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## ADVERTISING: FEATURES AND TYPES

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### ABSTRACT

*Advertising is how the company encourages people to buy their product, service, or ideas. An advertisement is anything that draws good attention towards these things. It is usually designed by an advertising agency for an identified sponsor, and performed through a variety of media. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. This study mainly discussed what is advertising, its history, main objectives, features, types, advantages and disadvantages.*

**KEY WORDS:** Advertising, Media and Communication

### INTRODUCTION

The word advertising comes from the Latin word "advertere" meaning to "turn the minds of towards".

Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large-scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the

modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers.

Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization.

Advertising has become essential to promote sales, to introduce new product, to create good public, for large scale of production, for educating people etc.

### DEFINITIONS OF ADVERTISING

American Marketing Association has defined advertising as "any paid form of non-

personal presentation of ideas, goods and services by an identified sponsor”.

According to Webster, “Advertising is to give public notice or to announce publicity”.

### HISTORY OF ADVERTISING

Modern advertising is largely a product of 20<sup>th</sup> century, however, communication have been a part of selling process ever since the exchange of goods between public started. The development of technology & research has leads to increased sophistication in advertising in recent decades. During ancient and medieval times, advertising was crude if measured by present day standards., however the basic reason of using advertising was the same then as it is now.

The digging by archaeologists, in countries rimming the Mediterranean Sea has unearthed a Babylonian clay tablet of about 3000 BC, bearing inscription for an ointment dealer, a scribe and a shoemaker. Romans and their predecessors knew that, "it pays to advertise". Papyri found in the ruins of Thebes (Egypt) show announcement offering rewards for the return of runaway slaves (about 3000 BC)

Before the invention of the printing from movable type (about AD 1438) by Johann Gutenberg, there were three forms of advertising, viz. trademarks, signs and town criers.

The first known printed advertisement in the English language appeared nearly 40 years after the invention of the movable type. William Caxton of London printed the first advertisement. It was a handbill of rules for the guidance of clergy at Easter and was put on church doors. The printed newspaper emerged from the newsletters which were handwritten by professional writers for limited circulation among the nobles and others.

The first ad, in any language, to be printed on a circulated sheet appeared in German news pamphlets in about 1525. The ad praised the virtues of a mysterious drug. The first printed newspaper in English came out in 1622, called the Weekly News of London.' The first ad in America appeared in 1704 in the Boston Newsletter. The first ad that appeared offered a reward for the capture of a thief.

By the middle of 17<sup>th</sup> century, weekly newspaper called 'mercuries' started to appear in England. Most of the early advertisements in these newspapers were in the form of announcements. Importers of products to England were prominent advertisers. The first ad offering coffee appeared in a newspaper in 1652, followed by an offering of chocolate in 1657 and tea in 1658.

### OBJECTIVES OF ADVERTISING

The fundamental purpose of advertising is to sell something - a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are listed below:

1. To introduce a new product by creating interest for it among the prospective customers.
2. To support personal selling programme. Advertising maybe used to open customers' doors for salesman.
3. To reach people inaccessible to salesman.
4. To enter a new market or attract a new group of customers.
5. To light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.
6. To enhance the goodwill of the enterprise by promising better quality products and services.
7. To improve dealer relations. Advertising supports the dealers in selling the product. Dealers are attracted towards a product which is advertised effectively.
8. To warn the public against imitation of an enterprise's products.

### FEATURES OF ADVERTISING

**1. Communication:** Advertising is means of mass communication reaching the masses. It is a non-personal communication because it is addressed to masses.

**2. Information:** Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true.

**3. Persuasion:** The advertiser expects to create a favourable attitude which will lead to favourable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.

**4. Profit Maximisation:** True advertising does not attempt at maximising profits by increasing the cost but by promoting the sales. This way It won't lead to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach.

**5. Non-Personal Presentation:** Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising.

**6. Identified Sponsor:** A sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale or products. The product gets good market because of its identity with the reputed corporate body.

**7. Consumer Choice:** Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied.

**8. Art, Science and Profession:** Advertising is an art because it represents a field

of creativity. Advertising is a science because it has a body of organised knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.

**9. Element of Marking Mix:** Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufactures spend crores of rupees on advertising.

**10. Element of Creativity:** A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign.

**TYPES OF ADVERTISING**

Advertising is also classified according to their functions and role. Some of the important classifications of advertising are as follows:

- 1. Social Advertising
- 2. Political Advertising
- 3. Advocacy Advertising
- 4. Advertising by Google
- 5. Retail Advertising
- 6. Financial Advertising
- 7. Corporate Image Advertising
- 8. Internet Advertising
- 9. Primary Demand Advertising
- 10. Selective Demand Advertising
- 11. Product Advertising
- 12. Service Advertising
- 13. National Advertising

**1. SOCIAL ADVERTISING**

Social advertising is advertising that relies on social information or networks in generating, targeting, and delivering marketing communications. Many current examples of social advertising use a particular Interpretation service to collect social information, establish and maintain relationships with consumers, and for delivering communications. For example, the advertising platforms provided by Google, Twitter, and Facebook involve targeting and presenting ads based on relationships articulated on those same services. Social advertising can be part of a broader social media marketing strategy designed to connect with consumers.

