

## **Business communication – Advertising**

**(English project)**

**Name:** A. Rudakova

**Class:** 2.B

**S. year:** 2006/07

The topic of my presentation is rather wide; therefore it's difficult to obtain something that would interest everybody equally. Perhaps I shall mention a brief history of advertising, then proceed to some tips on a successful career in the business, and finish it all with my opinion on the whole thing and perhaps some favourite adverts. Hopefully you'll enjoy this project and learn something more about the world of advertising.

For the beginning, if we want to understand the whole world of advertising, along with all the tips and tricks in it, we should learn something about the history of this way of marketing.

It's agreed that advertising has begun with newspapers, in the seventeenth century, which included line or classified advertising. These were plain simple descriptions, and occasionally prices of an offered product. It served their purpose until the nineteenth century, when technological advances meant that illustrations could be added to it, and colour was also an option.

It was not until the emergence of advertising agencies in the latter part of the nineteenth century that advertising became a fully fledged institution, with its own ways of working, and with its own creative values. They were experts in communication with their clients - who were then left to get on with business of manufacturing.

Some great advances were made during the World War 1, as government used ads as propaganda. The British used it to convince citizens to fight, and to persuade the Americans to join. It's also considered that Germany lost the war because they lost the propaganda battle. Hitler did not follow in these footsteps, when it was his turn.

In 1920's advertising quickly took advantage of the new mass media, using cinema and radio. It was starting to show signs of working effectively in late 20's. World War Two meant that it was not really until the 1950s that consumers had enough disposable income to really respond to the need creation message of advertisers. NBC executive Sylvester Weaver came up with the idea of selling not whole shows to advertisers, but separate, small blocks of broadcast time. Several different advertisers could buy time within one show, and therefore the content of the show would move out of the control of a single advertiser - rather like a print magazine. This became known as the magazine concept, or participation advertising, as it allowed a whole variety of advertisers to access the audience of a single TV show. Thus the 'commercial break' as we know it was born.

That would be all from a brief introduction to advertising's history, so now I shall proceed to the actual tips and tricks in that branch of marketing.

Tips on successful business, well, there are not many, it's all about a talent and ability to keep your costumers satisfied. However, there are some basic rules of advertising and business that are closely connected. To be exact, there are ten of them, and to stay on the safe side, you should know all of them.

Let's start with the simple stuff - if a company is running an advertising that is not successful, they shall stop it, as soon as possible. This applies whether they're running ads in newspapers, magazines, on radio, television, billboards, etc. It may sound obvious, but there's what often happens: people (or companies, if you wish) run advertisements because they felt they ought to. Sometimes they're not even sure if it's working but they are hesitant to stop it because it may be one of their main forms of marketing. They should invest their money wisely, and discover whether people watch their adverts, by asking their customers, how they found out about them. It really works, and it's dead simple!

Let's move farther - there are two types of advertising - direct response advertising and brand advertising. Understanding the distinction between them should save a fortune to companies immediately. Brand advertising is used by companies like Coca Cola and the large car manufacturers to build and increase awareness of their brand. Companies should avoid brand advertising at all costs, unless they've got enormous amounts of money to spend.

The only type of advertising small companies might ever want to consider is direct response advertising. The only response of it is to produce a clear response.

The type of it might vary depending on the type of business and an overall marketing strategy. The great thing about this way of advertising is that people can instantly tell whether it's working, for it either produces a response or it doesn't.

Knowing the difference is not all, and testing and measuring all of the advertising is absolutely essential. If people are going to engage in direct response advertising, they obviously need to be able to measure that response, otherwise they're not going to know whether the ad is working.

We have to know how many people have responded, how many of them actually proceeded to buying a product/using services, and what was it worth to a company. Then they should compare that figure to the cost of the ad and immediately work out how profitable the ad was. To do a research we should set up one of the following - either a phone line, or a website, where people would respond to our services, or request something special. Phone lines are usually recommended for larger companies, while websites are perfectly suitable for both types.

It's considered that advertising on TV or Radio might be a high risk, if you intend to test something on a small scale. Companies shall never invest into that type of an advert, unless it's spare money they're willing to sacrifice.

Once a company's got somewhere to advertise, it's important to create an advert itself, headline being the most important part of it. The headline is either a heading that goes at the top of the ad, or if there's no heading, it's the first words in the ad. On the radio, it's the first thing people hear, and if it's TV, it's the first thing they both see and hear. Either way, it needs to grab people's attention. One small change in headlines can produce a 50-100% increase in response.

