

TERMINOLOGIES

Advertising & Public Relations

By Dr. Gitanjali Kalia

Associate Professor

School of Mass Communication

Chitkara University, Punjab

ADVERTORIAL

A newspaper or magazine advertisement giving information about a product in the style of an editorial or objective journalistic article.

In simple term-advertisement written in editorial format

face facts

For sensitive skin, keep your beauty routine plain and simple.

Do you have sensitive skin?

Simple's products are gentle, yet truly effective, and don't irritate or dry out skin.

Great skin routine

- 1. Wash your face**
- 2. Apply toner**
- 3. Apply moisturizer**

Win \$1000

100% Satisfaction Guarantee

Simple

Empanelment:

EOI “EOI” means the Expression of Interest to invite bids from accredited **advertising** agencies for selection of **Empanelment of Advertising Agency**.



PONDICHERRY UNIVERSITY

(A Central University - Accredited with "A" Grade by NAAC)
Kalapet, Puducherry - 605 014.

EMPANELMENT OF ADVERTISING AGENCY

Sealed quotations in triplicate are invited from well established INS accredited advertising agencies for awarding contract for 2 years for publication of classified / displays advertisement etc., in Newspapers / Magazine of repute. The empanelment shall be as per terms & conditions laid down under the ordinances, rules and regulations of the University made from time to time.

Prequalification for offering quotations are:-

- 5 years INS accreditation,
- 5 Full-fledged branches all over India
- Previous experience in handling educational institution advertisements.
- Willingness to release advertisement at DAVP / equivalent rate.

At the time of billing publication bill copy must be attached with the invoice.

The quotations must include clearly terms & conditions together with facilities / rebate etc along with details of clientage.

The University reserves right to have final selection. The University also reserves right to reject any or all the offers received. The quotations should reach the **Registrar, Pondicherry University, Puducherry – 605014** on or before **9th July 2013**.

Date: 25.06.2013

REGISTRAR

Size: w 8cm x h 11cm

NEED: BASIC NECESSITY

WANT: PLUS PURCHASING POWER

DESIRE: MINUS PURCHASING
POWER

Beyond Simple Needs

Needs I need a car to get me to work

Wants I want a practical car

Desires I desire a BMW

Monday 19 October 15

12

Product vs. Brand

A product is built in a factory.

A product is an object / bundle of functional attributes.

A product is sold by a merchant.

A product is easily copied by a competitor.

A product is quickly outdated.

Products are commodities.

A brand is built of trust and relationships.

A brand is a personality.

A brand is bought by a consumer.

A brand is unique.

A great brand is timeless.

