



[Academic Script]

Classification of Advertising Part-1

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1. Introduction

In this session we will understand about Classification of Advertising and Types of Advertising. Different authors have classified advertising in different ways. Philip Kotler has classified advertising on the following basis:

- Geographical Area: National, Regional or Local.
- Content: Product Advertising, Brand Advertising, Institutional Advertising.
- Type of Appeal: Factual and Emotional.
- Audience: Consumer, Industrial, Trade.
- Sponsor: Manufacturer, Middlemen, Manufacturer - middlemen, private.
- Intended Effort: Direct Action and Delayed Action.
- Level of Demand Influence: Primary Product Level, Selective Brand Level.

2. Classification of Advertising

Management scientists have classified advertising on different such criteria as follows:

I) Classification on The Basis of Area Coverage:

On this basis advertising may be classified into the following four categories, viz., (1) local, (2) regional, (3) national, (4) international advertising.

1. Local Advertising: It is also known as „retail advertising“. It is undertaken by local retail stores, departmental stores, co-operative stores, selling cloth, saris and other consumer goods and consumer durables. It is directed at local customers. Media, used for local advertising, are shop decorations, local newspapers, magazines, posters, pamphlets, hoarding, new

signs, local cinema houses, etc.

2. Regional Advertising: It has wider coverage, as compared to local advertising. It covers a particular region, which may be one state, or, more than one state, the people of which may be having a common tongue, or, using one common product. It is undertaken by manufacture, or, regional distributor of a product. Media, used for regional advertising, include regional newspapers, magazines, radio, regional T.V., outdoor media, etc. It is considered to be an ideal form of advertising for launching and marketing a new product in a specific region.

3. National Advertising: It is generally undertaken by manufactures of branded goods, for which, advertising messages is communicated to consumers all over the country. Almost all possible mass media, including national newspapers, radio and television network, are employed for national advertising. Product services, and ideas, which have demand all over the country, are suitable for national advertising. In India, Indian Airline Hindustan Lever Ltd., Vicco, Godrej, Bajaj and Kirloskar are a few leading advertisers at national level. Likewise, detergents, soaps, toothpastes, cosmetics, scooters, cars, and bicycles, are some of the products, which are advertised all over the country.

4. International Advertising: This type of advertising is undertaken by those companies, which operate in more than one country, known as „multi-national“ companies. Exporters, generally advertise their products and services in foreign countries, where ready markets are available. Air India and

other airlines, and multi-national companies advertise their products and services all over the world. Coca-Cola and Pepsi are advertised globally, as the sales are almost all over the world. International advertising is extremely expensive, involving the services of professional advertising agencies in different countries.

II. Classification on The Basis of Audience

On this basis, advertising may be classified into the following four categories, viz., (1) consumer advertising, (2) industrial advertising, (3) trade advertising, and (4) professional advertising.

1. Consumer Advertising: This type of advertising is directed to the ultimate consumers of the consumer products, i.e., the individuals, who buy, or, use the consumer products, or services, say, for example, toilet soap, toothpaste, toothbrush, tea, textiles, etc., for themselves and for their families. All types of consumer products need continuous and extensive advertising on T.V., radio, and press.

2. Industrial Advertising: This type of advertising is used by manufacturers and distributors of industrial goods. Such as, machinery, plants, equipments, spare parts and components, and are directed at industrial users or customers. Such advertisements usually appear in trade journals, trade dictionaries, business magazines and so on. The appeal made is factual and rational.

3. Trade Advertising: This kind of advertising is employed by manufactures and/or distributors to influence and persuade

wholesalers and dealers (retailers) to stock and sell the goods of the advertiser by offering incentive schemes to them, or, by inviting dealership for their particular products(s).

4. Professional Advertising: It is directed at professional like doctors, professors, engineers and others, who are expected to recommend, prescribe, or, specify the advertised products to ultimate consumers. This is done through professional journals and representative of the advertisers.

III. Classification on The Basis of Media

On the basis, advertising may be-classified into the following four categories viz., (1) Print media advertising; (2) electronic, or, broadcast media advertising; (3) outdoor media advertising ;(4) Other Media.

1. Print Media Advertising: The print media consists of newspapers, magazines, journals, handbills, etc. No newspaper or, journal, today, can survive without advertising revenue. Print media advertising, even today, is the most popular form; and revenue derived by mass media from advertising has, therefore, been progressively increasing year after year. Print media appeals only to the sense of sight, i.e. eyes.

2. Electronic or Broadcast Media Advertising : Electronic, or, broadcast media consists of (i) radio, (ii) television, (iii) motion pictures, (iv) video, and (v) the internet. The radio is audio in nature, appealing only to the sense of sound (ears). Radio advertising is more effective in rural areas, as compared to urban regions. Television, as an advertising medium, is more attractive and effective because it is an audio-visual medium

appealing to both the senses of sight sound (eyes and ears). Different methods, such as, spot announcements, sponsored programmes, etc., are used for broadcasting advertising messages. However, broadcasting media are very expensive form of advertising. Advertising is also undertaken through movies, video, and the internet.

3. Outdoor Media:

This include posters, neon signs, transit, point of purchase (POP), etc. Outdoor advertising can be a good supporting media to other forms of advertising. It is a good form of reminder advertising, especially, the POP advertising.

4. Other Media:

This includes direct mail, handbills, calendars, diaries, cinema advertising, internet and so on. These miscellaneous media can play an important supporting role to the major media such as television, and newspapers.

