

I'm not robot!



“An item—no matter how cute or new or trendy—will certainly be thrown away or left untouched in a drawer if it is not useful...” —www.iconblue.com



“Branding Opportunities That Work!”



1000+ LOCAL & INTERNATIONAL CLIENTS

MEGA Marketing Network
Helping Your Business Grow

1000+ LOCAL & INTERNATIONAL PRODUCTS

PROMOTE YOUR BUSINESS & INCREASE YOUR PROFITABILITY TODAY

Hire The Most Trusted Professional Marketing Company in Pakistan
Handcrafted Marketing & IT Solutions From A Team Having Combine Experience Of 53 Years.

- SMS / Branded SMS Marketing (Karachi, Lahore, Islamabad/Rawalpindi, International)
- Email Marketing (Karachi, Lahore, Islamabad/Rawalpindi, International)
- Social Media Marketing (Facebook, Twitter, Google+, LinkedIn, Pinterest, Instagram)
- Search Engine Optimization (Page #1 Ranking on Google, Bing, Yahoo)
- Video / Documentary Making & Marketing (Commercial TV ads, Videos, YouTube, Vimeo & Daily Motion)
- Online PPC Campaigns (Google Bing, Yahoo, Facebook, OLX)
- Digital Media Marketing (Cable, TV, Radio, Top Pakistan Websites)
- Leads Generation (Targeted list of your ideal prospective customer)
- Corporate Identity & Brand Management (Logo, Business Card, Stationery, Letterhead, Invoices, Envelopes, Etc.)
- Website Design/WordPress Development (E-commerce, WordPress, PHP, Mobile & SEO Friendly Websites)
- Content Writing & Marketing (Articles, Blog Posts, Newsletters, Press Releases, etc.)
- Outdoor Marketing (BTL Activities, Promotional Film Campaigns, Distribution Campaigns, Consumer Engagement Activities)
- Event Management & Marketing (Exhibitions, Seminars, Conferences, Conferences)
- Print Media Marketing (Brochures, Newsletters & Magazine Publications, Newsletters, Booklets)
- Promotional Marketing (Giveaways, GIFs)
- Free Direct Mail Advertising Magazine (Reaches 155,000 Audience Every Month)

Call Us Now & Get "Free" Expert Advice
On How To Increase Your Profit Today
— Few Of Our Valued Clients —

Mega Marketing Network
The Largest Marketing Services Provider in Pakistan
Phone: (021) 3481261 | (021) 3481266
Call/WhatsApp: (0332) 3050498 | (0346) 0025624 | (0342) 8504242 | (0343) 2435092 | (0346) 8218988
Skype: MegaMarketingNetwork | Website: MegaMarketingNetwork.com | Facebook: MegaMarketingNetwork
Email: info@megamarketingnetwork.com | Address: F-3/25, Block 5, NPA Chowring, Gulshan-e-Iqbal, Karachi

ACCORDING TO NEW SYLLABUS

PRAGATI *New Edition*

B.B.A. : SEMESTER - VI
Course Code 605 B

ADVERTISING AND SALES PROMOTION

MARKETING SPECIAL PAPER - III

SALIENT FEATURES

- Prepared in accordance with the new syllabus.
- Easy to Learn Approach
- Pointwise answers with simple and lucid language.
- This book will provide perfect guidance to the students preparing for their examination.

