

# Advertising 101

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## What Is Marketing?

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.



# WHAT IS MARKETING?

*Exchange* is the core domain for marketing:

- Two or more parties with something of value to one another
- A desire and ability to give up something of value to the other party
- A way for the parties to communicate with one another



# Marketing Principles

- Uncover the specific needs of a group of people (market)
- Satisfy those needs by developing appropriate products and services
- Offer products/ services at appropriate prices at a convenient time and location
- Let potential customers know of their availability and how they meet needs



## The Marketing Mix

- Product
- Price
- Place
- Promotion



## The Promotional Mix

**Promotion** is the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea. Promotion is the communication function of marketing.



## Promotional Mix

- Advertising
- Direct Marketing
- Interactive/Internet Marketing
- Sales Promotion
- Publicity/Public Relations
- Personal Selling



## Advertising

Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor



# Advertising

## *Advantages:*

- Cost-effective way for communicating, particularly with large audiences
- Ability to create images and appeals and for differentiating similar products and services
- Valuable tool for creating and maintaining brand equity
- Ability to strike responsive chord with audience through creative advertising
- Opportunity to leverage popular advertising campaigns into programs which can generate support from retailers and other trade members
- Ability to control the message



# Advertising

## *Disadvantages:*

- The cost of producing and placing ads can be very high, particularly television
- Credibility and image problems associated with advertising
- Because of clutter, consumers no longer pay much attention to most advertising



An emphasis only on promotion, no matter how creative or how much money is spent, does not guarantee results.



## **Pets.com**



**Brilliant tactics  
could not overcome  
a flawed business strategy.**

**Advertising only  
creates an awareness. It  
doesn't guarantee a  
purchase.**



What makes great advertising great?

"It's not great advertising unless it sells"  
David Ogilvy



## What makes great advertising great?

- Who are you selling to?
- What sells?
- Is it true?
- Is it memorable—in a good way?
- Be careful not to go over the edge
- Walk a mile in your customer's shoes
- Objectively assess before launching
- Learn from your mistakes

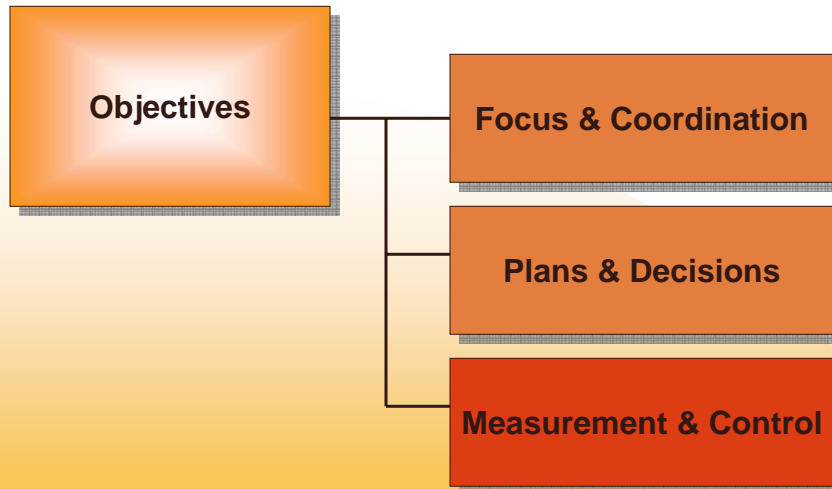


## How Communications Influences Audiences

- Knowledge → What they know
- Attitudes → What they think about what they know
- Behavior → What they do as a result of what they think about what they know



## Value of Objectives



## Media Plan Decisions

- **Budget**
- **Target audience**
- **Marketplace in which you operate**
- **Product image**
- **How viewed vs. competition**
- **How you are different**
- **Communication objective**
  - after mind (image change)
  - after market (decision to buy)

## Core of Marketing is Simple:

- Communicating the value of what you offer to those who can benefit the most
- How and where do you do that?
- Use the fundamental principles as a model to guide you



