



# UNIT-13

## Advertising And Publicity

### Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Explain the objectives of advertising
- ✓ Describe various factors that determine the choice of media for advertising

## Unit 13

### Advertising and Publicity

You have already studied the four parts in a promotion mix. These are: Advertising, Publicity, Personal Selling, and Sales Promotions. Personal Selling and Sales Promotions have already been discussed in the previous unit. In this unit, we will go over advertising and publicity. You will be introduced to the meaning, objectives, role and various parties that take part in the media decisions of advertising. You will also study the meaning of publicity, how it differs from advertising and how publicity is generated.

#### What is Advertising?

The word Advertising come from the Latin word “Advertere,” which means to turn (the mind) to. Generally speaking, advertising does turn the attention of the public to some commodity or some service. One of the first attempts in defining advertising was as follows: "The dissemination (which is better known as spreading) of information concerning a product, service or idea to compel action in accordance with the intent of the advertiser." This definition may include convincing selling via personal communication. This is the reason why it was important to avoid this overlap.

According to the American Marketing Association advertising is defined as "**Advertising is a paid, non personal communication from an identified sponsor using mass media, to persuade or influence audience.**" This definition may include persuasive selling through personal communication.

Salient features of the definition are as follows:

1. **Paid Messages:** This means that all advertising communication has to be paid for; this makes it a commercial transaction. Payment is made by the advertiser (sponsor) for purchasing space (for example, when media such as newspapers, magazines, journals, or brochures, etc. are used) or time (if, for example, TV or Radio is used);
2. **Non - Personal Channels:** This includes mass communication messages sent out in the form of advertising (visual, written, or spoken), this is different from personal selling which involves a salesperson interacting directly with a customer. When the goal is to reach a large number of consumers or potential consumers, the advertiser has to make use of mass media such as newspapers, magazines, radio, TV, direct mail, and billboards, etc.;
3. **Ideas, Goods, and Services:** Advertising messages may be promoting actual products (such as, soaps, detergents, toothpastes, music systems, and televisions, etc) or intangible products (services such as financial services, insurance, holidays, and business consulting. etc.), or even, ideas (such as, suggestion by car manufacture for improving the mileage of cars). There are the propositions being suggested by the advertiser; and
4. **Identified Sponsor:** This refers to identifying the party which originated the advertising message. This means that the advertising should identify the name of the company or its trademark. Any promotion or communication, using mass media that does not identify the sponsor, can't be called an advertisement.

## The Objectives of Advertising

The Chairman of the American Express Company once stated that “Good advertising must have three effects:

- i) Increase sales;
- ii) Create news;
- iii) Enhance the company's image.”

Commercially, these three components are what make up advertising. This statement simply interpreted means that advertising must ensure the growth of the business, create an impact and promote the image of the company.

## Generalised Objectives

Generally Advertising has either one or more of the following objectives

- ✓ **To provide information to target customers:** This information covers areas such as new product launch information, price changes, improvement in products, or modification of products.
- ✓ **To persuade target audiences:** This may include building a brand and a brand following, persuading people to switch brands etc.

To remind target audience for keeping the brand name in first place:

This includes numerous objectives which are discussed below:

**To announce a new product or service:** When the market is full or saturated, introducing new products or launching new brands can provide the seller with an excellent opportunity for increasing sales. When an innovative product is brought to the market the amount of advertising required is generally greater in order to create awareness of “What the brand is,” “How it’s used” and “What it does”. Additionally advertising will also provide information regarding the availability of the product and facilities for demos and trials, etc.

**Expand the market to new buyers:** Advertising may be utilised in order to tap into a new market segment, which up until now has been left ignored. Take as an example TV and Video Camera manufacturers who have been focusing on domestic users and professionals. They can direct their advertising to the government institutions and large organisations for closed circuit TV networks, security systems and educational purposes. Another strategy for increasing the customer base is to promote new uses of the product. . For example, Johnson's baby oil and baby cream were originally targeted to mothers. The same product is now targeting the personal use market for adults. Similarly, Milkmaid was originally promoted as a substitute for milk. It is now being advertised as an ingredient for making sweet dishes and also as a sandwich spread for children.