**2. POLITICAL ADVERTISING**

In politics, campaign advertising is the use of an advertising campaign through the media to influence a political debate, and ultimately, voters. These ads are designed by political consultants and political campaign staff. Many countries restrict the use of broadcast media to broadcast political messaging. In the European Union, many countries do not permit paid-for TV or radio advertising for fear that wealthy groups will gain control of airtime, making fair play impossible and distorting the political debate in the process.

**3. ADVOCACY ADVERTISING**

Advocacy advertising is an advertisement or public communication that attempts to influence public opinion on specific political, economic or social

issues. Advocacy advertising is more prevalent in the non-profit world. In fact, most non-profit organizations engage in advocacy advertising to some extent to advance their agendas. Businesses may occasionally employ advocacy advertisement in order to advance or oppose legislation that will either help or hurt their business.

#### **4. ADVERTISING BY GOOGLE**

Google Ads (previously Google AdWords, before July 24, 2018) is an online advertising platform developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, video content and generate mobile application installs within the Google ad network to web users. Google Ads' system is based partly on cookies and partly on keywords determined by advertisers. Google uses these characteristics to place advertising copy on pages where they think it might be relevant. Advertisers pay when users divert their browsing to click on the advertising copy. Partner websites receive a portion of the generated income.

#### **5. RETAIL ADVERTISING**

Retail Advertising refers to advertising for the retail business, in connection of the private business of branches. Furthermore, the designation Retail is used also in the tourism and banking industry.

An optimization of the individual advertising is achieved when the position of the receiver (client, user) is determined. In digital marketing, it is controllable via geo-marketing and geo-targeting. Advertising, for example banners (display) will be shipped only in a particular environment (radius, zip code).

#### **6. FINANCIAL ADVERTISING**

Financial advertising is the advertising of financial businesses and services such as banks, investment companies, loans, and mortgages.

#### **7. CORPORATE IMAGE ADVERTISING**

Corporate advertising is the advertising done for an entire institution/ company/ organization and not for individual brands or products. This kind of activity is an extension of the Public Relations (PR) activity done by the company to improve its image in the minds of the general public and increase its goodwill which is an extremely important intangible asset.

#### **8. INTERNET ADVERTISING**

Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons. When software is used to do the purchasing, it is known as programmatic advertising.

#### **9. PRIMARY DEMAND ADVERTISING**

The basic definition of primary demand advertising is any form of marketing that stimulates the main demand for a product. Primary demand advertising educates the consumer base about the benefits of an entire product class. This is distinct from selective demand advertising, which seeks to point out the advantages of one brand of product over the products of competing companies.

#### **10. SELECTIVE DEMAND ADVERTISING**

Outside of the aforementioned instances, most advertising campaigns involve selective demand stimulation. This term is so-named because each advertiser tries to present brand benefits that cause customers to selectively choose its product over that offered by a competing brand. This type of advertising correlates with the general purpose of business, which is to distinguish your company from competitors to get customers and earn profits over time.

#### **11. PRODUCTIVE ADVERTISING**

Product advertising is any method of communication about the promotion of a product in an attempt to induce potential customers to purchase the product. Advertisement usually requires payment to a communication channel. The general objective is to increase brand awareness or to demonstrate the differences between product and competing products in order to sell them.

#### **12. SERVICE ADVERTISING**

Search advertising, also known as search engine advertising, is a method of placing online advertisements on web pages that shows results from search engine queries. Search advertising uses ads that shows up when the internet user types in specific keywords or phrases in search of different products or services. It is one of the most widely used methods of online marketing. Search advertising requires advertising through search engines, each having their own specific platform for the same. Advertising on Google requires AdWords, Yahoo requires using Yahoo! Advertising! And Microsoft used adCenter.

#### **13. NATIONAL ADVERTISING**

The term national advertising has a special connotation that it is not confined to any geographic area within the nation. This type of advertising is undertaken mostly by the marketer of a branded product or service sold through different outlets in the distribution channel, wherever they may be located. Apparently, the term national advertising conveys mass marketing effort. In reality this does not necessarily mean that the product is sold nationwide. The objective of national advertising is to inform or remind consumers about a company or brand.

### **ADVANTAGES OF ADVERTISING**

- Promotes the developing of high-tech technologies;
- Advertisement impose consumers to buy things which are useless in fact;
- Increase the expenses so lost money will be added to the price of future product. It will make the prices rise;
- Negatively influences on human's mind. It's considered that behaviour of people can be dramatically changed out of advertisement;

### **DISADVANTAGE OF ADVERTISING**

- Help to find the target audience and achieve the increasing of profit;
- Advertisement can be reason of mass consumption. This is the reason of mass producing as a result. If this process lasts for long time it will reduce the cost price of goods. So, it provides the fall of product's price;
- It eliminates the middle persons;
- Raises in the cost of product and services;

### **CONCLUSION**

Advertising is the integral part of every day's life. Without advertising modern society cannot survive. Advertising is useful to society as it encouraging people to purchase goods and services, it bridges the gap among people by communicating varied culture through advertising message, it contributes to bring about all round development of the economy by increasing demand, it provides opportunities to people to improve their income.

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