimes called **trade advertising** - might be aimed directly towards prospects in particular trades or industries - e.g. retailers, wholesalers, distributors or manufacturing enterprises; as well as towards those in particular professions, such as physicians, architects, engineers, lawyers, etc. Advertisements to stimulate the sale of goods and/or services are placed in appropriate trade magazines or professional journals.

\* **Directory or Guide advertising**, as the description implies, involves placing advertisements in local and/or national directories or guides to which people refer to find out how or where to buy goods or services. In many countries the "yellow pages" directory is the best-known form of this category of advertising, but there are other kinds of directories which serve the same or similar function, such as hotel guides and guides to tourist attractions.

## **Corporate Advertising**

This type of advertising might also be called '**institutional advertising**'. The intentions of such advertising will be different in different circumstances, but common ones might be:-

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- \* To “project” a favourable impression - or “public image” - of a company or some other business enterprise; it aims to gain the “goodwill” of the public, or of sections of it, and to enhance and maintain the reputation of the enterprise.
- \* To overcome an unfavourable public image gained by a company - perhaps due to “bad publicity” as the result of an accident, a strike, or some other serious problem - and to restore “public confidence” in the company and in its products.
- \* To create a “corporate identity”, so that the name of the enterprise and/or the nature of its business will be instantly recognisable by the public, or by sections of it. This might be essential when an enterprise has changed its “trade name”.
- \* To “win over” the public, or sections of it, to the enterprise’s point of view, or to gain public support for its policies or programmes.

You will note that corporate advertising does **not** attempt to sell products directly. Rather, it aims to give favourably presented information about an enterprise, and to “sell” the name, reputation, image or point of view of that enterprise. You will learn in Module 7 that the foregoing are also the aims of Public Relations, and corporate/institutional advertising might form part of a PR campaign.

There are other types of advertising which are not undertaken in order to sell products. Instead, they carry “messages” which might be intended to sell ideas, policies, public awareness, or to persuade or influence people to take - or not to take - certain actions.

### **Political Advertising**

This type of advertising is used by politicians to try to persuade people to vote for them and/or the political parties or ideologies they represent. Such advertising forms important parts of the political processes in many democratic countries in particular.

### **Public Service Advertising**

This type of advertising is for “good causes” considered to be in the public interest. Messages it is hoped to “get across” to the public might concern environmental issues - such as the protection of wildlife; energy conservation - such as reducing water consumption; the reduction of health risks - such as “stop smoking” campaigns; the reduction of accidents - such as anti-drink driving campaigns; and so on.

### **Charity Advertising**

Many charities or other types of non-profit making bodies advertise to encourage people to contribute or donate money to them, to enable them to carry on the “work” for which they were formed. Some charities are on-going, such as those which help or protect the young, the aged or those suffering from specific diseases or disabilities; and those which aim to save or protect wildlife or other animals. Others might be intended to operate over a limited period, such as those formed to aid victims of “natural catastrophes”: earthquakes, floods, famine, volcanic activity, hurricanes, civil war, etc.

Quite often, as we mentioned earlier, the cost of such advertising is paid - sponsored or donated - in whole or in part by business organisations or by government agencies on behalf of the charities concerned.

## THE ADVERTISING WORLD

### Introduction

We have looked at the various types and functions of advertising, and the roles which it plays in modern commercial practice. We must now consider the four main segments of the '**advertising world**' which are involved in conceiving advertising, and in actually getting it to prospects. They are:-

- \* Advertisers
- \* Media
- \* Advertising Agencies
- \* Support Services

Not every one of the four segments - which we now describe for you - will be involved in every single advertising "campaign", of course. But by the time you have read about them all, you should be able to spot which **two** of them will **always** be involved - see if you can!

### Types of Advertisers

The advertising process really begins with an advertiser. An advertiser might be an individual or a small or large group of people, or it might be an organisation - which might be a "commercial" venture (a "business"), a non-profit making body, a local or central government body, an association or club, and so on. Whatever the case, it will be the advertiser - perhaps with advice from and the recommendations of one or more of the other segments - who makes these very important decisions:-

- \* at whom the advertising will be **directed** or aimed or targeted;
- \* the size of the advertising '**budget**', that is, how much money will be spent on the advertising;
- \* in which and/or on which **media** the advertisements will appear;
- \* how long the advertising - the '**campaign**' - will last.

Advertisers can be separated into a number of broad categories. The category into which a particular advertiser falls might well influence:-

- ★ the decisions made relating to the four matters listed above;
- and
- ★ the use which will be made of one or more of the other segments.

