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# **INTERNATIONAL DIPLOMA IN ADVERTISING AND PUBLIC RELATION**

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# **STUDY & TRAINING MANUAL ON ADVERTISING AND PUBLIC RELATIONS**

## **Module One**

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advertising agencies  
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***Recommended Answers to Self-Assessment Test One***

**You will also find the Contents/Syllabus of what you will learn in Modules 2 to 12 of this Program**



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## Module One

### **ADVERTISING, ADVERTISERS AND ADVERTISEMENTS**

#### ***Introduction: What Advertising is All About***

Most people - in the course of their normal, everyday lives - are subjected to advertising in one form or another. Then, too, many people make use of advertising in pursuance of private or business affairs. But how many of those same people really understand what advertising is, what it seeks to achieve, and how its aims are achieved?

To put it very simply, we can say that advertising is concerned with:

‘telling and selling’.

From this simple statement you will understand that:

- \* advertising is initially used **to tell** people about something;
- and
- \* it is then used to try **to sell** that something to those people.

The “something” might be an idea, or it might be a “product” produced by the person or provided by the person or business - called the “seller” or “vendor” - wishing to **sell** it, that is, to exchange it for money. and we consider this matter later in this Module, as well as in the Modules devoted to Public **Ideas**

You might not think that ideas can be sold - whether for payment or not; but they most certainly can be. For example, the government of a country might wish to boost the number of tourists visiting that country. To do that, its national tourist organization must first - using advertising-tell people in other countries about this country and what attractions it has to offer tourists: perhaps beautiful golden beaches, clear blue seas and/or skies, magnificent scenery, mountains, sports, clean and fresh air, and so on, as appropriate. People have to be “sold” the general idea of visiting the country.

And once that has been done, differently slanted advertising will try to sell “products”, such as specific types of holidays, particular destinations or hotels, to those people whose interest has been aroused.

Use can also be made of advertising to try to “sell” a good public image of an organization, Relations.

#### ***Products***

The range of products available “on the market” today - for sale and for purchase - can be enormous in many countries. Despite that vast range, all products can be categorised broadly into being either goods or services.

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**Goods** are “tangible” or “physical” items which can be seen and touched; and many of them can be smelt or tasted or heard. Goods are, then, items which **exist** or which can be made to exist. Items of goods range from food and drinks to clothes and medicines, from simple items such as paperclips to complex motor vehicles, aeroplanes, computer hardware, satellites and space vehicles, from doorknobs to bridges and oil refineries - the list is endless.

Sometimes goods generally or certain categories or types of goods might be referred to as **commodities** or **merchandise** (mainly “trade” goods) or as **produce** (such as farm produce or agricultural produce).

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**Services** are often said to be “intangible” because they generally involve the performance of work, only the **results** of which might be seen or felt. A householder, for example, who is sold home or household insurance cover will only “realise” or feel the effect of the insurance if his house is burglarised or damaged by fire, flood, etc - he will, however, have the intangible benefit of security or “peace of mind” afforded by the insurance.

Other examples of services include the provision of electricity, maintenance and repair - “servicing” - of machinery and equipment, banking and finance, transportation, accounting, legal, medical and dental services. Services are also provided by such diverse businesses as hotels, travel agents, estate agents, hairdressers, beauty salons, painters and decorators, restaurants, printers, gardeners, plumbers, and many more.

In most countries there are generally ‘**competitive businesses**’ - called ‘**competitors**’ - which produce similar or identical goods, and others which provide similar or identical services. These organizations **vie** or **compete** with each other to sell **their** goods or services to the often limited numbers of customers or clients who are willing or who can afford to buy them. Unless businesses **DO** sell their products - whether those products are goods or services or both - they cannot survive; and advertising is often a very important factor in whether or not their products are sold.

By far the largest volume and value of advertising is devoted to the sale of products, and in this Program we concentrate mainly on the advertising of products. But when you read the word “products”, do remember that ideas can be advertised too.

### **The Features of Advertising**

Let us now expand upon the simplified statement which we gave you earlier,. to define advertising as:

*“Any form of non-personal communication - involving the presentation and promotion - of ideas, goods or services by an identified sponsor using media to persuade or influence people to buy.”*

Some of the “features” in our definition might be new to you, so let us now examine them one by one:-

#### **Non-personal**

that is **exactly** what advertising seeks to do. It is designed to “deliver a message”; to give

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information - to **tell** people - about ideas or about products available for sale. In this respect, we can see that advertising “bridges the gap” between sellers and customers/clients.

Advertising is non-personal because in the great majority of cases the seller does not see or meet the potential customers or clients - who are often called ‘**prospects**’ - or even see or meet established customers or clients. It is impossible for larger-scale sellers, in particular, to send sales personnel to everybody who might buy their products. Instead, they use advertising to carry their ‘**sales messages**’ to possibly large numbers of potential and established customers or clients at the same time.

### **Communication**

To “communicate” means to “convey a message” or to “pass on or give information”, and

You must not think that the “telling” is done purely by **speech**. Some forms of advertising might well, indeed, include spoken information and/or printed wording. But very often advertising must go further in order to “present” - **by showing** and/or **describing** - an idea or a product so that prospects can understand clearly and even “visualise” (picture in their minds) what it is, or what it does, or what it can do. That involves the **promotion** or “putting forward” of the idea or product.

### **An Identified Sponsor**

The person or business who is **paying** the cost of the advertising is the “sponsor” of it. Commonly the sponsor is called the ‘**advertiser**’.

