

RIZVI COLLEGE OF ARTS SCIENCE AND COMMERCE

BRIDGE COURSE: 2020-2021

CLASS:TYBMM-ADVERTISING

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BAMMC/BMM



ADVERTISING

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor

5 M'S

- ✓ Mission
- ✓ Money
- ✓ Message
- ✓ Media
- ✓ Measurement

TYPES OF ADVERTISING

- Puffery
- Shock Ads
- Subliminal Advertising
- Weasel Claim
- Surrogate Advertising

AIDA MODEL

- Attention: catches the eye
- Interest: from eye to mind
- Desire: creating want with the help of evidence
- Action: success/failure of advertisement

- Cognitive: thinking, reasoning, mental process
- +
- Affective: moods, feelings, attitude
- +
- Behaviour: Conduct

MARKETING OBJECTIVES

- Goals to be achieved by a firm's overall marketing programme such as sales, market share, profitability etc
- Objectives should be SMART
 - S-Specific
 - M-Measurable
 - A-Achievable
 - R-Realistic
 - T-Timebound

MARKETING MIX

- **Target Audience**
- **Product**
- **Price**
- **Promotion**
- **Place**
- **Process**
- **People**
- **Physical Evidence**

AD CREATIVITY

Creativity is the ability to generate fresh, unique, and appropriate ideas that can be used as solutions to solve problems.

- Advertising Objective
- Target Audience
- Creative Promise: product value that will be communicated to the consumer if product is purchased
- Supportive Claim: supporting factual data
- Creative Style
- USP

ELEMENTS OF THE AD

- Headline
- Sub-headline
- Body Copy
- Taglines
- Illustration
- Logo
- Company Name and Signature



BRAND

A name term sign symbol design or combination of these intended to identify the goods and services of one seller or group of sellers and to differentiate them from competitors.

ELEMENTS OF A BRAND

- Brand Identity
- Brand Image
- Brand Positioning
- Brand Equity
- Brand Experience
- Brand Differentiation
- Brand Extension
- Brand Communication



CONSUMER?

One who consumes goods and services available in the market for meeting his wants and also for self satisfaction.



CONSUMER BEHAVIOUR

It is the process whereby individuals decide what they want, when, where, how and from whom to purchase goods and services

CONSUMER BEHAVIOUR

- **Profiling**
- **Involvement**
- **Individual Determinants of Consumer Behaviour: Personality, Self Concept, Perception, Attitude**
- **Environmental Determinants of Consumer Behaviour: Family, Groups, Culture**



THANK YOU!!!