

The Difference Between **Market** and **Advertising** (and why it matters)



Print Advertising

If an advertisement is printed on paper, be it newspapers, magazines, brochures, fliers that would be considered a portable printed medium, then it comes under the banner of print advertising.

THE GREAT DAILY ADVERTISING SECTION

Classified

BY PHONE: 1-800-333-3333
BY FAX: 1-800-333-3333
BY E-MAIL: classified@dailyadvertising.com

1 Homes

• Properties • Commercial
• Real Estate • Services
• Properties

2 Business

• Business to Business
• Services • Supplies

3 Jobs

• Full & Part Time
• Positions

4 Notices

• Sales • Grants
• Notices • Services
• Local • Personal

5 Drive

• Cars • Commercial
• Vehicles • Services
• Commercial • Vehicles

6 Music

• Music • Books
• Music • Services
• Music • Services

7 Leisure

• Entertainment • Theater
• Sports • Activities

8 Services

• Services • Services • Services
• Services • Services • Services
• Services • Services • Services

How to place your advertisement:

By telephone: 800-333-3333

By fax: 800-333-3333

By hand or post: 800-333-3333

By fax: 800-333-3333

By e-mail: 800-333-3333

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Outdoor Advertising

- Advertising on bill boards or signboards, outside of a building and often by the roadside.
- The billboard advertising is very popular however has to be really terse and catchy in order to grab the attention of the passers by.



FUJIFILM



Now there are several reasons to smile

FINEPIX

MON-THURS
9 PM



www.foxindia.com



Broadcast Advertising

- Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet
- The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted.

Covert Advertising

- Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports.

CASINO
ROYALE
7^F



Celebrity Advertising

- Although the audience is getting smarter and smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertising their products.



New
Vivel
DI WILLS
Soaps



NOURISHING
INGREDIENTS

PROTECTING
INGREDIENT

HYDRATING
INGREDIENTS



Khoobsurti Bas Mein, Duniya Kadmon Mein.

MARKETING	ADVERTISING
Tends to cost less	Can cost significant amounts of money
Attracts customers organically	Targets customers with a broader sweep
Takes a personal approach to messaging	Targets all consumers in the same way
Often hosted by the entrepreneur	Often hosted in other media
Longer buying cycle	Shorter buying cycle
KPIs include brand awareness, improved relationships, social shares, web traffic, and more	KPIs typically boil down to sales and conversions
Designed for customer acquisition and retention	Designed primarily for customer acquisition
Can include two-way communication between the brand and the consumer	Involves strictly one-way communication from brand to consumer
Focus on creating new content and messaging	Focus on repeating the same content and messaging

Types of Advertisement

- Out-Door Advertisement
- In-Door Advertisement
- Non-Product Advertisement
- Radio Advertisement
- T.V Commercial
- National Advertisement
- International Advertisement
- Retail Advertisement
- Classified Advertisement
- Local Advertisement



Cont.....

- Brand Advertisement
- Covert Advertisement
- Infomercials Advertisement
- Celebrities Advertisement
- Online advertising
- Surrogate Advertising
- Broadcast advertising
- Public Service Advertising
- Local Advertisement



In-Door Advertisement

- This kind of advertisement provide the best opportunity of putting over a reasoned selling argument. The advertisement are addressed to the reader, listener and viewer at a time of leisure when he or she can observe the message.



- ***Product advertising:***

- Designed to promote the sale of a specific product or service
- May be ***direct action*** → quick-response
- May be ***indirect action*** → over a longer time

- ***Institutional or corporate advertising:***

- Promotes the firm or tries to create a positive image
- May be ***customer-service***
- May be ***public-service***

Other Types of Advertising

- Brand advertising
- Retail or Local advertising
- Direct-Response advertising
- Business-to-Business advertising
- Institutional advertising



Print Advertising

- used for advertising since long.
- E.g.- newspapers and magazines
- Using the print media, brochures and fliers.
- advertising space and the cost depends on several factors.
 - The quantity of space,
 - the page of the publication,
 - and the type of paper

Painted Hoardings

- Commonly such types of hoardings are painted on large studios with the help of line drawings and oil painting.
- Usually to advertise upcoming albums or movies.
- Hand painted & Graphical machines both are used to make painted hoarding.





AMITY UNIVERSITY
GURGAON

NURSING

**START A
REWARDING
CAREER**

- Global shortage of almost 4.3 million Nurses (WHO)
- India faces 50%* shortage of Nurses

*As per NIMHANS

2015 SESSION ADMISSIONS OPEN

- B.Sc. - Nursing
- B.Sc. - (Nursing) Post Basic
(Both the B.Sc. Nursing Programmes above are approved by Indian Nursing Council & Haryana Nurses Registration Council)
- M.Sc. Nursing - Medical Surgical Nursing /
Community Health Nursing /
Psychiatric Nursing
(All the 3 M.Sc. Nursing Programmes above are approved by Indian Nursing Council)

**GET PRACTICAL TRAINING
AND PREFERENTIAL
PLACEMENT AT
FORTIS HOSPITALS**



**AMITY COLLEGE
OF NURSING**

ADMISSION PACK: Available at www.amity.edu/gurgaon, Campus and Gurgaon Office.

