

Advertising: Essential Tools for Information Dissemination

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Abstract- The technology of adverting has developed side by side with the technology media. Technological advances are creating new ways to build relationships between consumers and brands. Database marketing, another computer-based technique makes this possible on a grand scale.

I. INTRODUCTION

Advertising: Essential Tool for Information
Dissemination Introduction

Joseph (2000) P. 348 stressed that, “Although the goal of advertising has always been to inform and persuade, it is undergoing dramatic changes as a form of communication. Advertising messages are more frequent, ubiquitous and personal”. He went further to say that advertising is often thought of as a twentieth century phenomenon, but some form of advertising has existed for centuries. Since the time when people began living in small groups and villages, attempts have been made to persuade large groups to purchase or trade goods.

Advertising has existed since 3000 BC, when shop owners in ancient Babylon first began handing outdoor signs carved in stone and wood so that customers could spot their stones. Merchants in early Egyptian society hired town criers to walk through the street, announcing the arrival of ship and listing the goods on board. By Ad 900, many European cities featured town criers that not only called out the news of the day but also directed customers to various stores. The criers or his agent was compensated for his assistance in getting the advertising message out in the context of the news.

With the introduction of the printing press in Europe in 1455, and later the industrial revolution, businesses accessed over-lager markets for their goods. The printing press also spawned a new form of advertising, the handbill. English booksellers printed brochures and bills announcing new books as early as the 1470s when posters advertising religious books were tacked on church doors.

Definition

Advertising means different things to different people. To some, it is a business. To others, it is an art while some other group(s) still believed it is an institution and a cultural phenomenon. To the Chief Executive Officer of a Multinational Corporation, Advertising is an essential marketing tool that helps create brand awareness and loyalty and stimulates demand. To the art director in an Advertising agency, Advertising is the creative expression of a concept. To a media planner, advertising is the way a firm uses the mass media to communicate to current and potential customers. To scholars and museum curators, it is an important cultural artifact and historical record. From the above, one discovers that advertising means something record. From the above, one discovers that advertising means something different to all these people. In fact, sometimes determining just what is and what is not advertising is a difficult task. Keeping that in mind, I offer this definition;

William (2001) P.393 defines “advertising” as a market communication element that is persuasive, non-personal, paid for by a identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods,

services, persons or ideas". He further stressed that if communication is not paid for, it's not advertising for example, a form of promotion called publicity is not advertising because it is not paid for. For the same reason, public service announcements are not advertising either. He noted that for a communication to be classified as advertising, three essential criteria must be met.

1. The communication must be paid for
2. The communication must be delivered to an audience via mass media.

3. The communication must attempting persuasion

Effective advertising can present information about new or existing products, demonstrates meaningful uses of the product and establish or refresh the brand image. It can reach a wide audience with repeated communication and give a company the opportunity to dramatize its products and services in a colourful way. Advertising to helps build brand success, develops and shapes buyer behaviour, and gives the seller a measure of certainty about the level of sales.

In many markets, first-time purchasers are rare. Here, advertising is critically important in affecting brand shares by inducing switching or retaining customers whom otherwise might switch. Brand switching is generated from advertising through building brand awareness or altering consumer beliefs about brands.

Forms of Advertising Communication

Joseph (2000) P.370 states clearly the three forms of advertising communication, which includes:

1. Give new information: This includes announcements by advertising regarding new products or product improvement. The government funded advertising campaign on the use of condoms to help prevent the spread of the AIDS is an example.
2. Reinforce a Current Practice: This type of message is used primarily by advertisers that currently enjoy a dominant position in a product category and need to make consumers less receptive to competitive appeals. This is one of the most efficient uses of advertising because it addresses the "heavy user" of the product who does not need to be convinced of merit.
3. Change of Predisposition: This approach is exemplified by the often – annoying advert that take on a competing product head-to-head. It is

also the most difficult type of adverts to execute successfully because it needs both to address and to change the purchasing habits of those who regularly use a competitor's product. Advertisers tend to be satisfied when they succeed in raising brand awareness or the consumer's ability to identify the product.

