

# Marketing communications

## SECTION 20.1

# Essential Elements of Advertising

### What You'll Learn

- = How advertising campaigns are developed
- = The creation of advertising headlines
- = The preparation of advertising copy
- = The selection of advertising illustrations
- = The significance of advertising signatures

## SECTION 20.1

# Essential Elements of Advertising

### Why It's Important

In order to understand how successful advertising campaigns help sell products, you need to know how essential advertising elements are used to develop effective advertisements.

## SECTION 20.1

# Essential Elements of Advertising

### Key Terms

- = advertising campaign
- = advertising agencies
- = headline
- = copy
  
- = illustration
- = clip art
- = signature

# **The Concept of the Promotional Mix**

**Promotion** is any form of communication a business or organization uses to inform, persuade, or remind people about its products.

**Promotional mix** is a combination of the different types of promotion. A business decides on the promotional mix that will be most effective in persuading potential customers to purchase its products.

# **Types of Promotion**

There are four basic types of promotion:

- = personal selling
- = advertising
- = sales promotion
- = public relations

## **Advertising and its Purpose**

**Advertising** is any paid form of non-personal promotion of ideas, goods, or services by an identified sponsor. Advertising is either promotional or institutional.

**Promotional advertising** is designed to increase sales. It introduces new products and businesses, encourages an interest in products, and explains products and service features.

**Institutional advertising** attempts to create a favorable impression and goodwill for a business or an organization by providing positive information about a business.

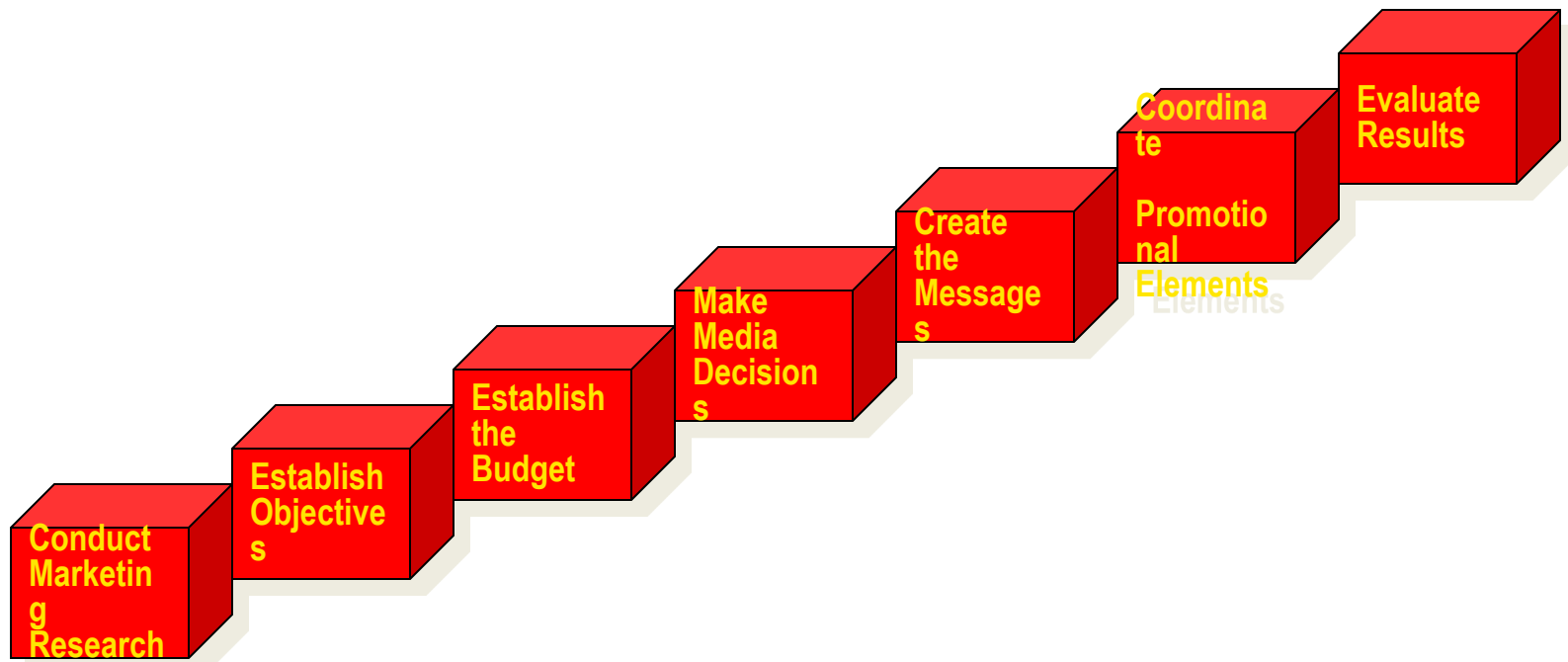
## **Advertising Drawbacks**

While there are advantages to advertising, it does have its drawbacks. Advertising can:

