

# Advertising

*Any paid form of nonpersonal communication about an organization, product, service, idea or cause by an identified sponsor.*

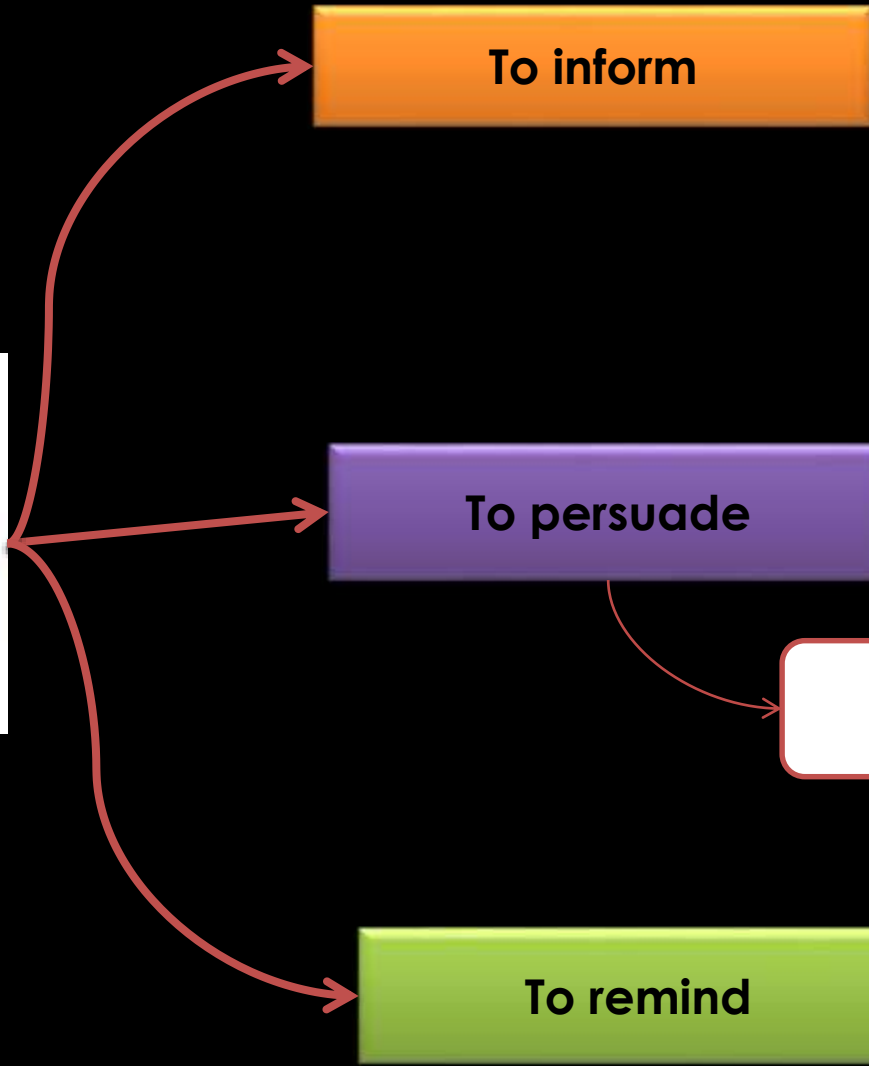


To inform

To persuade

Comparison advertising

To remind



# To inform

- Telling the market about a new product
- Suggesting new uses for a product
- Informing the market of a price change
- Explaining how the product works
- Describing available services
- Correcting false impressions
- Reducing buyers' fears
- Building a company image

# Informative advertising

- **Informative advertising** is used when introducing a new product category
- The objective is to build primary demand

# Informative Ad

DOMINO'S PIZZERIA

ORDER MENU COUPONS LOCATIONS TRACKER ESPAÑOL

Domino's Gift Cards

**WE CHANGED OUR CRUST, SAUCE AND CHEESE. AND HOPEFULLY, YOUR MIND.**

**ORDER NOW**

2 MEDIUM 2-TOPPING PIZZAS **\$5.99 EACH** (2 pizzas minimum)

OR

**CREATE YOUR OWN ORDER**

**Chocolate Lava Crunch Cakes**

2-Piece Order for **\$3.99**

**TASTE BUD BOUNTY**

Capture your friends' taste buds and earn rewards.

