

Advertising

Advertising

- Broadcast
- Print
- Point of purchase (end of isle display)
- Direct mail
- Billboards

Effects of advertising

Awareness

- Becoming a part of the consideration set

Education

- Information

Sales!!!

Barriers to advertising

Consumers see/hear an amazing # of ads

Making the awareness threshold much higher

- If ads are engaging people will remember the ad but not always remember the product

Advertising Strategy

WHO

says **WHAT**

to **WHOM**

and **WITH WHAT EFFECT**

WHO

Selecting your image – who delivers your message

- **Dell**

Credibility concerns

- **Most advertisers don't have it**

WHO

Addressing the credibility gap

Subtlety

- **Don't make explicit pitch**

WHAT

How do you structure your message?

- **What information are you trying to get across?**

WHAT



4. If you become aware of an unusual or suspicious release of an unknown substance nearby, it doesn't hurt to protect yourself.

Source: The U.S. Department of Homeland Security, "Ready.gov: Be Informed," http://www.ready.gov/get_informed.html (accessed May 25, 2004).

WHAT



If you are sprayed with an unknown substance, stand and think about it instead of seeing a doctor.



A one-inch thick piece of plywood should be sufficient protection against radiation.

Source: The U.S. Department of Homeland Security, "Ready.gov: Be Informed,"
http://www.ready.gov/get_informed.html (accessed May 25, 2004).

WHAT

Information vs. image

- Can be a difficult balance
- Examples

 **Blind Date**

 **Grocery Store**

WHAT

Information vs. image

- **Can be a difficult balance**
- **Have to determine which kind of message your customers will respond to**

To WHOM

Again, who are you trying to reach?

- **BMW**

To WHOM: Important trends

Targeting

- Learn more about your consumer
- Saves money
- Less annoying for consumers
- Internet a very good medium for this

Product placement

- Started with ET
 -  M&M didn't want in – big mistake

With WHAT EFFECT?

How do we measure the effectiveness of ads?

Sales?

- Budweiser

Memory?

Market Research?

- KFC and Jason Alexander

Advertising in cases

What were the strategies for:

FedEx

PSI

Calyx & Corolla

Some ads

For each ad write down

- What did they try to achieve with this ad?
- Were they successful?
- What could be improved?
- How would you measure the success of this ad?

Creative vs. Effective Ads

Creative people can have different goals when they make ads than those their clients

Relationship between Clicks and Sales?

Summary

All four components essential – but often overlooked

Measurement often lacking – partly because it's so difficult