

A wide-angle photograph of a desert landscape. In the center, a large, flat-topped butte rises from a valley. The rock is a reddish-brown color, showing signs of weathering and erosion. The valley floor is filled with smaller, similar rock formations and winding paths. The sky is a clear, pale blue, suggesting a bright day. The overall scene is vast and open.

*“Creativity without strategy is called Art,
but creativity with strategy is called
advertising.”*

- Prof. Jeff Richards



Prepared by -

Krishnan R

Assistant Professor

SIES College of Arts, Science and Commerce

INTRODUCTION TO ADVERTISING



*This presentation is purely for educational purpose.

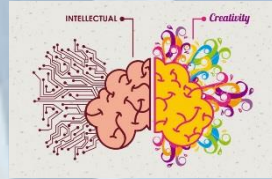
INTEGRATED MARKETING COMMUNICATION



- ❖ A continuous process aiming for marketing and communication targets using various elements in a creative way to its targeted audience.
- ❖ A concept that ensures that all forms of communication are carefully linked together.
- ❖ Evaluated strategic roles of various marketing elements.
- ❖ Plays a vital role in informing, persuading and reminding the brand.

FEATURES OF IMC

- i. Continuous Process – whom to approach – why to approach – what do we have – what have we done – what to do - communication techniques – paisa bolta hai – zara try karke dekh – review
- ii. Common Objectives – Awareness – Attitude – Brand image and loyalty – Dushmano ko maza chakao – Corporate Image – Le le bhai, le le
- iii. Elements – Fukat ki publicity – Advertisemnet – Sales Promo – Salesmanship – Sponsorship – PR – Packaging – Trade Fair
- iv. CrEATiViTy



