

**Sales Promotion
Point Of Purchase Display
And
Their Supportive Media**



Certificate



LOVELY PROFESSIONAL UNIVERSITY
PHAGWARA

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Supportive Media " Which is being submitted by
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Thanking You
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SALES PROMOTION

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Introduction

We are growing in a advertising world. As we are surrounded by the brands advertising, everytime-everyday we see a new ad pop up into our life. But somehow, we are so use too of it that we don't even look any ad seriously and make our own perception and views. Now, we always expect a sale or schemes to make a purchase. Maximum schemes are floated in festival times, leke Diwali or Christmas. for example, Buy a soap and get diamond or gold coin free, buy a TV and get some offers or a free item with it and so on .

This phenomenon is known as sales promotion. Sales promotion are the set of marketing activities undertaken to boost sales of the product or services sales promotion is needed to attract new customer to hold present consumers, to counteract competition and to take advantage of opportunities that are revealed by market research.

What was our reaction when we see 20% discount on somthing? For everyone it gives wow feeling. Infact if you don't want to buy or you don't feel any necessity of it but still once you want to visit that place. Every person feel delighted to see such offers because everyone want to fulfill their desires in nominal price. Sales Promotion is done to attract consumer by giving them great offers, gifts, coupons and discount. Which we call as stock clearence and sale. People specialy wait for these discount offers so that they can buy good and cheap. To increase demand they have to attract consumer and this they done with sales promotion and point of purchase display.

Point of Purchase Display is done on the puchase point. A point-of-sale display (POS) is a specialized form of sales promotion that is found near, on, or next to a checkout counter (the "point of sale") and the previous conveyor belt. They are intended to draw the customers' attraction to products, which may be new products, or on special offer, and are also used to promote special events, e.g. seasonal or holiday-time sales. POS displays can include shelf edging, dummy packs, display packs, display stands, mobiles, posters, and banners. POS can also refer to systems used to record transactions between the customer and the commerce.



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Sales promotion

Sales promotion is one of the seven aspects of the promotional mix. (The other six parts of the promotional mix are advertising, personal selling, direct marketing, publicity/public relations, corporate image and exhibitions.) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions. Some sale promotions, particularly ones with unusual methods, are considered gimmicks by many.

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

Sales promotion is needed to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities includes window displays, product and promotional material display and promotional programs such as premium awards and contests.

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Sales promotions are the set of marketing activities undertaken to boost sales of the product or service.

Description: There are two basic types of sales promotions: trade and consumer sales promotions. The schemes, discounts, freebies, commissions and incentives given to the trade (retailers, wholesalers, distributors, C&Fs) to stock more, push more and hence sell more of a product come under trade promotion. These are aimed at enticing the trade to stock up more and hence reduce stock-outs, increase share of shelf space and drive sales through the channels. However, trade schemes get limited by the cost incurred by the company as well as the limitations of the trade in India to stock up free goods. Incentives can be overseas trips and gifts.

A typical trade scheme on soaps would be buy a case of 12 soaps, get 1 or 2 free - or a 8% discount scheme ($1/12=8\%$). Such schemes are common in FMCG and pharma industries.

But sales promotion activity aimed at the final consumer are called consumer schemes. These are used to create a pull for the product and are advertised in public media to attract attention. Maximum schemes are floated in festival times, like Diwali or Christmas. Examples are buy soap, get diamond free; buy biscuits, collect runs; buy TV and get some discount or a free item with it and so on. Consumer schemes become very prominent in the 'maturity or decline' stages of a product life cycle, where companies vie to sell their own wares against severe competition.

The impact of sales promotions: Sales promotions typically increase the level of sales for the duration they are floated. Usually, as soon as the schemes end, the sales fall, but hopefully, settle at a higher level than they were before the sales promotion started. For the company, it can be a means to gain market share, though an expensive way.

For consumers, these can offer great value for money. But sustained sales promotions can seriously damage a brand and its sales, as consumers wait specifically for the sales promotion to buy and not otherwise. Therefore, sales promotions are to be used as a tactical measure as part of an overall plan, and not as an end itself.

Consumer sales promotion techniques

Price deal: A temporary reduction in the price, such as 50% off.

Loyal Reward Program: Consumers collect points, miles, or credits for purchases and redeem them for rewards.

Cents-off deal: Offers a brand at a lower price. Price reduction may be a percentage marked on the package.

Price-pack deal: The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra).

Coupons: coupons have become a standard mechanism for sales promotions.

Loss Leader: the price of a popular product is temporarily reduced below cost in order to stimulate other profitable sales

Free-standing insert (FSI): A coupon booklet is inserted into the local newspaper for delivery.