**Announce a product modification:** This use of advertising is generally associated with the use of the terms “new” or “improved.”

For example, "The New Lux International" gives the image of a new soap, even if there is no noticeable difference between the new and the old product. Sometimes just by changing the package the product may appear to be modified to the customer, e.g., "a new refill pack for Nescafe."

To make a special offer: When there is new competition, a slack season, or decreasing sales, etc., advertising can be used to make a special offer. For example the hospitality industry, offer special rates during off season. Similarly many products like room heaters, fans, and air-conditioners, etc., offer off season discounts to promote sales.

To educate customers: This type of advertising is informative rather than trying to convince. This technique may be used to attract new users for existing products or to educate consumers about an improved product, e.g., Pearl Pet odour free jars and bottles. Sometimes, social advertising is used to educate consumers about the benefits or harmful effects of certain products. For example, government sponsored advertising has been used in the past to promote the consumption of "Eggs and Milk." Likewise, advertisements discouraging the consumption of liquor and drugs have also been seen in the past.

To remind users: This kind of advertising is particularly useful when a product has a high percentage of repeated buying, or products which are bought often like blades, cigarettes, and soft drinks, etc. The aim of the advertisement is to remind the consumer to purchase the same brand again.

To please stockists: For a retailer to be successful, the stock turnover must be high so that the working capital keeps flowing in the business. The support of the Dealer is essential; advertisers will help with the in-store promotional material as well as local advertising so shops can sell more goods.

To create brand preference:

The purpose of this kind of advertising is two-fold:

- 1) To create the brand image
- 2) To let the target audience know why brand X is better than brand Y.

In this kind of advertising, the brand has a distinct image which the consumer associates with it. The second kind of advertising takes the shape of comparing two brands and showing why one is better than the other.

Other objectives: Advertising helps increase the morale of the sales staff of the company. It generally pleases the sales team of the company and allows them to speak highly of the brand. Other objective may include hiring staff and attracting investors to the company via a public issue advertisement which announces the allotment of shares.

## Specific Objectives

For an advertiser, the objectives of an advertising campaign may be defined in terms of

- a) communication objectives

**b) sales objectives.**

Sales objectives are in the form of the target volume of sales for every pence of advertising budget.

Since the relationship and measurement of sales volume per pence is complicated, it is beyond the scope of this unit. Therefore, in this unit, we only discuss the communication objectives of advertising

### Communication Objectives of Advertising:

Advertising is a psychological process, which is designed to trigger behaviour that will lead to purchase. In other terms, one of the prime aims of advertising is to change an individual's attitude and bring him/her closer to purchasing the product being advertised. The behaviour leading up to purchase of the product, however, is a long process of consumer decision making. The advertiser, therefore, must know how to shift the consumer's state from where it is to where the consumer is ready to buy. This involves a series of steps outlined below:



These steps (which are also referred to as the "Hierarchy of Effects") are detailed below:

- I. Brand ignorance: This is the first stage and it is where buyers are completely ignorant about the product or the service;
- II. Awareness: At this stage, the target consumers are aware of the products in the market;
- III. Knowledge: At the Knowledge Stage, people know what the product has to offer;
- IV. Liking: After the Knowledge Stage is the "Liking" Stage, which is the stage where people have a favourable
- V. image of the product;

- VI. Preference: A favourable image of the product has turned to a preference of the product, over other brands. Comparative advertising discussed earlier, plays an important part at this stage;
- VII. Conviction: Customers already prefer the product (stage 5), however, at this stage, this preference is accompanied with a conviction to purchase the product; and
- VIII. Purchase: This is the final step of the process, where the product is actually purchased by the consumer

## The Benefits of Advertising

The benefits of advertising to producers, middlemen (distributors, wholesalers, and retailers, etc), customers, and the wider community are discussed below -

### I) Benefits to producers:

Advertising leads to higher sales, the increased sales further lead to an increased production which has its advantages of its own, such as, economies of scale in production. Advertising also helps in that if there was a lack of it, more money would need to be spent on promotion and personal selling which has a cost of its own. Advertising helps to introduce products to the market. Finally producers have a direct contact with the end consumer of the product

### II) Benefits to the middlemen-including wholesalers, retailers and distributors :

Advertising makes it easier for the middlemen to sell the product, as it creates awareness amongst the consumers. The product awareness and the reputation built through advertising is shared by both the retailers and the wholesalers. Advertising allows the wholesalers and the retailers to get product information.

