

# Mass and Personal Communication



# Learning Objectives

- What steps are involved in developing an advertising program?
- How should sales promotion decisions be made?
- What are the guidelines for effective brand-building events and experiences?
- How can companies exploit the potential of public relations and publicity?
- How can companies integrate direct marketing for competitive advantage?
- What decisions do companies face in designing a sales force?



# What is Advertising?

**Advertising** is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.

# Factors to Consider in Setting an Advertising Budget



Stage in the product life cycle

Market share and consumer base

Competition and clutter

Advertising frequency

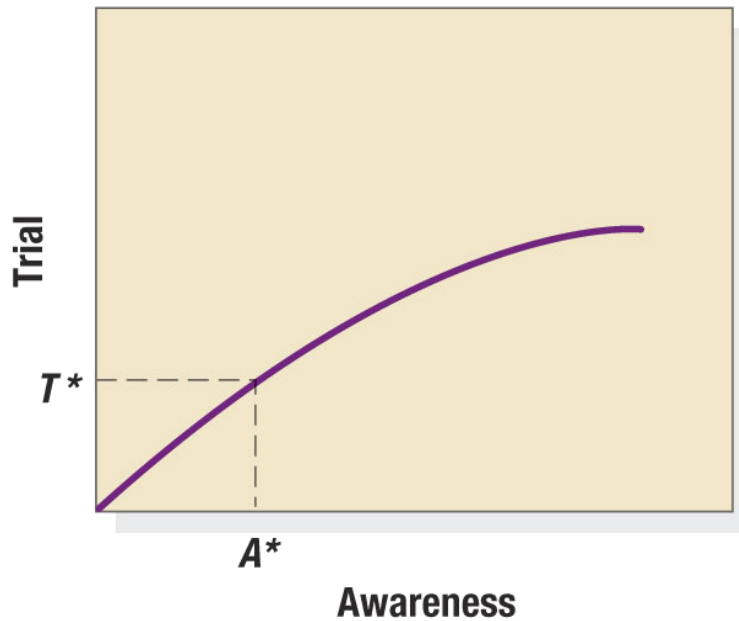
Product substitutability

# Media Selection

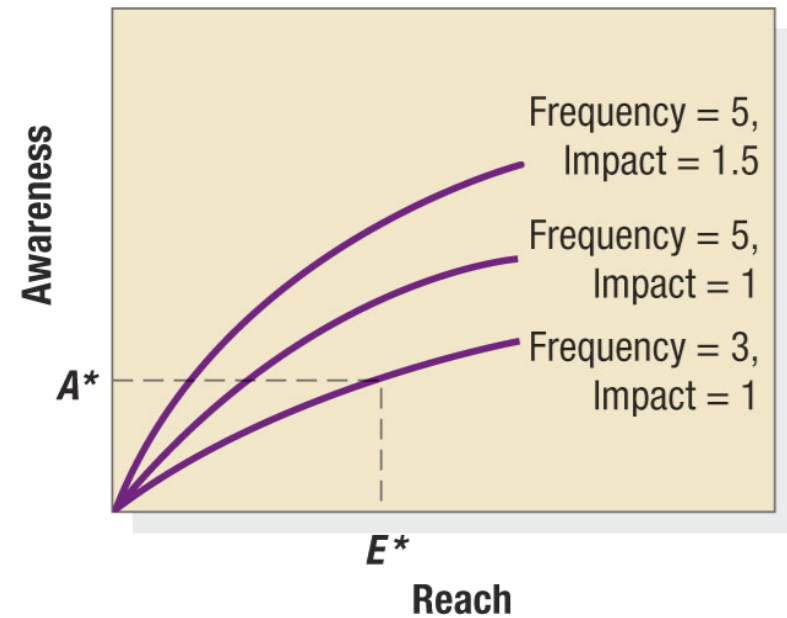
- Reach (R)
- Frequency (F)
- Impact (I) (qualitative in nature)
- Exposure or Gross Rating Points i.e. GRP (RXF)
- Weighted number of exposures i.e. WE (RFXI)

# Relationship Among Trial, Awareness, and the Exposure Function

(a) Relationship between Product Trial Rate and Audience Awareness Level



(b) Relationship between Audience Awareness Level and Exposure Reach and Frequency





# Choosing Among Major Media Types

- Target audience and media habits
- Product characteristics
- Message characteristics
- Cost

# Major Media Types

- Newspapers
- Television
- Direct mail
- Radio
- Magazines
- Outdoor
- Yellow Pages
- Newsletters
- Brochures
- Telephone
- Internet

