Advertising
Advertising

- Broadcast
- Print
- Point of purchase (end of isle display)
- Direct mail
- Billboards
Effects of advertising

Awareness
• Becoming a part of the consideration set

Education
• Information

Sales!!!
Barriers to advertising

Consumers see/hear an amazing # of ads
Making the awareness threshold much higher

• If ads are engaging people will remember the ad but not always remember the product
Advertising Strategy

WHO
says WHAT
to WHOM
and WITH WHAT EFFECT
Selecting your image – who delivers your message

- Dell

Credibility concerns

- Most advertisers don’t have it
WHO

Addressing the credibility gap

Subtlety

• Don’t make explicit pitch
WHAT

How do you structure your message?
• What information are you trying to get across?
WHAT

4. If you become aware of an unusual or suspicious release of an unknown substance nearby, it doesn’t hurt to protect yourself.

If you are sprayed with an unknown substance, stand and think about it instead of seeing a doctor.

A one-inch thick piece of plywood should be sufficient protection against radiation.

WHAT

Information vs. image

• Can be a difficult balance

• Examples
  • Blind Date
  • Grocery Store
WHAT

Information vs. image

• Can be a difficult balance
• Have to determine which kind of message your customers will respond to
To WHOM

Again, who are you trying to reach?

- BMW
To WHOM: Important trends

Targeting
- Learn more about your consumer
- Saves money
- Less annoying for consumers
- Internet a very good medium for this

Product placement
- Started with ET
  K M&M didn’t want in – big mistake
With WHAT EFFECT?

How do we measure the effectiveness of ads?

Sales?

• Budweiser

Memory?

Market Research?

• KFC and Jason Alexander
Advertising in cases

What were the strategies for:

FedEx
PSI
Calyx & Corolla
Some ads

For each ad write down

• What did they try to achieve with this ad?
• Were they successful?
• What could be improved?
• How would you measure the success of this ad?
Creative vs. Effective Ads

Creative people can have different goals when they make ads than those their clients.

Relationship between Clios and Sales?
Summary

All four components essential – but often overlooked

Measurement often lacking – partly because it’s so difficult