- = fail to focus on individual needs
- = be expensive
- = be wasteful when it is seen by people who are not potential customers
- = lack depth



# Steps to a coordinated Advertising Campaign



# **The Advertising Agency**

An **advertising campaign** involves the creation and coordination of a series of advertisements around a particular theme to promote a product. **Advertising agencies** work with businesses to develop advertising campaigns.

Depending on the scope and size of the advertising campaign, agencies can serve in a **full-service** or **limited-service** capacity.

# **The Advertising Agency**

**Full-service agencies** perform advertising research, media selection, copy development, and artwork for an advertising campaign.

**Limited-service agencies** specialize in one aspect of the campaign, such as creative services.

**In-house agencies** provide full or limited advertising services based upon the size of the company.

# Agency Organization

Advertising agencies are usually organized into four service departments:

- = client
- = creative
- = research
- = media

# **Agency Organization**

**Client service departments** work with agency groups and individual businesses to identify opportunities for advertising. Account executives look at client needs, create advertising plans, and coordinate advertising with other promotion activities.

**Creative service departments** develop the advertising messages and produce the ads. Graphic artists, copywriters, commercial designers, and art directors work together to create advertisements.

# **Agency Organization**

**Research service departments** study the target markets, the attitudes of potential customers, and their buying behaviors. This department helps determine the type of message that will have the greatest appeal for a particular market segment.

**Media service departments** advise clients on their media choices. This department suggests an advertising budget for television, radio, newspapers, magazines, and other forms of advertising, such as billboards and direct mail. This department also coordinates the timing, placement, and frequency of various advertisements.

## **New Models for Advertising Agencies**

Advertising experts predict that the following new models for advertising agencies will be used in the future:

- = creative boutiques
- = project team agencies
- = virtual agencies

## **New Models for Advertising Agencies**

A **creative boutique** is a specialized service agency where creative production is sent outside the business, but copy is provided by the business. This results in faster layout and production.

**Project team agencies** provide copywriting, creative execution and media placement without larger agency overhead. Teams work together on projects.

**Virtual agencies** provide services coordinated by an individual who works with a network of experienced freelancers.



# Developing Print Advertisements

Print advertisements must contain four key elements:

- = headline
- = copy
- = illustration
- = Signature

Some ads also include the company's slogan, presented with or near the signature. Each of the key elements enhances the overall theme of a product promotion.

# Headline

The **headline** is the saying that gets the readers' attention, arouses their interest by providing a benefit, and leads them to read the rest of the ad. Many experts consider them the most important part of an advertisement.

## Purposes of a Headline

The purposes of a headline are to:

- = Attract readers' attention—effective words are *new*, *now*, and *free*.
- = Select an audience—project an image toward a specific type of customer.
- = Provide a benefit to the reader—promise something that matches a need or want.
- = Lead to the illustration and copy.

# Purposes of a Headline



# Writing Effective Headlines

Effective headlines should:

- = be brief—seven words or less
- = be cleverly and effectively worded
- = have a single focus or main idea

# Writing Effective Headlines

The following are some popular headline-writing techniques:

- = **Alliteration** uses repeating initial consonant sounds.
- = A **paradox** is a seeming contradiction that could be true.
- = **Rhyme** employs words that correspond in sound.
- = A **pun** is the humorous use of a word that suggests two or more of its meanings.
- = A **play on words** uses the same word in different senses or words similar in sound used in opposition to each other.

# Copy

The **copy** is the selling message in a written advertisement. It should directly expand on the information in the headline or the product shown in the illustration. It should also stress the benefits and features of the product advertised.

# Copy

Good advertising copy:

- = is simple and direct
- = is noticeable or dramatic
- = should appeal to the senses
- = tells the who, what, when, why, where, and how of the product
- = uses words such as *compare, introducing, now, price, save, easy, and new*
- = provides a call to action



# Illustration

The **illustration** is the photograph or drawing used in a print advertisement. Its primary function is to attract attention, and to encourage a purchase of the advertised product. It should also tie into the headline and copy.

