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Anatomy of Advertising

Marketing Function



M. Larry Litwin, APR, Fellow PRSA

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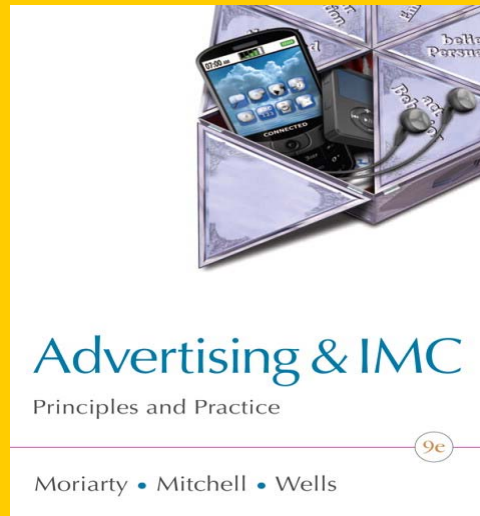
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Or...

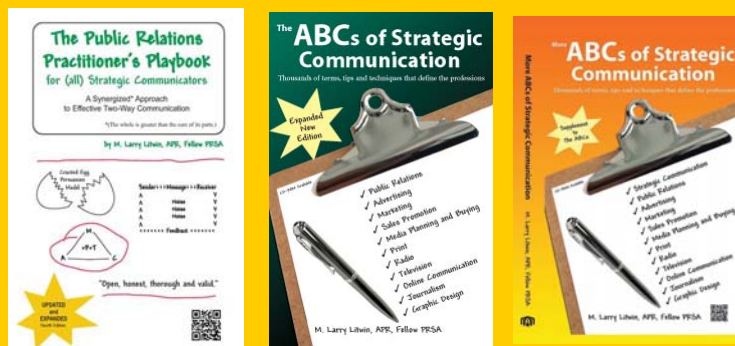
A basic understanding of the
Advertising Profession



Portions taken from...



Portions taken from...



Hmmmm...



Or...



Political Advertising

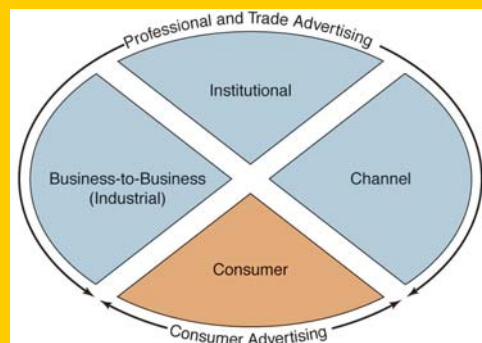
What sets Political and Issue Advertising apart from all other Type and Techniques?

1. Lie
2. Print
3. Radio
4. TV
5. Cost
6. Payment

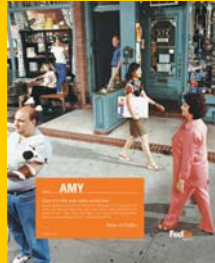


Types of Markets

- A **market** is a particular type of buyer.
- **Share of market** is the percentage of a product category's total market that buys a particular brand.



Ads for Four Types of Markets



- Which is which?
 - Consumer
 - Business-to-Business
 - Institutional
 - Channel
- How are the four ads different?
- How are they the same?



11 Types of Advertising

- Brand
- Retail or Local
- Directory
- Direct-Response
- Business-to-Business
- Corporate
- Institutional (Product)
- Recruitment
- Political
- Issue (Advocacy)
- Public Service (Charity/Non-profit)



26 Advertising Mechanisms or Techniques

- Co-op
- Per Inquiry
- Tie-in
- Piggyback
- Competitor
- Product Placement
- Product Integration
- Silent Publicity
- Advertorial
- Infomercial



26 Advertising Mechanisms or Techniques (more)

- Endorsement
- Testimonial
- Informational
- Partnering (Partnership/Affinity/Sponsorship Marketing)
- Cause-Related Marketing (Positive Association/Sponsorship Marketing)
- Co-authoring
- Co-branding



26 Advertising Mechanisms or Techniques (more)

- Interactive
- Scent/Aroma Marketing
- Virtual
- Specialty
- Street Marketing
- Viral Marketing (Word of Mouth – WOMM)
- E-viral Marketing (Word of Mouse – E-WOMM)
- Promotainment
- House (Promo)



Marketing 101

Determine what people need (and want) and give it to them.





Marketing

- The exchange of goods and services from manufacturer to consumer.
- Strategies that employ the various elements of the marketing mix to achieve marketing objectives.



What Is Marketing?

Marketing is a process used to identify, create and maintain satisfying relationships with customers that result in value for both the customer and the marketer.