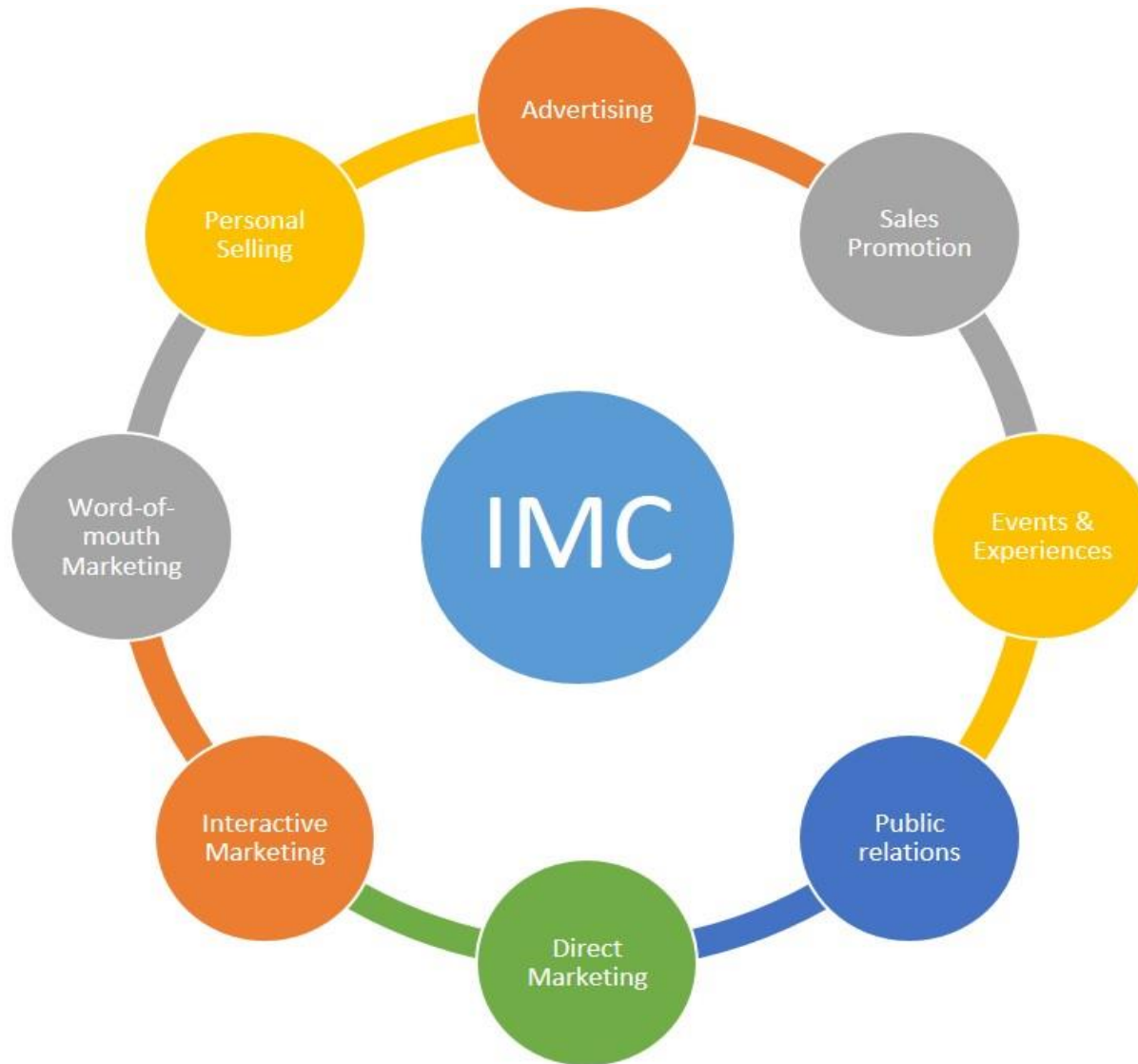
- v. Scientific Art

vi.