Brands have value



**BRAND
NAME**

VS



GENERIC

ATL & BTL Activation



ATL Activities



Cinema Advertising



TV Commercial



Magazine Ads



Campus/ University Advertising

BTL Activities



Floor Standee + Sampling

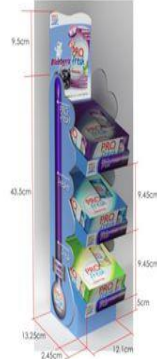


Table Top GT Display Drive



Wobbler

Above the Line Advertising



Television/Radio/Internet



Sales promotion/Discount
Coupons

Below the Line Advertising

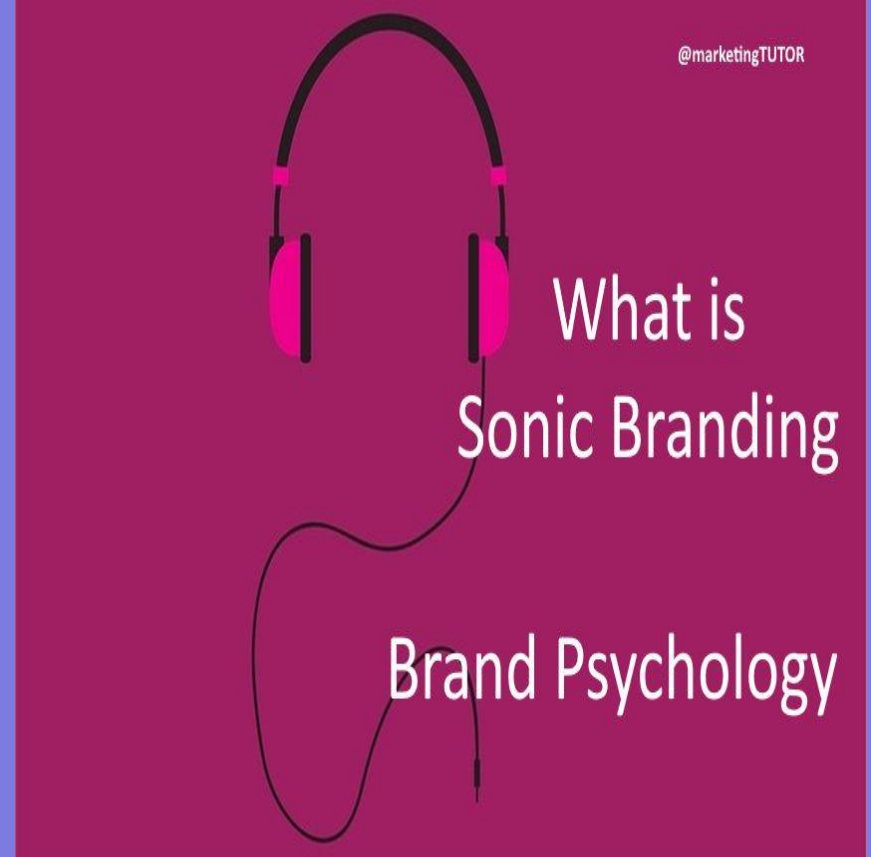
Jacket Ads



Sonic branding:

It refers to the sound of a **brand**.

Although these sounds are simple mnemonics, sound effects or jingles, they carry extensive emotional and exclusive value which connects them with the **brand** as much as visual elements.



No Bleed



↑
Trim:
paper's edge

↑
Edge of ad
(surrounded
by white margin)

