

Advertising and its Types

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What is Advertising?

Any **paid form** of **non personal presentation** of **ideas, goods or services** by an **identified sponsor**.

(The American Marketing Association)

Objectives of Advertisement

- ▶ Introduction of new products
- ▶ Inducing potential customers to buy
- ▶ Reminding users
- ▶ To create brand image
- ▶ To intimate customers about new uses of a product
- ▶ To highlight brand character
- ▶ Dealer support
- ▶ Trafficking the retail trade
- ▶ Miscellaneous

Types of Advertisement

- ▶ Print Advertising
- ▶ Outdoor Advertising
- ▶ Broadcast Advertising
- ▶ Covert Advertising
- ▶ Surrogate Advertising
- ▶ Public Service Advertising
- ▶ Celebrity Advertising
- ▶ Advertorial

Print Advertising



When an advertising is printed on paper – be it a newspaper, magazine, brochure, flyers etc.

- ▶ Printed
- ▶ Provide more and detailed information
- ▶ Portable
- ▶ Easily reach to the audience



Newspaper



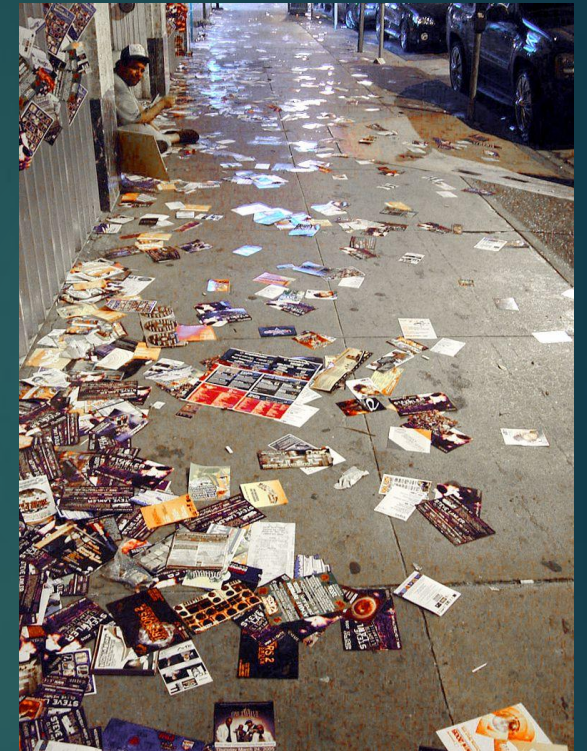
Magazine



Brochures



Flyers



Outdoor Advertising

Advertising on Bill boards or signboards, outside of a building and often by the roadside.

- ▶ Must be very **catchy**, **creative** and **concise** to grab the attention of the passers by



Broadcast Advertising

- ▶ Advertising that are broadcasted in TV, radio, Internet etc.
- ▶ Very Popular
- ▶ Cost depends on the duration of the ad , time of the ad (prime/peak time) and popularity of the channel



Covert Advertising



Covert Advertising basically involves placing the products within the films or television programs in such a manner that the audience will not realize that the brand is using it as a medium of promoting their respective products.



Surrogate Advertising

Surrogate advertising is a form of advertising which is used to promote products which are banned or limited from advertising under government regulations, such as cigarettes and alcohol via advertising another product produced by the same company in order to raise brand awareness.