On-shelf couponing: Coupons are present at the shelf where the product is available.

Checkout dispensers: On checkout the customer is given a coupon based on products purchased.

On-line couponing: Coupons are available online. Consumers print them out and take them to the store.

Mobile couponing: Coupons are available on a mobile phone. Consumers show the offer on a mobile phone to a salesperson for redemption.

Online interactive promotion game: Consumers play an interactive game associated with the promoted product.

Rebates: Consumers are offered money back if the receipt and barcode are mailed to the producer.

Contests/sweepstakes/games: The consumer is automatically entered into the event by purchasing the product.

Point-of-sale displays:-

Aisle interrupter: A sign that juts into the aisle from the shelf.

Dangler: A sign that sways when a consumer walks by it.

Dump bin: A bin full of products dumped inside.

Glorifier: A small stage that elevates a product above other products.

Wobbler: A sign that jiggles.

Lipstick Board: A board on which messages are written in crayon.

Necker: A coupon placed on the 'neck' of a bottle.

YES unit: "your extra salesperson" is a pull-out fact sheet.

Electroluminescent: Solar-powered, animated light in motion.

Kids eat free specials: Offers a discount on the total dining bill by offering 1 free kids meal with each regular meal purchased.

Sampling: Consumers get one sample for free, after their trial and then could decide whether to buy or not.



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History of sales promotion

Advertising has a long and fascinating history and has had a major impact, both good and bad, on our culture. Advertising has entertained, moved, and motivated consumers for more than a century, and many of the images created by advertisers have become cultural icons—Ronald McDonald, the Marlboro Man, Tony the Tiger, and the Energizer Bunny, to name just a few. Much has been written about the history of advertising and how it reflects society and its whole range of activities. However, sales promotion also has a very rich and interesting history: Marketers have developed and used a variety of techniques over the past century to give consumers an extra incentive to use their products and services. Many of the sales promotion offers that motivate consumers today and have become part of their everyday lives have been around for nearly a century or more. The oldest, most widely used, and most effective sales promotion tool is the cents-off coupon. Coupons have been around since 1895 when the C.W. Post Co. first began using the penny-off coupon to help sell its new Grape Nuts cereal brand. Procter & Gamble began using coupons in 1920, and its first ones were metal coins that were good for discounts or buy-one-get-one-free deals. Those were soon replaced by cheaper, more convenient paper versions, which have been around ever since. Another classic promotional tool is the premium offer, which dates back to 1912 when Cracker Jack began offering "a prize in every box." Ovaltine developed one of the first interactive premiums in 1930, when it gave away decoder rings that were needed to decode secret messages

broadcast in Little Orphan Annie radio shows in the 30s. The promotion was brought back 20 years later as television became the new mass medium and the rings were used to decode messages in Texas Rangers TV shows. Perhaps no company has used premium offers as effectively as McDonald's, which launched its Happy Meals in 1979 and has been using them ever since. Happy Meals account for a significant portion of McDonald's sales and have made the company the world's largest toy manufacturer.

Marketers also have a long history of taking their promotional programs to the customer. The first Oscar Mayer Wiernmobile hit the streets in 1936, when the nephew of the company's founder had the idea of introducing a 13-foot-long hot dog on wheels. Soon it was seen driving the streets of Chicago, promoting Oscar Mayer "German Style Wieners." Seven updates and 66 years later, there is now a fleet of eight Wiernmobiles that cruise the highways of America and other countries playing 21 versions of the famous Wiener Jingle and helping to promote the brand. Pepsi is another company that took a promotional program.

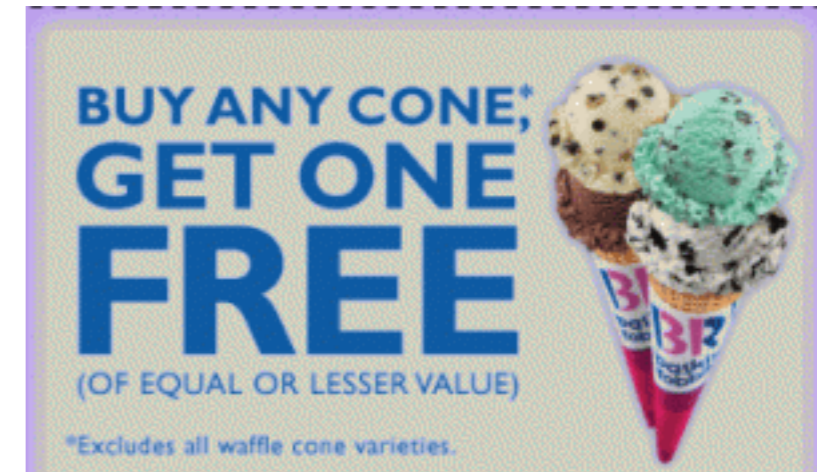
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on the road, with its launch of the famous “Pepsi Challenge” in 1975, which was one of the most successful promotions ever used to attract users of a competing brand. Pepsi took on its archrival and industry leader Coca-Cola in a hard-hitting promotion that challenged consumers to taste the two brands in blind taste tests. Pepsi ran the challenge promotion for nearly a decade and relaunched it again in 2000 as it began cruising for a new generation.