Apply by: 23rd July '15

Amity University, Amity Education Valley, Gurgaon, Haryana • Gurgaon Office: Amity Ind. School, Sec-46, Gurgaon
Tel: 0124-2337016/15, 3225651, 068-266-96200/1/2/3 | www.amity.edu/gurgaon

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Digital Hoardings

- Created from computer programs and software.
- Can be designed to display running text, images and other contents.
- Can display several different displays from the same company, and even provide several companies.

LONDON
GOLD



Always Better than a Sale!

LONDONGOLD.COM

Mobile Hoardings

- Movable
- Difficult to ignore.
- Can be placed wherever there is heavy foot traffic due to an event – including convention centers, train stations, airports and sports arenas.
- Information is retained through repetition.



Public service advertising

It is directed at the social welfare of the community or nation.



Retail or Local advertising

- Significant smaller businesses/companies
- do not sell over the Internet and therefore do not have a global marketplace
- Local media sites are the best ways to advertise for local businesses
- Advertising using fliers, mailers, postcard coupons, is a great way to connect with residents in your business' local area.
- A great advantage it's a great way to connect with new movers in the area that are looking for businesses for the first time.

Institutional advertising

- aimed at creating an image, enhancing reputation, building goodwill, or advocating an idea or the philosophy of an organization, instead of sales promotion.
- When employed by an organization to market itself (instead of its products), it is called corporate advertising.



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The Advertising Management Process

Advertising Strategy

- Setting Objectives
- Formulating Budgets
- Creating Ad messages
- Selecting Ad Media and Vehicles

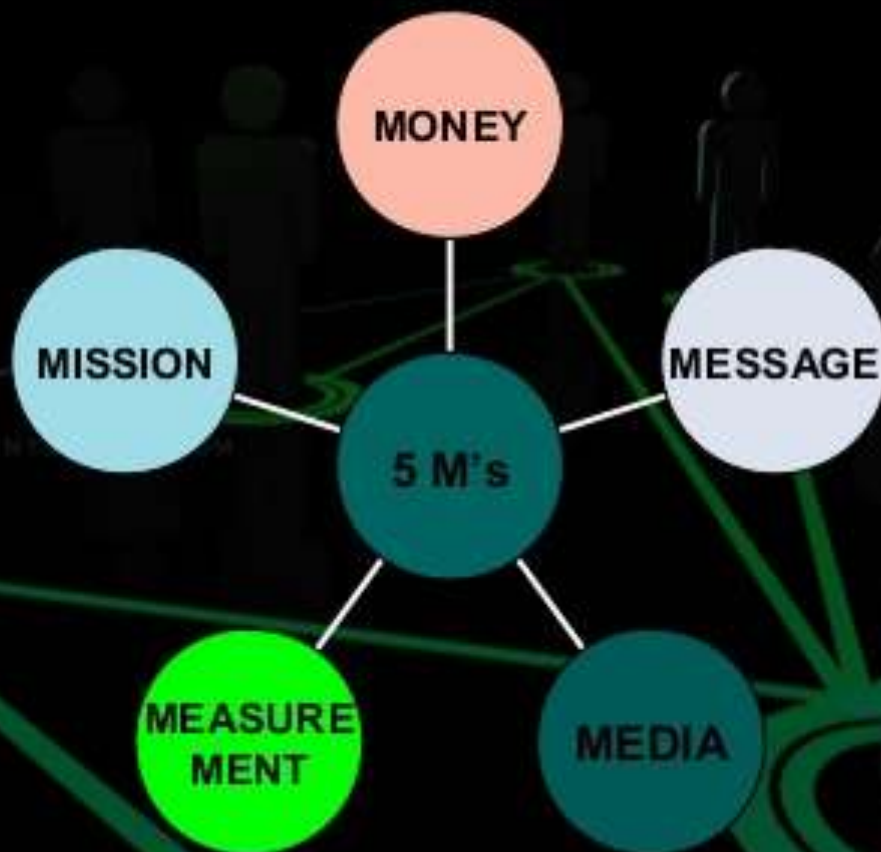


Strategy Implementation



Assessing Ad Effectiveness

5 M's OF ADVERTISING



5 M's OF ADVERTISING

- Mission,
 - the main idea or selling proposition that they want to propagate to the target
- Money,
 - factors such as market share and consumer base play a significant role in budget allocation for an advertisement
- Message,
 - needs to come up with a tagline and a campaign

- Media,
 - the mode of communication
 - the reach and the impact
 - the timing
- Measurement
 - impact of the advertisement through
 - market research and
 - by analyzing sales figures