## Fundamental Principles

- Target market
- Problem
- Solution
- Proof
- Differentiation



## Implementing

- Get attention with powerful Core Marketing Message
- Get interest once you have attention - materials and website
- Keep attention and interest by keeping message in front consistently - Keep in touch



## Implementing

- When they respond, convert to commitment - make the sale
- Deliver what you promise if you want repeat business and referrals

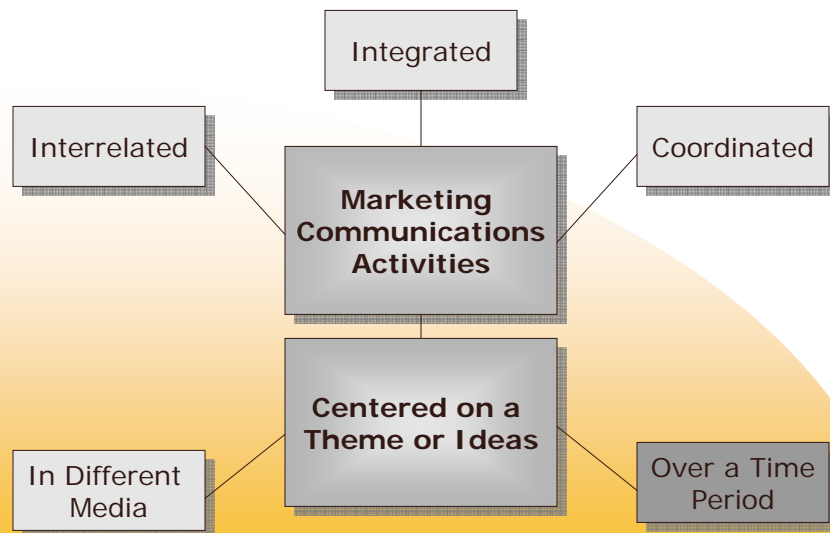


# Advertising Campaigns

consisting of multiple messages in a variety of media that center on a single theme or idea

