Objective:

- You will get to understand the different types of advertisements.
- You will be able to differentiate the different types of advertisements.
- Based on the types you will also understand the message strategy along with the objectives to be followed.

Well, now we are at an interesting part of our course pack. That is you will understand as to the types of advertisements which are made which cater to a certain target market. To start off with, let us take retail advertising for starters,

**Retail Marketing**

Retail Management is a very important part of the distribution process. It is the last link in the chain and is the direct interface of the process with the customer.
What is retailing? Philip Kotler defines retailing as all activities involved in selling good or services to the final customer for personal use. In today’s scenario our retailer does not exist in the brick and mortar form alone. S/he can do it by using the telephone, by direct mails, by using television in the form of teleshopping networks, by e-mails, by using the Internet or absolutely impersonally by using vending machines.

We will broadly cover both the store form of retailing and the non-store form of retailing.

Store retailing is the traditional form of retailing wherein a customer physically goes to the store to buy goods or services. Some of the types of store retailing are:

a. **Specialty stores:**

   This would typically specialise in selling one product. It has a highly targeted market segment that this type of retailing is trying to attract. However, some specialty stores also include allied products targeted at the same marketing segment.

b. **Department stores:**
A department store is a store where multiple items are stocked and sold. These stores service all kinds of needs of the customers such as clothing, shoes, cosmetics, gift items, luggage, and other household goods.

c. **Supermarkets:**

These are similar to department stores but with a focus on food and household maintenance products. This is more of a self-service operation wherein a customer just goes and picks what he wants.

d. **Convenience stores:**

The differentiating factors for these types of stores are that they are open for relatively long hours and mostly on all the days of the week thus making it accessible to the customer. Typically this kind of retailing stores would be located in residential areas.

e. **Discount stores:**

A discount store sells products at a lower price by reducing its own margins. This type of stores target high volumes to ensure profitability.

The various non-stores kind of retailing are:

a. **Direct selling:**

This is a scenario in which a sales person goes from door to door or from office to office and meets the customer directly to close a sale. A very good example is that of vacuum cleaners, wherein a representative goes to the homes of a customer at their convenience and demonstrates the utility of his products so that the customer can make a purchase decision based on the performance of the vacuum cleaner.

b. **Direct Marketing**
This is a scenario in which instead of directly visiting the customer, product information is supplied through other sources. These include sending mails, providing information over the telephone (also called as Telemarketing) and other media.

c. **Television shopping**

Today, television has become more popular means of selling products. Various channels have teleshopping programs through which marketeers demonstrate the usability of the products. The customer can then order the product through e-mail, Internet or the telephone.

d. **Cataloguing**

In this a booklet enlisting all the products on offer is sent to the customer. Based on the information provided, the customer can then make his buying decision and order it via the telephone, email the Internet.

e. **Net marketing**

This is the latest trend in marketing. Here the products are detailed on the website of the retailer and the customer can order it right way with the help of a few mouse clicks. The other electronic tool that is used is the email facility. E-Mailers are sent to prospective customers by providing the details of the products. This medium is also used to provide information about new products to existing customers.

In India, retailing has caught up in a big way. Today one finds the presence of huge retail stores like Crossroads, Shoppers Stop etc who are doing well. It has a bright future and looks all set to grow. Currently it is an urban phenomena, present in the metropolises like Mumbai, Delhi and Bangalore etc. However this trend is moving into the smaller towns and these present the market of the future.
Political Advertising

1. Political advertising includes communications supporting or opposing a candidate for nomination or election to either a public office or an office of a political party (including county and precinct chairs).

2. Political advertising includes communications supporting or opposing an officeholder, a political party, or a measure (a ballot proposition).

Part B. Where Does It Appear?

1. Political advertising includes communications that appear in pamphlets, circulars, fliers, billboards or other signs, bumper stickers, or similar forms of written communication.

2. Political advertising includes communications that are published in newspapers, magazines, or other periodicals in return for consideration.