Main Product



Communicating Product



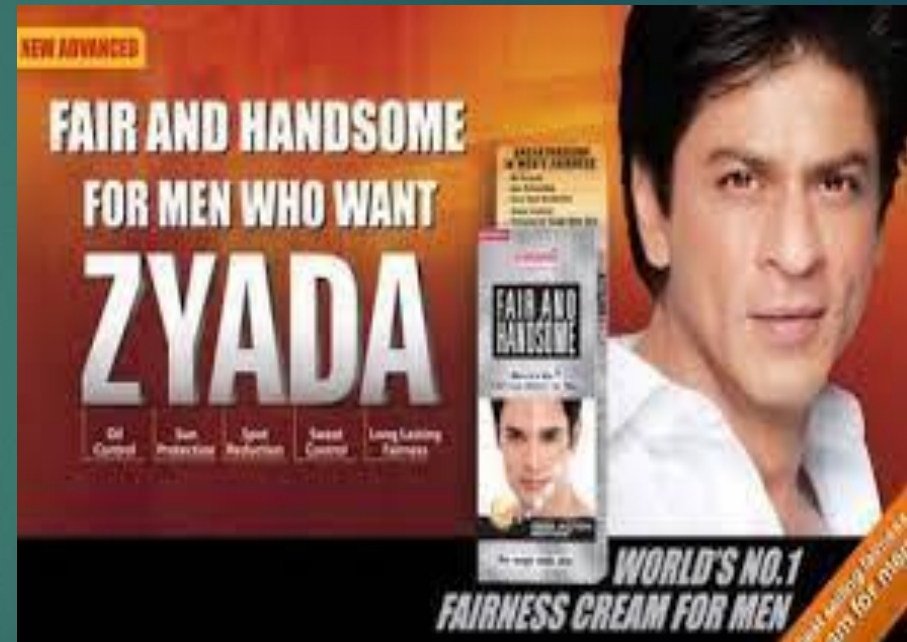
Public Service Advertising

- ▶ Designed to inform the public on issues that are frequently considered to be in the general best interests of the community at large.
- ▶ Is circulated in the market without any cost and is for the public welfare.
- ▶ Convey socially relevant messages
- ▶ Example : AIDS, Energy conservation, political integrity, deforestation, illiteracy , poverty and so on



Celebrity Advertising

- ▶ uses a celebrity's fame or social status to promote a product, brand or service, or to raise awareness about an issue.
- ▶ celebrity's frequent mass media coverage reaches a wider audience
- ▶ the positive image of the celebrity endorser will be passed on to the product's or brand's image



Advertorial

An advertorial is a form of advertisement in a newspaper, magazine or a website which involves giving information about the product in the form of an article. Usually, a brand pays the publisher for such an article.

face facts

For sensitive skin, keep your beauty routine plain and simple.

When you have sensitive skin, your beauty routine should be simple and gentle. The skin on your face is the most delicate and needs to be treated with care. Use products that are specifically formulated for sensitive skin to keep your skin healthy and glowing.

Do you have sensitive skin?

Signs of sensitive skin include redness, itching, burning, and stinging. If you experience these symptoms, it's important to identify the cause and avoid further irritation. Simple products are designed to soothe and protect your skin, helping to reduce these symptoms and restore your skin's natural balance.



Win **₹20,000** a week by watching TV shows on **Simple**!



Simple's gentle, non-irritating formulas are perfect for sensitive skin. They help to soothe and protect your skin, keeping it healthy and glowing.

Moisturize your skin every day to keep it hydrated and healthy. Simple's moisturizers are formulated with natural ingredients to provide long-lasting hydration.

Use sunscreen to protect your skin from harmful UV rays. Simple's sunscreens provide broad-spectrum protection, helping to prevent sunburn and skin damage.

Be gentle with your skin. Avoid harsh scrubs and exfoliants that can irritate sensitive skin. Instead, use gentle cleansers and toners to keep your skin clean and fresh.



Simple: Prescription.

Great skin routine

1. Gentle cleanser to remove dirt and makeup without irritating your skin.

2. Moisturizer to keep your skin hydrated and healthy.

3. Sunscreen to protect your skin from harmful UV rays.



TIMES **DISCOUNT**

GREAT CAMPUS TO RECRUIT FROM

Manav Rachna: The ideal recruitment destination

The institutions under the umbrella of Manav Rachna Educational Institutions (MREI) stand collectively apart from the rest, and are amongst the most preferred ones by the corporate sector for campus hiring.

By Dr. Ravi Shankar

The Manav Rachna Educational Institutions (MREI) are a group of institutions that have been established over the years. They are known for their quality education and infrastructure. The institutions are spread across various cities and states, providing a wide range of educational opportunities for students. The MREI group includes several prominent institutions, each with its own unique strengths and offerings.

The institutions are known for their focus on holistic education, emphasizing not just academic excellence but also the development of students' character and skills. They provide a supportive and nurturing environment for students to learn and grow. The infrastructure of these institutions is state-of-the-art, with modern facilities and resources that enhance the learning experience.

Due to their commitment to quality education and their diverse range of programs, the MREI institutions have become a preferred choice for students and parents alike. They offer a wide range of courses, from undergraduate to postgraduate levels, covering various fields of study. The institutions are also known for their excellent faculty and staff, who are dedicated to providing the best possible education to their students.

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Thank You