

Introduction to Advertising and Promotion

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Key concepts, purposes, and tools for communicating a product or service to target audiences.

1. Foundations

Element	Definition	Why It Matters
Advertising	Paid, non-personal communication through mass media (TV, radio, print, digital, outdoor, etc.) that promotes a product, service, idea, or brand.	Guarantees reach, control over message, and frequency.
Promotion	Broad umbrella that includes advertising plus other tactics (sales-promotion, public relations, personal selling, direct marketing, sponsorship, etc.) designed to stimulate demand.	Provides a mix of short-term incentives and long-term brand building.
Integrated Marketing Communications (IMC)	Coordinated use of all promotional tools to deliver a consistent message across channels.	Enhances brand recall, reduces confusion, maximizes ROI.

2. Core Objectives of Advertising & Promotion

1. **Awareness** – Introduce the brand or product to new audiences.
 2. **Interest & Consideration** – Generate curiosity and encourage evaluation.
 3. **Desire & Preference** – Build emotional connections and differentiate from competitors.
 4. **Action** – Drive purchase, trial, or another specific response.
 5. **Loyalty & Advocacy** – Reinforce satisfaction and encourage repeat business or word-of-mouth.
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3. The Advertising Process

1. Situation Analysis

- Market research (size, trends, competition).

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- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

2. Target?Market Selection

- Segmentation (demographic, psychographic, geographic, behavioral).
- Targeting criteria (size, growth, accessibility).

3. Positioning & Messaging

- Define the unique value proposition (UVP).
- Craft a clear, compelling brand message (headline, tagline, support).

4. Media Planning & Buying

- Choose media based on reach, frequency, cost, and audience fit.
- Allocate budget across channels (TV, digital, social, OOH, etc.).

5. Creative Development

- Concept ideation ? copywriting ? visual design ? production.
- Follow brand guidelines (tone, colors, logo usage).

6. Execution & Launch

- Schedule placements, monitor delivery, ensure compliance.

7. Evaluation & Optimization

- Metrics: reach, impressions, click?through rate (CTR), cost per acquisition (CPA), return on ad spend (ROAS).
- A/B testing, post?campaign analysis, learnings for future cycles.

4. Promotion Mix Elements

Tool	Typical Use	Strengths	Limitations
Advertising	Mass awareness, brand building	High reach, controlled message	Expensive, less personal
Sales Promotion	Short?term incentives (coupons, rebates, contests)	Immediate sales lift, measurable	Can erode brand equity if overused

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Tool	Typical Use	Strengths	Limitations
Public Relations (PR)	Earned media, reputation management	Credibility, low cost	Less control, results harder to predict
Personal Selling	Direct interaction (sales reps, retail staff)	Tailored, high conversion	Labor-intensive, limited scalability
Direct Marketing	Direct mail, email, SMS, telemarketing	Precise targeting, measurable	Can be perceived as intrusive
Sponsorship & Events	Brand association with activities or causes	Emotional linkage,	