What Is Marketing?

Exchange is the core domain for marketing:

- Two or more parties with something of value to one another
- A desire and ability to give up something of value to the other party
- A way for the parties to communicate with one another



Marketing Mix

- **A plan that identifies the most effective combination of promotional activities (IMC).**
- **The goal is to achieve synergy.**



Marketing Principles

- Uncover the specific needs of a group of people (market)
- Satisfy those needs by developing appropriate products and services
- Offer products/ services at appropriate prices at a convenient time and location
- Let potential customers know of their availability and how they meet needs



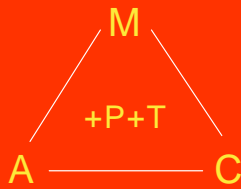
Litwin's *9 P's* of Marketing = Synergy

AKA – The Marketing Mix

- Product
- Place (Positioning)
- Price
- Promotion (Sales)
- Public Relations
- Personal selling
- Policy
- Politics
- Packaging



MAC Triad



M=Message A=Audience C=Channel
P=Purpose T=Timing



MAC Triad Plus cont.

- Informization
 - Disseminating information (*message*) to target *audience* through the proper *channel* at the best possible *time*.



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Strategy vs. Tactic

Strategy = why

Tactic = what



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Superior ***tactics*** cannot overcome a *flawed* (business) ***strategy***.



Q: IM vs. IMC

Integrated marketing links all marketing activities together to achieve a single goal.

Integrated marketing communication ties your communication messages together with a consistent look, feel, tone, and message that support your integrated marketing efforts.



The Promotional Mix

Promotion is the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea. Promotion is the communication function of marketing.



The Promotional Mix

- Advertising
- Direct Marketing
- Interactive/Internet Marketing
- Sales Promotion
- Publicity/Public Relations
- Personal Selling



Core of Marketing is Simple:

- Communicating the value of what you offer to those who can benefit the most
- How and where do you do that?
- Use the fundamental principles as a model to guide you



Implementing

Both *strategic* and *tactical*

- Get attention with powerful Core Marketing Message
- Get interest once you have attention – materials and website
- Keep attention and interest by keeping message in front consistently – Keep in touch



Implementing

- When they respond, convert to commitment – make the sale
- Deliver what you promise if you want repeat business and referrals

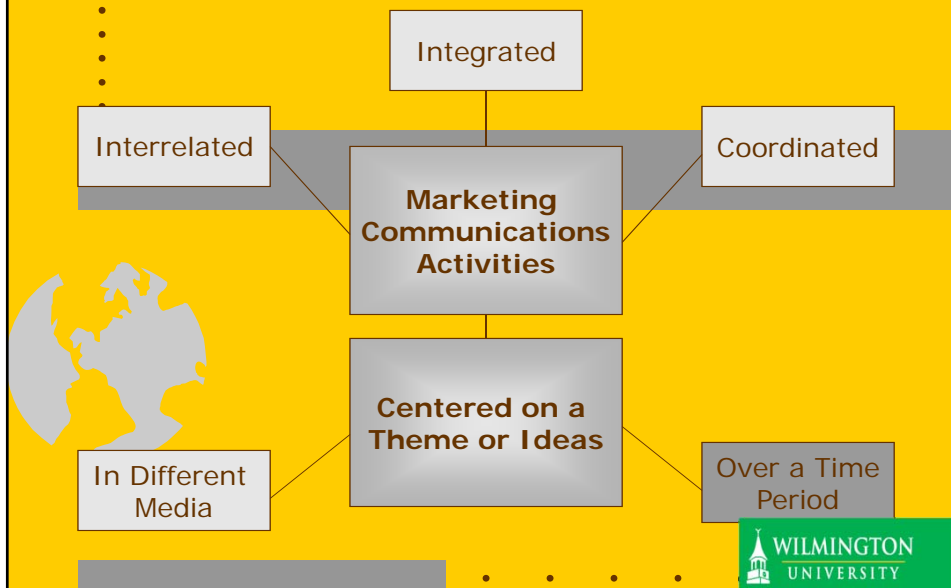


Advertising Campaigns

Consist of multiple messages in a variety of media that center on a single theme or idea



An Advertising Campaign



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Diffusion Process – AITEA/R

- Create AWARENESS
- Generate INTEREST
- Encourage TRIAL
- EVALUATION
- ADOPTION/Rejection



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AIDA

- Create ATTENTION
- Generate INTEREST
- Develop DESIRE
- Initiate ACTION



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Questions ???

M. Larry Litwin, APR, Fellow PRSA
larry@larrylitwin.com
www.larrylitwin.com

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