

# **Lecture 31**

## **Advertising & Marketing Mix**

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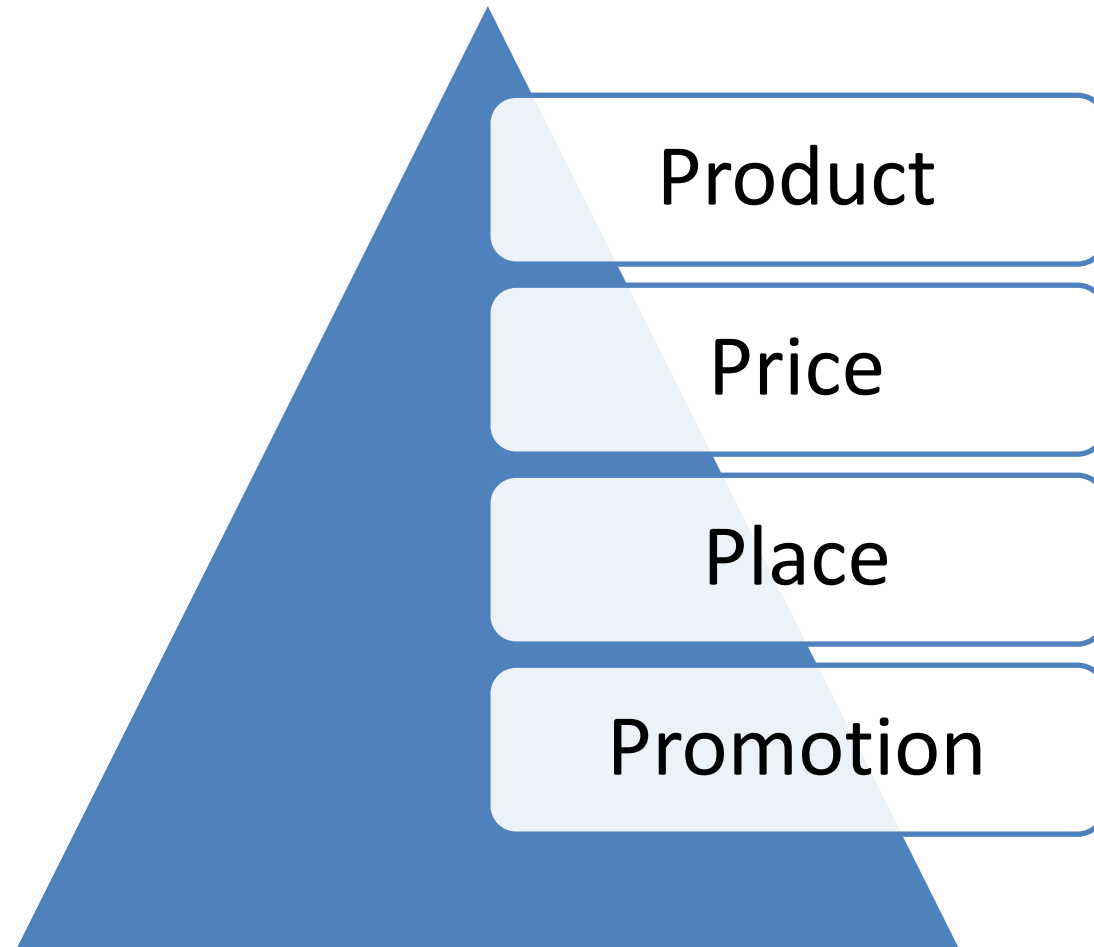


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# Marketing Mix



# Advertising

- “Any paid form of non-personal presentation and promotion of ideas, goods and services of an identified sponsor.”

-AMA

- “Advertising is one of the important forces which serve the public interest. It is a form of open communication between those who sell and those who buy. It is a form of advocacy – open to any company or cause that wants to argue its case. The jury is the public. Every purchase is a vote.”

– Burt Manning, JWT

# Types of Advertising

- **Television advertising**
  - Advertise products or services through 20-, 30- or 60-second TV commercials.
- **Print Advertising**
  - Often seen in newspaper and magazines
  - Also includes other printed materials, such as brochures, directories and flyers.
- **Direct mail advertising**
  - advertisements to customers through the mail.
  - include brochures, catalogues, newsletters and flyers.

- **Radio advertising**
  - **uses the radio** – both traditional stations and satellite and internet radio – to promote a product or service.
  - Radio live reads, Sponsorship, Testimonials, Jingles etc.
- **Display advertising**
  - uses identifiable ads.
  - may include banner ads at the tops or sides of web pages and pop-up ads.
  - video ads at screening time.
- **Podcast advertising**
  - companies can sponsor podcasts or have advertisements for their products or services played during the episodes.
  - Podcasts play ads at the beginning, middle and end of episodes.
  - E.g. Spotify premium.

- **Mobile advertising**
  - Appeared to consumer through app ads, game ads or social media.
  - Also works with print advertisements using QR codes.
- **Social media advertising**
  - May focus on reaching customers based on their geographic location, age group or buying habits.
- **Paid search/PPC advertising**
  - Companies pay a fee when users click on their ad
  - Bid on specific keywords and placement of ads.

- **Native advertising**
  - Use of paid ads that associate with the local, regional perspective.
  - E.g., Spotify & Stranger Things
- **Product placement advertising**
  - Company pays to have their product embedded in media content, such as a television show, series or movie.
  - Sometimes does not explicitly mention the product.
- **Public service advertising**
  - Promote a cause or initiative rather than a product.
  - E.g., Google India - Thank you doctors, nurses and all healthcare workers

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