3. Political advertising includes communications that are broadcast by radio or television in return for consideration.

The task of political advertising is a formidable one that is it reaches out to the whole country. The campaign must have over a dozen advertisements. The mood of the people, the current scenario all has to be taken into consideration. Although rational
appeals are not rejected but essentially there is an overdose of emotional appeal. Both negative and positive message is used. There could be major mud slinging too.

**Product Advertising:**
Within the context of the 4 Ps of marketing we have the Product. Be it an FMCG product or an industrial good, we need to understand that advertising plays an important role in promoting the product. Be it at any stage of the product life cycle, every product needs to be communicated for varied reasons to its target customer as to why they ought to go for that product.

A product has to be good and should give satisfaction to the needs of the consumer only then will the advertising objective can be a success. Even a bad product could be sustained in the market place with a good advertising, but what matters in the long run is the ability of the product to seemingly stand out in the minds of the consumers. If the consumer knows the brand and the associated benefits attached with the product the advertising objective can easily be achieved thereby bringing about an increase in the sales.

Product or brand knowledge coupled with a clear positioning, derived from a well thought out marketing strategy, is essential to every successful advertising program. The other elements in good product advertising are packaging, trademark, and such other physical and psychic attributes of the product like taste, color, texture, aroma, style and design. The saleability influence of these product attributes is to be analyzed before incorporating them in the advertising messages delivered through various advertising media.

Now, product advertising is of 3 types, namely:

- Pioneering or Informative advertising: Here an attempt is made to stimulate the primary demand of the product category rather than a specific brand. For example the advertisement Malaysia Tourism, with their picturesque TV commercial and the slogan ‘Malaysia - Truly Asia’ made an indelible mark where pioneering advertisement was concerned. Here the product category is introduced first, educative in intent and it appeals to the consumer’s rational as well as to his emotional being. At the introductory stage of the PLC this
type of advertising is beneficial. Generating awareness is the main function of advertising here.

- Competitive or Persuasive advertising: Here selective demand of a specific product brand is stimulated. By now the product is established in the market and has reached the growth in the market and has reached the growth or maturity stage of the PLC. Very competitive to market forces. Competitive advertising is again of two types:
  - Direct type, where it seeks to stimulate immediate buying action.
  - Indirect type, here the benefit of the product is emphasized in the anticipation of the consumer’s final action of buying.

- Retentive or Reminder oriented: The product is now having a firm footing in the marketplace. Its sales may start to decline at a later point. The buyer must be reminded about the product to sustain his loyalty. It is a soft sell approach where the buyer is judged to continue the usage of the product. The essence here is to keep the brand name in front of the eye of the viewer. Used at both the maturity as well as the declining stage.

Now let us try to understand the types of products and thereby the advertising needs of them.
Products can be classified as under:

- Products
  - Industrial Products
  - Consumer Products for direct consumption.
    - Consumer durables
    - Consumer non durables

In the case of consumer advertising the following points should be taken into consideration:

1. Most of them are in competitive field and engaged in advertising.
2. Non-durables are frequently bought.
3. Non-durables are appliances, which serve for a long period of time.
4. Both rational as well as emotional appeals are used.
5. Use of celebrity endorsement is heavy.

Whereas the salient points to be remembered in the case of industrial advertising are:

1. Smaller percentage as compared to consumer advertising.
2. Elaborate buying process is involved.
3. Main objectives of this class is to Inform, get Orders, to stimulate queries, to empanel the marketer’s name on the buyer’s panel of sources.
4. Trade journals and lay press are the most sought after media vehicles.
5. Seeks to build the corporate image.
6. Rational appeal is used here. The copy gives facts and figures.

**Service Advertising**

I would like to ask you a very simple question. What do you mean by services? Well, the following essential points about what constitutes a service are to be remembered.

- They are activities, benefits or satisfaction offered for sale
- They are Intangible, Inseparable, Variable and Perishable in nature.
- Require strict quality control, supplier credibility and adaptability.