By
Team of Eminent Professors

100% EXAM. ORIENTED BOOK

Price : ₹ 75.00

PRAGATI BOOKS

P1926

COMPANY OF THE YEAR

SECTION 1: NOMINEE DETAILS

SECTION 2: NOMINATOR DETAILS

SECTION 3: ELIGIBILITY

Creative Process and Methods in Advertising include the following notes.
1. ADVERTISING AND SALES PROMOTION Presentation by: Jaisha K J
2. ADVERTISING • It is the action of calling public attention to something, especially by paid announcement. DEFINITION: “Advertising is attempting to influence the buying behaviour of customers or clients by providing a persuasive selling message about the products or services.”
3. GOAL OF ADVERTISING • In business, the goal of advertising is to attract new customers by defining the target market and reaching out to them with an effective ad campaign
ADVERTISING NEW CUSTOMERS IMMEDIATE SALES CHANGE ATTITUDE IMPROVE IMAGE FUTURE SALES
4. TARGET MARKET Target market - a particular group of consumers at which a product or service is aimed.
5. How to define a target market? • Defining the target market involves building a demographic profile of the prospective customer by taking into account criteria such as age, gender, marital status, lifestyles, shopping habits, etc.,. • Check out the level of competition for the product or service with the target audience as there is a need to compete on price or service.
6. OBJECTIVES OF ADVERTISING • To promote a single product or service • To make an immediate sale • To effect immediate buying action • To inform about new products availability or features • To stimulate sales amongst present, former and future consumers. (Decision regarding media-eg TV rather than print) • To retain the loyalty of present and former consumers (assure buyers-best purchase -> building loyalty to brand or firm) • To project an image (promote overall image of respect and trust for an organization)
7. IMPORTANCE OF ADVERTISING
1. Crucial for a launch or announcement
2. Promotes goods, services, ideas and events
3. Helps in increasing the sales
4. Maximizing the profit of an advertiser
5. Creates consumer awareness
6. Educates the society
7. Demands creativity
8. Target oriented
9. Use persuasion for results
10. Demands monitoring of demand and supply
11. Builds brand’s image
12. Generate employment
IMPORTANCE OF ADVERTISING
9. CLASSIFICATION OF ADVERTISING
1. Product Advertising
2. Institutional Advertising
3. Primary demand Advertising
4. Selective or Competitive Advertising
5. Comparative Advertising
6. Co-operative Advertising
7. Commercial Advertising
8. Non-Commercial Advertising
9. Direct action Advertising
10. 1. Product Advertising • When the company tries to sell its product or services through advertising it is referred to as product advertising. • The general objective is to increase brand awareness or to demonstrate the differences between product and competing products in order to sell them. • Dettol, Horlicks
11. 2. Institutional Advertising • These advertisements are not always directed to consumers. • Instead, it is aimed at many of the various types of public (shareholders, creditors, etc.). • It is not product oriented but is rather designed to enhance the image of the company. • McDonald’s, CocaCola
12. 3. Primary demand Advertising • It is intended to stimulate primary demand for a new product or product category. • It is heavily utilised during the introduction stages of the life cycle of the product. • Apple introduced its Newton MessagePad (Personal data assistant) • To educate the market about a product category which is expensive
13. 4. Selective or Competitive Advertising • Competitive advertising is an effort by a company to create a contrast between its product and the same or similar product offerings by competitors. • The goal of advertising is to increase the demand for a specific product or service. • This approach does offer a way to directly state how your brand is better. • CocaCola vs Pepsi • Apple vs Samsung
14. 5. Comparative Advertising • A marketing strategy in which a company shows how its product or service is superior to that of its competitors by comparing the benefits and costs within the advertisement itself. • A comparative advertising campaign may involve printing a side-by-side comparison of the features of a company’s products next to those of its competitor.
15. 6. Co-operative Advertising • Cooperative advertising offers small businesses the ability to reach a wider audience through partnerships with other businesses. • When manufacturers, wholesalers and retailers jointly sponsor and share the expenditure on advertising, it takes the form of co-operative advertising. • Such advertising carry the names of all the parties involved. A promotional coupon that gives you free coke on purchase of food items worth Rs. 150 or above at McDonalds.
16. 7. Commercial Advertising • It is also termed as business advertising. • As the name suggests such advertising is solely meant for effective increase in sales. • It allows business to build its customer base by taking the message directly to consumers. • It allows you to control that message, whether you intend to inform the public about your company’s existence, educate consumers about your offerings, build your brand identity or demonstrate where your competitors fail to make the grade.