Contests and sweepstakes also have an interesting history. Pillsbury launched its first Bake-Off Contest in 1949, when the company’s advertising agency created the contest to celebrate the company’s 80th birthday and invited homemakers to share their treasured recipes. The response was so great that Pillsbury decided to hold the contest again in subsequent years, and the Bake-Off has become an institution as well as the nation’s most prestigious cooking competition. Many of the winning recipes in each year’s competition have become part of the repertoire of home cooks and have led to innovative new products from Pillsbury.

McDonald’s has taken another institution, the world-famous Monopoly board game, and turned it into a long-running and immensely popular contest. The first McDonald’s Monopoly game contest was in 1987, and its collect-and-win format and big prizes generated tremendous interest and excitement and was very effective at generating repeat business. McDonald’s began running the game annually in 1991, tweaking it each year by adding new partners and prizes and making the game more complex with new iterations such as the Pick Your Prize twist. However, in 2001 the game had the most surprising twist of all: The FBI used it to collect evidence against an embezzlement ring that had been stealing high-value game pieces throughout the years. It remains to be seen if McDonald’s will try to bring back the popular game.

Another promotional program of historical significance is the American Airlines AAdvantage frequentflier program, which was launched in 1981. The program created a new currency and has set the gold standard for loyalty marketing as it now has nearly 44 million members. American also has a steady stream of partners that offer AAdvantage miles as an incentive to encourage consumers to purchase their products and services. Loyalty programs have also become very prevalent in many other industries such as hospitality, rental cars, and retailing. Many of the marketers discussed here are promotional pioneers, as they have found creative ways to provide consumers with an extra incentive to purchase their brands. The success of these promotions has had a major impact on consumers throughout the years and also has resulted in similar programs being developed by competitors. Such promotions show that advertising is not the only IMC tool with a rich and interesting history.



Advertising

Advertising or advertizing in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category called affective labor.

In Latin, ad vertere means "to turn toward." The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves associating a product name or image with certain qualities in the minds of consumers.

Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Nonprofit organizations may rely on free modes of persuasion, such as a public service announcement (PSA).

Advertising is a technique of influencing the mind of public to buy the goods advertised. Some writers say, 'it is a popular.' Anyhow it is an effective and economical way of establishing contract with customers. It greatly helps to change social attitudes in order to sell products never sold before. So it is a powerful art of persuading customers to ask for particular goods. In fact advertising is to business like oil in the machinery.

The Effect of Sales Promotion Advertising

Sales promotion is, in its simplest form, any brand initiative designed to promote sales, usage or trial of products, leading to a measurable direct impact of the number of sales.

Sales promotion is best thought of as an umbrella term, incorporating numerous forms of promotions, from money off voucher or coupons, to on-pack promotions and everything else in-between. The primary focus of sales promotion advertising is to positively impact on sales, and is very efficient at doing so, but it can also impact on wider elements of your marketing strategy, working to drive loyalty to the brand itself, through communication and demonstration, giving consumers a much better idea of your brand, it's products and the quality of these products ahead of making any purchase. Sales promotion can also be utilised to drive

consumers to separate channels, whether this is driving to Facebook, Twitter or other sites within the social space, to search, promoting offers through specific brand-coined terms and phrases, and indeed, driving to the brand's website itself.

Some of the common objectives of a sales promotion advertising campaign include product trial, brand loyalty and increased frequency of sales, all of which are metrics which through sales promotion are easy to detract and measure, making sales promotion marketing one of the more accountable and transparent elements of a marketing strategy. This ability to measure with ease the impact sales promotion advertising has on your sales is what makes it so attractive to marketers, as the returns of this activity can be readily quantified, demonstrating its benefit to your sales figures with ease, making sales promotion advertising a definite must in today's economic climate.

A frequent feature of sales promotion advertising is the use of associations between the brand and celebrities, films, events or even other brands, working in conjunction with one another to appeal to consumers interests beyond your products and services.