### III) Benefits to customers:

Advertising very often includes information about the quality and the price of the product. This is in a way, an indirect guarantee to the consumers. Additionally large scale production backed by advertising to ensure the sale of the product will allow the producer to manufacture more products at a lower cost and reducing the price for the consumer. It helps to let the consumer/customer know where the products are available, this helps reduce the time spent looking or shopping for the product. Advertising helps consumers compare the benefits and drawbacks of the product with other competitors. One of the hallmarks of modern advertising is that it is highly informative and consumers get to learn about new products in the market.

### IV) Benefits to the community:

Advertising will lead to more buying of the product, which leads to large scale production, which in turn will create more jobs in the community. Advertising a product generates more wants and their

satisfaction, which in turn leads to a higher standard of living. Advertising has given birth to a lot of the popular and universal products which we use today and have seen in the past, for example: automobiles, radios, TVs, and other household goods. Advertising helps reduce the price of media goods such as Newspapers and Magazines, by helping to recover the cost of production of these products. It is advertising revenue which helps Newspapers and other media outlets thrive. Advertising does not necessarily lead to monopoly. New entrants in the market that introduce better products have a chance of getting the market to accept them, as well.

## Parties Involved in Advertising

There are usually five parties or stakeholders in advertising:

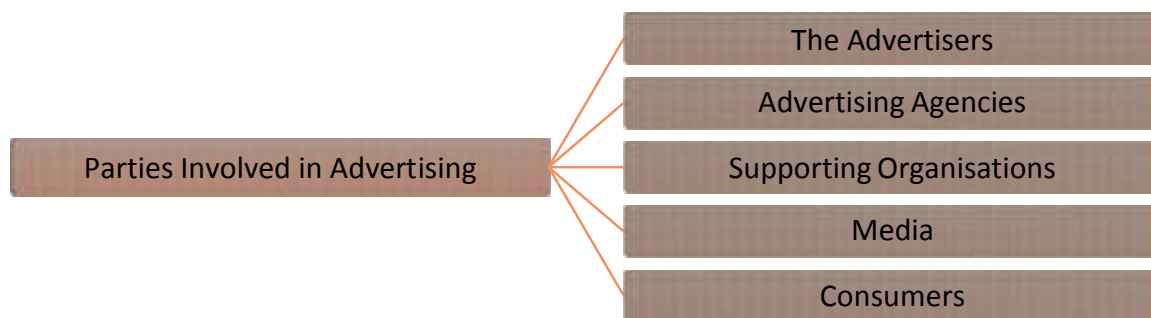


Fig: 13.2

### Advertisers:

When we talk about Advertisers, we are referring to the company or individual that sponsors a message. These may be the producer of a product, the retailer or wholesalers that stocks and sells the product, a service organisation, labour union, school, government, politicians, individual to name a few. In other words, an advertiser is the individual or the organisation that pays the bill for the advertising to be carried out.

### Advertising Agencies:

An advertising agency is a business that develops and executes the advertising campaign or a single advertisement for their clients. It is someone who wants to make their target market aware of the availability of their product or service. Advertising agencies may offer a number of services to an advertiser, these include:

#### 1. Copywriting:

Copywriting services are those that refer to generating the written content in the advertising. This includes the headlines, slogans, and detailed description of the product. Script-writing is the equivalent of this in broadcast media

## 2. Advertising Art:

The art work in the finished product may include the drawings, illustrations or photographs

## 3. Media Buying:

Media buying services deal with negotiating the prices to be paid and the space to be used in advertising media.

## 4. Client Servicing:

Client servicing is the part of the service that serves as a link between the advertising agency and the advertiser, there is usually a dedicated client servicing executive.