### Individual Advertisers

A private citizen might advertise to sell a product, to fill or satisfy a particular need or want, or to express an idea or a point of view. For example, a person might advertise a motor vehicle he or she owns but wishes to sell. That same person might advertise to find a job, or to find accommodation, or to find a product he or she wants to buy\*. As we have already mentioned, politicians often advertise to persuade people to vote for them, or to express their views on certain issues.

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\* **Note:** The fact that a person might advertise that he or she wants to **buy** something, does **not** conflict with our earlier definition of advertising, because in order for one party to buy, another party must **sell**!

## **Industrial Advertisers**

Into this category fall enterprises like mines, which **extract** raw materials such as oil, coal, iron, etc., which are in general sold to other enterprises for use as power or for use in manufacture. Agricultural and fishing activities are also classified as extractive. There are also industrial enterprises involved in **construction** and allied fields.

Other enterprises in this category are classified as **processing** or **refining** because they “process” the raw materials and, in so doing, alter their original forms into more useful or saleable forms. Still other industrial enterprises are involved in using the raw or processed materials in the **manufacture/production** of the wide range of products available on the market today, or in producing components which will form part of the final products of other manufacturers.

All types of industrial concerns might advertise. However, you are likely to be most familiar with advertising carried out by some manufacturers and by some processing/refining concerns (e.g. petroleum/gasoline companies) because they tend to concentrate their advertising around ‘**brand names**’. They are generally amongst the largest spenders on advertising.

## **Trading Advertisers**

The range of concerns in this category is very wide, but their common activity is the **buying and selling** of raw materials, components and products produced by the industrial enterprises. Enterprises involved in trading range from small one-man shops and kiosks to huge supermarkets, departmental stores, hypermarkets and shopping centres/malls.

Those trading enterprises involved in **wholesaling** tend to promote sales of the products in which they deal through personal selling techniques, and might undertake little if any advertising. Wholesale businesses - called ‘**importers**’ - which import or “bring in” products from other countries, might place advertising for the imported goods (although the advertising might actually be paid for by the manufacturers/producers of the goods).

In contrast, the group of trading enterprises involved in **retailing** advertise a great deal. However, the volume and value of advertising undertaken by different businesses varies considerably depending upon the size of business unit, the range and types of products marketed, and so on.

Note that some trading concerns might advertise to **buy** in addition to or instead of to sell. For example, second-hand - “used” - motor vehicle dealers often advertise that they want to buy vehicles (which they will then resell).

## **Service-Providing Advertisers**

As we have already explained, frequently the services provided involve the **performance of some work**, only the **results** of which might be seen. We gave you many examples of service-providing concerns earlier in the module. Banks, finance houses, transport (e.g. bus, train, airline) companies, insurance companies, hotels, restaurants, estate agents, computer bureaux, travel agents, tailors, electricians, printers, hair dressers and barbers, beauticians, and many more, might all advertise the various services they provide.

There are also concerns which provide specialised services called **utilities**. These include enterprises - often fully or partly state-owned and run - which provide such large-scale services as

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electricity, water and gas supplies, as well as sewerage, communications, and similar services, often on a national or regional scale. Some of the utility concerns might also, from time to time, undertake either product or institutional advertising, or both.

And some utility concerns also operate retail outlets, for example selling gas or electricity appliances, for which advertising - falling into the trading advertising category as already described - might need to be carried out from time to time.

## **Non-Product Advertisers**

Into this category we can place the wide variety of organisations which advertise **other than** for the sale of products: charities, non-profit making bodies, political parties, social groups, “pressure groups”, local and central government departments, and others. We discussed - in the sections on types of advertising - the diversity of reasons why such organisations might advertise.

## **Scope of Advertising**

As we have already explained, depending on circumstances and products, advertising might be carried out on a **national** scale, on a **regional** scale or in a fairly limited area, that is, **locally**; although in smaller countries or less populous nations, the distinction might not be apparent. Some advertising - especially (but not exclusively) for well-known ‘**branded**’ consumer products - might be carried out **internationally**, especially in magazines or periodicals which circulate in many countries, on satellite television and on the Internet.

\* **Nationwide or national advertising** is commonly used to promote the sales of popular consumer products, but not exclusively so. Supermarket chains, DIY chains, and other “chains” of stores or other businesses - such as fast-food outlets - might advertise on a national scale. Their advertisements generally do not make mention of any specific store (or other type of outlet) - but will apply to all of them. That might be backed-up by local advertising for individual stores.