This makes your communications better received, appealing to users by demonstrating that your brand is the best for them, making them believe that due to these associations that your brand is the best choice for their lifestyle. There are numerous examples of well executed sales promotion advertising campaigns that utilise such associations, with those of note include McDonald's, who associated with kids movie releases with their Happy Meal product, Carlsberg's association with the England football team and Robinson's on-pack promotions.

for the Wimbledon tennis championship. When deciding to draw such associations with your brand it is important to get it right, remaining mindful of the negative impact the wrong association could have for your brand and the subsequent impact this could have on your sales promotion advertising.



Effect of Sales Promotion on Consumer

Measuring the effect of a sales promotion is relatively easy but requires careful analysis of sales data before and after the promotion. You will also need to keep track of what other marketing and communication efforts and dollars your firm is undertaking at the same time as the sales promotion. Because sales promotions deal in tangible things, such as redeemed coupons or cash refunds and rebates, you can count those and see how many sales were a result of those promotions. Next, compare those sales figures to those your company had before the promotion to see if the promotion resulted in increased sales. To understand the true effect of the promotion, keep other media expenditures and types the same during the promotion as before. That way you are only measuring the effect of the sales promotion itself. Although an effective sales promotion will increase sales in the short-term, generally there no longer-term impact. For established brands, many customers will wait for the promotion to buy and to take advantage of the lower price. And, for many brands, most buyers were already familiar with the brand before the promotion.

The promotion may have done little to attract new buyers or to encourage brand switching. Sales promotions have their place in marketing even though they tend to in still a higher degree of price sensitivity among consumers. For new product introductions in competitive markets where there is a need to familiarize a group of consumers with a new product, sales promotions are a highly effective tool. And, in established competitive markets where gains in market share count for the bragging rights the increased share might offer, sales promotions are also an effective method to increase sales volume.



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Strategies of Sales Promotion

Push Sales Strategy

The push sales strategy emanates from manufacturers who product through the supply chain to the consumer. Incentives are offered that give each middle-carrier motivation to convince the next person to buy the product. Traditionally, this technique includes premiums, wholesale discounts and buy-back guarantees. This technique is not only for the big players who vie to get their product carried by other retailers. If you have a small retail outlet or own a service-providing company, you can still benefit from this strategy. Offering a bonus to your staff for selling the product or service of-the-week is a technique. Give customers a free item for referring a friend to your business.

Pull Sales Strategy

The strategy works by getting the end consumer interested in the product to create a demand. When the demand is there, the supply chain pulls it through, as retailers ask suppliers and distributors, who in turn ask the manufacturer about the product. If your business has the resources, you can launch a campaign to get end consumers excited about your products. Television, print and electronic advertising options lend themselves to the pull strategy.

Combining Push and Pull

To bolster sales, try combining the two systems. For instance, offer your customers coupons, free gifts or a frequent customer loyalty incentive to drive traffic to your business. These activities fall under the strategy.

At the same time, offer your sales team an incentive such as a vacation contest, extra commission or a better parking space for selling a particular product or moving a certain volume of merchandise. This falls under the strategy.

By combining the two methods as part of an overall promotion, you will be matching motivated buyers with an eager sales team to increase sales growth.



The Function of Sales Promotion

Sales promotion is a short-term marketing strategy designed to achieve a specific purpose. Sales promotion differs from advertising in that its intent is to create a sense of urgency to encourage immediate action as opposed to building sales or a brand over a long period of time. Sales promotion may take the form of a temporary price reduction or a campaign to introduce an item.

Production Differentiation

Use of sales promotion techniques helps to differentiate your products from those of your competitors. This is especially beneficial if your products offer essentially the same features and benefits as others on the market. A method often used to make products stand out is to offer them at a slightly reduced price for a short period of time.

Attract Customers

Sales promotions are used to attract customers during periods of slow sales. For example, if you offer a seasonal product such as barbecue grills, by running a promotion in the middle of winter where the price is reduced by 50 percent may encourage people to buy a grill at a time where it might not otherwise cross their mind.

Increasing Market Share

Sales promotions can lead to an increase in market share for the manufacturer. The promotion will likely increase your sales by taking away sales from your competitors. As a result, your market share will increase while your competitors' share decreases.

New Product Introduction

Retailers can use sales promotions to introduce a new product. By offering the new item at a reduced price and placing a "new item" sign in front of it, they can persuade customers to give the new product a try. At the same time they can discontinue a slow-moving item in the same category by marking it down and placing a "reduced for quick sale" sign in front of it. This technique has the effect of keeping the category fresh while freeing up needed shelf space.

Inventory Control

Sales promotion can help retailers limit out-of-stock situations by allowing them to purchase large quantities at a reduced price. This can be especially advantageous to the retailer for items that are popular sellers that can be difficult to keep on the shelf.