## 5. Other Services:

Other service may include the PR, research, and merchandising on behalf of the client.

## Support Organisations:

Modern advertising calls for certain specialists; these may not be employed by either the advertiser or the advertising agency. These specialists may include casting specialists, cinematographers, film/tape editors, photographers, music, and special effects experts. Therefore, in order to produce a good advertisement, a number of outside experts are required. Additionally, Market Research will also be required to gauge consumer opinion, consumer buying behaviour, and target market profiling, etc. It is not possible for the advertising agency or the company itself to carry out these functions itself; this is why support organisations are so important.

## Media:

Advertising, as already discussed, is a method of communicating with the target audience. It, therefore, requires a channel via which the communication can be conveyed. These channels of communication or media may include: newspapers, magazines, radio, television stations, billboards, and cinemas, etc. A detailed discussion of Media is done later in this unit.

## Consumers:

Consumers - or the target audience - is the group of people that the advertiser is trying to reach or convey the advertising message to.

## Advertising Media Decisions

In advertising, the term media refers to the path of communication that carries the message of the advertiser to the target audience. Even the best advertising ideas will go to waste if they are not presented through the correct channel, to the correct audience and at the lowest possible cost. Interestingly, the largest chunk of advertising spending goes towards the procurement of advertising media. How successful an advertising campaign is depends on the media as much as on the message itself.

## Types of Media

We can categorise advertising media into three broad headings: Print, Broadcast, Direct Advertising, and Outdoor Media. These four categories, however, can be further divided into sub-categories. Take for example print media which can be further sub-classified into newspapers and magazines. Additionally, newspapers can be yet further classified into daily newspapers, weekly newspapers, morning newspapers, evening newspapers etc. Broadcast media, however, is limited to channels and stations. These categories are discussed in detail below.



### Print Media:

As already discussed, Print Media includes newspapers and magazines. The major difference between newspapers and magazines is how often they are published. Newspapers are published daily whereas magazines are published periodically e.g. monthly, weekly, and yearly, etc. The similarity in both is that the advertising message is verbal usually accompanied by images. Printed words can be made as attractive, appealing, and informative as possible, along with the accompanying picture.

Newspapers and magazines have distinct features -

### Newspapers:

Newspapers are published in various languages and read by educated individuals. Reading newspapers is a daily habit by many people in towns, cities - and for some - in villages, around the world. Since advertising in newspapers is so common, readers have become used to seeing advertisements in newspapers and look to them for information.

Secondly, newspaper advertising is cheaper, when compared to advertising on radio or television. There is freedom to use advertising space according to the requirements of the advertiser.

Thirdly, it is easy to repeat an advertising message daily in a newspaper, if required. Also, a newspaper advertisement can be produced and placed into the newspaper quite quickly, when time is short and the message is urgent.

Finally, the newspapers in which the advertisement is to be run can be selected on the basis of the readership of the paper. For example newspapers with national coverage can be used for an advertising message that intended for the entire nation. Likewise a newspaper with a regional coverage can be used for an advertisement that is intended for the region. However, since newspapers are read in the morning and then generally ignored, the lifespan of newspaper advertising is quite short.

### Magazines:

Magazines are also referred to as periodicals because they are published at periodic intervals. Different magazines cater to different readerships and target audience. For example general interest magazines, magazines for kids, sports magazines, women's magazines, etc. Since magazines are published and read over a period of time, they have a longer life than newspapers. So, advertisers use magazines to target the required audience. For example product related to the medical profession such as drugs, surgical goods etc will be advertised in medical magazines. Manufacturers of technology products, office furniture etc will advertise their products in business magazines. Advertising in magazines is generally cheaper than advertising on radio or television.

However, magazine advertising has its limitations. The primary limitation is the timing of the publication, which is periodical. An advertisement can only be sent out when the magazine is published. Although a magazine advertisement has a longer shelf life, the advertisement can only be sent out when the magazine is published, unlike, a newspaper where an advertisement can be sent out daily. The second limitation is the lack of choice and flexibility in the choice of the size and design of the advert. The design may not be changed as readily as in a newspaper. Additionally, the advertiser cannot gauge the time spent reading the magazine by the circulation figures alone. A magazine that has a limited circulation may be read more thoroughly or a single issue may be passed to more people than one with a larger circulation.

