

PRESENTATION

ON

CLASS: S.Y.BMS

SUBJECT: ADVERTISING

CHAPTER- 2

**STRATEGY & PLANNING PROCESS IN
ADVERTISING**

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DEVELOPMENT OF MARKETING PLAN :

1. Corporate Objectives :-

- Every organization decides about corporate objectives based on environmental analysis.
- It includes macro factors such as legal, economic, political and technological, etc.
- Micro factors such as image, management, leadership, etc.

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2. Marketing Objectives :-

- The marketing planning process begins with setting up of marketing objective, which can be drawn from corporate objectives, and are outcomes of marketing environmental analysis.

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3. Market segmentation and targeting :-

- Divisions of market of potential customer.
- Consumer who will share similar traits such as needs and locations, etc.
- Selected market segment for which total marketing is made.

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4. Developing Marketing Strategies :-

- This will not only help to achieve objective but also provide competitive advantage at the market place.
- The marketer has to make assumptions about the customers and competitors before designing a marketing mix for the target market.

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5. Marketing Tactics (Action Plan) :-

- Only designing a great marketing strategy is not sufficient, it has to be implemented.
- Marketing tactics – Product strategy, Pricing strategy, Promotion strategy and Distribution strategy.
- The responsibilities for implementation is of marketer.

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6. Measurement of results :-

- At this stage marketer compare the actual performance with the planned performance and find out the gaps.
- If standard performance is below then corrective measures are taken to overcome the same.

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ROLE OF ADVERTISING IN MARKETING MIX

1. Product Planning :-

- Product is core element in MM.
- Demands depends on its popularity and utility.
- Product should have quality as well as some value (benefits to consumer).
- Provide the product information to consumers.

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2. Brand Policy :-

- Brand provides assurance about quality of the product.
- Consumer loyalty.
- Advertising decisions are affected by company's brand policy.
- Eg- **“Patanjali House strategy”**. Patanjali launching various products under one brand i.e. **‘Patanjali Ayurvedic’**.

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3. Price :-

- While fixing price consider sales target of the product.
- Some times price may not make much difference to sales as in the case of essential commodities where the demand is inelastic in relation to price.
- When company deliver quality product at higher price, advertising communicates its premium quality, image and prestige.

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4. Distribution :-

- It is through advertising that the “pull” effect may be created among potential buyers.
- This will motivate the intermediaries to stock the product in anticipation of a smooth and speedy off take.

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5. Packaging :-

- Packaging is also an important part of the MM.
- Packaging is one of the most powerful aids in selling.
- In the case of product categories such as cosmetics and confectionery, advertising is of prime importance.
- Packaging act as “Silent salesman”.

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- Eg- Cadbury chocolates advertisement of Cadbury Silk focuses on its packaging in advertisement.

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6. Promotion and Displays :-

- Sales promotion can be used to increase sales.
- Discounts, coupons, schemes, publicity, sponsorship, etc.

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POINT OF SALE DISPLAY



IN-STORE DISPLAY



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7. Personal Selling :-

- A salesperson can point out to customers how his company's products fit their needs.
- Personal selling and advertising has to work together.
- Advertisements in newspaper and on television may lead to enquiries, which salesperson can follow.
- An advertising exposure costs is much less as compared to personal selling.