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NEW Cheesy Bolognese PIZZA

MADE EXTRA INDULGENT. SO THAT YOU SPEND EXTRA TIME ENJOYING IT WITH LOVED ONES.

Dig in to this extra loaded pizza to discover layers of flavoured liquid cheese, Bolognese sauce, Macaroni and Mozzarella. Order now to indulge in relationships.

BUY A CHEESY Bolognese PIZZA AND GET 50% OFF*

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Point of sale display

A point-of-sale display (POS) is a specialized form of sales promotion that is found near, on, or next to a checkout counter (the "point of sale") and the previous conveyor belt. They are intended to draw the customers' attraction to products, which may be new products, or on special offer, and are also used to promote special events, e.g. seasonal or holiday-time sales. POS displays can include shelf edging, dummy packs, display packs, display stands, mobiles, posters, and banners. POS can also refer to systems used to record transactions between the customer and the commerce.

Examples

Usually, in smaller retail outlets, POS displays are supplied by the manufacturer of the products, and also sited, restocked and maintained by one of their regular salespersons. However, this is less common in large supermarkets as they can control the activities of their suppliers due to their large purchasing power, and prefer to use their own material designed to be consistent with their corporate theming and store layout.

Common items that may appear in POS displays year-round are batteries, soft drinks, candy, chewing gum, magazines, comics, tobacco, and writable CDs and DVDs. These displays are also useful in outlets with limited floor space, as there tends to be much wasted space around counters.

The displays are normally covered with branding for the product they are trying to sell, and are made out of cardboard or foamboard, and/or a covering over a plastic or Perspex/Plexiglass stand, all intended to be easily replaceable and disposable. This allows designers to make full use of color and printing to make the display visually appealing. Some displays are fixed or non-disposable; these may include lighting to make the display more visible and may also contain a cooler, e.g. for drinks or ice cream. Some are no more than a metal basket, with no design on the outside, simply showing a price; these types of display are easier to refill.



Marketing materials or advertising placed next to the merchandise it is promoting. These items are generally located at the checkout area or other location where the purchase decision is made.

Point Of Purchase (POP) Displays

The purpose of point of purchase (POP) Displays is to make a business owner's products appear more professional and appealing to the customer's eye. They are an integral component of successful marketing, but remain invisible to the average consumer. The customer is thinking about a particular product but often they are drawn to the one which is displayed in a more prominent fashion without knowing. Well done point of purchase (POP) displays will draw consumers to one product over another, or give one store the appearance of being more organized and clean.

A point of purchase (POP) display can be a simple plastic holder for a card with product information or it can illuminate a banner in an atmospheric light box. Mobile merchandisers, freestanding units made from wire, plastic or other materials are some of the tools being offered in the POP display industry. Marketing and design combined with an inventory of POP products complete a business owner's marketing needs in one stop. Some companies offer simple solutions for POP displays, including the use of suction cups, poster holders, lobby displays and brochure holders. The variety of point of purchase (POP) displays is as varied as the kinds of businesses which use them.

Low cost options for point of purchase (POP) displays are made by injection molding. These holders use the process of injecting melted plastic into a mold. For a business just starting out, the use of injection molded stock display towers will guarantee durability, yet low prices and low maintenance for their young business. For sleeker ways to display product, custom designs by established companies which can include a client's own designs or concepts, will translate to higher costs, but will often draw a customer into the store. There is such a variety of point of purchase (POP) display concepts; however, it is not difficult to imagine tools, art supplies, automotive parts, stationary or home and garden items being displayed beautifully for even the lowest prices.



Point-of-sale displays are sales promotions that are placed where they can easily draw customer attention and trigger impulse buying.

POS displays can include:

- . shelf edging
- . dummy packs
- . display packs
- . display stands
- . mobiles
- . posters



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Point-of-Purchase Marketing

Point-of-purchase marketing, also known as POP marketing or marketing at retail, uses in-store displays and other last minute marketing ploys to influence the customer to choose a specific brand or to make an impulse buy.

Advantages

Point-of-purchase marketing takes over when the customer is already in the store and ready to make a purchase. POP displays and marketing techniques draw attention to particular brands or special offers that create additional value or showcase the advantages of the product. This additional marketing has a large impact because it is in place at the very moment that the consumer is making a buying decision. Marketing messages by competitors may be marginalized by an effective POP marketing campaign.

Keep It Interesting

Point-of-purchase marketing displays must be attention catching and constantly evolving. Once the customer sees the same display for a few weeks, it becomes inefficient. Change the offer regularly, rearrange the display and keep it interesting. Quantity discounts and buy-one-get-one-free offers are a good example of offers that must be changed regularly to continue to influence customers. If the sale is regularly available, customers will not feel the urgency to buy additional items to get the discount.