An organization which owns a franchise on a well-known product protected by a “trade mark” (see Module 4) which is provided from outlets operated by independent businesses under *franchise agreements*, might also advertise **nationally**. For a fee - usually based on a proportion of the income of an outlet - the franchise owner supplies a well-known name, certain products and/or equipment, know-how, training and, most importantly, advertising and sales promotion. Businesses which might be run under franchise agreements (or “concessions”) include petrol/gas stations, vehicle distributors, public houses, restaurants and other types of eating-places, printshops, motor vehicle exhaust and tyre fitting and servicing, and home cleaning.

\* **Regional advertising** - when desired - may be facilitated by magazines and periodicals which circulate in areas of interest to advertisers, by regional radio and/or tv stations. These matters are discussed in Module 2.

\* **Local advertising** may make use of a wide range of other media, as available, in addition to or instead of newspapers, magazines, radio and tv.

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## The Media

As we have already explained, **'the media'** are the various channels of communication which are used to "carry" the messages from the advertisers to their prospects; we look at the main media in Module 2. The majority of media companies are in business to:-

✿ sell **space** in **print media**, e.g. newspapers and magazines;

or to

✿ sell **time** on **broadcast media**, e.g. radio and television.

Quite often media businesses advertise their own products, in an attempt to stimulate sales of space and/or time.

Sales personnel employed by media businesses are often called **'media representatives'**. They might deal directly with potential and/or established advertisers, or they might deal with advertising agencies run, appointed or hired by advertisers to plan and implement some or all of their advertising.

Staff of a media business must gather, analyse and present accurate information about the numbers and types of people who read their publications or who listen to/watch their broadcasts. An advertiser will want to place advertisements in the BEST media for the purpose to be SURE that the message WILL reach the target readership or audience. That "match" of message to target market is essential, because without it:

★ the advertiser will lose some, if not all, of the value of the advertising paid for;

and

★ the media business will lose a paying customer.

There would be little value, for instance, in a manufacturer of baby products advertising in a mens' magazine; the advertisements would best be placed in womens' magazines - and then only in those most likely to be read by young mothers (e.g. not in magazines read mainly by young girls or more mature women).

## Advertising Agencies

An advertising agency is a business which might be appointed or hired to plan and prepare advertisements for advertisers - called its **'clients'**, who provide **'accounts'** - and to arrange to "place" the agreed advertising in the media selected. Not all advertisers - especially smaller ones - use agencies, but the *client-agency "partnership"* is dominant in the advertising world.

Advertising agencies range in size and organisation from small one-man operations to international businesses with branches and/or associates in many countries. The success of an agency depends upon its resources, particularly in terms of creative expertise, media knowledge and strategic planning abilities.

Large advertisers operate in conjunction with advertising agencies by one of two methods.

### ✿ Advertising Departments

An advertising department is the most common arrangement in a large business. The primary responsibility for advertising lies with the **advertising manager**, who usually reports to the **marketing director**.

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In a typical business dealing with a variety of branded consumer-products, responsibility is usually divided by **brand**, and then each **brand-range** (which might be fairly wide) is managed by a **'brand manager'**. The brand manager is delegated responsibility for sales, product development, budgetary control and profits, as well as for advertising and other promotions of the brand-range concerned. In co-operation with an advertising agency's **'account executive'** (see Module 3) the brand manager will develop an advertising strategy.

It will be the advertising manager who organises and staffs the advertising department, who selects the advertising agency, and who co-ordinates efforts with other departments within the company and with businesses outside it. The advertising manager will also be in charge of advertising control, which involves checking on such matters as:-

- ❖ Did the advertisements appear?
- ❖ Did they appear on the right date(s)?
- ❖ Were they the right size(s)?
- ❖ Did they appear in the right position(s)?
- ❖ Were costs kept within the budget?
- ❖ Did the advertisement(s) reach the target audience(s)?

The personnel who perform those tasks vary considerably, and much will depend on the size and type of a business, and on the volume and value of advertising carried out for or by it.

- ★ A small retailer might have just one person - often its owner or manager - laying out an advertisement, writing the copy, and selecting the media. The "physical production" of the advertisement might then be done by the chosen media, or by a support service provider.
- ★ Large retailers often have more complete advertising departments, with specialists on their staffs to do much of the necessary work in-house.
- ★ Manufacturers tend to rely more on advertising agencies to perform the various tasks, with the advertising manager liaising between the company and the appointed agency.

### ✳ **In-House Advertising Agencies**

Businesses which need to exercise closer control over their advertising might operate their **own** in-house advertising agencies.

