

## **ADVERTISEMENT IN MARKETING**

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### **ABSTRACT**

*Advertisement is a very important part of marketing management. Advertisement can be said to be present everywhere. There are various forms of Advertisement that is it has many types few of them are print advertisement and, digital advertisement. Advertisement consist of a very large market in today's Indian economy. There are billions of money been spent by the companies in order to promote their product. Companies even hire various celebrities for the Advertisement purpose. Even as common man we ourselves do our advertisement by giving our resume in order to acquire a job. Even the Indian Economy is influenced by Advertising adversely. Advertisement has its various aspects to be covered in it. During festival the intakes of Advertisement increases.*

*Keywords: Advertisement, Marketing, Communication, Digital, Print, Job Opportunities, Economy, Identity.*

### **1. INTRODUCTION:**

“The Man Who Stops Advertising To Save Money Is The Man Stops The Clock To Save Time”

THOMAS JEFFERSON

ADVERTISEMENT is considered as one of the major component of marketing. In today's modern world one cannot imagine marketing done without advertising. Somewhere the other day Advertisement has become an integral part of a common man's life either on the television or newspaper or radio. Advertisement is considered as the best way possible for letting the people know about the new product or services.

Advertising Association of the UK defined Advertisement as:

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

Advertisement can be described as .Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colours, sounds, visuals and even people (endorsements).

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver. A company that needs to advertise itself and/or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, the target segments and so on. The agencies convert the ideas and concepts to create

the visuals, text, layouts and themes to communicate with the user. After approval from the client, the ads go on air, as per the bookings done by the agency's media buying unit.

## **2. TYPES OF ADVERTISEMENT:**

Advertisement is of many kinds it differentiates according to the need. Since Advertisement is usually done on a large scale it consists of different forms. Advertisers pay for advertising to accomplish a wide array of goals. Ad objectives generally boil down to long-term branding communication or short-term direct response advertising. Branding is about building and maintaining a reputation for your company that distinguishes it in the marketplace. Sales promos are short-term inducements to drive revenue or cash flow. Based on your company's objectives, budget and target audience, you normally advertise through one or more types of media. Calculating your return on investment in dollars is difficult, but you need to establish measurable goals, such as a percentage increase in awareness, to evaluate success.

Some of the main types of Advertisement are as follow:

### **a. Online Advertising (aka Digital)**

If you see an advertisement via the Internet (World Wide Web), then it is classified as online advertising. Online Advertising is also referred as "Digital Marketing". Ad's on Facebook, Snapchat, Instagram are some examples of Online Advertising. Many such websites earn through this online advertisement. It also consists of a big market.

### **b. Cell Phone & Mobile Advertising**

A relatively new form of advertising compared to the others, but one that's dominating the media mix, uses cell phones, iPads, Kindles, Nooks, and other portable electronic devices with Internet connectivity. Current trends in mobile advertising involve major use of social media such as Twitter, Instagram, Snapchat, and Facebook. Right now, this is the toughest nut to crack. This kind of advertising is not only disruptive, but can leave the customers with a lot of ill will. If you do it, do it right. For a while, native advertising was a good way to get into the feed, but even that has come under scrutiny for being deceptive.

### **c. Print Advertising**

Once a huge driver of sales, print is taking a back seat to the many digital forms of advertising now available to marketers. However, if there is one thing that's certain about advertising, it's that being different is good. And when consumers tire of digital ads, a return to printed pieces, and the tactile feeling and permanence they provide, is definitely on the cards. Typically, print can be split into two sub-categories:

#### **1. Periodical Advertising**

If it's in a magazine, a newspaper, or anything else that comes out at regular intervals, then it's periodical advertising (aka a print ad). For decades, print ads were the gold standard for advertisers and their clients.

2. Brochures ,Leaflets, Flyers, Handouts and Point of Sale Advertising

Although some of these can be placed within the pages of newspapers and magazines, they are treated as a separate entity (usually because they have less chance of being seen). From something that sits on a counter or customer service desk, to a glossy car brochure, this is a more intimate, and long-form, way of engaging the consumer.

d. Guerrilla Advertising

Also known as ambient media, guerrilla advertising (or marketing) has become prominent over the last 20 years. It is a broadly used term for anything unconventional, and usually invites the consumer to participate or interact with the piece in some way. Location is important, as is timing. The driving forces behind guerrilla advertising or marketing are creative ideas and innovation, not a large budget.

e. Broadcast Advertising

A mass-market form of communication including television and radio, broadcast advertising has, until recently, been the most dominant way to reach a large number of consumers. Broadcast advertising has really taken a beating over the last few years, especially with the rise of DVRs and "ad skipping" technology. However, it is still a popular way to reach millions of people, especially when the Super Bowl comes around.

