

**IQRA NATIONAL UNIVERSITY**

**Subject**

Marketing Management

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**Assignment**

Sessional- Online Assignment

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# Question 1:

What is advertising? Mention different types of advertising with examples.

# Answer

## Advertising

Advertising is a means of communication with the users of a product or service. Ads are messages paid for by the senders and are intended to inform or influence the people who receive them.

## Explanation

Advertising is always there, although people may not realize it. In today's world, advertising uses all possible means to convey its message. It does so through television, print media (newspapers, magazines, newspapers, etc.), radio, press, internet, direct sales, billboards, advertisements, contests, sponsorships, posters, clothing, events, colors, sounds, images and even people.

A successful advertising campaign will spread the word about your products and services attract customers and generate sales. Whether you are trying to encourage new customers to buy an existing product or launching a new service, there are many options to choose from.

# Types of Advertising

A successful advertising campaign will spread the word about your products and services, attract customers, and generate sales. Whether you are trying to encourage new customers to purchase an existing product or launch a new service, there are many options to choose from.

The most suitable advertising option for your business will depend on your target audience and what is the most profitable way to reach as many of them as possible, as many times as possible. The advertising option chosen should also reflect the right environment for your product or service. For example, if you know that your target market reads a particular magazine, you should advertise in that publication.

The following list is an introduction to advertising tactics that you can use. Remember, you can always get creative in your advertising to get attention (within the advertising regulations).

## Online Advertising

Online advertising is any type of marketing message that shows up with the help of the Internet. That means it could appear in a web browser, search engine, on social media, on mobile devices, and even in email.

Savvy advertisers are increasingly making use of this forum for reaching consumers, for a number of reasons:

* It's relatively inexpensive
* It reaches a wide audience
* It can be tracked to measure success (or failure)
* It can be personalized for a target audience

In fact, online advertising is only growing in scope, as new avenues emerge for marketers (think of ads delivered through text messages or marketing messages delivered to users in a certain area, what known as geographic targeting). But while some of the ads are less common or are just gaining traction, there are many that we are exposed to multiple times a day. Let's take a look at some of the most popular types of online advertising.

## Types of Online Advertising

Whether you're surfing the web or just checking your email, you really can't get away from ads delivered in a digital environment. Here are some of the most popular types.

## Display Ads

Probably the oldest form of online ads, display ads, appear as everything from banners of all shapes and sizes to text ads relevant to the content of a page. You might find an AutoZone display ad on a popular car blog or a banner ad promoting the newest products at Sephora on a popular beauty or cosmetics blog.

## Email Ads

Email ads are such a popular form of online marketing that many consumers don't even think about them being advertisements. Open your inbox and you're likely to see advertisements promoting new services from your cable provider, special offers on children's clothes from Macy's, or the latest cell phone gadget from Samsung or Apple. Email ads sometimes come in the form of coupons or newsletters.

## Native Ads

Then there are native ads that are disguised in the form of a sponsored post: for example, Virgin Mobile doing a post titled ''6 Texts to Copy and Paste to Break Up With Your Significant Other'' on Buzz feed, or in the form of an advertorial, an online (and sometimes print) ad designed to look like editorial content but promoting a product or service. Airbnb had a successful native ad placement with The New York Times, tracing the path of immigrants from other countries into the United States at Ellis Island. It is interesting and informative and advertises Airbnb in a discreet way with a small logo at the top.

## Social Media Ads

Whether it's Facebook, Twitter, or YouTube, marketing messages are everywhere on social media platforms. From Facebook ads to sponsored tweets and ads that pop up between YouTube videos, social media is an effective place for marketers to reach their audience because we spend so much time scrolling through our newsfeed, commenting, liking, and sharing. A newer form of social media advertising are sponsored filters on apps like Snap chat that tie in a fun component, like a taco face filter, with a sponsorship by Taco Bell.

## Television Ads

Television has an extensive reach and advertising this way is ideal if you cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and color to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works.

Producing a television advertisement and then buying an advertising slot is generally expensive. Advertising is sold in units (e.g. 20, 30, 60 seconds) and costs vary according to:

* The time slot
* The television program
* Whether it is metro or regional
* If you want to buy spots on multiple networks

## Ads in Theatres

Movie theater-goers provide a captive audience for individuals seeking to get their information across via advertising. If the audience you intend to reach is of the movie-frequenting variety, there may be no better place to put your ads than in your local cinema. When preparing these theater ads, keep in mind some of the principles that make movie theater ads most effective and compelling to viewers.