# Measures of Audience Size

- Circulation

(number of physical units carrying the ad)

- Audience

(number of people exposed to the vehicle)

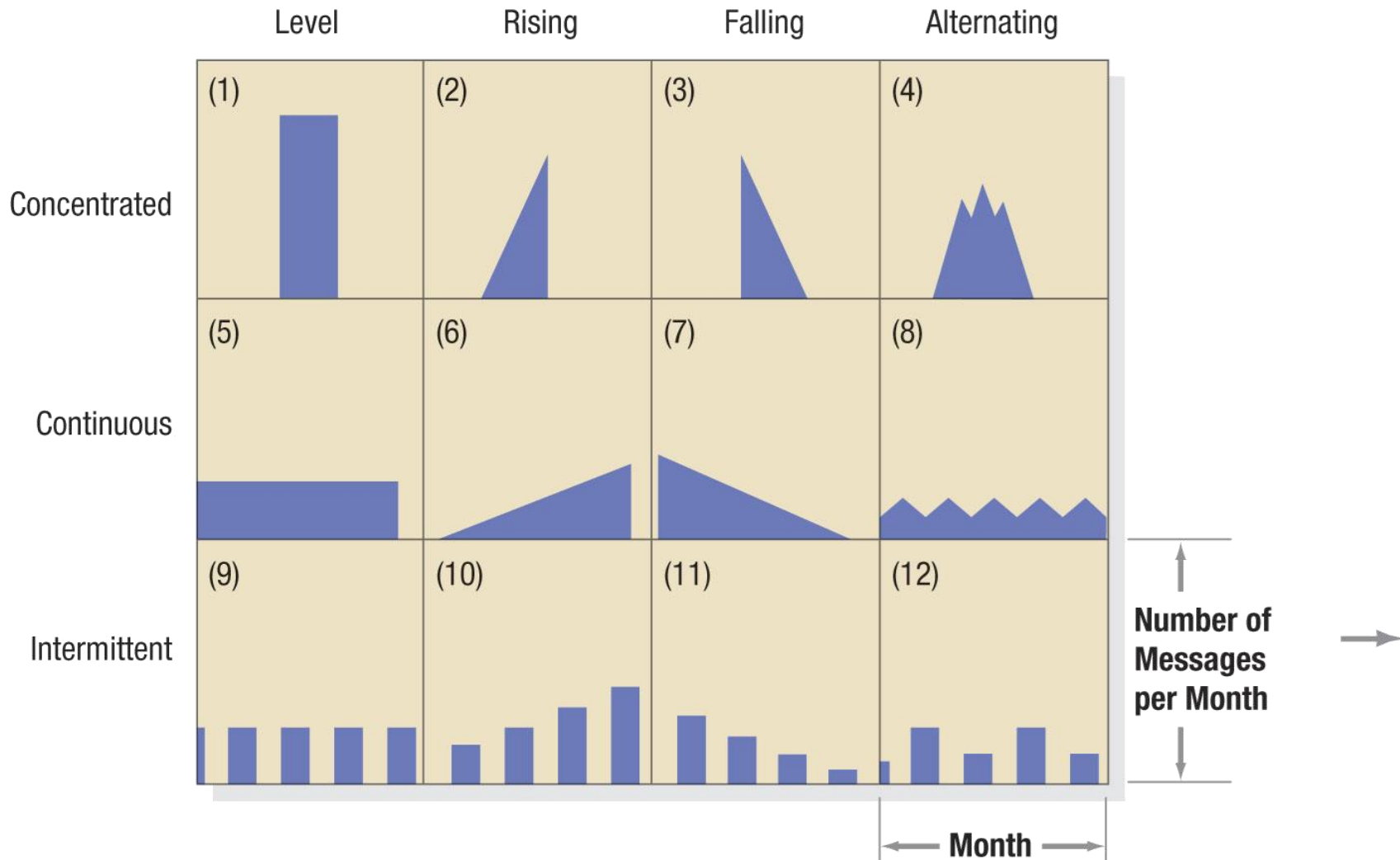
- Effective audience

(number of people with target audience characteristics exposed to the vehicle)

- Effective ad-exposed audience

(number of people with target audience characteristics who actually saw the ad)

# Classification of Advertising Timing Patterns





# Media Schedule Patterns

- **Continuity** (exposures evenly throughout period)
- **Concentration** (ad budget spent in a single period)
- **Flighting** (ad in a period, followed by no ad, followed by second period of ad activity)
- **Pulsing** (continuous ad at low levels reinforced periodically by waves of higher activities)