### Direct Media:

Direct Response Advertising aims to directly and interactively advertise to the target audience without the involvement of a third party. Communication is two - way, between the advertiser and the target audience.

## Direct advertising Media

These include any channels by which advertisers communicate directly with their target audience. Major direct media are direct mail and advertising specialists

### Direct Mail:

One method of direct advertising which may be quite successful is sending direct, personalised letters via the post. These are generally circulars which may be accompanied by catalogues or price lists. The general idea behind direct mail advertising is to approach the prospective consumer directly with the advertising. Direct mail messages generally have a personal feel to them and are thus thought to be more effective. The relevant information may be expanded on and therefore may be more persuasive. If the mail addressed to the individual by name, the advertising message can gain the attention of the consumer without any diversion from competitors.

Direct mail does have its drawbacks, however, it cannot be used to advertise products meant for mass consumption. It is more useful in situations or settings where the consumer can be easily identified, for example, a pharmaceutical company sending direct mails to doctors, where the relevant doctors can be easily identified. Or a book publisher may send direct mails to teachers and professors who can be easily identified, to promote its books.

However, for general consumer goods, such as, soaps, toothpastes, and watches, etc., Direct Advertising may not be the best method of advertisement. It would cost a lot of money and would be time consuming to send letters to numerous individuals who are geographically dispersed. Booklets, pamphlets, and catalogues etc. sent by post to prospective customers also come under direct mail. These are also suitable only in the case of a selective group of customers.

### Advertising Specialities:

Advertising specialities include personalised company merchandise, such as, T-shirts, mugs, pens, pads, calendars, bookmarks, and paper weights, etc. The merchandise may or may not have a personalised message on it. Personalised merchandise serves to remind the consumer of the company or product. Although this is an effective method as it gives a personal touch, this may not be practical to apply on a large scale.

### Directory Advertising

Directory Advertising refers to, as the name suggests, advertising in directories or trade journal, such as, the Yellow Pages and Association Directories. Another method of directory advertising is the corporate

sponsorship of a magazine. This is where the advertising company owns the magazine itself, something that is quite common in the Hotel industry.

## Outdoor Media

Outdoor Media Advertising is advertising through channels which target the consumer when they are out of their house. For example, when they are commuting to work or travelling somewhere. Outdoor Media Advertising may include advertisements on billboards, neon signs, posters, and pamphlets, etc. Pamphlets may be used to target people with a promotion in a local area. Pamphlets are distributed among passersby at street crossings, railway stations or bus terminals, and roadside market places, etc. Posters are also fixed inside public transport vehicles such as, trams, buses, and railway coaches. In these cases, the space is provided upon payment.

### Neon Signs and Electric Display -

Neon signs are most often found on the top of roofs or on busy street crossings and are used to draw the attention of people passing by. Some of these, such as, neon lights, are visible in the night. Hoardings (billboards) are large boards, which carry a message, sometimes, they also have life - size pictures on them and they are installed at public places. Hoardings are specially designed to draw the attention of the public. Due to their large size, hoardings or billboards are visible from a distance and can draw the attention of a large number of people.

Different Outdoor Media, such as, pamphlets, posters, neon signs, electric displays, and hoardings have varying degrees of effectiveness in terms of getting people's attention. Pamphlets, for example, may only have a temporary affect on people. Posters have the handicap that only those who look at them may notice them. Besides, posters can be easily superimposed by other posters or they may be removed by the local authorities. Neon signs have the disadvantage that they are only visible in the night however they do generally grab attention.

## Exhibitions

Exhibitions are a good way to advertise a product or a service. Consumer goods can be displayed and industrial goods can be demonstrated during an exhibition. Exhibitions, however, only run for a limited time and therefore, whatever is being advertised can only be advertised for a short period of time.