An in-house agency (the word "advertising" not always being used) performs most, and sometimes all, of the functions of an independent - or "outside" - advertising agency. Most in-house agencies are to be found in retailing businesses. Many large retailers, for example, find that arranging their own advertising provides cost savings, as well as flexibility and speed of action to take advantage of "opportunities". An in-house agency might need - and be able - to plan and to execute - to **'mount'** - a new advertising and/or sales promotion campaign within hours, whereas an outside agency might take weeks to complete the same tasks!

## **Support Services**

The final segment in the world of advertising is made up of a variety of individuals and service organisations which offer assistance to advertisers, advertising agencies, and the media; for convenience they are collectively referred to as providing **'support services'**.

Those in this segment might also be referred to - as is appropriate - as freelancers, consultants, or self-employed professionals. Examples include freelance copywriters, layout and graphic artists, photographers, music studios, sound recordists, printers, market researchers, direct mail production houses, marketing consultants, tele-marketers, public relations consultants, computer bureaux,

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Internet providers/website developers, and others.

Common reasons why advertisers, advertising agencies or media employ such people or service organisations might be that:-

- ❖ they have no expertise in the particular area
- ❖ they do not employ in-house specialists in the particular area;
- ❖ their in-house specialists are overloaded;
- ❖ they wish to gain a fresh perspective or input, or new ideas.

Another - often important - reason could be that independent “outsiders” might be able to do the required work less expensively than it can be done in-house.

A great benefit of using freelancers over in-house departments or agencies is the availability of a broad range of specialised talent on an “as-needed” basis; talents and skills of individuals who are uniquely suited to particular projects can be called upon as and when they are needed.

Another benefit of the use of freelancers is that it can provide a broader, more flexible access to some of the best creative talent, and a broader range of ideas than might be found in-house or in an advertising agency.

We look further at the various media in Module 2, and at the services offered to their clients by advertising agencies in Module 3. Mention of a variety of support services is made where appropriate during the chapters which follow.

Did you, during your study of these sections, spot the two segments of the advertising world which must always be involved? Of course you did! They are the first two: an **advertiser** and **media**. Without an advertiser there would be NO advertising! Without media there would be NO channels by which the advertising messages could reach the target audiences, so there could be NO advertising! Always remember those two matters.

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## **SELF-ASSESSMENT TEST ONE**

Recommended Answers to these Questions - against which you may compare your answers - will be found on page 26. The maximum mark which may be awarded for each Question appears in brackets at the end of the Question. Do **NOT** send your answers to these Questions to the College for examination.

**No.1.** Describe the benefits which advertising can provide for (a) advertisers, (b) consumers, and (c) the media.  
(maximum 10 marks per part)

**No.2.** What do we mean when we say that product advertising can be used:

- (a) To retain customers of established products? (maximum 15 marks)  
(b) To support personal selling? (maximum 10 marks)

**No.3.** With the aid of a suitable example, explain the difference between national consumer advertising and retail advertising.  
(maximum 25 marks)

**No.4.** Place a tick in the box  against the **one correct** statement in each set.

- (a) *Basically advertising is designed and carried out:*  
1  to gain as much income as possible for the various types of media.  
2  because it is the major marketing tool available.  
3  so that everybody will be aware of the existence of products for sale.  
4  initially to tell people about something, and then to sell that something to those people.
- (b) *The difference between goods and services is:*  
1  advertising is carried out for goods but is not carried out for services.  
2  goods are so called because they are of better quality or standard than services.  
3  goods are physical, tangible products, whilst services are intangible.  
4  goods are types of products, but services are not.
- (c) *In the context of advertising and publicity, "the market" is:*  
1  a place or concourse where people meet to sell and buy a variety of products from mainly stalls, kiosks and small shops.  
2  the number of potential customers in a particular area who are able and who are likely to be willing to buy a type of product or a group of related products.  
3  a large shopping centre or shopping mall.  
4  the central trading district of a large town or city visited by a large proportion of the "buying public".
- (d) *Product advertising:*  
1  provides information about goods and services in an attempt to stimulate sales of them.  
2  is aimed only at consumers in an attempt to persuade them to purchase the goods advertised.  
3  is aimed only at wholesalers in an attempt to persuade them to buy in bulk the products advertised and then to sell them to retailers.  
4  consists of primary advertising followed by selective advertising for specific goods or services.