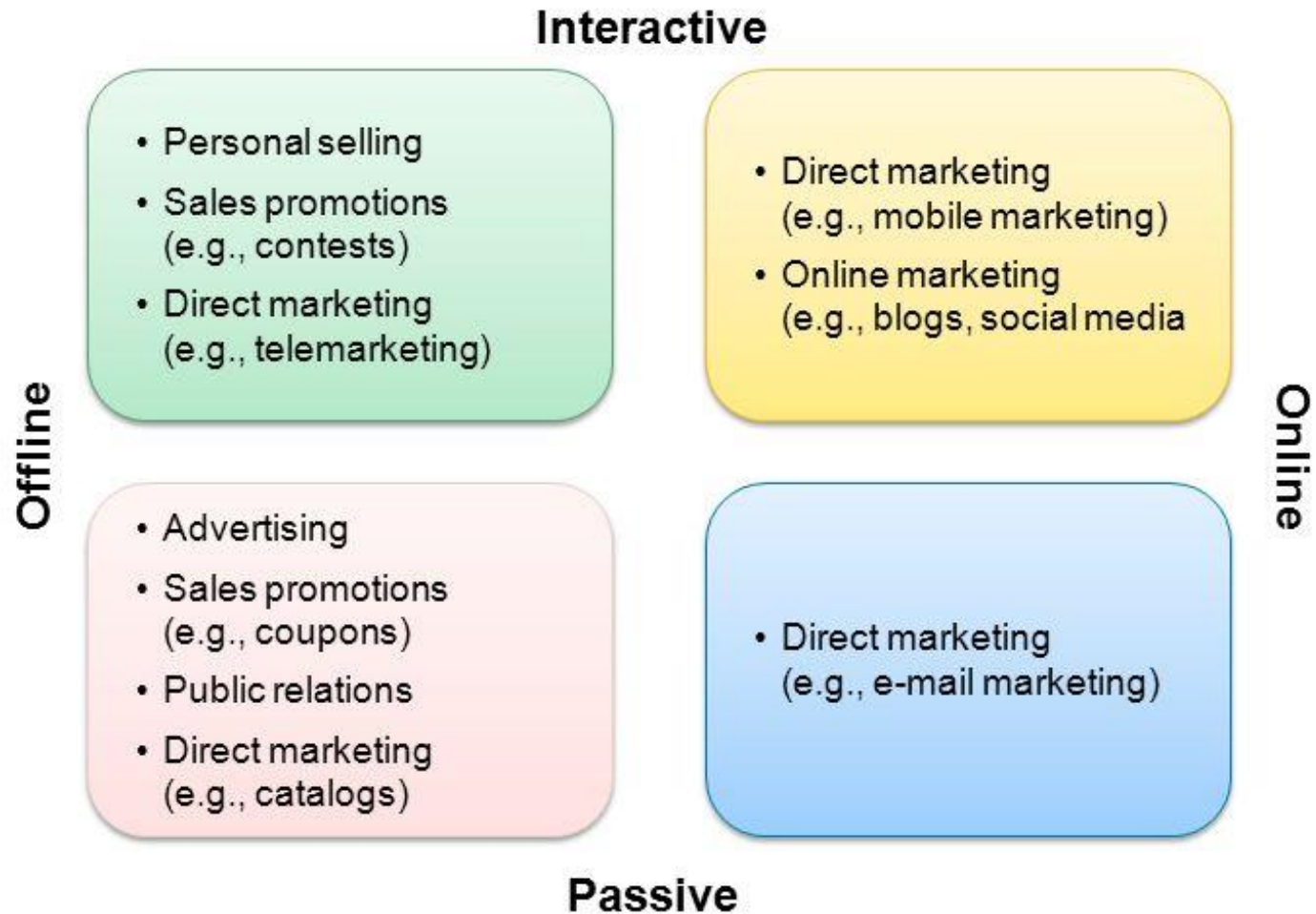


Arre Bhai Bhai Bhai...!

ELEMENTS OF IMC



Elements of an Integrated Marketing Communication Strategy



INTEGRATED MARKETING STRATEGY



ROLE OF ADVERTISING IN IMC

1. Advertisement and Communication
2. Advertising and Sales Promotion
3. Advertising and Sponsorships
4. Advertisement and Personal Selling
5. Advertisement and Public Relations
6. Advertisement and Direct Marketing
7. Advertisement and Packaging
8. Advertisement and Publicity
9. Advertisement and Trade Fairs



ADVERTISEMENT

Any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor



FEATURES OF ADVERTISING

- 1. Systematic Process – Planning – Preparation and Placing**
- 2. Paid Form**
- 3. Public Presentation**
- 4. Promotion of Ideas, goods and services**
- 5. Through Sponsors**
- 6. Arts, Science and Profession**
- 7. Part of Promotion Mix**
- 8. Influential**
- 9. Facilitates Marketing Objectives**
- 10. Universal Usage**
- 11. Facilitates Consumer Awareness and Choice**

THE NEW PAJERO FULL
WITH AWC-R™.

IT'S MORE
THAN TECHNOLOGY.
IT'S INSTINCT.

AWC-R. Stability
in terms of braking,
controlling
and correcting
the car's course,
without help
from the driver.





The best coffee
For the best **YOU.**

Taste of Inspiration.

Panasonic



NOSE HAIR TRIMMER
RENEWAL SAFETY CUTTING SYSTEM



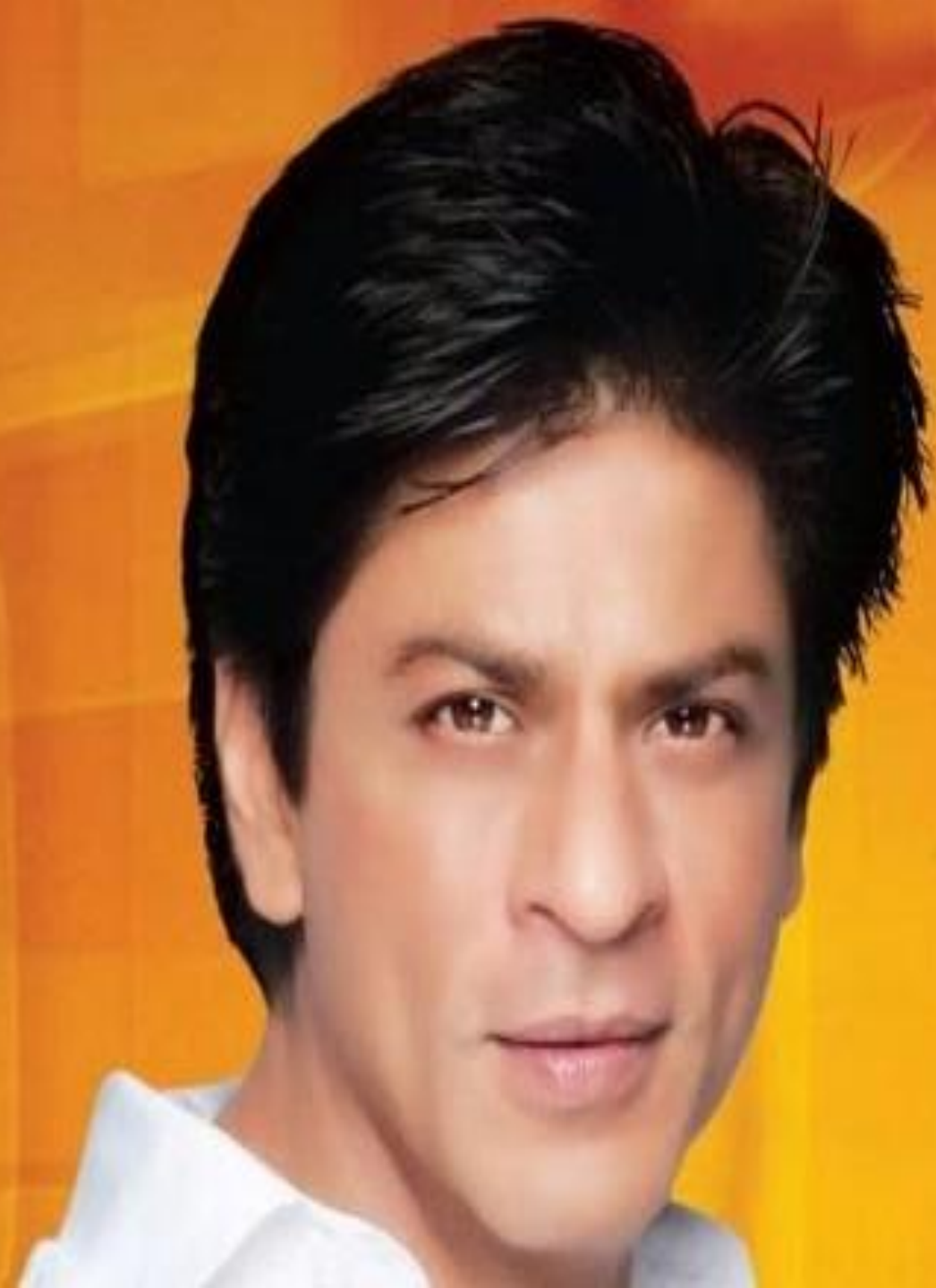
No one
grows ketchup
like Heinz.