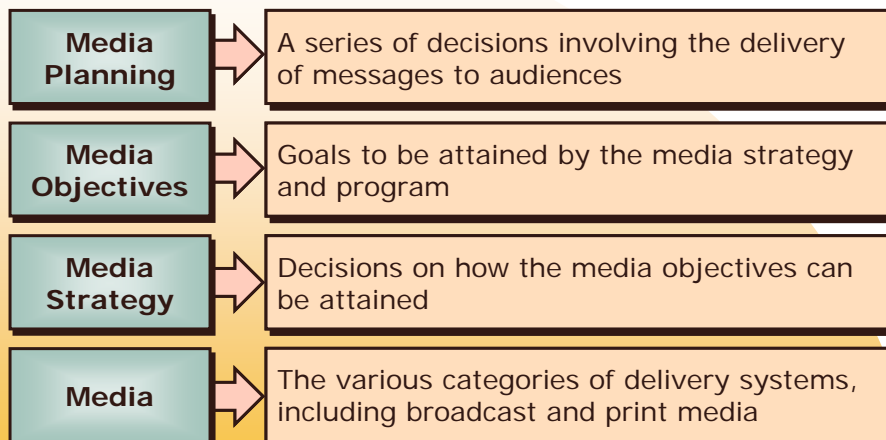


## An Advertising Campaign

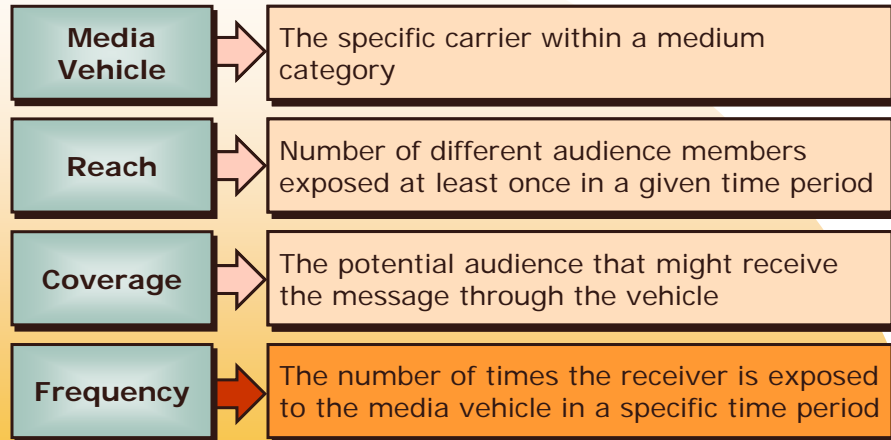


## Media Planning & Strategy

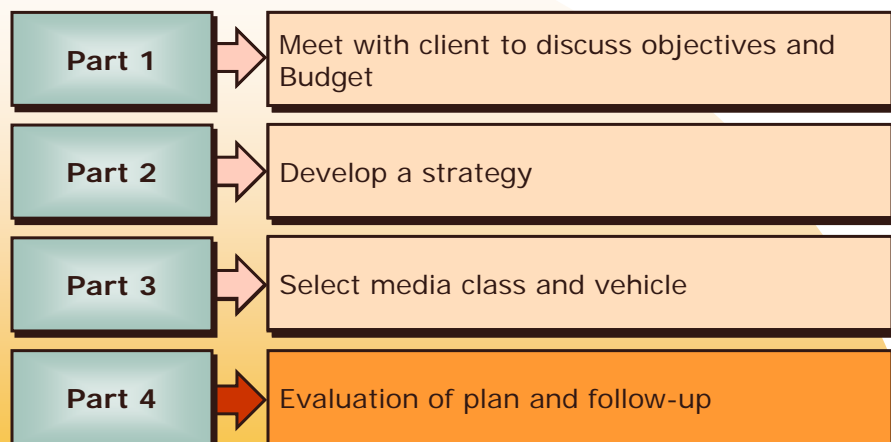
## Media Terminology



## Media Terminology



## Developing a Media Plan



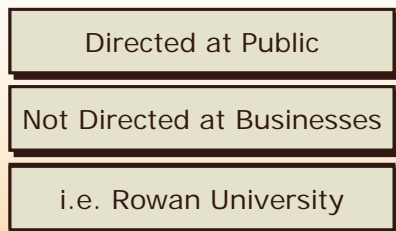
## Criteria Considered in Development

### Major Criteria



## Consumer vs. B2B

### Consumer Account



### B2B Account



## Factors for Using Consumer Media

- The nature of the audience
- The nature of the message—broader media vs. trade media
- The medium itself—How much waste coverage?
- Cost factors



## Classifications of Advertising

### ***consumer market***

national  
retail/local  
direct-response

### ***business and professional market***

industrial  
professional  
trade advertising.



# Promotional Strategies: Push or Pull?



## Push Strategy

- Stock and Promote Merchandise
- Trade Advertising



# Pull Strategy

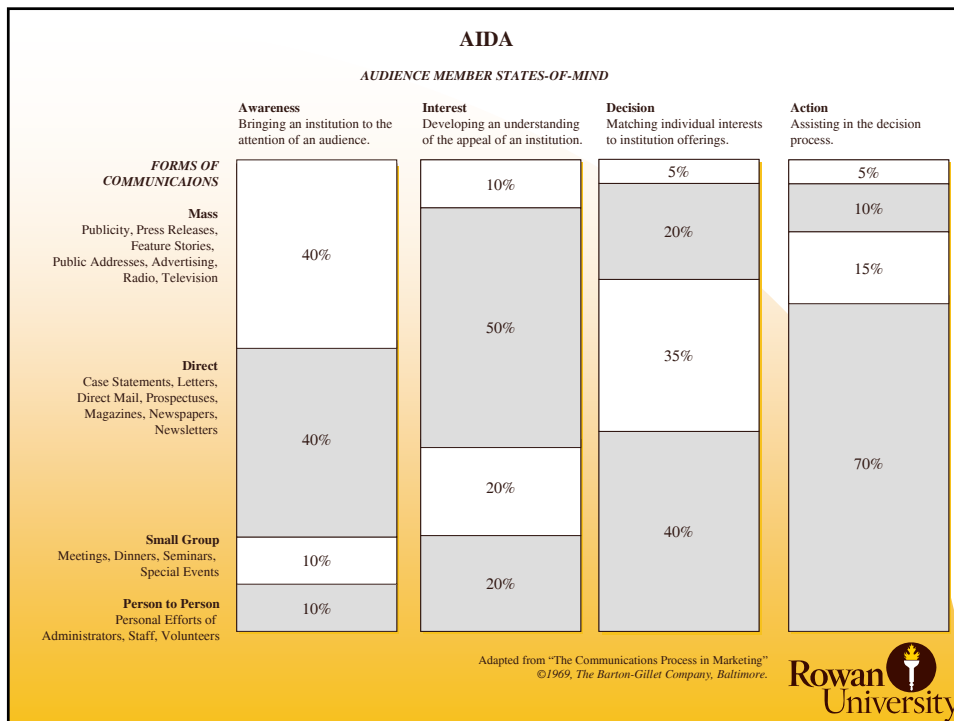
- Create Demand Among End Users
- Consumer Advertising and Sales Promotion



