

## Promotion

The main objectives of promotion for a company are to inform customers about their products, to tell the customers about the advantages of using their product and to persuade customers and potential customers to buy their products.

However many businesses have other reasons for promotion: such as presenting a good image of the business and the products, finding a new market, extending the life of a product or launching a new product.

## Types of advertising

Some advertisements are informative; this means they just give people important information about the product. However most advertisements are persuasive, this is when they tell people about a product in such a way that they are persuaded to actually buy the product.

Below is a list of different types of advertising:

- Television
- Radio
- Cinema
- Newspapers and magazines
- Posters
- Leaflets
- Internet

**Television-** Advertising space is sold by spots and the slot may be a few seconds or minutes. Cost varies according to length of time and area shown and the time of the day.

The price of a 30 second advertisement during Coronation Street is £120,000. It costs so much because it is prime time when Coronation Street is on.

Advantages	Disadvantages
<ul style="list-style-type: none"><li>• At peak viewing times a TV advertisement can reach millions of viewers.</li></ul>	<ul style="list-style-type: none"><li>• Expensive</li></ul>
<ul style="list-style-type: none"><li>• It is easily remembered, as it consists of both sound and moving images.</li></ul>	<ul style="list-style-type: none"><li>• If you get up you might miss the advert.</li></ul>
<ul style="list-style-type: none"><li>• Advert can be screened nationally or regionally.</li></ul>	<ul style="list-style-type: none"><li>• Expensive production costs.</li></ul>
<ul style="list-style-type: none"><li>• Can be repeated more than once in that night, this helps to memorize.</li></ul>	<ul style="list-style-type: none"><li>• Attention may wander during the advertisement.</li></ul>
<ul style="list-style-type: none"><li>• The message is received in the relaxation of the home.</li></ul>	<ul style="list-style-type: none"><li>• Channel flicking</li></ul>
	<ul style="list-style-type: none"><li>• Watched less by classes A and B</li></ul>
	<ul style="list-style-type: none"><li>• May have targeted the wrong audience.</li></ul>

**Radio-** There are over 150 commercial independent local radio stations. There is currently only a few national radio stations that do advertising –Virgin and Capital. A 30 second prime time slot costs around £150-£200.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>Cheaper than TV</li> <li>Targeted at more specific market segments.</li> <li>Local difference in local stations.</li> <li>Good for conveying urgency.</li> <li>Adverts do not have to compete with other competitors as like in the newspaper.</li> </ul>	<ul style="list-style-type: none"> <li>Do not last very long.</li> <li>Do not have visual impact, as you can't see it.</li> <li>4 million listeners a week on Capital.</li> <li>Not such a mass audience.</li> <li>Can have poor impact due to background noise.</li> </ul>

### Cinema-

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>Uses sound and moving images.</li> <li>Cheaper</li> <li>Good to advertise for local shops/services.</li> <li>Good quality.</li> <li>Young market.</li> <li>Impact of big screen brings attention to viewers.</li> </ul>	<ul style="list-style-type: none"> <li>Smaller audience due to the success of the film.</li> <li>People try and miss the trailers.</li> <li>Production costs can be high.</li> </ul>

**Newspapers and Magazines-** A full-page advertisement in a mass circulation daily will cost around £30,000.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>Long lasting compared to TV.</li> <li>Can be for a specific reader- select target.</li> <li>Can be cheap depending on paper.</li> <li>Can use visual text and colour.</li> <li>Choice of positioning and size of advert.</li> <li>Often left lying around.</li> <li>High national coverage.</li> <li>Can be produced quickly, this is good for PR releases.</li> <li>Credibility</li> <li>Can use specialist magazines that have respect and credibility.</li> </ul>	<ul style="list-style-type: none"> <li>Full of adverts and could be missed.</li> <li>Poor impact due to other adverts.</li> <li>Long life makes tracking hard.</li> <li>No sound or movement.</li> <li>Often are overlooked or ignored by the reader.</li> </ul>

### Posters-

Advantages	Disadvantages
<ul style="list-style-type: none"><li>• Large impact if in a good location.</li><li>• Large images possible.</li><li>• Little competition from other adverts.</li><li>• People have little else to do when travelling but look at adverts.</li><li>• Long lasting.</li></ul>	<ul style="list-style-type: none"><li>• Often ignored.</li><li>• Sometimes they go unnoticed.</li><li>• Suffer from intrusion of noise and clutter.</li><li>• Vandalism</li><li>• Do not get seen in the dark.</li></ul>

First of all I am going to tell you the types of advertising that I didn't choose for my marketing campaign and why. Then I will tell you the 3 types of advertising I have decided to choose with an explanation of why I choose them.

I did not choose **Television** as one of my marketing campaigns because I believe that my company is not big enough to advertise on national television, as TV advertisements do reach millions and I am trying to appeal to a smaller market because I am a sole trader and I only have the one shop. And because I am not a rather large company I will find it hard to pay for the production costs of the advert and for the advert to screen on television. Also I know that adverts are watched less by classes A and B, and I am trying to appeal not only to teenagers but also to the more wealthy side of the market because they are the ones who can afford the latest technology.

I did not choose **Radio** as one of my marketing campaigns because you cannot see the advert visually. And if I am trying to inform the customers about one of our latest products I have to describe the product and they might not like the product unless they saw the product. Although if I did advertise on the radio I would advertise on a local radio station rather a national radio station because I am trying to target a smaller audience.

I did not choose **Posters** as one of my marketing campaigns because a lot of the time these posters either get vandalised or passers by just ignore the advert because they do not have time.

I feel that the **cinema** is a good choice for a marketing campaign because when people are at the cinema and they are watching the adverts that is all they are focused on because they can't start channel flicking or start doing other stuff. Also with the impact of the big screen it brings attention to the viewers with the sound and moving images.

I also think that **Newspapers** are a good choice for my marketing campaign because newspapers can be long lasting. E.g. newspaper left lying around in the doctors. I will either use a local newspaper so that I can target a specific location or I would use a specialist magazine because the people who read the specialist magazine are obviously looking for the product that the magazine specialises in.