

# MARKETING MANAGEMENT

*12<sup>th</sup> edition*

**18**

**Managing Mass  
Communications**

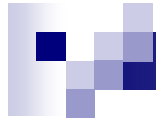
*Kotler*

*Keller*




# Chapter Questions

- What steps are involved in developing an advertising program?
- How should sales promotion decisions be made?
- What are the guidelines for effective brand-building events and experiences?
- How can companies exploit the potential of public relations and publicity?



# Advertising

Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.



## Figure 18.1 The Five M's of Advertising

- Mission
- Money
- Message
- Media
- Measurement



# Advertising Objectives

- Informative advertising
- Persuasive advertising
- Reminder advertising
- Reinforcement advertising



# Factors to Consider in Setting an Advertising Budget

- Stage in the product life cycle
- Market share and consumer base
- Competition and clutter
- Advertising frequency
- Product substitutability



# Developing the Advertising Campaign

- Message generation and evaluation
- Creative development and execution
- Social responsibility review



# Creative Brief

- Positioning statement
- Key message
- Target market
- Objectives
- Key brand benefits
- Brand promise
- Evidence of promise
- Media
- Background
- Creative considerations



# Television

## Advantages

- Reaches broad spectrum of consumers
- Low cost per exposure
- Ability to demonstrate product use
- Ability to portray image and brand personality

## Disadvantages

- Brief
- Clutter
- High cost of production
- High cost of placement
- Lack of attention by viewers



# Print Ads

## **Advantages**

- Detailed product information
- Ability to communicate user imagery
- Flexibility
- Ability to segment

## **Disadvantages**

- Passive medium
- Clutter
- Unable to demonstrate product use



## Print Ad Evaluation Criteria

- Is the message clear at a glance?
- Is the benefit in the headline?
- Does the illustration support the headline?
- Does the first line of the copy support or explain the headline and illustration?
- Is the ad easy to read and follow?
- Is the product easily identified?
- Is the brand or sponsor clearly



# Media Selection

- Reach
- Frequency
- Impact
- Exposure



# Choosing Among Major Media Types

- Target audience and media habits
- Product characteristics
- Message characteristics
- Cost



# Major Media Types

- Newspapers
- Television
- Direct mail
- Radio
- Magazines
- Outdoor
- Yellow pages
- Newsletters
- Brochures
- Telephone
- Internet



## Table 18.2 Marketing Communication Expenditures (2001)

<b>Media</b>	<b>\$</b>	<b>% of Total</b>
TV	52.7	22
Radio	19.4	8
Internet	3.4	1
Magazines	12.3	5
Newspapers	49.4	21



# Place Advertising

- Billboards
- Public spaces
- Product placement
- Point-of-purchase



# Measures of Audience Size

- Circulation
- Audience
- Effective audience
- Effective ad-exposed audience



# Factors Affecting Timing Patterns

- Buyer turnover
- Purchase frequency
- Forgetting rate



# Media Schedule Patterns

- Continuity
- Concentration
- Flighting
- Pulsing



# Evaluating Advertising Effectiveness

- Communication Effect Research
  - Consumer feedback method
  - Portfolio tests
  - Laboratory tests
- Sales–Effect Research



# Sales Promotion

Collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade.



# Sales Promotion Tactics

## **Consumer-directed**

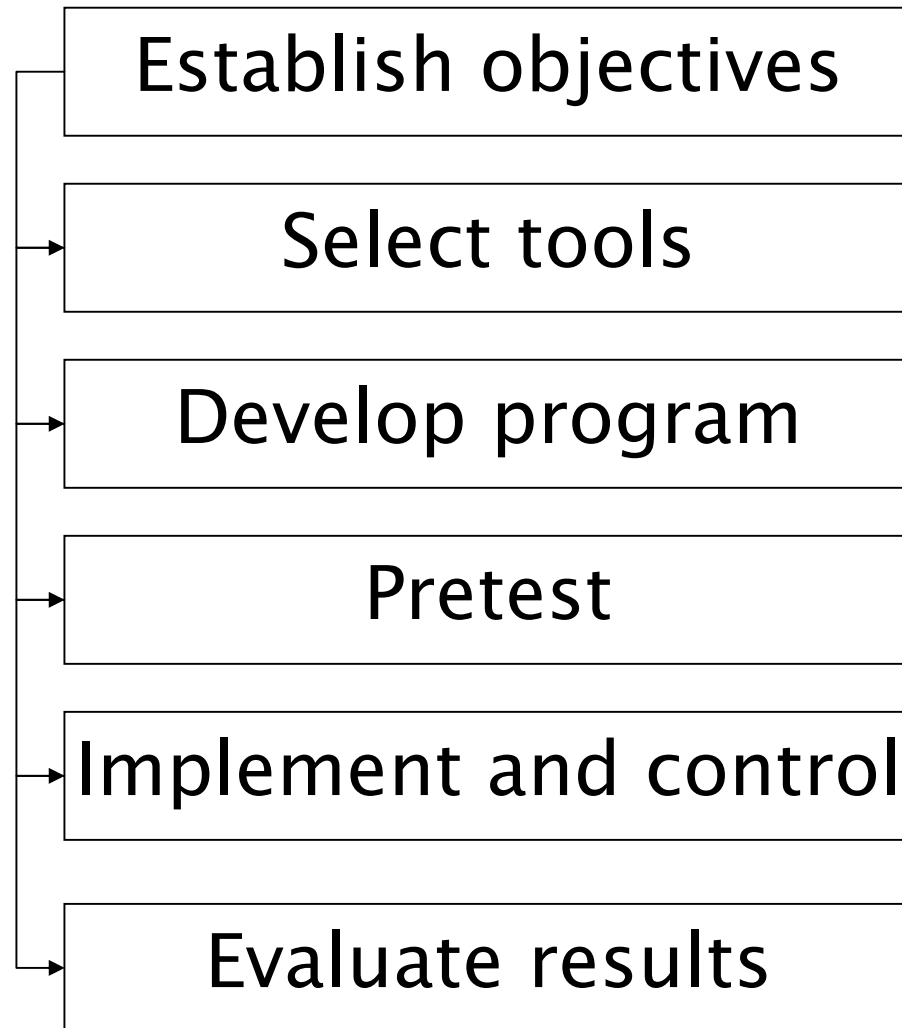
- Samples
- Coupons
- Cash refund offers
- Price offs
- Premiums
- Prizes
- Patronage rewards
- Free trials
- Tie-in promotions