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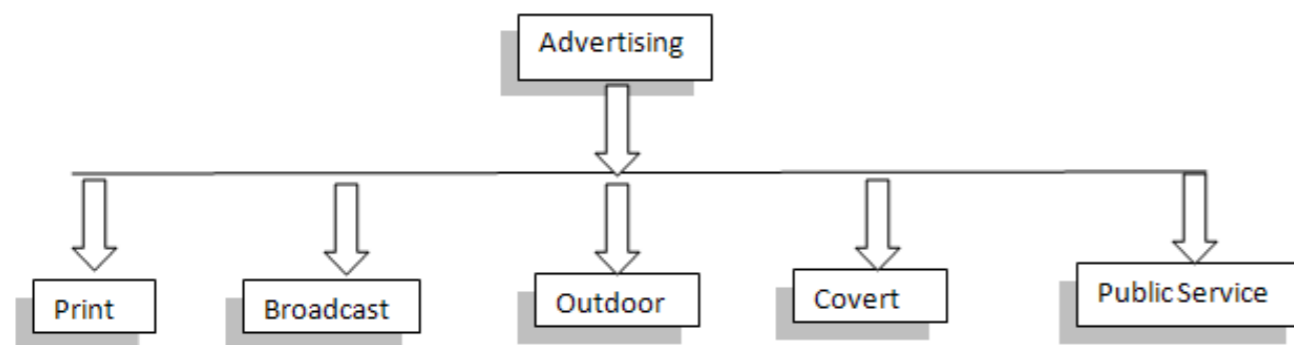
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Their Supportive Media

Advertising is the promotion of a company's products and services through different mediums to increase the sales of the product and services. It works by making the customer aware of the product and by focusing on customer's need to buy the product. Globally, advertising has become an essential part of the corporate world. Therefore, companies allot a huge part of their revenues to the advertising budget.



Classification of Advertising

Print Advertising - The print media has been used for advertising since long. The newspapers and magazines are quite popular modes of advertising for different companies all over the world. Using the print media, the companies can also promote their products through brochures and fliers. The newspaper and magazines sell the advertising space and the cost depends on several factors. The quantity of space, the page of the publication, and the type of paper decide the cost of the advertisement. So an ad on the front page would be costlier than on inside pages. Similarly an ad in the glossy supplement of the paper would be more expensive than in a mediocre quality paper.

Broadcast Advertising - This type of advertising is very popular all around the world. It consists of television, radio, or Internet advertising. The ads on the television have a large audience and are very popular. The cost of the advertisement depends on the length of the ad and the time at which the ad would be appearing. For example, the prime time ads would be more costly than the regular ones. Radio advertising is not what it used to be after the advent of television and Internet, but still there is specific audience for the radio ads too. The radio jingles are quite popular in sections of society and help to sell the products.

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Outdoor Advertising - Outdoor advertising makes use of different tools to gain customer's attention. The billboards, kiosks, and events and tradeshows are an effective way to convey the message of the company. The billboards are present all around the city but the content should be such that it attracts the attention of the customer. The kiosks are an easy outlet of the products and serve as information outlets for the people too. Organizing events such as trade fairs and exhibitions for promotion of the product or service also in a way advertises the product. Therefore, outdoor advertising is an effective advertising tool.

Covert Advertising - This is a unique way of advertising in which the product or the message is subtly included in a movie or TV serial. There is no actual ad, just the mention of the product in the movie. For example, Tom Cruise used the Nokia phone in the movie *Minority Report*.

Public Service Advertising - As evident from the title itself, such advertising is for the public causes. There are a host of important matters such as AIDS, political integrity, energy conservation, illiteracy, poverty and so on all of which need more awareness as far as general public is concerned. This type of advertising has gained much importance in recent times and is an effective tool to convey the message.

SALES PROMOTION

Print advertising is a widely used form of advertising. These advertisements appear in newspapers or magazines and are sometimes included as brochures or fliers. Anything written in the print media to grab the attention of the specific target audience comes under the purview of print advertising.

People who read newspapers or other publications have a tendency to browse the print ads that they come across. The decision to buy the product might not be instantaneous, but it does settle down in their subconscious mind. Next time they see the product in the market, they are tempted to buy it.