**TAKE OUT MORE**

**BIG BAZAAR**

**SHOP SAVE WIN BIG**

16<sup>th</sup> - 30<sup>th</sup> June

SHOP FOR ₹ 1201 OR ABOVE & GET

- ★ 100 extra PAYBACK points
- ★ 1 Lucky Draw Coupon

**LUCKY DRAW PRIZES**

- 6 Months **FUEL FREE** For 100 lucky customers
- Entire **SHOPPING FREE** For 100 lucky customers with bill reimbursement of their total bill value
- 1 Year of **SCHOOL FEES** For 100 lucky customers with bill reimbursement of their total bill value
- FREE SPLIT ACs** For 100 lucky customers

**BIG BAZAAR**  
MAVE INDIA KA BAZAAR

Shop for ₹ 2001 or above & Get 200 extra PAYBACK points & 1 Lucky Draw Coupon

JOIN BIG BAZAAR PAYBACK LOYALTY PROGRAM!

Big Bazaar & Food Bazaar At 18 Locations Near You.

**Free Coffee Mondays  
at McDonald's®**



# To persuade

- Building brand preference
- Encouraging switching to your brand
- Changing customer perceptions of product attributes
- Persuading customers to purchase now
- Persuading customers to receive a sales call

# Comparative advertising

- Comparative advertising directly or indirectly compares the brand with one or more other brands







THE

THE HINDU

TOI

# To remind

- Reminding customers that the product may be needed in the near future
- Reminding customers where to buy the product
- Keeping the product in customers minds during off seasons
- Maintaining to-of-mind product awareness

# Reminder advertising

- **Reminder advertising** is important with mature products to help maintain customer relationships and keep customers thinking about the product



**WITHOUT A SEAT BELT, A CRASH CAN BE DEADLY.  
EVEN AT 20 KM/H.**

**IN TOWN, CAR ACCIDENTS DON'T JUST HAPPEN TO CARS.**



**MESSAGE EXECUTION**

# MESSAGE EXECUTION

Message execution captures the target market's attention and interest, and can include the following execution styles.

- Slice of life
- Lifestyle
- Fantasy
- Mood or image
- Musical
- Personality symbol
- Technical expertise
- Scientific evidence
- Testimonial evidence or endorsement.

# Slice of life

## 1. Slice of life

- This style shows one or more typical people using the product in a normal setting.

Exp: KFC advertisement showing customers eating at one of its restaurants.





# Mood or image

## 4. Mood or image

- This style builds a mood or image around the product, such as beauty, love or serenity
- Exp: an advertisement of Sunway lagoon stating -“ come feel the fun”, the image provided with supporting this statement.





Better felt than seen. Malaysia in a microlite.

100 tahun  
*Malaysia*  
Truly Asia

Kerala was a beautiful place with every smooth for the working of John and Nicola. Both long. The wind changed Kerala when  
the hundred quest to discover in Kerala Kerala after, who then in their travels, John visited, South Africa and the United States. At the peak,  
a small family with beautiful nature, waves of the mountains that they all. The people played the good players, as the birds played  
a game (revisited, who find the trail around Kerala's food. They discovered the cause for their. They exchanged rings. And were their professional  
travelling partners. As John and Nicola reached the magnificent sunset from Kerala island, they followed their very cherished  
dream - to get married in the most beautiful place in earth. All that remained was to see Kerala ever after.

After scouting the whole world,  
John and Nicola chose heaven.

What's your experience? It's just a life with the best of both. And what's your idea? It's a life with the best of both. Kerala is a beautiful place with every smooth for the working of John and Nicola. Both long. The wind changed Kerala when  
the hundred quest to discover in Kerala Kerala after, who then in their travels, John visited, South Africa and the United States. At the peak,  
a small family with beautiful nature, waves of the mountains that they all. The people played the good players, as the birds played  
a game (revisited, who find the trail around Kerala's food. They discovered the cause for their. They exchanged rings. And were their professional  
travelling partners. As John and Nicola reached the magnificent sunset from Kerala island, they followed their very cherished  
dream - to get married in the most beautiful place in earth. All that remained was to see Kerala ever after.

0496 24000 24000 24000 24000 24000 24000 24000 24000 24000  
0496 24000 24000 24000 24000 24000 24000 24000 24000 24000  
0496 24000 24000 24000 24000 24000 24000 24000 24000 24000

  
Kerala  
The Best of Both

# Musical

## 5. musical

- This style show one or more people or cartoon characters singing about the product.
- Exp: one of the most famous ads in history was a coca cola product ad build around the song “ I’d like to teach the world to sing”.