## **Trade-directed**

- Price offs
- Allowances
- Free goods
- Sales contests
- Spiffs
- Trade shows
- Specialty advertising



# Using Sales Promotions





# Events and Experiences

- \$11.14 billion spent on sponsorship in 2004
  - 69% sports
  - 10% tours
  - 7% festivals, fairs
  - 5% arts
  - 9% causes

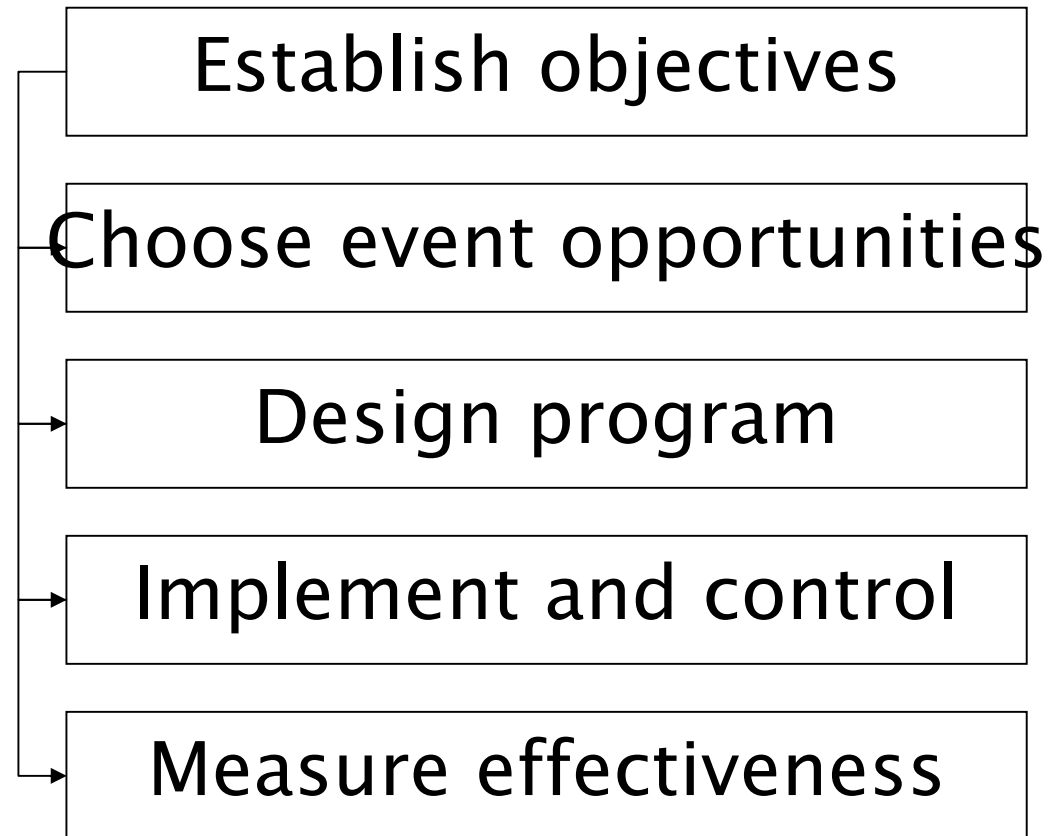


# Why Sponsor Events?

- To identify with a particular target market or life style
- To increase brand awareness
- To create or reinforce consumer perceptions of key brand image associations
- To enhance corporate image
- To create experiences and evoke feelings
- To express commitment to community
- To entertain key clients or reward employees
- To permit merchandising or promotional



# Using Sponsored Events





# Ideal Events

Audience closely matches target market

Event generates media attention

Event is unique with few sponsors

Event lends itself to ancillary activities

Event enhances brand image of sponsor



# Public Relations Functions

- Press relations
- Product publicity
- Corporate communications
- Lobbying
- Counseling



# Marketing Public Relations Functions

- Assist in product launches
- Assist in repositioning mature products
- Build interest in a product category
- Influence specific target groups
- Defend products
- Build corporate image



# Major Tools in Marketing PR

- Publications
- Events
- Sponsorships
- News
- Speeches
- Public Service Activities
- Identity Media



# Steps in Marketing PR