Print advertisements are only effective when people see them. When people browse through newspapers and publications, these advertisements should grab the attention of the potential customer. Therefore, these advertisements should be created in such a manner that they can hold the attention of the customer to some extent. Usually a team of individuals is required in order to design the advertise-

The newspaper or magazine ad should be such that it should compel people to spend money on the products. This is just what the advertising team does. To create such an ad, the team members work on a concept and develop the wordings and images of the ad. These wordings and images are then brought together to form the final ad. Then there are people who deal with the placement of the ad. They have to make sure that if the client has paid for premium place, they get the desired exposure. For example, an ad on the first page will get instant attention of the reader than the ad on the subsequent pages. Likewise, an ad which occupies greater space is likely to get more attention. All these factors have to be looked into while designing the ad.

The sales team of the publication makes sure that it gets ads regularly. In fact, these ads are a major source of income for the publication and hence it is expected that there should be a constant flow of the ads. The sales team does just that.

Mailers are another type of print ads. These can range from well-designed post-cards to simple paper leaflets. These are usually delivered by the postal workers in people's mailboxes. The problem with these mailers is that they get least attention and are usually considered as junk and thrown away even without reading. To reduce this occurrence, companies sometimes make use of fliers. These are paper ads which are handed over to individuals in person. The logic is that if the ad is given to people personally, they will pay more attention to it, which is actually true to some extent.

Though print advertising is still very popular, it does take a hit from time to time. For example, during the recession phase, when people's budgets were tight, they did not resort to print ads. In addition, with the advent of Internet, the print ads in the publications have gone down because Internet has a wider reach online. To overcome this scenario, new strategies have to be developed by advertisers and the print media. Globally, advertisers keep on developing strategies which benefit the business of print publications. Therefore, it can be said that print advertising is here to stay.



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Upgrade Offer:	- ₹10,000
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6 EMIs @ 0%:	₹4,584

নতুন জামা জুতোতে, ঠাকুর দেখার ছুতোতে
আমি, তুমি, আমরা, আর **Coca-Cola**

The advertisement features a colorful illustration of a family—a man, a woman, and a child—walking with a dog. They are all drinking Coca-Cola. A large red Coca-Cola logo is positioned in the center. The background shows a stylized cityscape at night. At the bottom right, there is a small image of a Coca-Cola bottle on a decorative plate.

SALES PROMOTION

Works in over 200 countries, like Japan.

The advertisement shows two women in traditional Japanese kimonos and hair ornaments. They are holding a Samsung mobile phone with the AT&T logo on the screen. The phone is being held up between them. The background is a simple, light-colored wall.

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Get 6% interest p.a. on your Savings Account balance over ₹1 lakh.
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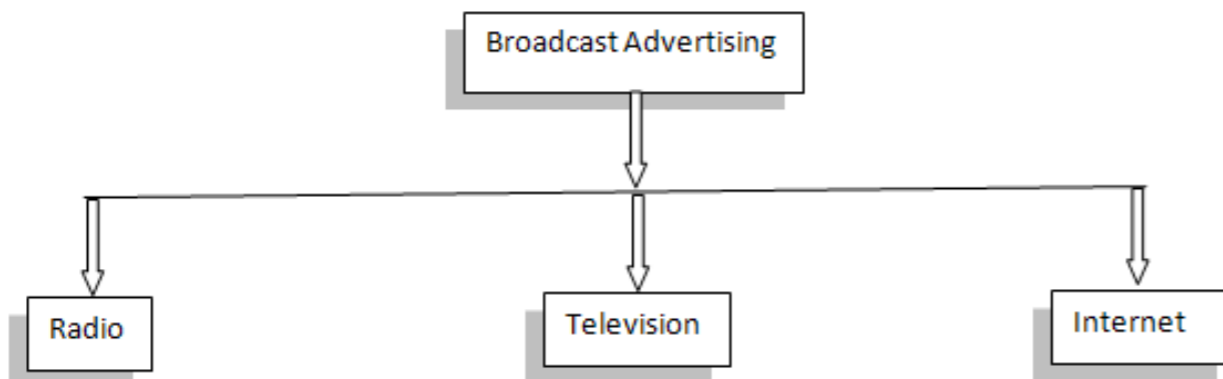
The advertisement features a man with glasses and a red shirt, holding a large knife. The background is a solid red color.

SALES PROMOTION

Generally speaking, **broadcast advertising** is radio, television, and Internet advertising. The commercials aired on radio and televisions are an essential part of broadcast advertising.

The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it.

The role of broadcast advertising is to persuade consumers about the benefits of the product. It is considered as a very effective medium of advertising. The cost of advertising on this channel depends on the time of the commercial and the specific



A **radio** ad must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be taken keeping in mind the type of audience and the type of commercial.