HEINZ

FAIR AND HANDSOME FOR MEN WHO WANT MORE

- More Skin Moisturization
- More Dark Spot Reduction
- More Sun Protection





**WITH
FORBIDDEN FRUITS**

**URNS
NICE
GIRLS
NAUGHTY**

OBJECTIVES OF ADVERTISING

- 1. Creation of Awareness**
- 2. Developing Positive Attitude**
- 3. Develop Brand Image**
- 4. Product Differentiation**
- 5. Persuade Customers**
- 6. Stimulate Demand**
- 7. Promote Social Welfare**
- 8. Reminder**
- 9. Corporate Image Enhancement**
- 10. Gain Competitive Advantage**

EVOLUTION OF ADVERTISING

THE HISTORY OF ADVERTISING



Egyptians used papyrus to make sales messages and wall posters.



The first newspaper advertisement, an announcement seeking a buyer for an Oyster Bay, Long Island, estate, is published in the Boston News-Letter.



1835 - The First billboard was made
1843 - First advertising agency
1891 - Companies started selling their brands and not just products.



1920 - First Advertisement on Radio
1941 - First television commercial
1960 - Focus group and research
1980 - Infomercials take hold
1994 - First banner ad by AT&T
1996 - Yahoo debuts search ads.



2000 - Google Adwords was born
2005 - Google Analytics was released
2006 - Facebook launches advertising
2007 - Facebook allows demographics targeting
2009 - Google launches interest-based advertising on partner sites and Youtube

2010 - Twitter launches promotional trends and promotional tweets
2013 - First Instagram Ads by Michael Kors
2014 - Snapchat first advertisement