Bleed



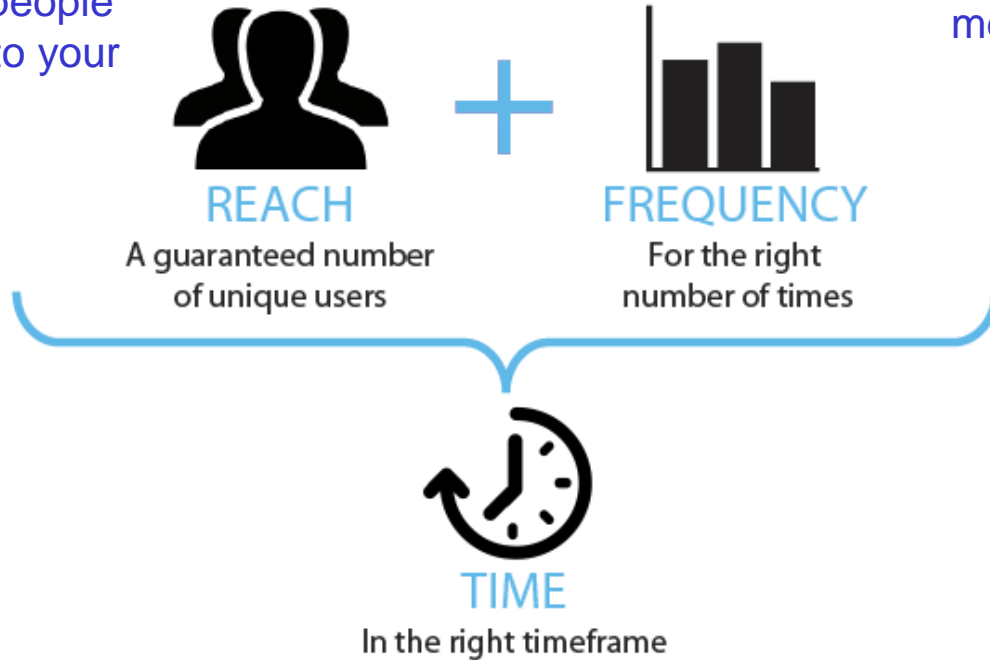
↑
Trim:
paper's edge

↑ Safe zone: text needs to be at least
0.25" from edge of page

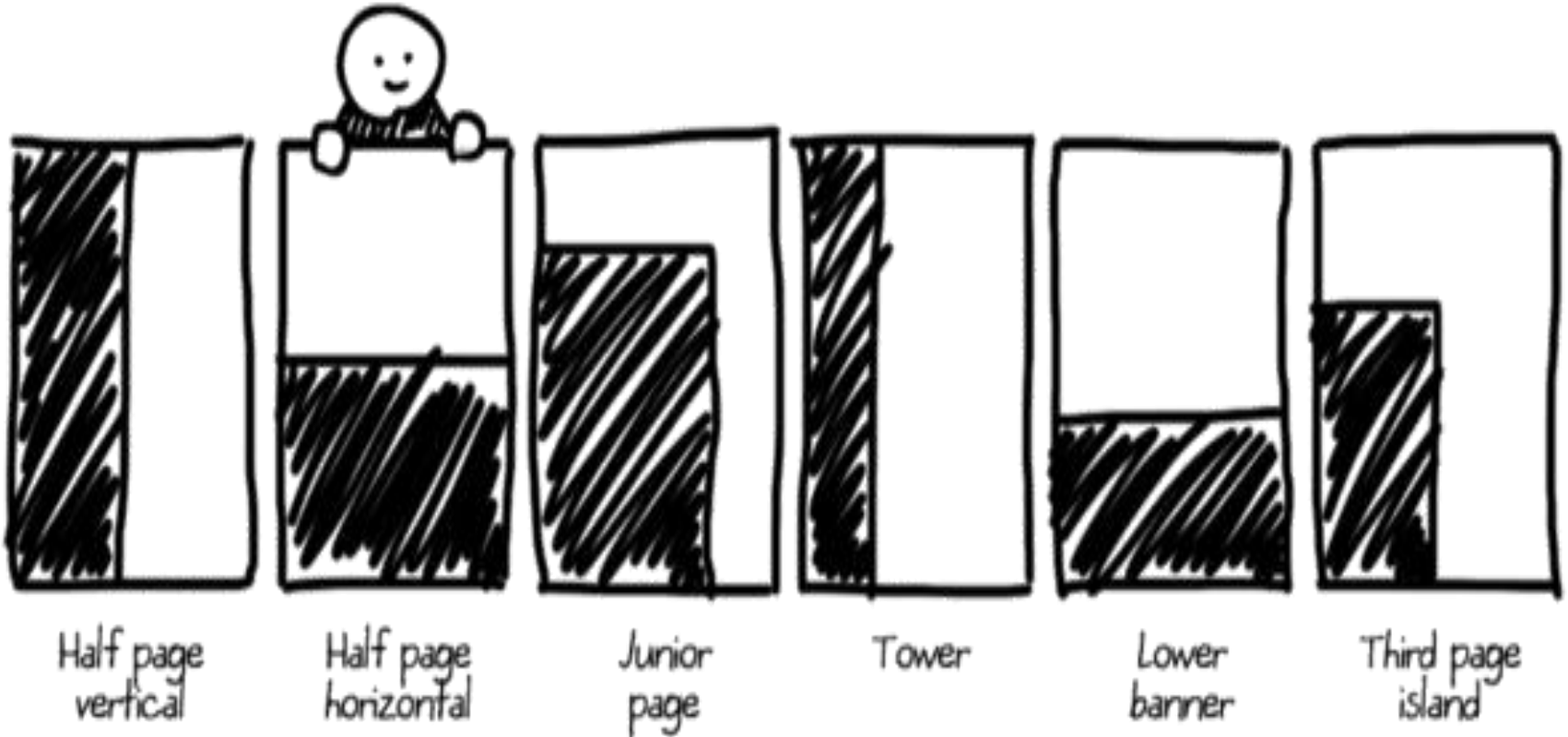
↑ Edge of ad with 0.25" bleed
(design overlap to prevent white
space appearing on edges)

Reach is the number of people you touch with your marketing message or the number of people that are exposed to your message.

Frequency is the number of times you touch each person with your message



Types of Print Advertisements based on placements



Target Market and Target Audience

- Target market
 - The group of consumers toward which an overall marketing program is directed.
- Target audience
 - A group of consumers within the target market for which the advertising campaign, for example, is directed.

Marketing Communication Mix



Media Convergence:

Media convergence is the merging of mass communication outlets – print, television, radio, the Internet along with portable and interactive technologies through various digital **media** platforms. **Media convergence** is the blending of multiple **media** forms into one platform for purposes of delivering a dynamic experience.



Pitching: Pitching is a process of competitive selection of **advertising** agencies by clients. The **pitch** states the objectives for the campaign and describes how the campaign will deliver its intended results.