## Media Characteristics

Media	Advantages	Disadvantages
Television	<ul style="list-style-type: none"> <li>Mass coverage</li> <li>High reach</li> <li>Impact of sight, sound, &amp; motion</li> <li>High prestige</li> <li>Low cost per exposure</li> <li>Attention getting</li> <li>Favorable image</li> </ul>	<ul style="list-style-type: none"> <li>Low selectivity</li> <li>Short message life</li> <li>High absolute cost</li> <li>High production costs</li> <li>Clutter</li> </ul>
Radio	<ul style="list-style-type: none"> <li>Local coverage</li> <li>Low cost</li> <li>High frequency</li> <li>Flexible</li> <li>Low production costs</li> <li>Well-segmented audiences</li> </ul>	<ul style="list-style-type: none"> <li>Audio only</li> <li>Clutter</li> <li>Low attention getting</li> <li>Fleeting message</li> </ul>
Magazines	<ul style="list-style-type: none"> <li>Segmentation potential</li> <li>Quality reproduction</li> <li>High information content</li> <li>Longevity</li> <li>Multiple readers</li> </ul>	<ul style="list-style-type: none"> <li>Long lead time for ad placement</li> <li>Visual only</li> <li>Lack of flexibility</li> </ul>

<b>Newspapers</b>	High coverage Low cost Short lead time for placing ads Ads can be placed in interest areas Timely (current ads) Reader controls exposure Can be used for coupons	Short life Clutter Low attention-getting Capabilities Poor reproduction quality Selective reader exposure
<b>Outdoor</b>	Location specific High repetition Easily noticed	Short exposure/short ad Poor image Local restrictions
<b>Direct Mail</b>	High selectivity Reader controls exposure High information content Opportunities for repeat exposure	High cost/contact Poor image (junk mail) Clutter
<b>Internet and interactive media</b>	User selects product information User attention and involvement Interactive relationship Direct selling potential Flexible message platform	Limited creative capabilities Websnarl (crowded access) Technology limitations Few valid measurement techniques Limited research



# Understanding Involvement



## Foote, Cone & Belding Grid

	Thinking	Feeling
High Involvement	1 Informative <i>The Thinker</i>	2 Affective <i>The Feeler</i>
Low Involvement	3 Habit Formation <i>The Doer</i>	4 Self-Satisfaction <i>The Reactor</i>

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 Foote, Cone & Belding Grid

	<b>Thinking</b>
<b>High Involvement</b>	<p><b>1</b>  <b>Informative</b>  <i>The Thinker</i>                      Car-house-furnishings-new products                      Model: Learn-feel-do (economic?)</p> <p><b>Possible implications</b>  <i>Test: Recall diagnostics</i>  <i>Media: Long copy format</i>  <i>          Reflective vehicles</i>  <i>Creative: Specific information</i>  <i>              Demonstration</i></p>