PRE-MODERN

1704

1800 - 1900

1900 - 1999

2000 - 2014

2016

needs launches roboagency



Early Forms of Advertising



Merchant's mark of
Thomas Horton (1530),
Wool merchant of
Wiltshire



Wareham Town Criers



Sign Boards on Rock and other objects

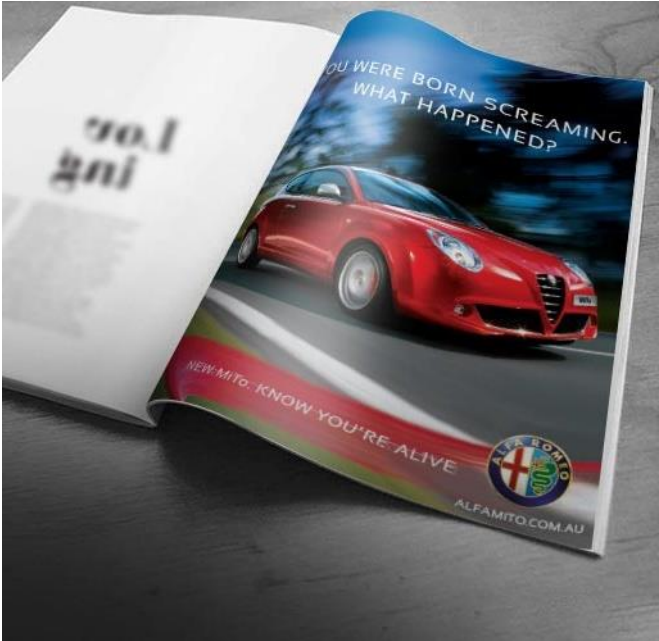
Printing



Handbills (Since 1477)



Newspaper (Boston, 1704)

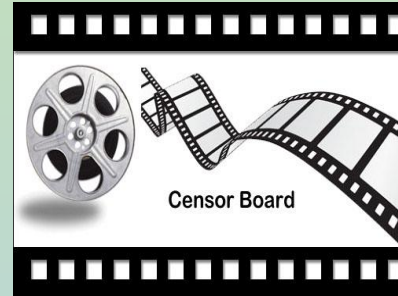


Magazine (1700s)

ACTIVE PARTICIPANTS IN ADVERTISING

1. **Advertisers** – product sellers – trade intermediaries – retailers – social organizations – government.
2. **Ad Agency** – independent organization – contractual basis – commission and fees. (O&M, Lowe Lintas, Mc Cann Erickson, JWT, Dattaram, Leo Burnett, Madison Media)
3. **Audience** – readers – listeners – viewers – explorers.
4. **Advertising Media** – Media agency (Mediacom UK, Zenith, Starcom, O&M, Madison Media) – media type.
5. **Advertising Production Firms** – Copywriters, artists, photographers, choreographers, singers, designers, editors, producers, screeners, testers, researchers, etc. (Abstract Films, Corcoise Films, Equinox Films, Flying Saucer)

6. Government Authorities



7. Media Research Firms – (YouGov US, Zappi UK, Ascribe US)

8. Self Regulatory Bodies – Frame codes – content regulation (Ad Standards Council of India, Indian Newspaper Society, Doordarshan, Ad Agencies Association of India)

BENEFITS OF ADVERTISING

To the Seller

- Product Introduction
- Attitude
- Brand Image, Loyalty
- Market Expansion
- Quality Improvement
- Smooth Sales
- Facilitates Promotion & Distribution
- Creates Demand
- Mitigate Competition

To the Consumers

- Information
- Facilitates Consumer Decision
- Reminder
- Lowers Pride
- Good Quality
- Higher Standard of Living
- Warning about fake products
- Education
- Developing Attitude
- Saves Shopping time

To the Salesmen

- Easy Selling
- Commands Respect
- Proud Feel
- More Business
- Recognition
- First Hand Feedback

To the Society

- Higher SoL
- Development
- Employment Generation
- Entertainment
- Social Awareness and Public Service

Classification of Advertising

Area

Local
Regional
National
International

Audience

Consumer
Industrial
Trade
Professional
Social
Political

Media

Press
Broadcasting
Outdoor
Digital

Functions

Direct
Indirect
Primary
Selective
Product
Corporate

Stages

Pioneering
Competitive
Retentive



Redmi 5A
The smartphone for everyone

~~₹6499~~
₹5499

ELECTRONICS



~~₹19990~~
₹11990

KORYO
32 (80 cm) HD LED TV
Also available 39 (99 cm) HD LED TV
₹31990, ₹19990

HOME NEEDS



~~₹2174~~
₹999

GRYDAL
Juicer+Dicer+
Atta Maker

FOOD



~~₹1080~~
₹777

Freedom Sunflower Oil Jar (5 l) +
Aashirvaad Whole Wheat Atta (5kg) +
Madhur Sugar (5 kg)

GET UP TO

ADDITIONAL 20% OFF
IN YOUR FUTURE PAY WALLET

WHEN YOU
SHOP FOR ₹2500 & ABOVE

HOME FASHION



~~₹799~~
ONWARDS

Single & Double Bed Sheet Set with
Co-ordinated Pillow Covers (Select Range)

DAILY ESSENTIALS



~~₹1900~~
₹1019

Golden Harvest/ Agripure
Sona Masoori Economy Rice (25 kg)

