

From...

The Public Relations Practitioner's Playbook
A Synergized* Approach to Effective Two-Way Communication

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*** (The whole is greater than the sum of its parts)**

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There are 11 basic types of advertising

- **Brand Advertising** – Also known as *national consumer advertising*. It focuses on the development of long-term brand identity and image.
- **Retail Advertising** – Also known as *local advertising*. It focuses on a store where a variety of products can be purchased or where a service is offered. Many times, prices are included in the ads. It tries to create a distinctive image for the store.
- **Directory Advertising** – People refer to it to find out how to buy a product or service (i.e., Yellow Pages advertising).
- **Direct-Response Advertising** – Can use any medium to try to stimulate a direct sale. The advertisement usually calls for an immediate response with the product being delivered directly to the consumer's residence or place of business.
- **Business-to-Business** – Messages directed at retailers, wholesalers and distributors, as well as industrial purchasers and such professionals as physicians and lawyers.

- **Corporate Advertising** – Messages used to enhance the image or identity of an entire corporation (i.e. Kellogg’s which would include many of its individual cereal brands). This type of advertising is also used to communicate a particular point of view that a corporation has about an issue or cause.
- **Institutional (Product) Advertising** – Messages used to enhance a product rather than a brand or corporation (i.e., “pork, the other white meat.” Some other products might be milk, beef, and the “institution” of New Jersey farms which refers to itself as “Jersey Fresh.”) Advertising for such entities as museums would also be referred to as Institutional Advertising so long as they are nonprofit, but would not fall under “Product Advertising.”
- **Recruitment** – Display or broadcast messages used to recruit new employees. Colleges and schools use recruitment advertising to attract new students.
- **Political Advertising** – Using advertising to persuade people to vote for politicians.
- **Issue (Advocacy)** – A message aimed at bringing about legislative change. Many of the guidelines for political advertising may be applied. Many times, the advertiser is a nonprofit (501 C 3) or not-for-profit.

- **Public Service Advertising** – Used to communicate a message on behalf of a cause or non-profit organization. The media once provided time and space free. Now, with competition keen for so-called available space and time, non-profits have been forced to turn to corporate dollars to help underwrite even reduced costs.

There are a number of advertising *mechanisms* or *techniques* used to carry the basic *types* of advertising:

- **Co-Op** – A form of advertising in which a national manufacturer reimburses the retailer for part or all of the retailer's advertising expenditures.
- **Per Inquiry** – A technique in which the advertiser pays for the time or space based on the number of bona-fide inquiries made about the product or service being advertised.
- **Tie-Ins** – Two (usually related) brands/products advertised together. The intent is that the purchase of one will inspire the purchase of the other (i.e. a discount coupon for a jar of peanut butter inside the cap of a jar of jelly).
- **Piggyback** – Two or more (not necessarily related) advertisers combine their resources to purchase large blocks of space or time which they divide among themselves. By "piggy-backing" their

resources, they should save money (i.e. Four advertisers purchase a full newspaper page at the full-page rate. Each runs a quarter page ad. Dividing the full-page rate by four saves money over the cost of each advertiser buying a quarter of a page individually).

- **Competitor** – Messages that compare brands, stores or service companies. This type of advertising must be based on fact.
- **Product Placement** – Advertisers pay to place their product brands or service in a motion picture, on a television program or in a print article.
- **Silent Publicity** – (The best of PR tools) Product or service company's logos appear free (many times in news stories).
- **Advertorial** – Print ads that resemble editorial copy or newspaper stories. They should be labeled as paid advertisements.
- **Infomercial** – Television or radio programs that sell a product brand or service. Normal broadcast commercials run 30 seconds or a minute. Infomercials may run anywhere from five minutes to an hour.
- **Endorsement** – A message containing a statement by a well-known individual in a commercial or advertisement that encourages people to buy the product brand or service.

- **Testimonial** – A message in which a person talks about his or her personal use of a product brand or service.
- **Informational** – A message that contains a great deal of information. Many times, *advertorials* are *informational ads*.
- **Partnering (Partnership)** – Advertising in which numerous (usually unrelated) advertisers combine their resources in one ad to promote an event or an issue. (i.e. Philadelphia’s Fourth of July celebration “Welcome America.” The logos of more than two-dozen advertisers are included in newspapers ads.)
- **Co-authoring** – Two brands sharing the same TV commercial sell their products – either related or unrelated. (i.e. Maytag repairmen riding around in a Chevrolet; A young man puts money in a vending machine to purchase a Pepsi and out come keys to a Mercedes Benz, which is then shown, on the screen.
- **Cause Related (Positive Association) Marketing** – Corporate sponsorship of such fundraising events as golf tournaments. (i.e. signs on tees or greens on a golf course.)
- **Interactive** – Delivered to individual consumers who have access to a computer and the Internet. Advertisements are delivered via Web pages, banner ads, and so forth.
- **Virtual** – New form of advertising used by television. Banners or billboards electronically appear on the screen. Viewers at home

see the ads while spectators inside the sports venue do not.

Virtual ads can actually cover a billboard that has been erected inside a sports stadium or arena.

- **Specialty** – Advertising that uses such promotional items as pens, cups, balloons, matchbooks, etc. to carry their logo and/or message.
- **Street Marketing** – Distribution of free samples on city streets or in super markets and other type stores. When food samples are offered in stores, the intent is similar to ***Direct Response*** – to stimulate a direct sale
- **Promotainment** – Commercials produced specifically for theatres scheduled to run before the feature film – either prior to or during the previews.
- **House** – Sometimes referred to as promos. They are ads promoting the vehicle in which they are contained (print), heard on (radio) or on which they are viewed (TV).