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(e) *The aim of corporate advertising is:*

- 1  to sell in large quantities the products of large companies or corporations.
- 2  to persuade people to aid, support or donate money to a charity or a charitable organisation.
- 3  to give favourably presented information about an enterprise, and to “sell” the name, reputation, image or point of view of that enterprise, rather than attempting to sell its products directly.
- 4  to incorporate as much information as possible about a particular product in an advertisement for it.

(4 marks for a statement correctly ticked - maximum 20 marks)

## **RECOMMENDED ANSWERS TO SELF-ASSESSMENT TEST ONE**

### **No.1.**

(a) Effective advertising can increase the demand for an advertiser's products, and result in larger volumes of sales - and profits. Greater demand can often lead to increased production - in order to satisfy it - which can reduce the cost per unit; and if prices can be lowered, sales - and profits - should increase.

(b) Advertising benefits consumers because the information it provides about similar products enables them to compare the products of competing suppliers, and to make informed choices between them. Another benefit is that competition spurred by advertising forces competing suppliers to be more price conscious, more quality conscious, and more anxious to satisfy and retain their customers. When effective advertising increases demand for products, prices tend to fall because greater production results in lower costs per unit; also, suppliers are encouraged to invest in research and development of new and improved products.

(c) The advertising revenue received by media can defray significant proportions of their operating and production costs. For example, it is because of the income received from advertising that newspapers can be sold at relatively low cost.

### **No.2.**

(a) A branded product which is advertised on a regular basis is kept "in the public eye". That helps not only to secure new customers, but also to retain - and sell again to - customers who have purchased that product in the past, used it and been satisfied with it. In other words, each customer is reminded about it, and next time one of them needs to buy that type of product, he or she is more likely to buy the same brand of it, rather than a competitive brand.

(b) Effective advertising of a product will not only have attracted the attention of prospects to it and made them aware of its existence, what it is and what it can do, but might also have aroused their desire to buy it. Therefore, sales personnel in shops, stores, etc., should find it much easier to persuade those prospects to take the final, all important step - to actually buy the product.

**No.3.** National consumer advertising, as its name implies, is carried out nationally, that is, throughout a country or country-wide. Such advertising is suitable for products which are on sale from many outlets all over the country, or which are marketed by nation-wide chains or groups of businesses. For example, the manufacturer (or importer) of a branded range of electrical appliances (cookers, refrigerators, vacuum cleaners, etc.) might advertise them all over a country.

In contrast, retail advertising for the electrical appliances will be more "local" in scope. It will be inserted by local stockists of the products in local media (i.e. in local newspapers or advertiser/shopper publications, on local radio and/or television). Their advertisements will aim to attract customers to visit specific shops or stores in their vicinities where they can see, have demonstrated to them, and - hopefully - buy the products.

**No.4.** The right statement from each of the sets selected and ticked:

- (a) 4  (b) 3  (c) 2  (d) 1  (e) 3

## **WHAT YOU WILL LEARN IN MODULES 2 TO 12 OF THE CIC ADVERTISING & PUBLIC RELATIONS PROGRAM**

### **Module 2 - Advertising Media**

Examples of the wide variety of media  
Choices which advertisers must make

Print media:

newspapers:

- types - dailies and weeklies
- classified, display and semi-display advertisements
- column widths - s.c.c.
- page sizes - broadsheets and tabloids
- inserts in newspapers
- advertisers who use newspapers
- advantages of newspaper advertising

magazines and periodicals:

- reaching specific markets
- periods between editions
- advertisers who use magazines
- TV and radio guides
- advantages of magazine advertising
- advertisement sizes accepted
- inserts

newspaper magazines

newspaper supplements:

- regular and special supplements

direct mail:

- what it involves
- advertisers who use direct mail
- advantages of direct mail

outdoor advertising:

- posters/bills, hoardings or billboards
- advertisers who use outdoor advertising
- advantages of outdoor advertising

transit advertising:

- carriage or car cards and travelling displays
- station posters, floor exhibits and diorama displays
- advertisers who use transit advertising
- advantages of transit advertising

Broadcast media:

- differences between advertisements in print media  
and commercials on broadcast media

radio:

- advertisers who use radio commercials
- advantages of radio advertising:
  - spot announcements
  - programme/show sponsorship

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television:

- network and local television advertising
- static spot commercials
- moving spot commercials:
  - common durations
  - spots at peak and other times
- sponsorship of shows/programmes
- advertisers who use television
- advantages of television advertising

Cinema advertising:

- changes in audience patterns
- single-screen and multi-screen cinemas
- differences between cinema and TV commercials
- advertisers who use cinema advertising
- advantages of cinema advertising

The Internet:

- websites:
  - creation, construction and development
  - website addresses
  - visitors to websites
- advertisers who use the Internet
- advantages of advertising on the Internet

Speciality advertising:

- what this medium involves
- advertisers who use speciality advertising
- advantages of speciality advertising

Point of sale advertising:

- what this medium involves
- advertisers who use point of sale advertising
- advantages of point of sale advertising

### **Module 3 - Advertising Agencies**

The functions of advertising agencies

Catering for clients' requirements

Sources of expertise

Organisational structure of agencies:

- an advertising agency as a business:
  - essentials for prosperity
  - providing good management
  - similarities with other types of businesses
  - differences from other types of business

Departments of an advertising agency:

- account management department:
  - the role of account management
  - duties of the account executive
  - information needed for campaign planning
- creative development and production department:
  - members of the creative team
  - members of a creative group:
    - copywriters, art directors, producers
  - broadcast production
  - art studios:

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- replacement by computer graphics
- media department:
  - media planning
  - media buying:
    - responsibilities of the media buyer
  - media research
- market research department:
  - responsibilities
  - role in the agency
- progress or traffic department
  - supervision and control of progress
  - personal qualities needed by its manager
- print production department:
  - consequences of computers with graphics and DTP
- financial services department:
  - duties and responsibilities of its staff
- personnel/human resources management department:
  - for what and whom it will have responsibilities
- direct marketing department:
  - why it might be needed

Composition of an agency account group

How agencies earn revenue:

- commission from media:
  - on what it is based and how it is calculated
- client work performed in returned for commission earned
- work which might be charged extra
- the top-up fee:
  - when a client need pay it
- sources of pressure on agencies to reduce charges
- the hourly fee charge system:
  - how it might be calculated
- payment by results

Reasons why advertisers might not use agencies

#### **Module 4 - Creating the Advertising Message**

- Advertising copy:
  - the written elements
  - copywriters
- Typography:
  - typefaces and fonts:
    - serif and sans serif typefaces
    - posture, weight and width
  - type point sizes
  - justification of copy
  - indentation
- More about products:
  - goods and services
  - necessity products
  - luxury products - the choice factor
  - essential products
  - non-essential products
  - customer benefits of products

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Buyers and purchasers:

- consumers
- commercial buyers
- buying motives of consumers:
  - 20 different motives described
- buying motives of commercial buyers:
  - customer benefits they seek

Copywriting:

- information copywriters need:
  - the fact sheet
  - about the product
  - about prospects and their buying motives:
    - how features of products attract different prospects
  - about the product's selling points
  - about customer benefits offered by the product
  - particulars of the advertisement
- the draft or outline copy:
  - standard patterns
- categories of copy:
  - display copy elements
  - body copy elements
- headlines:
  - their purposes
  - types of headlines
  - subheads
- types of body copy
- securing the sale

Copywriting style:

- tips on wording, sentences and paragraphs

Other elements of advertisements:

- brand names:
  - trademarks
  - copyright
- logos
- themes
- slogans
- taglines
- captions
- signatures
- whites spaces in advertisements

### **Module 5 - The Illustrated Advertising Message**

The meaning of illustrations or visuals:

- why they are included in advertisements

The layout of an advertisement:

- its map or plan
- benefits from its production

Layout artists and art directors

Principles of design:

- the principle of visual balance:
  - visual weight
  - the optical centre

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- formal or symmetrical visual balance
- informal visual balance
- specimens of symmetrical, informal and unbalanced advertisements
- the principle of contrast:
  - contrast by size
  - contrast by shape
  - contrast of colour:
    - tonal values in monochrome advertisements
    - scale of tonal values
  - contrast of direction
- the principle of proportion:
  - proportions of elements
  - proportions of the advertisement
- the principle of unity:
  - ensuring an advertisement is a whole unit
- the principle of eye movement:
  - natural progression from one element to another
- Coupons in advertisements:
  - why they are used
  - information they might request
- Product price as an element
- Styles of advertisement layouts
- Stages in layout preparation:
  - thumbnail sketches
  - rough layouts
  - final layouts or mechanicals
- Layout production by computer
- Layout production by hand
- Printing processes
- Using illustrations in advertisements:
  - drawings and photographs
  - cropping

### **Module 6 - Preparing Radio, Television and Direct Mail Advertising**

- \* Writing Radio Commercials:
  - planning based on information
  - outline copy
  - length of copy required:
    - air time - common durations of commercials
    - numbers of words
  - types of radio commercials
  - tools of the radio copywriter:
    - voice
    - music
    - sound effects - SFX
  - writing a straight announcement:
    - the opening or introduction
    - stress or emphasis on words
    - body copy:
      - choosing the right words and type of language
  - radio scripts