The **television** advertising is usually considered the advertising for the corporate giant, though even the small businesses can benefit from it. A strong audio and video combination is a must for the success of the commercial. But it is also important that the audio and video should function well without each other. For example, if a person is not viewing the TV but just listening to it, s/he should get the idea and vice versa.

It is extremely important that whatever has been advertised in the commercial is true. For this reason, organizations such as Federal Trade Commission (FTC) are there to monitor the commercials on television and radio. This ensures that the advertisers are not making any false claims to lure consumers to buy their products.

Most of the radio and television advertisements are paid though there are some public service ads which can be aired for free. The advertisers usually have to pay for the spot which lasts for 30 seconds. In rare cases, this spot can increase to 60 seconds too.

These days radio and television ads are prepared by advertising agencies for their clients. They understand the need of the client and make the commercial keeping in mind the current state of affairs. Broadcast advertising has become a very essential part of marketing in recent times. Companies allocate specific budget for radio and television ads and make an estimate of how much revenue they can earn through broadcast advertising. For example, marketing consultants are hired to determine the return on investment (ROI) for spending on radio and television ads. Sometimes the marketing consultants of these businesses run sample ads to judge its popularity among the viewers.

Internet or online advertising uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing and so on. Online advertising has its benefits, one of them being immediate publishing of the commercial and the availability of the commercial to a global audience. But along with the benefits come the disadvantages too. These days, advertisers put distracting flashing banners or send across email spam messages to the people on a mass scale. This can annoy the consumers and even the real ads might get ignored in the process. Therefore, ethics in advertising is very important for it to be successful.

Whatever the mode of advertising, broadcast advertising is an inherent part of any advertising campaign these days.

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Health/Beauty

BEAUTY DEALS
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DREAM LASHES
Get personalized picks for your best lashes
START ▶

SALE
SHOP NOW ▶

INSTANT GIFT
Give an Instant Gift from Sephora on Facebook
Give a gift instantly via Facebook or email and your friend can redeem it online or in stores
GET STARTED ▶

MORE TO LIKE

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- Info
- Friend Activity (1+)
- Exclusive Deals**
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SALES PROMOTION

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energy, money and the environment

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9am-6pm
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PUBLIC
SAMPLE
SALE**

SAVE UP TO 70%

S F D C
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DESIGN CENTER

SALES PROMOTION

Outdoor advertising communicates the message to the general public through highway billboards, transit posters and so on. Outdoor advertising is a very important form of advertising as the ads are huge and are visible to one and all. The important part of the advertising is that the message to be delivered should be crisp and to the point. Though images can be used, but they cannot be used in excess. Everything should be presented to the viewer in such a format so that the viewers make up their mind to buy the product or service.

The message to be delivered can be an ad to buy a product, take a trip, vote for a politician, or give to a charity. According to Outdoor Advertising Association of America (OAAA), millions of dollars are being spent on outdoor advertising each year and the figures are expected to grow. This is due to the fact that outdoor traffic keeps on growing every year and hence the target audience for outdoor advertising is ever increasing.

The print and newspaper advertising takes up a huge part of advertising but outdoor advertising is unique in its own way. It is an extremely cost-effective method of advertising. All you need to do is to design a billboard and get it printed as compared to the television advertising where an entire 30 second commercial has to be designed. If the outdoor ads are strategically placed, it can guarantee substantial exposure for very little cost. That is why outdoor advertising is very cost-effective.

Different industries make use of outdoor advertising in their own different way. For example, eating joints and eateries on the highway make use of highway billboards to draw the customer to have a bite and rest a little at their joint. Mac Donalds and Subway are the excellent examples. The automobile and tourism industries make use of the billboards to advertise their products and tourism plans. These are way too successful because of the fact that people on the highway are on the lookout for such information.

Apart from the billboards, there are several other forms in which outdoor advertising can take place. For example, beverage companies make use of sporting events and arenas to showcase their products. For example, Coca Cola was one of the FIFA World Cup sponsors. Other places where you can see outdoor advertising are:

- . taxicabs
- . buses
- . railways
- . subways and walls on which murals are painted

SALES PROMOTION

All these forms of outdoor advertising are very popular and extremely cost effective.



The OAAA has divided the Outdoor Advertising into four major categories: Billboards - These usually account for almost half of the revenue of outdoor advertising. Then there is transit system and mobile advertising which also takes up a major pie of outdoor advertising. Advertising on public furniture is also used comprehensively these days globally. Last but not the least is alternative advertising. Such advertising can be in the form of Corporate blogging which is an important form of advertising these days.

To conclude, one can say that outdoor advertising, if used wisely is very powerful and cost-effective way of advertising.

SALES PROMOTION

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SALES PROMOTION

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SALES PROMOTION



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SALES PROMOTION

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