BOOST

~~₹347~~
₹100 OFF

Boost (750 g)

LUGGAGE



~~₹450~~
₹339

Rin Detergent
Powder (6 kg)

FLAT 60% OFF

Branded Soft & Hard Trolleys (Select Range)

~~₹4998~~
ONWARDS

BUY 4 GET 1 FREE



₹199

Dove/Pears/
Flama Di Wills/Lux Soap
(125 g)

BUY 1 GET 2 FREE



₹499**

JEANS

BUY 1 GET 2 FREE

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future pay

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Give a missed call on
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Select offers also available at

HyperCITY

Something **fresh** every day

FOOD BAZAAR

NEW

• Film Nagar • Pratik Nagar • Vasant • Kankarbagh • Sri Ram Nagar • G.D. Harnani • Sakinaka • Kirti Nagar • Connaught Place • Connaught Place • Connaught Place

FOOD • HOME • FASHION

BIG BAZAAR

Making India Beautiful

*Get ₹500/₹1000 Cash in your Future Pay Wallet over the next 5 months starting 1st Feb 2018 at ₹100/₹200 per month.

**Conditions apply. Offer valid till stock last. The product pictures are indicative of the offer and may not match with the actual product. Offer valid for retail customers only. Quantity restriction apply. Future Pay Wallet reserves the right to withdraw, change or modify the terms at any time without any prior notice. *Offer valid till 28th Jan, 2018. An exchange of new ₹2000/₹5000 respectively in a single bill at Big Bazaar. Big & Food Bazaar stores. Cashback in Future Pay Wallet will be added on monthly transactions of ₹100/₹200 on the 1st day of every month starting 1st Feb '18. Stock limited. Promotional balances will expire at the end of every month and will be included from the wallet. Customer needs to download & register on the Future Pay App with the mobile number given at the time of billing by 28th Jan '18 to receive the Cashback in Big Bazaar. Future Pay Wallet transactions will get ₹2000 cashback on the 1st day of every month starting 1st Feb '18. A maximum of ₹1000 cashback on shopping of ₹1000, maximum of ₹2000 cashback, ₹1000 cashback only for new registrations between 28th Jan '18 to 31st Jan '18. Offer valid only for retail customers. *Effective Price on purchase of jeans worth ₹1999. GST Extra. Offer valid on select merchandise. Visit us on www.bigbazaar.com for more details. Offer applicable in Hyderabad stores only.

Customer Helpline 1800 200 2225 | @bigbazaar | #bigbazaar | bigbazaar.com

POLITICAL

GULISTAN NEWS

RELIGIOUS

SPECIAL REPORT

खबर तह तक

SPORTS

ENTERTAINMENT

BREAKING NEWS

82838-40101
89486-00028
89486-00031

GULISTANNEWS@HOTMAIL.COM

The banner features a central logo for 'GULISTAN NEWS' with a globe icon. Below the logo is the Punjabi slogan 'खबर तह तक'. The background is a collage of images representing different news categories: a clock tower for 'POLITICAL', a cricket player for 'SPORTS', a group of people in traditional attire for 'ENTERTAINMENT', and a religious building for 'RELIGIOUS'. The bottom left corner contains three phone numbers, and the bottom right corner contains an email address.