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- \* Television Commercials:
  - characteristics of television
  - types of television commercials
  - elements in TV commercials:
    - video elements
    - audio elements
    - talent - the people elements:
      - costumes and make-up
    - props
    - lighting
    - graphics
    - pacing
  - durations of TV commercials
  - scenes, locations and shots
  - planning a TV commercial
  - television scripts:
    - the written plan
  - storyboards:
    - the visual plane
    - frames to depict progression of action
- \* Direct Mail Advertising Materials:
  - the self-contained direct mail message
  - advantages of direct mail
  - drawbacks of direct mail
  - components of direct mail packages:
    - the outer envelope:
      - methods of persuading prospects to open it
    - the covering letter:
      - letterheads
      - headline
      - body copy:
        - styles of writing
      - postscripts
    - supplementary sales literature:
      - types and features
      - using graphics to create impact
      - offers, inducements and free gifts
    - response literature:
      - application forms
      - order forms
      - response envelopes
      - response postcards
    - mailing lists:
      - house, response and compiled lists
      - benefits of using computers

### **Module 7 - Public Relations (PR) Theory and Practice**

What public relations is all about:  
communication  
dissemination of information

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Definitions of public relations:

- in theory
- in practice
- analyses and explanations of the definitions

Goodwill

Publics:

- pluralism in PR
- who an organisation's publics might be

Necessity to achieve planned objectives

Public opinion:

- what this really means
- opinion polls:
  - what they can measure

How advertising and PR can work together

Differences between PR and advertising

Differences between PR and sales promotion:

- special offers

Differences between PR and publicity:

- good and bad publicity

Images:

- what they are
- mirror images
- current images
- why the mirror and current images can differ
- desired images
- corporate images
- uniform images:
  - measures which can be taken to develop them
- good and bad images

Public relations objectives:

- 19 common objectives described
- determining PR objectives:
  - by research
  - by consultations

Appreciating the situation:

- methods which can be used

Public relations techniques:

- controlled media:
  - house advertisements
  - public service announcements
  - corporate and institutional advertising
  - house publications
  - speakers, photographs and films
  - displays, exhibitions, corporate hospitality
  - site visits and tours
- uncontrolled media:
  - news and press releases
  - feature articles and stories
  - press conferences:
    - briefing
    - the press kit
  - crisis management

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### **Module 8 - Public Relations Practitioners**

Qualities required by the good PR practitioner

Internal PR departments:

- reasons why they are established
- factors which determine their sizes

- their personnel

the PR manager:

- duties and responsibilities
- relationship with management
- ingredients for successful co-operation

PR department activities:

- 20 possible activities described
- problems to avoid with PR departments

PR consultancies:

- why they are not "agencies"

- specialisation

- clients of PR consultancies

- services provided for clients

consultancy fees:

- factors on which they are calculated:
- chargeable time

the consultancy as a business:

- its products - time and expertise
- limit to the time it can "sell"
- factors to consider to ensure profitability

- advantages of employing a consultancy

- possible disadvantages of employing a consultancy

Comparison of costs - PR departments and consultancies

Budgets and budgeting:

- benefits to business from budgeting

PR budgets:

- remuneration costs

- overheads:

- fixed

- variable

- specifics

- out of pocket and special expenses

The PR department and programme budgeting:

- reasons why budgeting is essential

The PR consultancy and budgeting:

- reasons for budgeting

- keeping clients informed of:

- work performed

- costs incurred

Client-consultancy meetings:

- agendas

- minutes

Time sheets:

- why they are necessary

- the need for immediate completion

- the need for accuracy, neatness and ready availability
- specimen

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The master time sheet:  
the need for accuracy, neatness and ready availability  
Account management:  
account numbers  
job codes: variety of uses  
Client billing:  
action to be taken to ensure client satisfaction

## **Module 9 - PR Programmes and Campaigns**

Planning for PR programmes:  
reasons why planning is essential  
Stages in the planning process  
Appreciation of the situation:  
negative attitudes to be changed:  
hostility  
prejudice  
apathy  
ignorance  
accepting the reality  
Deciding on priorities:  
short-term and long-term objectives  
time constraints  
financial constraints  
Determining the target audience(s):  
differences between advertising and PR target audiences  
common types of publics:  
the community  
opinion leaders or opinion formers  
potential employees  
existing employees  
suppliers  
financial publics  
distributors  
customers, clients and other users  
importance of identifying the target audience(s)  
Selecting the media and techniques:  
differences in advertising and PR uses of media  
using the same media  
using different media  
why PR uses a wider variety of media  
The Budget:  
affects on all stages of planning  
Measuring results of PR activities:  
why measurement is important  
qualitative results  
quantitative results  
methods of measuring results:  
direct responses  
audience numbers and ratings  
opinion polls  
direct statistical feedback

