



Advertising, Public Relations, and Sales Promotion

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Most Valuable U.S. Brands:

- **Apple (\$170 billion)**
- **Google (\$120 billion)**
- **Coca-Cola (\$78 billion)**
- **Microsoft (\$67 billion)**
- **IBM (\$65 billion)**

The Effects of Advertising on Consumers

advertising response

function a phenomenon in which spending for advertising and sales promotion increases sales or market share up to a certain level but then produces diminishing returns

institutional advertising

a form of advertising designed to enhance a company's image rather than promote a particular product

product advertising a form of advertising that touts the benefits of a specific good or service

of a specific good or service
of advertising that touts the benefits
product advertising a form

major Types Of advertising

advocacy advertising a form of advertising in which an organization expresses its views on controversial issues or responds to media attacks

pioneering advertising a form of advertising designed to stimulate primary demand for a new product or product category

competitive advertising

a form of advertising designed to influence demand for a specific brand

comparative advertising

a form of advertising that compares two or more specifically named or shown competing brands on one or more specific attributes

advertising campaign

a series of related advertisements focusing on a common theme, slogan, and set of advertising appeals

advertising objective

a specific communication task that a campaign should accomplish for a specified target audience during a specified period

c O m m O n a D v e r t i s i n g a P P e a L s

Appeal	Goal
Profit	Lets consumers know whether the product will save them money, make them money, or keep them from losing money.
Health	Appeals to those who are body conscious or who want to be healthy; love or romance is used often in selling cosmetics and perfumes.
Fear	Can center around social embarrassment, growing old, or losing one's health; because of its power, requires advertiser to exercise care in execution.
Admiration	Frequently highlights celebrity spokespeople.
Convenience	Is often used for fast-food restaurants and microwave foods.
Fun and Pleasure	Are the keys to advertising vacations, beer, amusement parks, and more.
Vanity and Egotism	Are used most often for expensive or conspicuous items such as cars and clothing.
Environmental Consciousness	Centers around protecting the environment and being considerate of others in the community.

executiOnal stYLes fOr aDvertising

ExecutiOnal Style	Description
Slice-of-Life	Depicts people in normal settings, such as at the dinner table or in their car. McDonald's often uses slice-of-life styles showing youngsters munching on french fries from Happy Meals on family outings.
Lifestyle	Shows how well the product will fit in with the consumer's lifestyle. As his Volkswagen Jetta moves through the streets of the French Quarter, a Gen X driver inserts a techno music CD and marvels at how the rhythms of the world mimic the ambient vibe inside his vehicle.
Spokesperson/ Testimonial	Can feature a celebrity, company official, or typical consumer making a testimonial or endorsing a product. Sheryl Crow represented Revlon's Colorist hair coloring, while Beyoncé Knowles was named the new face of American Express. Dell Inc. founder Michael Dell touts his vision of the customer experience via Dell in television ads.
Fantasy	Creates a fantasy for the viewer built around use of the product. Carmakers often use this style to let viewers fantasize about how they would feel speeding around tight corners or down long country roads in their cars.
Humorous	Advertisers often use humor in their ads, such as Snickers' "Not Going Anywhere for a While" campaign featuring hundreds of souls waiting, sometimes impatiently, to get into heaven.
Real/Animated Product Symbols	Creates a character that represents the product in advertisements, such as the Energizer Bunny or Starkist's Charlie the Tuna. GEICO's suave gecko and disgruntled cavemen became cult classics for the insurance company.
Mood or Image	Builds a mood or image around the product, such as peace, love, or beauty. De Beers ads depicting shadowy silhouettes wearing diamond engagement rings and diamond necklaces portrayed passion and intimacy while extolling that "a diamond is forever."

Demonstration	Shows consumers the expected benefit. Many consumer products use this technique. Laundry detergent spots are famous for demonstrating how their product will clean clothes whiter and brighter. Fort James Corporation demonstrated in television commercials how its Dixie Rinse & ReUse disposable stoneware product line can stand up to the heat of a blowtorch and survive a cycle in a clothes washer.
Musical	Conveys the message of the advertisement through song. For example, Nike's ads depicted a marathoner's tortured feet and a surfer's thigh scarred by a shark attack while strains of Joe Cocker's "You Are So Beautiful" could be heard in the background.
Scientific	Uses research or scientific evidence to give a brand superiority over competitors. Pain relievers like Advil, Bayer, and Excedrin use scientific evidence in their ads.


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Advantages and Disadvantages Of Major Advertising Media

Medium	Advantages	Disadvantages
Newspapers	Geographic selectivity and flexibility; short-term advertiser commitments; news value and immediacy; year-round readership; high individual market coverage; co-op and local tie-in availability; short lead time	Little demographic selectivity; limited color capabilities; low pass-along rate; may be expensive
Magazines	Good reproduction, especially for color; demographic selectivity; regional selectivity; local market selectivity; relatively long advertising life; high pass-along rate	Long-term advertiser commitments; slow audience buildup; limited demonstration capabilities; lack of urgency; long lead time
Radio	Low cost; immediacy of message; can be scheduled on short notice; relatively no seasonal change in audience; highly portable; short-term advertiser commitments; entertainment carryover	No visual treatment; short advertising life of message; high frequency required to generate comprehension and retention; distractions from background sound; commercial clutter
Television	Ability to reach a wide, diverse audience; low cost per thousand; creative opportunities for demonstration; immediacy of messages; entertainment carryover; demographic selectivity with cable stations	Short life of message; some consumer skepticism about claims; high campaign cost; little demographic selectivity with network stations; long-term advertiser commitments; long lead times required for production; commercial clutter
Internet	Fastest-growing medium; ability to reach a narrow target audience; relatively short lead time required for creating web-based advertising; moderate cost; ability to measure ad effectiveness; ability to engage consumers through search engine marketing, social media, display advertising, and mobile marketing	Most ad exposure relies on "click-through" from display ads; measurement for social media needs much improvement; not all consumers have access to the Internet, and many consumers are not using social media
Outdoor Media	Repetition; moderate cost; flexibility; geographic selectivity	Short message; lack of demographic selectivity; high "noise" level distracting audience

YOUR TASK !

Buat PAPER (WAJIB) maksimal 5 halaman dari materi yang sudah dijelaskan

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THANK YOU!

ANY QUESTIONS?