

11/10 Notes

Advertising Appeals v. Advertising Execution Styles

Appeals:

- Profit
- Health
- Fear
- Admiration
- Convenience
- Fun and pleasure
- Vanity and egotism
- Environmental consciousness

Executional Styles:

- Slice-of-life
- Lifestyle
- Spokesperson/testimonial
- Fantasy
- Humorous
- Real/animated product
- Symbols
- Mood or image
- Demonstration

Decision in Advertising

Monitored media:

- Newspapers
- Magazines
- Radio
- Television
- Internet
- Outdoor media

Unmonitored media:

- Direct mail
- Trade exhibits
- Cooperative advertising – manufacturer and the retailer split the costs of advertising
- Brochures
- Coupons

Public Relations – evaluates public attitudes, identifies issues that may elicit public concern, and executes programs to gain public understanding and acceptance

Functions of public relations

- Press relations
- Product publicity
- Corporate communication
- Public affairs
- Lobbying
- Employee and investor relations
- Crisis management

Sales Promotion

Consumer Sales Promotion – sales promotion activities target the ultimate consumer

Trade Sales Promotion – sales promotion target to market channel