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 Foote, Cone & Belding Grid

	<b>Feeling</b>
<b>High Involvement</b>	<p><b>2</b>  <b>Affective</b>  <i>The Feeler</i>                      Jewelry-cosmetics-fashion goods                      Model: Feel-learn-do                      (psychological?)</p> <p><b>Possible implications</b>  <i>Test: Attitude change</i>  <i>          Emotional arousal</i>  <i>Media: Large space</i>  <i>          Image specials</i>  <i>Creative: Executional</i>  <i>              Impact</i></p>

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 Foote, Cone & Belding Grid

	<b>Thinking</b>
<b>Low Involvement</b>	<p><b>3</b></p> <p><b>Habit formation</b>  <i>The Doer</i>                      Food-household items                      Model: Do-learn-feel (responsive?)</p> <p><b>Possible implications</b>  <i>Test: Sales</i>  <i>Media: Small space ads</i>  <i>10-second ID's</i>  <i>Radio; Point of Sale</i>  <i>Creative: Reminder</i></p>

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 Foote, Cone & Belding Grid

	<b>Feeling</b>
<b>Low Involvement</b>	<p><b>4</b></p> <p><b>Self-satisfaction</b>  <i>The Reactor</i>                      Cigarettes, liquor, candy                      Model: Do-feel-learn (social?)</p> <p><b>Possible implications</b>  <i>Test: Sales</i>  <i>Media: Billboards</i>  <i>Newspapers</i>  <i>Point of Sale</i>  <i>Creative: Attention</i></p>

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### Subaru Outback Objective Setting

Target Market: male, 35-55, married, household income \$55,000 +, active lifestyle

Positioning: Car-like qualities without sacrificing SUV qualities

Objectives: Convince SUV buyers to consider the outback rather than SUV under consideration: generate high awareness, generate high numbers of showroom visits, avoid discounts, generate high sales volume, attract at least 50% of sales from those intending to buy Ford, Chevy, or Jeep

Budget: \$17 million

Media: Advertising:  
TV: Prime-Time programs, local news and sports  
Cable TV: National Geographic Explorer, Discovery, Learning Channel  
Print: *Backpacker*, *Outside*, *National Geographic*, *Smithsonian*  
Support Media: Outdoor and POP  
Public Relations: Press kits and PR campaign  
Direct Marketing: Prospective buyers; dealers

Results: Recall increased from 33 to 38% in first 60 days; 50% by completion of campaign  
Dealer Traffic increased by 15 to 20%  
Sales were highest in 9 years – four times projections; 55% from non-Subaru owners; top three models traded in; Jeep Grand Cherokee, Ford Explorer, Chevy Blazer

## CREATIVE STRATEGY

*Definition:* generate novel approaches in situations reflected in new and improved solutions to problems.

