

ADVERTISING AND SALES MANAGEMENT

TOPIC: FEATURES OF ADVERTISING

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INTRODUCTION

Advertising has played important role in business today. Advertising has become an industry instead of a department of an organisation. Organizations outsource advertising agencies in order to improve brand image and market share in the market.

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MEANING

Advertising helps in sales, increase awareness in brand image, inform features of the products to the public including existing and prospective consumers in the market.

It helps in facing competition and enters in new markets. Advertising is a paid and non-personal activity.

FEATURES OF ADVERTISING

- Information
- Communication
- Persuasion
- Profit Maximization
- Non-Personal
- Identify sponsor
- Art, Science and Profession
- Choice for Consumers
- Marketing-Mix
- Creativity

INFORMATION

Advertising helps consumers in the market to identify various information related to products being produced in the organisation.

Consumers are able to know about the features of the products and services through advertising. They also aware about the availability and the benefits of the products that is being advertised.

COMMUNICATION

Advertising is a means of communication between organisation to consumers in the market. It provided awareness in the market about the products and services that are now exist as options before consumers.

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PERSUASION

Advertising persuade people to attract to listen and follow whenever the need arises to buy that products at available places. The advertisement is made like it include attractive colour, message, logo, slogan, voice etc. that motivate to consumers to buy that products.

PROFIT MAXIMIZATION

Advertising mainly focuses on increasing sales as more as possible and that is why it on one side it increases the cost of products but due more focus on market share, it give profit when consumers buy that products and help in increasing the size of the operation. Therefore, it increase profit basically that lead to profit maximization.

NON-PERSONAL

Advertising is an indirect and non-personal form of communication because consumers do not come into contact directly. It is with the help of media like print media, electronic media, digital media etc.

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IDENTIFY SPONSOR

Advertising is done through identified sponsor means that the employer or organisation is identified. We also hear live advertisement like ‘This program is sponsored by lux’, ‘Ghari Detergent’ etc.

Consumers differentiate products with this features of advertising.

ART, SCIENCE AND PROFESSION

Advertising is act as an art, science and profession. Advertisement is represented in front of the consumers by using various attractive measures to grab attention first. It leads to Art. It is science because it has cause and effect feature also. While employer do advertisement that increase sale, so more advertisement will lead to increase in sale. It is profession because advertisement is prepared by professional like art director, visualize, producer, illustrator etc. this is why advertising become professional industry today.

CHOICE FOR CONSUMERS

Advertisement gives choice to consumers to choose from available products in the market. This also creates competition among competitors and consumers get benefit out of it.

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MARKETING-MIX

Advertisement is one of element of marketing-mix that help in preparing strategic planning and budgeting for the marketing department of the organisation. In other words, advertisement is one of primary element where overall marketing strategies framed.

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CREATIVITY

Advertising consists creativity significantly because it has to focus to end user of the products including existing and prospecting customers. It uses many ways to grab the attention of the consumers. Creative director and illustrator help in preparing advertisement through using techniques of creativities.

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