- Internet

According to William (2001) P.396, "The latest trend in network advertising" is termed Rich Media. Rich Media advertising let Web users do everything from Merchandise to play video games without leaving the advertising site. For example, the tanqueray page enables web surfaces to pay nine holes of golf when they visit the site. These Rich Media advertisements provide direct-selling capabilities as well. The internet has great potential as an advertising medium. Consumers can visit websites, as questions and even make purchases. It is both from the growing number of browsers who respond to commercial messages, as they use the Net for other purposes for example, a reader of a book review in the on-line version of the New York Times may impulsively decide to click on the Barnes and Nobel adverts to order a copy. The net becomes a directional medium when consumers decide to purchase a particular product and then go to a company's web sites to do so. The internet becomes a responsive and flexible data sources through the two-way exchange of message or information. According to Duncan and Moriarty (1997), these technological advances allow advertisers to communicate "with" consumer rather than the traditional method of talking "to" them, thus enabling advertisers to "grow" consumers and build strong brand relationships.

Of all the creations of modern global society, the Internet certainly is among the most intricate and fascinating. The Internet is a vast global network of scientific, in military and research computers that allows people in expensive access to the largest storehouse of information in the world. The primary method of advertising on the Internet has involved establishing sites on the World Wide Web. Thousands of advertisers like Volvo, Royal Caribbean and Burlington coat factory have set up on the Web with product information, snazzy graphics and down laudable audio and visual materials.

Advertising on the Web is certainly not mass marketin. A highly rated television program can easily attract in excess of 30 million viewers each week. But Web users are a well-defined segment of young, college educated affluent individuals – a group that many marketers constantly want more contact with. Thus, in this decade, advertising on the Internet has been about experimenting with interactivity, reaching a well-defined target. Few years from now, as the user base expands and more companies find secure means to execute purchase transactions on the Web, the Internet may shed its support media status to becomes a dominant element in the marketing programs of many organizations.

- Integrated Marketing Communication

Joseph (2000) P.353 stressed that, “Although advertising”

Has traditionally been associated with the “big five” media (Television, Radio, Newspaper, Magazines and Billboards) there are far more options today-from Internet banners to movie trailers on videocassettes. The vast number of technology options has helped create a phenomenon known as Integrated Marketing Communication, which encourages the use of virtually all communication channels available to the advertiser”

According to Burnet and Moriaty (1998), Integrated Marketing Communication is the “Practice of unifying all markets communication tools from advertising to packaging to send target audiences a consistent, persuasive message that promotes company goals”. Advertising has been the most common form of marketing communication.

- Technology Transforms the Future

The future of advertising will parallel changes in the media in technology and in demographics. As more U.S products seek International markets advertising must be designed to reach more markets.

International advertising campaigns are becoming more common for global products such as Coca-Cola and McDonald’s and this has meant the creation of international advertising. Cable News Network (CNN) announced in 1991, that it would be selling advertising on CNN worldwide, so that any company

in any nation with CNN’s service could advertise its product to a worldwide audience.

A second factor in the future of advertising is changing technology. As new media technologies create new outlets, the advertising community must adapt.

- Online Advertising

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual adverts on searching engine results pages, banner, adverts, Rich Media Adverts, Social Network advertising online classified advertising, advertising networks and e-mail marketing including e-mail span.

One major benefit of online advertising is the immediate publishing of information and contents that is not limited by geography or time. To this end, the emerging area of interactive advertising presents fresh challenges for advertise who have hitherto adopted an interruptive strategy.

Online video directories for brands are good examples of interactive advertising. These directories compliment Television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted or a response feature, the viewer may then choose to visit the brand’s website or interact with the advertiser through other touch points such as e-mail, chat or phone. Response to brand communication is instantaneous and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial.

- Purchasing Variations

The three most common ways in which online advertising is purchased are CPM, CPC and CPA.