17. 8. Non-Commercial Advertising • Non-commercial advertisements are sponsored by a charitable institution, political organization etc. • The main purpose of these ads is to create awareness, raise funds, and change consumer behavior. • It tries to motivate consumers to take a stand on an issue they felt neutral about initially, or may be to persuade them to change positions. • Unlike commercial advertising the idea is not to sell something to a consumer, but to share information and educate consumers or to promote a social idea.
18. 9. Direct action Advertising • Advertising that stresses and persuades immediate buying of the product is known as direct action advertising. • Direct mail advertising is capable of achieving immediate action to a large extent.
19. TYPES OF ADVERTISING
1. Television Advertising
2. Radio Advertising
3. Print Advertising
4. Online Advertising
5. Billboard Advertising
6. In-store Advertising
7. Endorsements
20. 1. Television Advertising • TV advertising is a popular way to mass-market messages to large audiences. • Although this medium has the ability to reach a high number of potential buyers, it is also one of the most costly forms of advertising
21. 2. Radio Advertising • Commercials of various lengths that run on radio stations • Radio advertising is an effective way for businesses to target a group of people based on location or similar tastes.
22. 3. Print Advertising • Magazine and newspaper advertisements are another way to spread the word about a product or service. • Print advertising also offers the ability to target specific audience based on geography or common interests. • Print advertising usually includes larger display ads, as well as classified advertising. • The classifieds are typically very affordable, whereas display ads are a bit expensive.
23. 4. Online Advertising • Advertising online is an increasingly popular method for promoting a business. • There are many forms of online advertising. • Banners are image advertising displayed on web pages. • Google advertisement is another popular form of online advertising that matches an ad to an internet user’s search inquiry.
24. 5. Billboard Advertising • Billboard advertisements are large advertisements displayed on structures in public places. • Most commonly, billboards are located along the highways to target the passing motorists.
25. 6. In-store Advertising • In-store advertising, takes place within a retail store. • For example, a company that produces a new cleaning product might include an end cap display when they ship the product to stores. • This gives the store an attractive display that draws attention to the new product.
26. • Having a product or service endorsed by a celebrity can increase sales and product awareness. • Not every company can afford to have major A-list celebrities promoting a product. • Smaller companies consider using local celebrities or well-known individuals within the product’s niche market.
7. Endorsement
27. • Sales promotion is the process of persuading a potential customer to buy the product. It is designed to be used as a short-term tactic to boost sales. It is rarely suitable as a method of building long-term customer loyalty. • Sales promotion is one of the elements of the promotional mix. • Sales promotion uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability.
SALES PROMOTION
28. • Sales promotions can be directed at either the customer, sales staff, or distribution channel members. • Sales promotions targeted at the consumer are called consumer sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions.
29. • 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 include contests, coupons, point of purchase displays, premiums, prizes, product samples, and rebates.
30. Objectives
• To introduce new products or services • To attract new customers • To induce existing customers to buy more • Helps the firm to remain competitive • To increase sales in off-seasons • To add to the stock of the dealers
31. TWO KIND OF SALES PROMOTION PROACTIVE To gain additional market share or revenue To develop favourable consumer experience with the product To expand the target market REACTIVE In response to competitors move When excessive inventory has piled up To generate short term revenue Decide to discontinue product or close down business
32. MAJOR DECISIONS IN SALES PROMOTION
1. Establishing objectives
2. Selecting consumer promotion tools
3. Selecting trade promotion tools
4. Selecting business and sales promotion tools
33. 1. ESTABLISHING OBJECTIVES Objectives – Consumer Promotions: Increase short-term sales or long-term market share Generate product trial Objectives – Trade Promotions: Obtaining distribution and shelf space Encouraging retailers to advertise the brand Objectives – Sales Force Promotions: Signing up new accounts
34. 2. CONSUMER PROMOTION TOOLS Samples Coupons Cash Refunds (Rebates) Price packs (cents-off deals) Premiums Point-of-Purchase Communications
35. 3. SELECTING TRADE PROMOTION TOOLS Discounts (also called price-off, off-list, and off- invoice) Allowances Advertising allowances Display allowances Free goods Push money
36. 4. SELECTING BUSINESS AND SALES-FORCE PROMOTION TOOLS • TRADE SHOWS AND CONVENTIONS • SALE CONTESTS • SPECIALITY ADVERTISING
37. THANK YOU