Specialized services like consulting; being a doctor even an advertising agency is an example of advertising. They may talk about congenial environment, quickness and promptness of service, economy, exclusiveness, and status significance. Hotels and airlines, when advertising their services, attach greater importance to service with a smile, courtesy, thoughtfulness and claim that they offer a home away from home.
Banks also advertise the services that they offer to their clientele, like the personalized banking, computer banking, or maybe just the sheer experience of banking being a pleasure.

Services like physical goods also use channels to make their output available and accessible, e.g., location of particular hospital to cater to a particular catchment area. Promotion of services also emphasizes the locational aspect. Retail services, which are growing at a good rate use promotion as a major tool. In this respect I want you to think of the advertisement of ICICI bank who have roped in Amitabh Bachan to be their brand ambassador.

**Corporate Advertising**

In this form of advertising an institution presents its own story to build up an image of itself in the minds of the public. It is more like a public relations approach advertising. It could talk about how it is associating with a cause, like the Star TV Network putting the cause for girl child education in the forefront. It may emphasize on its contribution to the society and it could also talk about the mission of the organization. That way it could show all the products of the organization, like the Hero Honda’s “Desh Ki Dharkan”, where they show all the brands of the
organization. Sahara by saluting the Indian cricket captains is associating with cricket. There are number of corporate advertisements. I want you to think of at least 3 corporate advertisements and discuss them in the classroom.

The institutional advertisement is very subtle in nature and affects our basic attitudes. It may build upon its history and may try to build awareness about itself. The ad copy could be focused at the general public or may be directed towards specific group like its shareholders. Take the example of the ad of Hindustan Petroleum here. Now the advertisement talks about powering India since 25 years. Especially where locomotives are concerned. Hence focusing on the fact that they power the Indian Railways.

So it is building a favorable image for itself in the minds of the public. It is more of telling the public as to how socially responsible they are. So their overall objectives are in tune with social issues. So the basis is to create goodwill in the minds of its internal as well as external customers. So the objectives of this type of advertising are:

- To make the company known
- To make its products / services known.
- To make its achievements known.
- To make its values known.
- To make socio-political / economic / moral statements.

To give an identity to a faceless organization is what institutional advertising does. When designing a corporate ad we must pay heed to the type of response we want. It purely asks for an approval and not any action from the target audience.

**Public Services Advertising**
“School Chalen Hum”, “Mille Sur Mera Tumhara”, these advertisements have become very popular and have seemed to touch the public. During the Kargil war there were a lot of advertisements, which focused on the Indian soldiers fighting on the front. The advertisement was for the Prime Minister’s Fund for the Kargil war. The print advertisements had won a lot of awards. This, my dear student is an example of what public service advertising is all about. The headline for the advertisement that you see goes some thing like this: "The cyclone was terrifying. But, one look at her face was all the courage I needed". The body copy reads, Mother India: Cyclone Victim? Or Saviour?

It was hee unleashed from heaven. Monster winds tore into fragile houses. Exploding walls of tidal water smashed Orissa into smithereens. In the eye of this merciless savagery, one malnourished woman stood welded to the ground. Not for her sake, but for the terrified five year old who was screaming in her arms. The little girl wasn't hers. She was a Hindu girl orphaned by the super cyclone. But at that moment, religion was the last thing on her mind. It was Nature at its worst, against a Mother at her best. And sure enough, they survived. The indomitable spirit of motherhood triumphed.

In a land that give rise to this nameless yet photographically true mother, there are
thousands more with similar courage.
As India's equal children, this then is the spirit that'll find us storming into a future already resilient and resurgent.

**Baseline: my resilient India my resurgent pride**

Moving wasn’t it, well that can be the power of a good advertisement. Please understand that public service advertising is identified with national cause, even in the promotion of soap or insurance there could be elements of public service. There should be a thorough knowledge of the target market, especially if we are talking about adult education, AIDS, national calamity relief fund, birth control, etc. So keep the message short, dramatic and single minded. In fact it would be nice if you could think of an issue and create an advertisement on it.