IV. Classification on The Basis of Function:

1. Direct Action and Indirect Action Advertising: Direct

action advertising is undertaken to obtain immediate response or action on the part of target audience. Examples include discount sales advertising, sale along with free gift offers, and mail-order coupon sales, etc. The media used is mostly newspapers, and television. Indirect action advertising is undertaken to influence the audience in respect of advertiser's brand. The advertiser expects the target audience to prefer his brand as compared to competitors whenever a buying decision arises in future.

2. Primary and Selective Advertising: Primary Advertising is undertaken by trade association or by cooperative groups. It is undertaken to create generic demand for products and services. For example, the Coffee Board may advertise to consume more coffee. Selective Advertising is undertaken by marketers of branded products. The advertiser intends to create selective demand for his brand. Examples include Pepsi Cola, Coca Cola.

3. Product and Institutional Advertising: Product or Service advertising is undertaken to promote the sale of products and services-branded or unbranded. Institutional advertising is undertaken to build name and goodwill of the organisation. It is also, known as corporate advertising or image advertising. It is mostly undertaken by large firms.

V. Classification on The Basis of Advertising Stages

On this basis, advertising may be classified into the following three different categories, viz., (1) advertising at pioneering stage,

(2) Advertising at competitive stage, and (3) advertising at retentive stage.

1. Advertising at Pioneering Stage: Advertising at pioneering stage is undertaken to make the audience fully aware of the new brand of product and to inform, influence, and persuade them to buy, or, use it by highlighting its unique features.

2. Advertising at Competitive Stages: Once the brand survives the introductory stage, it has, soon to face a stiff

competition with other well established brands in the market. At this stage, competitive advertising is undertaken to promote sales effectively.

3. Advertising at Retentive Stage or Reminder Advertising:

When the product has captured a large share of the market retentive advertising“ is undertaken to maintain, or retain the stable position in the market as long as possible. Moreover, if the same product is passing through the declining stage in the market, this type of advertising is used to remind the buyers about the product hence, it is also known as „reminder advertising“.

3. Types of Advertising

Advertising is also classified according to their functions and role. Some of the important classifications of advertising are as follows:

1. Social Advertising: Social Advertising is undertaken by non-commercial organisations such as Trust, Societies and Associations etc. The main objective of Social Advertising is to work for social cause. Advertisements for collecting donations for war victims or for victims of natural calamities, sales of tickets for a show etc. are examples of Social Advertising.

2. Political Advertising: Political advertising is undertaken by political parties to motivate the general public in favor of the ideology of the party in question. Political advertising are intensively made during election times to gain favour of the

voters. Such advertising promote plans and policies of the concerned party. It also try to expose weaknesses of the opposition with a view to convince the voters to vote for their party candidates. Some political advertisement are also made to assist the Government to implement its schemes for rehabilitation and national re-construction.

3. Advocacy Advertising: We often come across advocacy advertised relating to the use of family planning methods. Conservation of scarce resources, maintaining green environment An extreme example occurred in the 1960s, when a private citizen bought a two-page advertisement in the New York Times at a cost of \$12,000 to offer his peace plan for ending the war in Vietnam. In 1974, Mobil Oil Company began advocacy advertising concerning the need for offshore oil drilling to alleviate the energy crisis that existed at the time. NBC accepted the television commercial, but ABC and CBS did not, because of the controversial nature of the topic. As a result, Mobil Oil Company took out full-page newspaper ads, which reproduced in print the visuals and text for the commercial.

This is designed to alert people to the fact that such ads are not editorials or informational pieces, but are specifically advertisements. Companies can place advocacy advertising on billboards, in print magazines and newspapers, online, and on television.

In fact, many advertising firms consider candidates who have completed advertising internships far more attractive than those who have not. If you are planning to begin your career in

advertising in the creative department of an advertising firm, a bachelor's degree may not be as essential.

4. Advertising through Internet

There are so many examples of famous advertisements appearing on internet. Here are some of them.

Ponds Age Miracle: Looking young is now really easy Get Pondstips and tricks!

www.Ponds.in

Use Olay Total Effects: www.Olay.in/SkinCare

Tips for Beautiful Skin: Get the right beauty tips for your skin from the Experts. Apply Now! KayaClinic.com

Gym Management Course: Learn how to successfully manage a Gym, Fitness Club or a Health Club! www.keleven.com

Admissions Open For MSW: Study MSW in Amrita College. Download free application here! www.amrita.edu/MSW

ICICI Health Care Plans: One Health Policy For Entire Family No Checkup or Paperwork. Buy Now! ICICILombard.com

Retail Advertising: Retail advertising is the advertising by retailers who usually sell goods direct to the customers. Retail advertising has such objectives as : (i) to sell the stock; (ii) to establish the identify of business; (iii) to attract personal, telephone or mail order shoppers. Retail advertising is done through window display, neon signs, posters, leaflets etc. It is usually local in character. The various advertising approaches of Akbarallys, Amarsons, Asiatic Departmental Stores are the examples of retail advertising.

4. Summary

Different authors have classified advertising in different ways.

Generally the advertising is classified on the following basics 1. Area Covered, 2. Audience, 3. Media, 4. Functions, 5. Advertising Stages etc. In this session we understood about Classification of Advertising, Types of Advertising based on its roles. We have covered only five types of Advertising in this session and further more will be discussed in detail in next session. Philip Kotler has classified advertising on the following basis:

- Geographical Area i.e. classified as National, Regional or Local,
- Content: Product Advertising, Brand Advertising, Institutional Advertising.
- Type of Appeal: Factual and Emotional.
- Audience: Consumer, Industrial, Trade.
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- Intended Effort : Direct Action and Delayed Action and
- Level of Demand Influence: Primary Product Level and Selective Brand Level.

I hope the session was useful in making you understand the classification of advertising. Thank you.