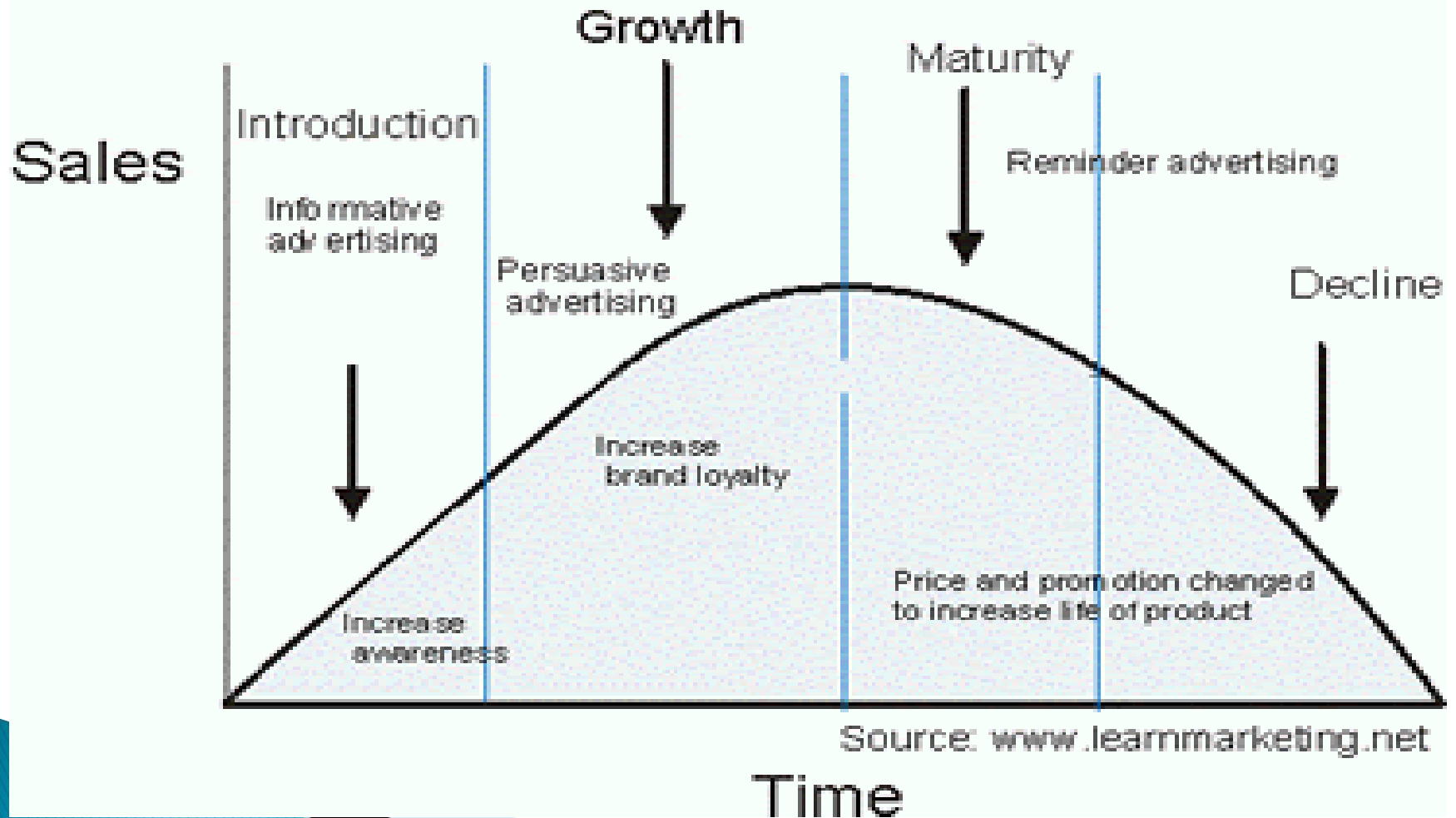
PERSONAL SELLING

Personal Selling



ROLE OF ADVERTISING IN PLC :

Promotion through PLC



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1. Introduction Stage :-

- At this point, the company plans to introduce a new product or new variant of an existing product in the market.
- This is the most challenging stage as the product has to be successfully positioned in the minds of target consumers.
- Otherwise it is very difficult to survive in the market.

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- The marketers has to make efforts for creating product awareness in the market, beginning trial of the product, and ensuring display of the product at outlets.
- The expenditure on advertising is maximum at this stage.
- Companies use varying strategies relating to pricing, promotion, distribution, etc.
- Eg- Liril soap was the first lime-based beauty soap positioned right in the market due to very innovative advertising campaign.

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2. Growth Stage :-

- Product is known in the market and the demand is increasing.
- In this stage sales volume increases which results in large-scale production and profit.
- Promotion takes front seat as competition level increases.

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- In this stage companies expand in new markets and use innovative advertising to reach out the target consumers.
- Advertising and sales promotion expenditures depend on the position of the brand in the market.
- If it is a market leader, it has to maintain its image and brand differentiation.

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3. Maturity/ Saturation :-

- At this stage, there is a great possibility of price wars.
- Marketers bring innovation in product features, enter new markets, gear-up advertising, publicity, PR, etc.
- Eg- Coca-cola

A teal watercolor splash background with the text "Thank You" in a cursive font. The splash is centered and has a soft, irregular edge. The text is written in a dark teal color. In the bottom left corner, there is a decorative graphic element consisting of a dark teal triangle with a white border, a light blue triangle, and a black triangle.

Thank You