

IM. Commerce Marketing Management - 18 MCC 15 E.

I Sem Unit - V Ref. Book - Marketing Management  
- Dr. C. B. Gupta

Meaning and Definition of Advertisement

- Advertising & Publicity - objectives of advertising - Functions - Advantages of Advertising - Advertisement copy - Essential features of advertisement copy - Elements of a Advertising copy - objections against advertisement copy.

Meaning of Advertising :-

The process of spreading product information among the potential buyers through a public medium in order to maximize sales.

Objectives :-

1. Announce the introduction of a new product.
2. Motivate the buyers to buy.
3. Create demand for the product.
4. Achieve an immediate sale.
5. Build up image for the business.
6. Perform product modifications & alterations to the buyers
7. Promote sales during off-season.
8. Remind the buyers about the company and its product.

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Types:-

1. Product Advertising
2. Institutional "
3. Competitive "
4. Comparative "
5. Collective "
6. Non-commercial "

Advantages:-

1. Introduces a new product.
2. Expansion of the market
3. Increased sales
4. Fights competition
5. Enhances goodwill
6. Educates the consumers
7. Elimination of middlemen
8. Better quality products
9. Supports the salesmanship.

Advertisement Copy:-

It is the text used in the advertisement, be it print, radio, television or other form of advertisement.

Elementary of Advertisement Copy:-

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|--------------------|--------------------|
| 1) Attention value | 5) Educative value |
| 2) suggestive "    | 6) memorizing "    |
| 3) conviction "    | 7) instinctive "   |
| 4) sentimental "   |                    |