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- media attitudes
- self-evident results
- the effect of achieving PR objectives

### **Module 10 - Sales Promotion**

The promotion mix:

- personal selling
- public relations
- advertising
- direct mailing
- point-of-sale/packaging
- sales promotion
- comparisons of:
  - intended effects
  - customer contact
  - response times

Personal selling:

- what it involves
- products for which it is suitable
- methods of personal selling

How sales promotion and advertising campaigns differs

Sales promotion target audiences:

- consumers
- industrial, commercial and professional buyers
- distributors and stockists

Reasons for the increased use of sales promotion:

- short-term profit motives
- ease of measurement of results
- economic factors
- consumer and market behaviour and changes
- the power of retailers:

- private labels and own brands

Setting sales promotion objectives:

- objectives commonly set

Advertising and sales promotion:

- differences and similarities

Practical example of the introduction of a new product:

- convincing the consumer:

- pull promotion
  - attracting favourable attention
  - creating awareness
  - informational advertising

- displays in retail outlets:

- free samples
    - personal selling

- convincing the commercial buyer:

- push promotion
  - trade advertising
  - commercial travellers
  - what commercial buyers seek in products
  - sale and return terms

- ongoing sales

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Consumer sales promotion:

special offers:

- price reductions or “deals”
- loss leaders
- price reductions for quantity
- more for the same price
- more at a lower unit price
- gifts for buying more
- using sections of packaging
- free gifts
- trading and discount stamps
- competitions, contests and games
- scratch cards

sponsorship:

- of events and of individuals or teams
- product placing
- exhibition stands

Joint sales promotions and alliances

Trade sales promotion:

- objectives
- point-of-sale displays
- dealer contests
- trade incentives
- trade deals:

- buying allowances
- co-operative advertising
- display allowances

Salesforce sales promotion:

- objectives

### **Module 11 - The Promotional Campaign**

What a promotional campaign should consist of  
A full practical example of the planning and operation  
of a promotional campaign for a fictitious product  
using all the marketing communication devices,  
and covering the following topics, and others:-

Campaign planning:

the business review or situation analysis:

- consumer review
- review of competition
- SWOT analysis:
  - strengths and weaknesses
  - opportunities and threats

Setting campaign objectives

Campaign strategy:

- determining the promotion mix

Targeting - selecting the audiences:

- consumers
- trade customers
- stakeholders
- the community

Marketing communication activities:

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- the campaign theme:
  - why one is needed
  - logos and slogans
- advertising media:
  - consumer advertising
  - trade advertising
- direct-response messages:
  - information literature
  - information packs
- importance of websites
- relations with the local business community
- consumer promotions:
  - displays at sales outlets
  - oral and video presentations
  - competitions and contests
- trade activities:
  - trade shows and fairs
  - trade missions
  - familiarisation trips
- public relations:
  - media relationships
  - feature articles, photographs and captions
  - publication of literature
  - video production
  - relations with the publics
- international promotions

### ***Module 12 - Measuring Advertising Effectiveness***

- Reasons for undertaking advertising research
- What advertising or evaluation research involves
- Measuring the effects of advertising:
  - pretesting advertisements:
    - opinion and attitude studies:
      - direct methods:
        - paired comparison
        - order of merit picking
        - the consumer jury
        - focus groups
      - indirect methods:
        - measuring preference change
        - before-and-after telephone surveys
        - laboratory tests
    - test and trail advertising
    - direct response counts:
      - measuring enquiries response
      - return coupons
      - the split-run test
  - post-testing advertisements:
    - recognition tests:
      - methods of interviewing respondents
      - readership surveys
      - cost ratios

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- trade recognition tests
- disadvantages of recognition tests
- recall tests:
  - methods of interviewing respondents
  - association tests
  - disadvantages of recall tests
- sales and traffic results
- Measuring magazine audiences:
  - problems to be overcome
  - the editorial interest method
  - demographic reports
- Measuring newspaper audiences:
  - problems to be overcome
  - interviewing technique
- Measuring television audiences:
  - the storage instantaneous audiometer
  - viewing diaries
  - TV viewing ratings
  - coincidental interviews
- The value of advertising effectiveness measurement