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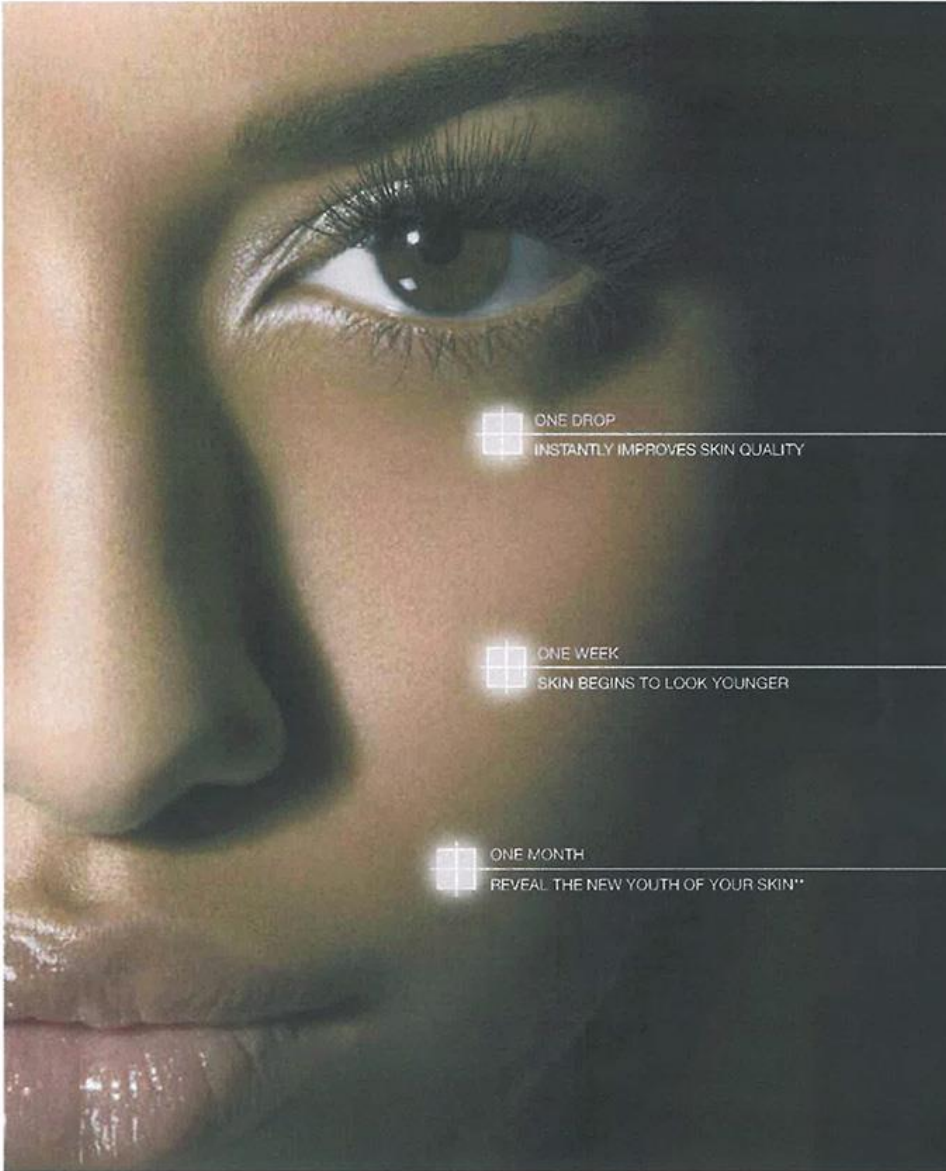
*for select programmes

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10 YEARS OF GENE RESEARCH
INTERNATIONAL PATENT

Because you're worth it™
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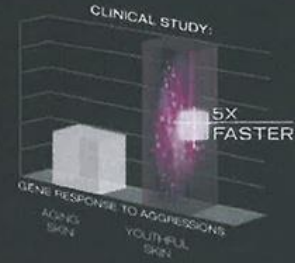
ONE DROP
INSTANTLY IMPROVES SKIN QUALITY

ONE WEEK
SKIN BEGINS TO LOOK YOUNGER

ONE MONTH
REVEAL THE NEW YOUTH OF YOUR SKIN**

THE NEW ERA OF SKINCARE:
GENE SCIENCE.

Imagine, what if you could grow young?
Every great discovery begins by pushing
the boundaries of science. After 10 years
of research, now we know that recovery
genes in youthful skin respond 5x faster
to aggressions than aging skin does. So
even though you can't grow young, we
now have the knowledge to help you begin
cracking the code to younger acting skin.



A dramatic new possibility against
the signs of aging:
L'Oréal introduces Youth Regenerating
Skincare: New Youth Code Serum Intense
with GenActiv Technology™. Designed to
help increase skin's ability to recover faster
from aggressions more like it did when it
was younger.* With Youth Code, now you can
instantly improve skin quality while revealing
the new youth of your skin**.

Discover all of the Youth Code products
and learn more about gene science:
LOREALPARIS.COM/YOUTHCODE

*Based on in-vitro testing. **Skin science youth looking.
©2011 L'Oréal USA, Inc.



Dr Tvacha

HAIR • SKIN • SLIMMING • ANTI-AGEING

Young Again

SKIN CARE
EXPERT OF



LASER HAIR REMOVAL

No more unwanted procedures for **Unwanted Hair**



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— OFF —

ON ALL HAIR REMOVAL
TREATMENTS*

*Valid on packages only.