The advertisements in movie theatres before all the movies start or during the warning are called movie ads. These are one of the costliest forms of advertising since people cannot skip it change the channel or move away. Many of the companies have started opting for movie ads since it ensures that the entire message reaches the audience and unlike online advertising, the audience cannot interfere till the advertisement is over. Movie ads are different from placement ads.

## Product Placement

Product placement is a form of advertising in which branded goods and services are featured in a production that targets a large audience. Also known as "embedded marketing" or "embedded advertising," product placements are typically found in movies, television shows, personal videos, radio, and—less commonly—live performances. In exchange for product placement rights, companies may pay a production company or studio in cash, goods, or services.

Most of the times there is no mention of the product although the audience sees the product. Movies are the major places where product placement is done. They could be a few TV shows where product placement has been used but the effectiveness is observed more in movies than TV shows. With so many people subscribing to Netflix and Amazon prime, Product placement is increasingly being used and is one of the popular Types of Advertising.

## Radio

Advertising on the radio is a great way to reach your target audience. If your target market listens to a particular station, then regular advertising can attract new customers.

However, sound has its limitations. Listeners can find it difficult to remember what they have heard and sometimes the impact of radio advertising is lost. The best way to overcome this is to repeat your message regularly — which increases your costs significantly. If you cannot afford to play your advertisement regularly, you may find that radio advertising does not generate strong results.

## Print Advertising

Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences.

Printing is the slowly decreasing form of advertising. There were days before the evolution of television when printing was a major source of advertising and considered to be one of the most effective media. But since the explosion of television usage, print advertisements have taken a backseat. The main disadvantage of print advertising is the shelf life of the ads is short. However, because its reach is solid, print advertising is one of the most expensive and most effective types of advertising. Following are the few Print Types of Advertising:

## Magazine advertising

Advertising in a specialist magazine can reach your target market quickly and easily. Readers (your potential customers) tend to read magazines at their leisure and keep them for longer, giving your advertisement multiple chances to attract attention. Magazines generally serve consumers (by interest group e.g. women) and trade (industry/business type e.g. hospitality).

If your products need to be displayed in color then glossy advertisements in a magazine can be ideal — although they are generally more expensive than newspaper advertisements.

Magazines do not usually serve a small area such as a specific town. If your target market is only a small percentage of the circulation, then advertising may not be cost-effective.

## Brochures or handouts

Brochures are specific advertising materials used to promote a particular product usually given at a point of sale are handed out at different locations. Brochure advertisings do not use any base like magazine advertising and are independent.

## Newspaper advertising

Newspaper advertising can promote your business to a wide range of customers. Display advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section.

You may find that a combination of advertising in your state/metropolitan newspaper and your local paper gives you the best results

## Outdoor advertising

There are many ways to advertise outside and on-the-go. Outdoor billboards can be signs by the road or hoardings at sport stadiums. Transit advertising can be posters on buses, taxis and bicycles. Large billboards can get your message across with a big impact. If the same customers pass your billboard every day as they travel to work, you are likely to be the first business they think of when they want to buy a product.

Even the largest of billboards usually contain a limited amount of information; otherwise, they can be difficult to read. Including your website address makes it easy for customers to follow up and find out more about your business. Outdoor advertising can be very expensive especially for prime locations and supersite billboards.

## Global Advertising

Global advertising positions a brand in the same way around the world, has the same target market and a consistent brand.

Coca-Cola, McDonald's, and Microsoft are examples of companies that use global advertising. These are massive companies that can advertise around the world and make significant profits. These companies do well globally because they meet the needs of customers no matter what country they live in. For example, Microsoft is an application used on computers around the world that makes it easy for the company to advertise around the world.

In global advertising, a single ad runs in all countries where the product is present, regardless of the audience and their language. Apple ads are known to be the most effective global ads. They are also known for not endorsing any celebrities to promote the product. The advertisements are homogeneous and distributed throughout the world in English.

## Directories

Directories list businesses by name or category (e.g. Yellow Pages phone directories). Customers who refer to directories have often already made up their mind to buy - they just need to decide who to buy from.

The major advantage of online directories over print directories is that if you change your business name, address or phone number, you can easily keep it up to date in the directory. You can also add new services or information about your business.

If your target market uses print and online directories, it may be useful to advertise in both, although print directories are being used less.

## Direct mail, catalogues and leaflets

Direct mail means writing to customers directly. The more precise your mailing list or distribution area, the more of your target market you will reach. A direct mail approach is more personal, as you can select your audience and plan the timing to suit your business. A cost effective form of direct mail is to send your newsletters or flyers electronically to an email database. Find out more about direct mail.