## The Ideal Power Idea Should...

Be Describable in a Simple Word or Phrase



Be Likely to Attract Prospect's Attention



Revolve Around the Clinching Benefit



Allow You to Brand the Advertising



Let Prospects Vividly Experience the Goods

## Building a Copy Platform Outline

6. Supporting Information and Requirements



5. Creative Strategy Statement



4. Selling Idea or Key Benefits to Communicate



3. Specify Target Audience

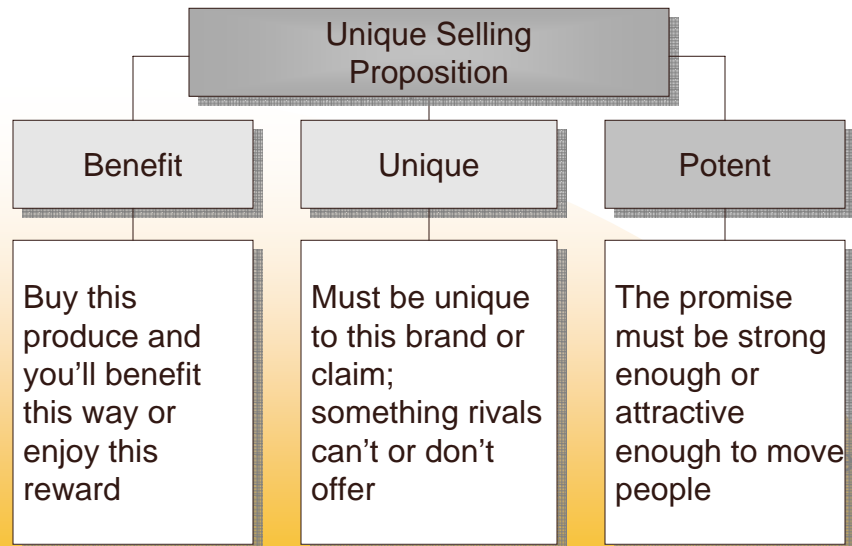


2. Advertising and Communications Objectives



1. Basic Problem Advertising Message Address

## Approaches to the Major Selling Idea: USP



## Creative execution

- Straight-sell or factual
- Scientific/technical evidence
- Demonstration Cost factors
- Comparison Testimonials
- Slice of life
- Slice of death
- Animation
- Personality symbol – Aflak duck
- Fantasy
- Dramatization
- Humor
- Combinations

# Public Relations & Advertising

## *The Fall of Advertising and the Rise of PR, Ries & Ries*

- PR will replace advertising in terms of importance
- Advertising will be used primarily to support existing brands
- Declining effectiveness of advertising means no longer effective for introducing and building new brands



## ***The Opposition***

- hard to control the message disseminated through PR channels
- complete message is not told or it may appear at the wrong time
- almost eight times the amount of money spent on PR is currently being spent on advertising



## ***Conclusion***

- The most effective situation is when advertising and PR work together in an integrated program



## **Public Relations**

### *Traditional Definition of PR*

- communicating and gaining acceptance of policies and programs within its various communities



# Public Relations

## *The New Role of PR*

- PR department works with marketing department to develop programs and policies



# Public Relations

## *Marketing Public Relations (MPR) Functions*

- Designed to support marketing objectives



# Corporate Advertising

- Designed to promote the firm overall



# Objectives of Corporate Advertising

- Create a positive image for the company
- Express the organization's views on social, business and environmental issues
- Boost employee morale and improving relations
- Provide answers to investors and reducing uncertainty
- Help diversified companies establish an identity



## Types of Corporate Advertising

*Image advertising*—designed to promote the organization's overall image through:

- General image or positioning ads
- Sponsorships
- Recruiting
- Generating financial support
- Event sponsorship



## How to Measure Marketing

**What is the business issue  
and how can this help?**



## How To Measure Marketing

- What impact did the effort have with what audience?
- Are customers taking action?
- Did this help meet the business goal?



## How to Measure Awareness

- Know your target audience
- Use a pre- and post-strategy
- Conduct initial survey with target audience
- Implement strategy (PR, media, ads, special events)
- Repeat survey with target audience
- Has awareness improved or changed?



# Measuring Effectiveness

## Reasons for Measuring Effectiveness

- Avoid costly mistakes
- Evaluate alternative strategies
- Increase the efficiency of advertising in general



# Measuring Effectiveness

## Reasons Not to Measuring Effectiveness

- The high cost of conducting research
- Problems with research measures used
- Disagreement as to what to test
- Objections from the creative department



# Establishing A Program for Measuring Effectiveness

- Establish communications objectives
- Employ a consumer response model
- Utilize both pre- and post-tests
- Use multiple measures
- Understand proper research methodologies



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(Especially for parents.)

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● **Our courses are taught by professors,** not teaching assistants, enriching students' education and providing the one-on-one attention that creates a supportive college environment.

● **Our Financial Aid Office** works closely with students and families to help keep college costs manageable—and Rowan's affordable tuition makes the task even easier.

● **The Health Center** allows students to visit our doctors and nurses, with most costs included in the price of tuition.

● **And because anyone can hit a rough patch,** our Counseling & Psychological Services Center gives students someone to lean on and promotes their emotional health through group or individual counseling.

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**U.S. News & World Report** named Rowan University a top-tier institution for the Northern Region.

**Kiplinger's** called Rowan University one of the "Best Buys in Public Colleges and Universities."

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