

DEFINITIONS OF ADVERTISING

Advertising is any controlled form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor that is used to inform and persuade the selected market (Bolen. William H, Advertising, John Wiley & Sons, p.4, 1984)

The printed, written, spoken or pictured representation of a person, product, service, or movement, openly sponsored by the advertiser at his expense, for the purpose of influencing sales, use, votes, or endorsement. (Advertising age)

Advertising is a non-personal communication of information usually paid for and usually persuasive in nature about products services, or ideas by identified sponsors through the various media (bovee, 1992, p.7)

Characteristics of Advertising

ADVERTISING is based on the following characteristics:

- **Paid form:** Advertising is a paid form, except in case of Public Service Announcements.
- **Non-personal:** It is done in non-personal manner through intermediaries (channels) and the message is conveyed through many different kinds of media, which are largely non-personal so that it reaches a large audience of potential customers.
- **Controlled:** This provides important distinction between advertising and personal selling or publicity. The content, time and direction of message is controlled by the advertisers. No more and no less. You cannot do this in case of personal selling and publicity.
- **Identifiable:** This distinguishes advertising with propaganda. Sponsor is identified.
- **Ideas, Goods and Services:** It is a strategic communication driven by objectives and these objectives can be measured to determine its effectiveness.
- **Information and Persuasion:** Communication link between things and the consumers.

Advertising is paid persuasive communication that uses non-personal mass media as well as other forms of interactive communication to reach broad audiences to connect an identified sponsor with a target audience.

- **Marketing:** The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc.

Advertising includes the placement of an ad in such mediums as newspapers, direct mail, billboards, television, radio, and of course the Internet. Advertising is the largest expense of most marketing plans, with public relations following in a close second and market research not falling far behind.

The best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you have slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement.

Advertising only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal. Marketing is a process that takes time and can involve hours of research for a marketing plan to be effective. Think of marketing as everything that an organization does to facilitate an exchange between company and consumer.

The essence of marketing is to understand your customers' needs and develop a plan that can meet those needs. By doing this, you create an effective way to grow and expand your coffee or tea business.