

TYPES OF ADVERTISING

TYPES OF ADVERTISEMENT

There are different approaches towards classifying advertisement

- By geographical area
- By media used
- By target audience

BY GEOGRAPHICAL AREA

- International
- National
- Regional
- Local
- Retail

International advertising: Advertising, a product or service in a country other than where it originates.

National Advertisement

- Geographically speaking national advertising's range is extended to the territorial limits of the country.
- The advertisers use the national media to inform the consumer about the product.
- The advertisers use the national local or regional language but prefers the national language.
- It can be available in everywhere of country and easily purchased it.

Regional Advertising: Regional advertising is confined to one region of the country. When a product is available and consumed on regional level, the advertisement of such product takes place on regional level. Regional advertising may come from the manufacturer, the wholesaler or the retailer.

Local Advertisement: Any advertising placed by a company, organization, or individual operating in a limited geographical area such as a city or within a state is a local advertisement. The advertising, familiar to all citizens of the country done by the departmental store in the city or trading area through the local daily newspaper or on the local radio station is local advertising. The product or service which is available on local level and is Also in general consumption of local consumers can be advertised on local level.

Retail Advertising: Retail advertising conveys the message of the local merchants or service organizations. Retail advertising is addressed directly to consumers. It is the advertisement of merchant or dealer that is designed to induce the consumer to visit and buy at his/her store. Chief among the retail advertisers are departmental stores, discount stores and super markets etc. The retail advertiser wishes to sell his product within a week, generating a great sense of urgency in the advertising department.

Retail and national advertising differ in many ways, because the retailer works in a more restricted geographic market than does the national advertiser. This proximity to the market means that the retailer's message can be closer to the likes, preferences, prejudices, and purchasing habits of the intended customers.

The purposes of retail advertising include to co-operate actively with the community, to explain any interruption in service or shortage of merchandise, to explain and build store policies or services and personality.

BY MEDIA USED

- Radio advertising
- TV advertising
- Newspaper advertising
- Outdoor advertising

Radio advertising: Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and a thus to a receiving device. Airtime is purchased from a station or network in exchange for airing the

commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. Radio is an expanding medium that can be found not only on air, but also online. According to Arbitron, radio has approximately 241.6 million weekly listeners, or more than 93 percent of the U.S. population.

TV advertising: Is generally considered the most effective mass-marketing advertising format as is reflected by the high prices. T.V network charge for commercial airtime during popular events. Majority of TV commercials feature a song or jingle that listeners soon relate to the product. Virtual advertisements may be inserted into regular television programming through computer graphics.

Infomercial: An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" is a combination of the words "information" & "commercial". The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website. Infomercials describe, display, and often demonstrate products and their features, and commonly have testimonials from consumers and industry professionals.

There are two types of infomercials, described as long form and short form. Long form infomercials have a time length of 30 minutes. Short form infomercials are 30 seconds to 2 minutes long. Infomercials are also known as direct response television (DRTV) commercials or direct response marketing.

Newspaper advertising: Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics.

A form of press advertising is classified advertising, which allows private individuals or companies to purchase a small, narrowly targeted ad for a low fee advertising a product or service.

Another form of press advertising is the Display Ad, which is a larger ad (can include photographs) that typically run in an article section of a newspaper.

Newspaper advertising is one of the most common ways to advertise in many countries. Often cheaper than broadcast advertising, newspaper advertising usually provides advantages of greater market share in many locations. Also, newspaper advertising does not depend on the target audience having a television or radio on at a certain time in order to receive the message of the advertisement.

Newspaper advertising comes in two major division: **display or classified**.

Newspaper ads considered display ads are those that span multiple columns horizontally and often include graphics and borders.

Display ads are generally higher profile ads that take up, in many cases, significant portions of the page. Typically, display ads may take up an eighth, quarter, half or full page. In some cases, the ad may take up two facing pages, those these ads are rare in newspaper advertising simply because of the cost. Display ads may either be in color or black and white, with the color option costing more. Display ads can be found throughout the paper.

Classified newspaper advertising is in-column advertising that follows the natural flow of the column down the page vertically.

Classified advertising is usually the cheapest option for most people and appeals to those who are after a certain market. For example, those seeking to rent an apartment, find a job, or buy a pet typically may use classified ads to aid in their searching. Although not traditional to classified ads, many publications offer small graphics and borders with classified ads. Classified ads are usually found in a specific section.

Outdoor Advertising - Billboards, Kiosks, Trade-shows and Events: It makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also events and trade-shows organized by the company. Billboard advertising is very popular. However it has to be really terse and catchy in order to grab the attention of the passersby. Kiosks not only provide an easy outlet for the company's products but also make for an effective advertising tool to promote the company's products. Organizing special events or sponsoring them makes for an excellent advertising opportunity and strategy. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with

their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products.

