

Chapter 44 - Promotion Above the Line

What is Promotion?

Promotion is the attempt to draw attention to a product or business in order to gain new customers or to retain existing ones. Different methods of promotion are shown below:



Businesses often refer to promotion **above the line and below the line**. Above the line promotion is through independent media, such as television and newspaper. These allow a business to reach a wide audience easily. Most advertising is done above the line. But, some methods of advertising is done where the business has direct control, E.G, through direct mailing. These are known as below the line promotion.

The Objective of Promotion

The main objective is to obtain and retain customers. Others include:

- To increase awareness of the product
- To reach a target audience that may be geographically dispersed
- To remind the consumer about the product
- To show a product is better than it's competitor

- To develop or improve the image of a business, rather than a product
- To reassure consumer's after the product has been brought
- To support an existing product

To measure the effect of the businesses advertising, a business can use the DAGMAR (defining advertising goals for measured advertising results). A business can see how far the group targeted has progressed aside a scale of unawareness, awareness, comprehension, conviction and action, as a result of advertising.

The Growth of Advertising

When companies are faced with competition, advertising can be an important factor. In U.K, there are many forms of advertising, from posters, to T.V, to newspapers, etc... It is estimated that the drink's industry spends over £200, 000, 000 on advertising and between 1 and 2 percent of the national income relies on it.

Informative Advertising-

Is designed to increase the consumer's awareness of the product.

Persuasive Advertising-

Is designed to convince consumers to purchase a product, often by stressing that it is more desirable than others.

Types of Advertising Media

- Television
- Cinema
- Radio
- Posters
- The Internet

These, with their advantages and disadvantages can be seen below:

Medium	Advantages	Disadvantages
Television	<ul style="list-style-type: none"> • Creative advertisements can attract attention and have a great impact. • Advertisements can demonstrate the product in use. • Can reach a vast audience. • Increased scope for targeting the audience, eg digital television. • The message can be reinforced by continuous advertisements. 	<ul style="list-style-type: none"> • Relatively expensive initial cost. • The message is short lived. • Consumers may not watch commercials. • Technical information is difficult to explain. • There may be a delay between seeing the advert and visiting the shops.
National newspaper	<ul style="list-style-type: none"> • National coverage. • Reader can refer back. • Relatively cheap. • Detail of the product can be provided. 	<ul style="list-style-type: none"> • No movement or sound. • Usually limited to black and white. • Individual adverts may be lost amongst large quantities of other advertisements.
Regional newspaper	<ul style="list-style-type: none"> • Good for regional campaigns and test marketing. • Can be linked to local conditions. 	<ul style="list-style-type: none"> • Cost per reader higher than national newspapers. • Reproduction, layout etc. may be poor.
Magazines	<ul style="list-style-type: none"> • Colour advertisements possible. • Targeting possible with specialist magazines. • Advertising can be linked to features. • Magazines may be referred to at a later date. 	<ul style="list-style-type: none"> • A long time exists between advertisements being placed and magazine being printed. • Competitors' products are also being advertised. • No movement or sound.
Cinema	<ul style="list-style-type: none"> • Colour, sound and movement can be used. • Advertisements can be highly localised. • A 'captive' audience for advertisements. • Great impact on the consumer. • Age groups can be targeted. 	<ul style="list-style-type: none"> • Limited audience. • Message is short lived. • Message may only be seen once.
Radio	<ul style="list-style-type: none"> • Enables use of sound. • Most consumer groups covered. • Minority programmes can target audiences. • Produced cheaply. • Younger audience targeted. 	<ul style="list-style-type: none"> • Not visual. • No copy of material. • Interruptions to music may prove irritating. • May not capture the audience's attention.
Posters	<ul style="list-style-type: none"> • National campaigns possible. • Most groups covered. • May encourage impulse buying through location close to shops. • Seen repeatedly. • Excellent for short, sharp messages, eg, election 'promises'. 	<ul style="list-style-type: none"> • Limited amount of information. • Difficult to measure effectiveness. • Weather and graffiti can ruin the poster.
Internet	<ul style="list-style-type: none"> • Relatively cheap and easy to set up. • Number of 'hits' can be monitored. • Can be targeted. • Can be easily changed. 	<ul style="list-style-type: none"> • Limited audience. • Possible technical problems of connection, viewing, ordering, maintaining.



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Choice of Advertising Media

There are a number of factors that advertisers may take into account on choosing the advertising media they will use, if they want to advertise.

These are:

- Cost -

Small firms will be mainly concerned in the type of media in which they can afford. Larger firms will need to consider the cost effectiveness of each of the different media.

- The audience reached –

Given that many products are aimed at certain segments, it makes sense for firms to place their advertisements in a medium where its target audience is likely to see or hear.

- The advertising of competitors-

On T.V, for E.G, a advertising may be on to promote a product, then straight after it may be an advertisement from its competitors.

- The impact-

Firms aim to create the largest impact they can, and to do this it may require different media to do this.

- The law-

There are legal restrictions in the U.K, so some products cannot be advertised in a particular media.

- The marketing mix-

The advertising campaign should be integrated with other types of below the line promotion.

- The presentation and recording of information-

If an advertisement is designed to be visual, with little written information, then posters on billboards can be effective.

Magazine articles can include a lot of text. T.V can show visual images and words can be spoken. A radio advert can provide a certain amount of spoken information. Internet allows a large amount of data to be seen for free.

Controls on Advertising

These are:

- Legislation – This is the most important piece of legislation in the control of advertising.
- Independent bodies
- Pressure groups

Advertising and Society

Advertising has the potential to affect the lives of many people.

- It adds to the cost of marketing products. This money could have been spent on improving products or price reductions. It is likely that consumers will pay more of any advertising costs than firms.
- It argues that advertising encourages people to buy products that they would have not bought usually.
- Environmentalists are concerned about high levels of consumption and advertising's role in this.
- Advertising can encourage people to buy products which are regarded as being damaging to society.
- Advertising often encourages behavior which might be to the detriment of society as a whole.
- Advertising offers a choice to consumers, which allows them to make more informed consumption decisions.
- Advertising gives valuable information to consumers which might otherwise be difficult to come by.
- They respond to the needs, wishes and attitudes of the customers.
- Earns revenue for T.V and radio, and allows newspapers and magazines to be sold at lower prices.
- The advertising industry employs large numbers of people.

Corporate Advertising

Corporate advertising is concerned with promoting a company as a whole, rather than individual products.

There are two reasons why companies need to sell themselves more than ever. First, companies must now be seen as responsible good 'citizens'. This means communicating. Second, there is a growing pressure for the company to become a brand. Companies need to ensure that their corporate image is positive. Corporate advertising often use slogans or catch lines.