**Financial Advertising**

It is an advertising activity which is undertaken by companies, firms, or organization involved in financial markets, such as Unit Trusts, Assurance, Building Societies, or Banks.

Financial Advertising on Satellite Television (ST), It is an financial advertising which accompanies financial programmes since the viewers of such programmes form the target audience. Financial programmes are niche audience directed programmes, and are not dependent on TRP ratings. The message becomes focused. Middle class, upper-income bracket people, views satellite channels and these are the people who invest. The satellite channels and financial advertising have the go well with each other since the viewership fits the target audience of financial advertising. The influences are felt in securities buying the financial consultant, brokers, sub-brokers and merchant bankers. Business-based programmes are watched by this influence.

It reaches NRI’s and with NRI reservation the satellite channel proves to be an
effective medium for financial advertising. Satellite channels offer special packages for financial advertisers. JAIN TV claims that 30 per cent of its ads revenue comes from financial programmes. Besides, certainly some financial advertising requires more than 30-seconds and corporate films lasting 10 minutes are the way out. They may prove expensive as per tariff card rate, and so special package is offered. JAIN also offers to make ad films for advertisers.

The media used for financial advertising is normally the print. The visuals used are graphics of turnover and financial data. Appropriate headlines should be framed in order to catch attention. There are 2 types of advertisements in this context. One which focuses on the bigger picture and the other on the nitty gritty of let’s say an issue. Copy is purely on the gains and financial aspects of the company.

**Headline:** A quality product always ensures sweet returns

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**Global Advertising**

**“The world is smaller than you think”,** so goes the advertisement for the British Airways. We are living in a global village and now we are not just catering to the local environment but to a total global environment. So let me tell you what is global advertising.

“It is any paid form of non personal presentation and promotion of Ideas, Goods or Services by an identified global sponsor of a product to a global customer.”
The objectives are as under:

- To keep the world wide corporate image
- To reduce production and creative costs
- To avoid message confusion in international areas of media overlap.

Normally we have 3 types of themes to be followed:

1. Universal campaigns if the target market is the same all over the world
2. I would call this ‘Glocal’, wherein the foreign product is shown but in the local setting.
3. Thirdly, complete execution is locally adapted, “Thanda Matlab”….

The advertisement was of Chrysler Brasil. **Baseline:** There's only one, **agency:** Giovanni Foote Cone & Belding / Sao Paulo.

Globalization of advertisement is to bring about economies of scale, global coverage and the speed with which the companies want to influence the market.

We can also see the adaptation of international campaign. For example, Camay soap’s international visual was that of a beautiful woman bathing in the bathroom. Whereas the Indian adaptation was that of the man walking into the commercial well after the woman was dressed. This is done in order to adapt to the local cultural aspects. It
should not hurt the sentiments of the people of a particular nation.

Major Types of Advertising

Institutional Advertising
- Designed to enhance a company's image rather than promote a particular product.

Product Advertising
- Designed to tout the benefits of a specific good or service.

Major Types of Advertising

Institutional Advertising
- Enhance corporation's identify
- Advocacy advertising

Product Advertising
- Pioneering
- Competitive
- Comparative
### Product Advertising

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
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<tbody>
<tr>
<td>Pioneering</td>
<td>- Stimulates primary demand for new product or category</td>
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<tr>
<td>Competitive</td>
<td>- Influence demand for brand in the growth phase of the PLC. &lt;br&gt; - Often uses emotional appeal.</td>
</tr>
<tr>
<td>Comparative</td>
<td>- Compares two or more competing brands’ product attributes. &lt;br&gt; - Used if growth is sluggish, or if competition is strong.</td>
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Please write down a few examples of the above at the right hand side of the slides.

Now I would like you to take 3 different advertisement types and discuss them very critically in the classroom.