BY TARGET AUDIENCE

- Consumer advertising
- Business/Industrial advertising
- Professional advertising
- Agriculture advertising
- Public service
- Non product advertising

Consumer advertising: Consumer advertising is advertising that is directed and intended for domestic markets such as individuals and families. The goal of consumer advertising is to introduce, or sometimes re-introduce, products and services to families and private individuals for daily use and consumption. These can be automobiles for family use, household appliances, home electronic devices, clothes, books, movies, and just about anything else commonly found in an individual or family household.

Advertising is, generally, the practice of creating print, audio, and video messages intended to reveal or display a product or service and to show features meant to entice a customer into purchasing that product or service. Consumer advertising is a specific field of advertising, which focuses on the needs and desires of households rather than businesses. These types of advertisements are often focused even more narrowly on a specific demographic or target audience to increase effectiveness and message penetration among that audience.

A demographic is a specific portion of the population and is based on particular common features, beliefs, practices, or ideologies. These can be separated according to age groups, gender, religious beliefs, income ranges, education, profession, and a number of other specifically targetable aspects of modern life. Consumer advertising often seeks to find ways to relate to either the entire population or more commonly a specific demographic and appeal to people's sense of consumer desire.

Industrial Advertising: A vast array of items, including machinery, equipment, raw and finished materials, semi processed materials, parts and operating supplies are used by manufacturers and other producers to facilitate the performance of their basic productive function. The manufacturers of industrial goods wish to see that their products are bought by other producers, and they are not concerned with securing retail distribution.

Industrial advertising speaks to engineers and other technically trained people in their respective fields. And this kind of advertising addressed to the men responsible for purchasing goods needed to make products and render services is known as industrial advertising. Such advertising is designed to reach purchasing agents, plant managers, engineers, controllers and others who have a voice in spending the industry's/firm's money for material and equipment.

Personal selling is significantly more important in the distribution of industrial goods than in the case of consumer products. As prospective buyers are fewer; they tend to be in concentrated geographic locations, and their average purchase is considerably larger. Advertising is used to speed up the sales of industrial products, to reduce the costs of personal sales efforts, and to improve sales effectiveness.

There are many industrial publications containing different industrial advertisements which are designed to reach the persons who make purchasing decisions for the production of goods by business enterprises. These decision makers read industrial advertisements with critical verbosity. They are looking for news of products and experiences relevant to their problem and solution expressed in specific and factual form. Industrial advertising adheres closely to the copy structure having elements of promise of benefit, amplification, proof and action. Industrial advertising is usually handled through agencies that specialize in the field, or who have people with training or experience in the sciences, engineering, chemistry, or in writing about these subjects. Such agencies are usually equipped to handle all phases of an industrial advertiser's promotion needs, including advertising, publicity, brochures, and manuals with the basic purpose of announcing new products, informing about product features, obtaining sales leads and announcing changes in price etc.

Trade and professional Advertising: Trade and professional advertising is directed at wholesalers or retailers and professional people.

Manufacturers use trade advertising to persuade retailers to stock their products, to feature them in their stores, and to “tie in” with national advertising campaigns in their retail advertisements. Retailers stock those items that customers will buy. But as retailers are in short of funds, they usually stock those items in limited shelf space. Therefore ‘retailers must be convinced that stocking the products of individual manufacturers is to their advantage.

Trade advertising may also be directed to the operators of service establishment. Some advertising placed in mass consumer media may be directed to retailer or other special groups in order to get the attention of the retailer, industrial user, or professional person when in a relaxed mood. Just as trade advertising is addressed not to the consumer of the product advertised, but to the retailer who is to sell that product to the consumer, similarly the professional advertising is directed by the maker or seller of a product to someone who can either recommend its use to others or who specifies or buys its for use by those whom he/she advises. Manufacturers advertise to physicians, dentists and architects, not expecting the physician or dentist or architect to consume the product personally, but hoping that he/she will prescribe, recommend, or specify it to those who will buy it on his/her recommendation.

Professional advertising in many ways is similar to trade advertising, except that the professional does not buy goods for the purpose of reselling them to clients, his/her role is to prescribe or recommend to the client the purchase of certain products. Personal selling also is very important in reaching professional people. Manufacturer’s sales representatives go out into the field and talk about company’s products to the professional persons.

Advertisements in professional journals tell how the client of the reader can benefit from the use of the product.