### Show- Cases Displaying

This refers to when goods are displayed in public places such as railway stations, airports, and bus terminals, etc., to attract the attention of the public. These spaces are rented out. The main benefit of this method of advertising is that it gives the advertiser the opportunity to make the products look attractive when it is displayed.

## Media Selection

The process of choosing an advertising media is referred to as “matching media to markets.” Media choice may be affected by the following factors:

**1. Elements of the marketing mix:** According to McCarthy, there are four elements of the marketing mix - Product, Price, Place, and Promotion. Each one of these elements affects which media to use.

**a) Product.**

If the product is complicated to use, it will require a lengthy explanation, in which case print media would be the most suitable option available. For other products, such as, vehicle tyres, which require dramatisation television may be the most suitable medium to use. Furthermore for products, such as, women’s fashion colour magazines may be the most suitable to use.

**b) Price:**

Generally, there is a direct relation between the price and the quality of a product i.e. as the price gets higher the quality of the product gets better. This means that a product that is highly priced should be advertised in a prestigious magazine or a T.V. station to match the perceived quality of the product with the price.

**c) Place:**

Place refers to the channels used to distribute the product. Place has an impact on media selection in two ways: (1) geographical coverage and (2) timing. Say, for example, a product is only being distributed in a few regions of the country, using a magazine with national coverage in this case would be a waste of resources. Likewise timing of the advertisement is also an important consideration. The timing must match when the product is introduced and not, say a month later.

**d) Promotion:**

Promotion refers to the elements that make up the promotion mix: advertising, Personal Selling, sales promotion, and publicity. The kind of media chosen for the advertising message will be influenced by how much importance each element of the promotion mix has or should have. For example, in Industrial Selling, the role of Personal Selling is most important, and therefore, advertising is carried out very sparingly and that too in industry related journals and magazines.

**2. Media Characteristics:** The important elements are:

**a) Audience Selectivity:**

Audience Selectivity refers to the ability of a medium to reach a particular target audience that shares certain characteristics. An example of this is where the manufacturer of sporting goods such as running shirts or trousers may want to target the 18-30 year age group and thus advertises its products in a sporting magazine, such as, *SportsStar*

**b) Geographic Selectivity:**

Geographic Selectivity refers to the ability of a given media to reach certain geographical areas. Billboards and outdoor advertising, for example, have limited geographic reach which is limited to a neighbourhood, and therefore, it may allow the advertiser to target that neighbourhood.

**c) Reach:**

Reach the term used to describe the number of people that an advertising medium can reach, at least once in a given timespan. Reach is different from circulation, which is the number of publications sold. A circulation of one newspaper may have a reach of five, if five people are reading that same one copy, for example, in one household. In broadcast media, the term, used for reach, is audience.

**d) Frequency:**

Frequency is the term used to define the number of times a message will reach the target audience. Frequency is a good measure to use when the aim of an advertisement is to reinforce an image.

**e) Media scheduling:**

Media scheduling refers to the time schedule when the advertising message should reach the target audience. For example some advertising will be carried out throughout the year while other adverts will be seasonal and concentrated during a particular time.

**f) Media Cost:**

Media cost is an important consideration to advertisers. Different media channels use different measurement matrixes. In broadcast media, the cost is quoted per time (for example cost per 10 seconds of air time), in newspapers cost will be quoted in terms of advertising space used, for example cost for a 10 cm squared space, whereas for magazines cost is in CPM (cost per thousand).

**3. Target Audience:** A target audience must be clearly defined before an advertisement is made. Target audience can be defined by characters such as age, gender and income or by lifestyle habits or by geographical locations, to name a few. The advertiser can start making a profile of the target audience, which would help in targeting the advertisement to the right group of people.

**4. Nature of the message:** The nature of the message should be relevant to the media used. For example home improvement goods such as floor tiles should be displayed in an image, and therefore

radio advertising will not be very useful. Whereas, life insurance calls for a lengthy explanation and maybe outdoor advertising is more useful.

- 5. Advertising budget:** Advertising budget is the sum of money available for the advertising campaign. Advertising budget has a large impact on the type of media used for advertising.