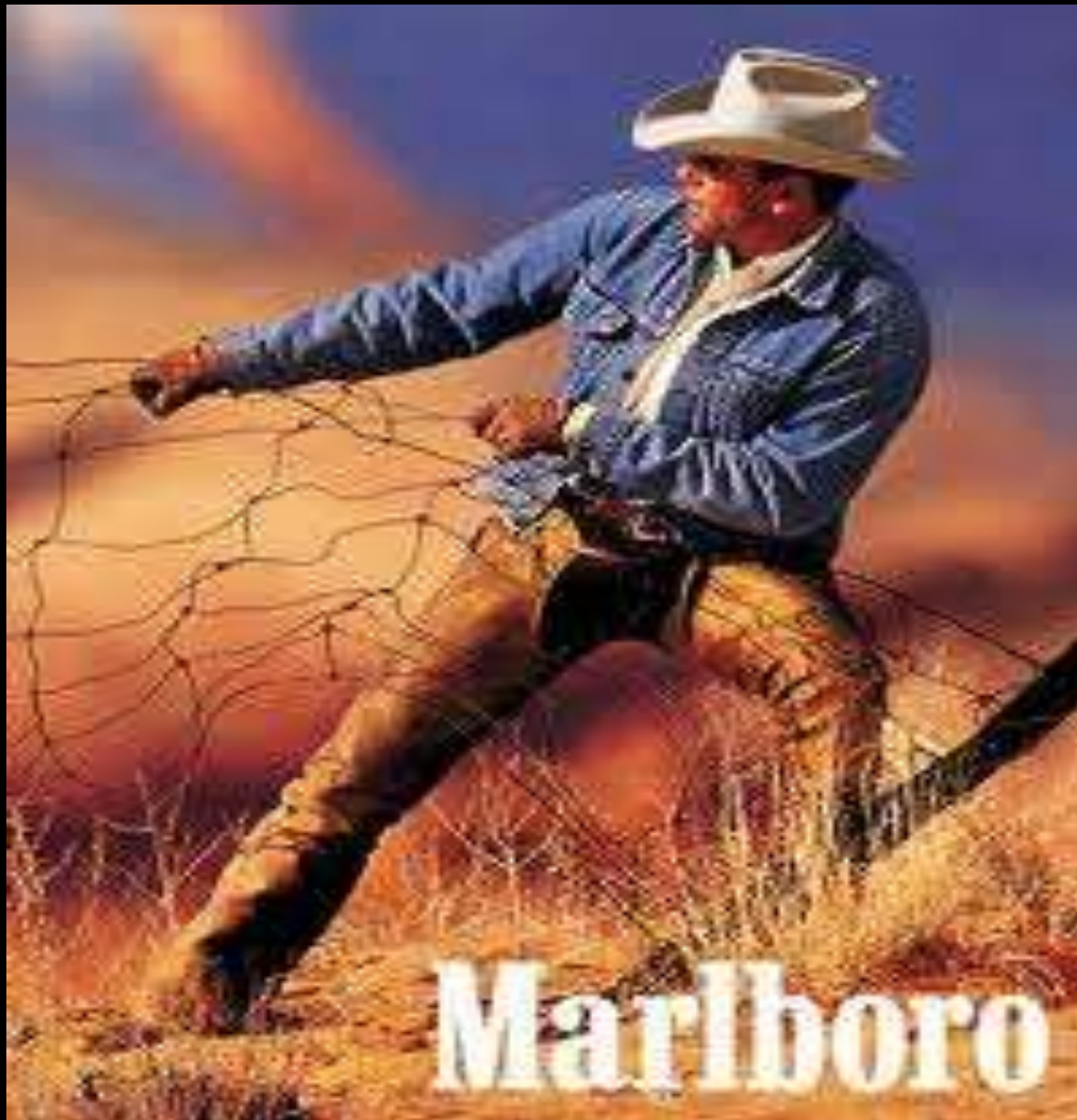
# Personality symbol

## 6. Personality symbol

- The style create a character that represent the product. The character might be animated or real.



# Personality symbol



# Personality symbol



# Technical expertise

## 7. Technical expertise

- This style shows the company's expertise in making the product.
- Exp: Lexus Rx advertisement showing the company's expertise in car manufacturing. "reinventing the vehicle that invented it all"





# Scientific evidence

## 8. Scientific evidence

- The style presents survey or scientific evidence that the brand is better or better liked than one or more other brands.
- Exp: for years, Colgate toothpaste has used scientific evidence to better confident to convince buyers that Colgate is better than other brands at fighting cavities.



# Testimonial evidence/endorsement

## 9. Testimonial evidence or endorsement

- The style features a highly believable or likeable source endorsing the product. It could be ordinary people saying how much they like a given product or a celebrity presenting the product.