One of the biggest challenges any printer advertiser faces is getting people to read their ad - let alone for the ad to produce a result. So the main purpose of the headline is not to sell the product, it's just to get people to read it.

The headline should be about the readers, not about the company. If it's got a name of a company in it, they're probably losing out. Being adventurous in creating headlines is worth it, and nowadays there are even people who do that for living. Investing money into such thing has never proved itself a bad investment.

There's a classic formula used by advertisers and it's well worth remembering. The formula is AIDA, and it stands for:

**A**ttention

**I**nterest

**D**esire

**A**ction

Attention is the first thing an ad should do - grab public's attention. It's achieved with a catchy headline. Once an ad grabs attention, it should catch the interest in a product or a service. Then there's a big difference between 'interest' and 'desire.' What a company should try to do is to convert reader's interest into a strong desire for the product. And even after someone desires what a company's got to offer, it's not enough until they take action. At the end of every ad, advertiser tends to call for an action, to tell people exactly what they need to do to follow through and make it easy for them to do so. This is where many people go wrong. Even if we have a good ad, we still need to tell people precisely what to do - how to take action.

One of the principles that should drive all of the marketing is communicating the benefits of a product or a service. An ad needs to be a personal communication to the individual reading, hearing or seeing it. And it needs to be about them, to address their needs, desires and fears. Nobody would buy anything from a company until they have explicitly understood how they will benefit from what they've got to offer. Therefore advertisers have got an uneasy task to step into costumers' shoes, and try to imagine what would they want from their company, and what would be the easiest way to explain all the advantages of choosing a specific product/service.

A not so well-known fact is that companies should never advertise on left-hand pages. It's been tested again and again. When people read a publication, eyes are usually drawn to the right-hand page, as they flick through, so statistically, more people will see the ad when it's on the right-hand page.

Another rule for advertising is that an advertiser should never pay the full rate for an ad, and they should let the selling person know about it as early as possible. Most advertising rate cards are far too high and they can always negotiate. If you're a small business remember that large companies who use ad agencies are buying based on the readership or audience levels rather than the rate card - so we must haggle

and negotiate. If we can pay 20 or 30% less for our ads it can turn an unprofitable ad into a successful one.

Also, the closer to the deadline we can book an ad, the better. Sales teams work towards targets and as the deadline approaches, they get more desperate to fill the ad space, and become far more open to negotiation. This applies to all forms of advertising.

One of the highest mistakes people do is advertising in publications or on various forms of media just because their competitors are doing so. However, this does not product a great result. They're more likely to be there just because everyone else is and most of them won't have a clue whether their advertising is working.

In fact, this is a well-known sales trick used by the people used by the people selling ad space. If they can get one or two of competitors to advertise, they can call another company up and tell them how they'll lose out if they don't advertise too. What they fail to mention is that other competitors probably never test their advertising, often haven't got a clue how to market and are only advertising there because they think others will. This is a highly effective way to sustain the advertising industry.

Small business advertising usually works out brilliantly, if a company has got it right - but generally, advertising is one of the least effective ways to grow a business.

There seems to be a myth that to run a successful business or sell products in great measures, a company must advertise. Whoever came up with that one is the same person who said that if you get a university degree you're guaranteed a great, fulfilling career.

Advertising is just one of many marketing options that people have, but they really shouldn't depend on it. It's not a bad thing to learn how to combine other strategies and ways of marketing, too. Some examples are: phone marketing, direct emails and mail, internet, direct sales, strategic alliances, lead response marketing, a multi level Referral system.

All of the named are much cheaper than advertising, some of them are even absolutely free, which could save companies a fortune.

Despite all that, advertising is still very popular all over the world. A creative, funny, or visually fascinating ad can grab peoples' attention in a split of a second, that's for sure. My experience with ads is, that some children tend to bugger their parents around because of some goodie they've seen on telly, without having a clue what's it like. My sister has tried a variety of sweets she'd seen in some ad, but she never really liked any of them. It's all just a trick, and costumers are slowly growing wiser, sticking to the products they've known for ages. What I'm saying is not that they should stop producing great, attractive adverts; it's that they should follow the sayings in it, and make their products better - at least as good as they'd promised.

Source of literature:  
Cordell,Ch: Advertising - Tips and Tricks. London: Bloomsbury,  
2006.

<http://www.mediaknowall.com/Advertising/history.html>