Agriculture advertisement

Individual producers of homogeneous agricultural commodities cannot easily convince consumers to choose one egg or orange or a single cut of beef over another, they join together in commodity promotion programs to use generic advertising to expand total demand for the commodity, thereby helping their own sales as well. Activities are intended to expand both domestic and export demand: examples include advertising, nutrition education, research to

improve product quality and appeal, market research studies, and technical assistance. These activities are often self-funded through assessments on marketings called check-off programs.

Institutional and Public Service Advertising: Institutional and public service advertising is not aimed at promoting sale and consumption of products and services. These two kinds of advertisings are done to create goodwill, better understanding and good reputation of any institution, organization etc. in order to gain, establish and retain a favourable response in respect of some idea, movement, campaign or person. Generally public service advertisements appear to invite the attention of general masses towards some specific organization, establishment or campaign for the betterment of human beings.

Institutional advertising is designed to give the whole store a lift in the esteem of the public, over and above its reputation for good merchandise. It may be designed to help me community project or through it the store may be trying to bring pride to the community. Institutional advertising, as a rule, is a one-shot advertisement, created only when there is something to say, or it may be a series of occasional advertisements devoted overall theme. Generally the institutional advertising sells only the name and prestige of the company. This goodwill advertising is used frequently by large campaigns with divisions, whose various products are well known.

Public service advertising is a public relations approach advertising. Any organization may present its view point and services about a national cause, say, prevention of blindness and the efforts it has made to promote that cause. This kind of advertising aims at the social welfare of a community or a nation and at times appears as an appeal for raising funds to help some needy section of the community.

Non-Product Advertisement: This kind of advertisement is advertised from political parties trade fraternal and social group for the purposes of safeguard ideologies, social betterment and institution.

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. There is no commercial advertising as such in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show.

Brand Advertising: It is advertising with a strong emphasis on the company brand (logo and/or company name) also known as integrated marketing communications (IMC).

Celebrities Advertisement: 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.

Surrogate Advertising - Advertising Indirectly Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries. Hence these companies come up with several other products that have the same brand name and indirectly remind people of the cigarettes or alcohol of the same brand by advertising the other products. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising.

Online Advertising: 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.

Mobile advertising: Is a form of advertising via mobile (wireless) phones or other mobile devices. It is a subset of mobile marketing.

Mobile billboard advertising: Mobile billboards are generally vehicle mounted billboards or digital screens. These can be on dedicated vehicles built solely for carrying advertisements along routes preselected by clients, they can also be specially equipped cargo trucks or, in some cases, large banners strewn from planes. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements. Mobile displays are used for various situations in metropolitan areas throughout the world, including: Target advertising, One-day, and long-term campaigns, Conventions, Sporting events, Store openings and similar promotional events, and Big advertisements from smaller companies. In-store advertising

In-store advertising is any advertisement placed in a retail store. It includes placement of a product in visible locations in a store, such as at eye level, at the ends of aisles and near checkout counters (aka POP— Point Of Purchase display), eye-catching displays promoting a specific product, and advertisements in such places as shopping carts and in-store video displays.

Coffee cup advertising: Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia, and has begun growing in popularity in the United States, India, and parts of the Middle East.

Street advertising: This type of advertising first came to prominence in the UK by Street Advertising Services to create outdoor advertising on street furniture and pavements. Working with products such as Reverse Graffiti, air dancer's and 3D pavement advertising, the media became an affordable and effective tool for getting brand messages out into public spaces.

Product advertising

Product advertising tries to sell a product. It may be aimed at the end user or at potential representatives and distributors. Product advertising may be further classified as pioneering, competitive, and reminder advertising.

- a) Pioneering advertising tries to develop primary demand that is demand for a product category rather than a specific brand. It's needed in the early stages of the adoption process to inform potential customers about a new product. The first company to introduce a new technology to its industry doesn't have to worry about a competitive product since they alone have the technology. They have to sell the industry on the advantages of the new technology itself. Pioneering advertising is usually done in the early stage of the product life cycle by the company which introduces an innovation.
- b) Competitive advertising tries to develop selective demand; demand for a specific manufacturer's product rather than a product category. An innovating company is usually forced into competitive advertising as the product life cycle moves along. After pioneering technology is accepted and most manufacturers are supplying competing

products, the innovator is forced to sell the advantages of his specific design over that of the competition. This is usually the situation in a mature market.

- c) Reminder advertising tries to keep the product's name before the public. It is useful when the product has achieved market domination. Here, the advertiser may use "soft-sell" ads that just mention or show the name as a reminder. Reminder advertising may be thought of as maintenance for a product with the leadership position in the market.