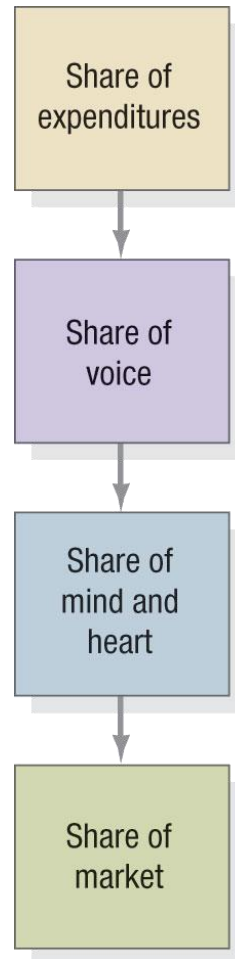
# Factors Affecting Timing Patterns

- Buyer turnover
- Purchase frequency
- Forgetting rate

# Evaluating Advertising Effectiveness

- **Communication-Effect Research**
  - **Consumer feedback method** (battery of questions on ad)
  - **Portfolio tests** (after viewing a portfolio of ads, consumers are asked to recall the ads aided or unaided)
  - **Laboratory tests** (physiological reactions)
- **Sales-Effect Research** (historical approach with regression analysis, experimental design)

# Formula for Measuring Sales Impact of Advertising





# What is Sales Promotion?

**Sales promotions** consist of a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade

# Sales Promotion Tactics

## **Consumer-directed**

- Samples
- Coupons
- Cash refund offers
- Price offs
- Premiums
- Prizes
- Patronage rewards
- Free trials
- Tie-in promotions

## **Trade-directed**

- Price offs (discount)
- Allowances (ad/display allowance)
- Free goods
- Sales contests
- Trade shows
- Specialty advertising



# Why Sponsor Events?

- To identify with a particular target market or life style
- To increase brand awareness
- To create or reinforce consumer perceptions of key brand image associations
- To enhance corporate image
- To create experiences and evoke feelings
- To express commitment to community
- To entertain key clients or reward employees
- To permit merchandising or promotional opportunities



# Customer Experience Management: Experience Providers

- **Communications**

(ad, brochures, annual reports)

- **Visual/Verbal Identity**  
(logos, signage)

- **Product presence**

(packaging, POS display)

- **Environments**

(retail, corporate office)

- **Internet**

- **People**

- **Co-branding**



# Tasks Aided by Public Relations

- Launching new products
- Repositioning a mature product
- Building interest in a product category
- Influencing specific target groups
- Defending products that have encountered public problems
- Building the corporate image in a way that reflects favorably on products



# Public Relations Functions

- Press relations
- Product publicity
- Corporate communications (internal and external)
- Lobbying (legislators, Govt. officials)
- Counseling (advising management)



# What is Direct Marketing?

**Direct marketing** is the use of consumer-direct channels to reach and deliver goods and services to customers without using market middlemen

# Direct Marketing Channels

Direct mail

Catalogs

Telemarketing

Other direct response  
(infomercials)

The screenshot displays the Landsend.com website interface. At the top, there are navigation tabs: PERSONALIZE, MY VIRTUAL MODEL, MY FIT, E-MAIL MY MODEL, and HELP. Below these, there are search and filter options: FIND AN ITEM, GREAT GO TOGETHERS, and MY FAVORITES. The main content area features a virtual model of a woman wearing a pink long-sleeved top and black pleated pants. To the right of the model, there is a section titled "What you're wearing:" with a dropdown menu set to "Tailored Pants". Below this, the product description reads "Women's Pleat Front Washable Wool Traditional Comfort Trousers" with a price of \$89.50. There are options to "Product Details", "Choose a color" (with three color swatches), and "Buy this item". A "Remove item" link is also present. Below the product information, there is a "Great go together" section with the text "Items that go great with what you are wearing" and a "view >>" link. At the bottom of the main content area, there are navigation buttons: zoom, sign in, create my model, remove outfit, and buy outfit. On the right side, there is a grid of product recommendations, each with a small image and a text description. The footer contains the copyright notice "© My Virtual Model Inc., 2004.", links for "Privacy policy" and "Terms of service", and a logo for "My Virtual Model Experience".

# Designing a Sales Force



# Components of Sales Force Compensation



Fixed amount

Variable amount

Expense allowances

Benefits

# Steps in Effective Selling