## Publicity

### What is Publicity?

Publicity is the act of stimulating non-personal demand for a product, a service, or a business by giving out significant commercial news in a publication or on television or radio where the information that is being conveyed is not paid for, unlike, normal advertising.

Let us look at some of the salient features of publicity, as introduced above:

- 1. Non- Personal/ Mass Media:** Publicity is meant to reach a large number of people at the same time, much like advertising
- 2. Commercially Significant News:** This is one of the prime ways in which publicity differs from advertising. The news or message being conveyed by publicity is newsworthy and mass media will tend to communicate it in the form of news articles or news reports as opposed to an advert. Publicity has more credibility, since there is no payment for it (see the next salient feature)
- 3. No Sponsor:** The information is being originated from the media, instead of the company, therefore, there is no need for sponsorship.
- 4. Not Paid For:** As already mentioned, publicity is not initiated by a sponsor, nor is it spread at the sponsor's request, therefore, there is no payment required for it.
- 5. Purpose ( Demand Stimulation):** If publicity is well - planned it may help the company by building its brand image in the minds of the audience or message recipient, which, in turn, may lead to increased demand for the product or service.

### The Difference between Publicity and Advertising

The main points of difference between publicity and advertising are highlighted in the table below –

Factors	Advertising	Publicity
1) <b>Payment</b>	The sponsoring organisation has to pay for media space and/or time	Since the message is designed and printed by media, the company does not have to pay for it.
2) <b>Sponsor</b>	Has a clearly identified sponsor which may be either the company or brand name.	No sponsor is identified. The message originates from the media sources.
3) <b>Content</b>	The company has total control over content and coverage of the message.	The Company has no control over content and coverage, although it may have initiated media interest and supplied the necessary information.
4) <b>Schedule</b>	The Company can schedule repetition of the message as many times as desired.	The Company cannot schedule repetition of messages.
5) <b>Intent</b>	The message is meant to create, maintain and enhance a favourable impression about the company and the product.	Presented as news is hence, less persuasive. May create a favourable or unfavourable impression.
6) <b>Credibility</b>	Low to moderate	High

Publicity and Advertising both used Mass Media to convey the message, however, unlike advertising, publicity is not paid for.

## Advantages and Limitations

### Advantages

As a tool for promotion, the advantages of publicity are as follows:

- 1) Publicity may reach audience who generally are not covered by advertising medium;
- 2) Publicity has greater credibility since it is not paid for and is being carried out by a third party;
- 3) Publicity provides coverage, which would otherwise be quite costly and is generally free;
- 4) It can build up interest in a product category.

### Limitations

- 1) Advertisers generally have little - or no - control over the message being conveyed through publicity;
- 2) Media people disregard material that they do not consider newsworthy –subject matter that is untimely, uninteresting, or not accurate; and
- 3) Even if the material is found newsworthy, the advertiser has no control over how media people edit the content or schedule the appearance, etc.

### Generating Publicity

There are numerous ways to generate publicity, some of which are outlined below:

- ✓ **News Release:** A News Release is information contained in a single page, about the company. Generating news itself requires skills and calls for a story to be generated. The advertiser needs to gather as many editors and reporters, as possible;
- ✓ **Feature Articles:** Feature Articles are lengthier than news releases and are prepared for specific publications, such as, the ones that appear in Economic Times and other business publications. Feature articles usually outline companies past achievements or future expansion plans;
- ✓ **Press Conference:** Major forthcoming events are outlined in front of a number of media representatives, who also hand - written documents and images regarding the event;
- ✓ **Letters to the Editor:** Newspapers and magazines are sent letters, perhaps, in response to articles appearing in those media; and
- ✓ **Audio Visual Material:** Audio Visual Material, such as, films, slides, video and audio cassettes, which are sent to TV and Radio Stations for broadcasting.

### Further Reading:

- ✓ *Managers Guide to Marketing, Advertising, and Publicity, (2010), By Barry Callen*
- ✓ *The Effects of Advertising and Publicity on Corporate Reputation and Sales, (2007) By Kyung-ran Kim*
- ✓ *Advertising and Sales Management, (2009), By Mukesh Trehan and Ranju*