1. CPM (Cost Per Impression) is where advertisers pay for exposure per thousand impressions. The M in the acronym is the roman numeral for one thousand.
2. CPC (Cost Per Click) is also known as Pay Per Click) PPC. Advertisers pay each time a user

clicks on their listing and is redirected to their website. They do not actually pay for the listing, but only when the listing is clicked on. This system allows advertising specialist to refine searches and gain information about their market. Under the Pay Per Click pricing system, advertisers pay for the right to be listed under a series of target rich words that direct relevant traffic to their website and pay only when someone clicks on their listing which links directly to their website.

3. CPA (Cost Per Action) or (Cost Per Acquisition) advertising is performance based and is common in the affiliate marketing sector of the business. in this payment scheme, the publisher takes all the risk of running the advert and the advertiser pays as a purchase or sign-up. This is the best type of rate to pay banner advertisement and the worst type of rate to change.

Though, as seen above, the large majority of online, advertising has a cost that is brought about by usage or interaction of an advert, there are a few other methods of advertising online that only require a onetime payment.

The Million-Dollar Homepage is a very successful example of this. Visitors were able to pay \$1per pixel of advertising space and their advert would remain on the homepage for as long as the website exist with not extra costs.

- **Affiliate Marketing**

Affiliate marketing is a form of online advertising where advertisers place campaign with a potentially large number of small (and large) publishers whom are paid media fees when traffic to the advertiser is garnered and usually upon a specific measurable campaign result (a form, a sale, a sign-up, etc)

- **Contextual Advertising**

This is a form of direct marketing, which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In it's broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. However, the term is usually used to refer to:

- Sending e-mails with purpose of enhancing the relationship of a merchant with its current or previous customers and to encourage them loyalty and repeat business.
- Sending e-mails with the purpose of acquiring new customers or convincing current customers to purchase something immediately.

Advantages

E-mail marketing (on the Internet) is popular with companies for several reasons:

- A mailing list provides the ability to distribute information to a wide range of specific, potential customers at a relatively low cost.
- Compared to other media investments such as direct mail or printed newsletters, e-mail is less expensive.
- The delivery time for an email message is short (1.e seconds or minutes) as compared to a mailed advertisement (i.e. one or more days).
- Advertisers can reach substantial numbers of e-mail subscribers who have opted in (i.e. consented) to receive e-mail communications on subjects of interest to them.

- **Opt-in-Email Advertising**

Opt – in e-mail advertising or permission marketing is a method of advertising via e-mail whereby the recipient of the advertisement has consented to receive it. This method is one several developed by marketers to eliminate the disadvantages of e-mail marketing.

Opt – in e-mail marketing may evolve into a technology that uses a handshake protocol between the sender and receiver. This system is intended to eventually result in a high degree of satisfaction between consumers and marketers. If opt – in e-mail, advertising is used, the material that is e-mailed to consumers will be anticipated. It is assumed that the consumer wants to receive it, which makes it unlike unsolicited advertisements sent to the consumer. Ideally, opt-in e-mail advertisements will be more personal and relevant to the consumer than untargeted advertisements.

A common example of permission marketing is a newsletter sent to an advertising firm's customer.

Such newsletters inform customers of upcoming events or promotions or new products. In this type of advertising, a company that wants to send a newsletter to their customers' may ask them at the point of purchase if they would like to receive the newsletter.

- Other Advertising Media

In addition to the major advertising media, Boone (1995) P.620 stressed that firms use many other vehicles to communicate their messages. These include:

- Transit Advertising: This includes adverts placed both inside and outside buses, commuter trains etc. some firms place adverts taxi tops, benches, telephone booths etc.
- Directory Advertising: This includes the familiar Yellow page in telephone books and thousands of other types of directories, most of which is business related. Some firms use banners behind airplanes and scoreboards at sporting events for advertising purposes.

Other forms of electronic advertising include video networks in shopping malls that air commercials along with entertainment

CONCLUSION

Although the goal of advertising has always been to inform and persuade, it is undergoing dramatic changes as a form of communication.

Technological changes keep the advertising industry in transition.

The extension of Cable Television, the wide spread penetration VCRs, and remote control capabilities and more importantly the introduction of Internet all suggest new advertisement in the advertising industry.

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