## **Sources of Illustrations**

**Clip art** is any ready-for-production image, stock drawing, or photograph, often provided by suppliers, manufacturers, or trade associations for print advertisements. Clip art is inexpensive, quick, and easy to use.

When stock art work is not sufficient, professionals may be hired to photograph situations or products.

# Signature

The **signature**, or logotype (logo), is the distinctive identification symbol for a business.

- = In national ads, the signature is the name of the firm, and sometimes the corporate symbol and slogan.
- = In local ads, the signature usually includes the business's name, hours, address, telephone number, or slogan.

# Slogan

A **slogan** is a catch phrase or small group of words that are combined in a special way to identify a product or company.

Slogans create a distinct image for the company, its products, or its corporate mission. Headlines frequently become the slogan for an advertising campaign.

# Top Slogans of the 20<sup>th</sup> century

Diamonds are forever. (DeBeers)  
The pause that refreshes. (Coke)  
Good to the last drop. (Maxwell House)  
Does she...or doesn't she? (Clairol)  
Where's the beef? (Wendy's)  
Let your fingers do the walking. (Yellow Pages)  
Just do it. (Nike)  
We try harder. (Avis)  
Breakfast of champions. (Wheaties)  
When it rains, it pours. (Morton Salt)  
Look ma, no cavities. (Crest)  
We bring good things to life. (GE)

These advertising slogans were judged to be some of the best of the 20th century. Why do you think these slogans have been so effective?

## Reviewing Key Terms and Concepts

- 1.** How are advertising campaigns developed?
- 2.** Why are headlines considered by many to be the most important part of print advertisements?
- 3.** What is the main purpose of advertising copy?
- 4.** What should illustrations show about a product?
- 5.** What is the signature in an advertisement?

## Thinking Critically

What is a problem with a well-designed ad that does not have a signature?

## SECTION 20.2    **Ad Layouts**

### **What You'll Learn**

- = The importance of advertising layouts
- = The principles of preparing an ad layout
- = The advantages and disadvantages of using color in advertising
- = How typefaces and type sizes can be changed to add variety and emphasis to print advertisements
- = How to check advertising proofs



## SECTION 20.2 **Ad Layouts**

### **Why It's Important**

Since print advertisements have only a few seconds to reach a reader, you'll want to learn how to develop an advertising layout that will attract your target audience.

## SECTION 20.2    **Ad Layouts**

### **Key Terms**

- = ad layout
- = advertising proof

## **Developing Print Advertising Layouts**

An **ad layout** is a rough draft that shows the general arrangement and appearance of a finished ad. It is the same size as the final advertisement and clearly indicates the position of the headline, illustration, copy, and signature.

## **Developing Print Advertising Layouts**

When designing advertisements, pay careful attention to where the reader's eyes will be directed. The best ads contain lines of force that guide the reader to the copy through illustrations.

## **Using Color in Print Advertisements**

Color makes an advertisement stand out on the printed page.

- = Color newspaper ads can increase the reading of copy by as much as 80 percent over black-and-white ads.
- = Because of the response rates, full-color ads are usually more cost effective than two-color ads (black plus a color).

## **Selecting Typefaces and Type Sizes for Print Advertisements**

The size of the type and the typefaces should be distinctive yet appropriate for the business and target audience. In general, print advertisers should use one typeface for headlines and prices and another typeface for copy. Add variety and emphasis by using different sizes, italics, and boldface.

## Checking Advertising Proofs

The **advertising proof** shows exactly how an ad will appear in print. It is sent to the advertiser for review and approval. Advertisers should ensure that the ad was created correctly and that all prices are accurate and brand names are spelled correctly.

# Checking Advertising Proofs

Before giving final approval to a written advertisement, the advertiser should perform an evaluation of the ad based on the following five criteria:

1. Is it bold enough to stand out on a page, even if it is placed next to other ads?
2. Does the overall layout look clean, uncluttered, and guide the reader through the copy?
3. Are typefaces and type sizes easy to read?
4. Is the signature plate apparent and distinctive?
5. Is the message and image projected appropriate for the target audience?



## Reviewing Key Terms and Concepts

- 1.** What is an ad layout?
- 2.** Why is color important in print advertisements?
- 3.** How can variety be added to the type selected for print advertising?
- 4.** What is the purpose of an advertising proof?
- 5.** What should an advertiser review before submitting an advertising proof to a newspaper?

## Thinking Critically

In what ways are online banner ads similar to print advertisements?

**Questions?**