

ADVERTISING - FEATURES

Define – AMA “any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”.

5Ms – Mission , Message , Media , Measurement , Money

FEARURES

1. Paid form of commutation – sponsor ,sign , symbol , mass communication, Advertiser paid to media
2. Non-personal presentation – Ads –non-personal, salesmanship-personal, specific-msg.
3. Provide Information – features- products, services, Brand image,
4. Identified Sponsor – corporate Ads., spend money for Ads.
5. Build Goodwill – improve image, plan- Ad- campaign, - Coca cola – pesticide, Dairy milk
6. Target Oriented – result oriented, reduced wastages, selection of media, message,
7. Facilitates Consumer choice – provide information , buy product - budget
8. Creates awareness – availability products, Info.- use, quality, benefits
9. Creativity – attractive ,artistic , presentation , slogan, songs

EVOLUTION OF ADVERTISING

- Signs – pictures,
- Town criers - on road sales
- Written Ads.- words
- Printing Media – News paper
- Newspapers/Magazine -
- Radio – FM , Radio mirchi
- TV Ads.- ZEE,SONY,STARS
- Ad. Agencies – ORG , MARG
- Internet -