Forget the days of waxing, threading or shaving. At **Dr. Tvacha Laser and Cosmetic Clinic**, we offer a pain-free and effective hair reduction treatment with the use of high-end US FDA approved Laser. So, stop worrying and opt for easy and comfortable Laser Hair Removal.

Our Services

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- Skin Tightening
- Acne Treatment
- Hair Removal
- Hair Regrowth
- Hair Transplant
- Anti Pigmentation
- Scar Treatment
- Tattoo Removal
- Botox & Fillers
- Weight Loss
- Melasma Treatment
- Rosacea Treatment
- Dark Circles Removal
- Vein Removal
- Inch Loss

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✉ info@drtvacha.com

Clinic Timings: Monday to Saturday, 11 am to 8 pm



Disclaimer: Individual results vary, T&C apply.

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Kirloskar Brothers Limited (KBL) is India's only company which manufactures **FM approved and UL listed fire fighting pump packages**. KBL has a proven success of supplying more than 300 FM/UL Fire Sets in the last 5 years. Driven by diesel engine or electric motor, KBL's fire-fighting system is also designed to suit NFPA-20 specifications and numerous other international fire protection codes and standards. This has earned KBL the reputation of manufacturing the most reliable fire protection system from many Insurance Companies. Evidently, KBL is also at the leadership position in service engineering expertise and undertakes AMCs and overhauling of FM/UL Fire Sets.



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1211269 - Ashlesha Vishnu Kadam

1211284 - Pushendra Singh

1211299 - Sherene Annabel

1211314 - Vishrut Shukla



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33
YEARS
1977-2010

DADS • SAISAKI
KAMAYAN

ONE DAY ONLY
AUGUST 26, 2010
EAT ALL YOU CAN

Saisaki
TEMPURA

Served with Soup, Rice, Iced Tea



P330

NO SERVICE CHARGE • VAT INCLUDED • NO LEFT OVER • NO SHARING • NO TAKE OUT



Green Tea

Clearly Lighter



Have a packed day? Lighten it with a few revitalising cups of Lipton Green Tea. Compared to ordinary tea*, Lipton Green Tea not only contains 10 times the goodness of Catechins* but also has no calories. Go ahead, take a sip of Lipton Green Tea, the clearly lighter* choice.



FEEL LIGHT. FEEL ACTIVE.

*Ordinary tea refers to regular black tea. *Claim refers to levels of catechins in Lipton Green Tea vs. Levels of catechins in CTC black tea as reflected in "Astill et al., J. Agric. Food Chem. 2001, 49, 5340-5347". *When had without milk or sugar as a part of a healthy and balanced lifestyle.



**DELICATE OUTSIDE.
STRONG INSIDE.**
Just like a woman.



**NATIONAL
EGG CO-ORDINATION
COMMITTEE**

**JO ANDE ROZ KHATE HAIN,
WOH HATTE KHATTE HOTE HAIN.**

NECC wishes you a Happy Women's Day.
Eggs are rich in vitamins, minerals and other
essential nutrients. In fact, an egg
contains 271 milligrams of Cholesterol - more than
half your daily requirement. So, since it looks
fragile from outside, it's really strong inside.
Like every woman.

Sunday ho ya Monday, roz khae ande.



What you really eat, when you eat an egg.

Drink water or egg for breakfast and
get a big full of nutrition inside. Every
egg gives you the whole some
goodness of proteins, vitamins and
minerals of a variety of different
foods from spinach to almonds to
cheese, milk, carrots, oranges, lemons.



**NATIONAL
EGG CO-ORDINATION
COMMITTEE**

Jo roz ande khate hain, woh hatte khatte hote hain.

Celebrating World Egg Day October 14

Sunday ho ya Monday, roz khae ande.

fat, meat and more. In 2 months. For
example, 100 grams of egg contains
4.3 grams more calcium than 300
grams of milk. With proteins and
1.1 egg nutrients, an egg is not only
the most nutritious choice food, it is
also the cheapest too.



**Khushi Ka
Hain Mauka,
Kuch Meetha
Ho Jaaye.**

...

*Being honoured with
'The Lion of St. Mark' award at the
Gannes Festival is no small feat.
Great going.*

Piyush and Prasoon Pandey,

*the amazing duo of Indian advertising.
We extend our bubbled up warm wishes.*

Cadbury



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'GOLDEN AGE
OF SOUND'
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