## 2.6 Outdoor Advertising

Also known as out-of-home (OOH) advertising, this is a broad term that describes any type of advertising that reaches the consumer when he or she is outside of the home. You will know it as billboards, bus shelter posters, fly posters, and even those big digital boards in Times Square.

## 2.7 Public Service Advertising

Unlike traditional commercials, Public Service Advertisements (PSA) are primarily designed to inform and educate rather than sell a product or service. PSAs traditionally appear on TV and radio, but are also being heavily promoted online these days.

## 2.8 Product Placement Advertising

In a nutshell, product placement is the promotion of branded goods and services within the context of a show or movie, rather than as an explicit advertisement. If you have ever seen a movie and wondered "wow, they sure are driving a lot of Ford cars in this scene," or "does everyone in this TV show drink Pepsi?" then you are noticing product placement. It's a way that these films and shows get funding, and is a great way for advertisers to reach a targeted demographic.

### **3. IMPORTANCE OF ADVERTISEMENT;**

Advertising is the best way to communicate to the customers. Advertising helps inform the customers about the brands available in the market and the variety of products useful to them. Let us take a look on the main objectives and importance of advertising. Study of importance of advertisement is necessary in order to know its uses

#### Advertising is important for the customers

Just imagine television or a newspaper or a radio channel without an advertisement! No, no one can any day imagine this. Advertising plays a very important role in customer's life. Customers are the people who buy the product only after they are made aware of the products available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers.

#### **1. Advertising is important for the seller and companies producing the products**

Yes, advertising plays a very important role for the producers and the sellers of the products, because

- Advertising helps increasing sales
- Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.
- If any company wants to introduce or launch a new product in the market, advertising will make a ground for the product. Advertising helps making people aware of the new product so that the consumers come and try the product.
- Advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age.
- The demand for the product keeps on coming with the help of advertising and demand and supply become a never ending process.

#### **2. Advertising is important for the society**

Advertising helps educating people. There are some social issues also which advertising deals with like child labour, liquor consumption, girl child killing, smoking, family planning education, etc. thus, advertising plays a very important role in society.

### **4. CAREERS IN ADVERTISEMENT:**

Advertisement provides with various job opportunities. Like as a common man has his resume with him which he uploads on various job sites in order for search of job. In this case the person advertises himself by promoting him and showing his efficiencies.

Graduate careers in marketing, advertising and PR include:

- Advertising account executive.

- Advertising account planner.
- Advertising art director.
- Advertising copywriter.
- Digital marketer.
- Market researcher.
- Marketing executive.
- Media buyer

This are few of the career option in the field of advertising.

## **5. ADVERTISING IN INDIA:**

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent.

The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favourable business environment. Also, proposed licences for new banks and better market sentiments render the advertising and marketing industry in India a fertile space.

### **a. Market size**

Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent.

India's digital advertisement market is expected to grow at a compound annual growth rate (CAGR) of 33.5 per cent to cross the Rs 25,500 crore (US\$ 3.8 billion) mark by 2020.\*

The Internet's share in total advertising revenue is anticipated to grow twofold from eight per cent in 2013 to 16 per cent in 2018. Online advertising, which was estimated at Rs 2,900 crore (US\$ 435 million) in 2013, could jump threefold to Rs 10,000 crore (US\$ 1.5 billion) in five years, increasing at a compound annual rate of 28 per cent.

### **b. Government Initiatives**

The Governments of India and Canada have signed an audio-visual co-production deal which facilitates producers from both countries to harness their collective artistic, technical, financial and marketing resources, and encourage exchange of culture and art between the two countries. The agreement is also likely to lead to better promotion of Indian locales for shooting films. "The agreement will also lead to the transparent funding of film production and boost export of Indian films into the Canadian market," as per the agreement.

India and Poland are seeking to enhance cooperation in the digitisation and restoration of film archives. This was decided in a meeting between Mr Bimal Julka, Secretary of Information and Broadcasting, India, and a delegation from Poland led by Ms Malgorzata Omilanowska, Secretary of State. The two countries will form a joint working group that will help improve cooperation in

fields such as student exchange programmes, animation, films and digitisation, among others. Mr Rajyavardhan Singh Rathore, Minister of State for Information & Broadcasting, has announced that Indian government has planned to increase advertising spend on the digital platform which will help increase the government's presence in digital media.

## **6. Conclusion**

Somewhere or the other in today's modern world Advertising has become an integral part of a common man life. Advertising existed right from the past till the present and will always exist till the future. Marketing cannot be imagined without Advertising .During the time of festivals Advertisement increases. Eg; During Diwali Advertisement of sweets and decorative material increases. Advertisement provides with various job opportunity . It is also an immense to the economy of the country. It can be said as in short "A Good Advertisement Is One Which Sells The Product Without Drawing Attention To Itself's".

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