Most often the sponsor’s **name** is stated in the advertising, thus “identifying” the sponsoring

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person or business. However, in the advertising of a well-known product **its name** - or its **'brand name'** - is often stated instead of the name of the advertiser. And in yet other advertisements, both the brand name and the advertiser's name are stated.

### **Media**

The term "media" - and also "mass media" - refers to the **'channels of communication'** which are available for use by advertisers to carry their messages. The **media channels** most commonly used by advertisers include newspapers, magazines and periodicals, radio, television, cinema and the Internet (about all of which you will learn in Module 2.) Some channels are suitable for advertising some ideas and products, whilst other channels might be more suitable for advertising different ideas and products.

The selection of the **most suitable channel(s)** for specific ideas and products, in terms of cost and effectiveness, is very important.

The major types of advertising, which we say are **'placed'** or **'inserted'** by advertisers in the media, are called **'advertisements'** - a word which is often abbreviated to **'adverts'** or **'ads'**. You must appreciate that there are other types of advertising, but in this Program we concentrate mainly on **using advertisements to sell products**.

Note that in most cases advertisers have **to pay** the owners of the media to **'carry'** advertisements for their respective ideas or products. There are exceptions, of course, for example when one organization pays for - or "donates" - the cost of advertisements for another body, for instance a "charity".

### **Persuading/Influencing People to Buy**

Persuading and influencing people **to buy** - that is, to pay . money in . exchange for products - is the very essence of what is called "salesmanship". Sales persuasion results in a person - or a group of people - **taking action** which might not otherwise have been taken. In other words, the "effect" of the persuasion is that people **do something** which they might otherwise have had no intention of doing, or were unaware that they could do, or did because they were

prompted or influenced to take the action.

Effective advertising can often play a very important role in persuading/influencing people to buy specific products, and you can therefore see that it can be an important selling and marketing "tool". However, it is important for you to appreciate that:-

- ★ Advertising is **not** used to try to sell **every** product.
- ★ Even when it is used, advertising is very often only **one part** - or **'device'** - of the overall "selling - or marketing - effort" required to sell the product concerned.
- ★ Advertising is **not the only** selling/marketing tool or device which can be used - it is only one of a number (as you will learn in Module 10 in connection with the "Promotion Mix".)

### **The Importance of Advertising**

Now that you have an understanding of what advertising really is, we can consider its importance in the modern commercial world. Advertising has benefits to both:-





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those who have the products for sale - the advertisers,

and also for:

the people and/or organizations who might buy those products - some of them are often called '**consumers**' because they might make use of - consume - in their normal, everyday lives the products which they buy.

Advertising provides consumers and other prospects with information about different products which are available to them. As we mentioned earlier, very often similar or even identical products are offered by different and competing advertisers. Their respective advertising helps consumers:-

**to compare** their products;

and

**to choose** between them.

In helping consumers do that, advertising encourages "competition", which can benefit consumers by making competing or competitive businesses:-

- ★ more **price conscious**;
- ★ more **quality conscious**; and
- ★ more **conscious** of the need **to satisfy the 'requirements'** (in terms of choice, quality, price, durability, etc) of their existing and potential customers and clients, in order **to retain** the former and **to increase** the latter.

Effective advertising can increase the sales of advertisers' products, and by doing so increase their profits. But at the same time increased sales can benefit consumers also. That is because the sales of goods in large quantities frequently creates the need to "mass produce" them. Mass production tends to reduce costs - by what are called "economies of scale" - which reduces the prices which consumers need to pay for the products, which tends to increase sales volumes - which in turn leads to larger scale production, and so on. Then, too, increased "consumer demand" encourages manufacturers to invest in research and development (R & D) to produce new and improved products, in an attempt to retain existing customers and to secure new ones.

It must not be overlooked that advertising also benefits the media in which or on which advertisements appear. The sums paid by advertisers for advertisements can '**defray**' - contribute

towards the payment of - large proportions of the costs of publishing newspapers, •magazines and other periodicals, and the high costs of producing and transmitting radio and television

programmes, etc.

## ***Markets and Marketing***

### ***The Market***

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During the course of your studies and your career, you will frequently come across the terms **'market'** and **'marketing'**, which we have already used a number of times. It is important that you have a basic understanding of the meanings of those terms, and also the differences between them.

In this context, the term **'the market'** refers to:

*"The numbers of potential customers in a particular area (which might be an entire country) who are **able** and who are likely to be **willing** to buy a type of product or a group of related products."*

### **Categories of Advertising**

Note in particular in this definition, that:-

- ★ the word "able" refers to those people who **can afford** to buy the product(s) concerned; and
- ★ the word "willing" refers to those who **want** or **need** the product(s), or who can be **persuaded** to buy it/them, such as by skilful advertising, sales promotion and salesmanship.

There is no one single market; each type of product or group of related products has its **own** market, which might grow and/or shrink or remain static depending on consumer demand and on other factors. You will appreciate from our definition that whether a particular market is small or very large, its potential for growth will be relatively **restricted** by the number of its potential customers. Each business able to supply the type of product or group of related products will want to **increase** its **'share'** of the market for them - called the **'market share'** - by selling more of its products than do competitive suppliers. But because of the restriction on the growth of the market, if one supplier's share of it **increases**, the share of another supplier (or the shares of a number of other suppliers) will be likely to **decrease**.

### **Marketing**

There are many different definitions of **'marketing'**, but the one for you to understand easily is that:-

*"Marketing is concerned with the **creation** and **retention** of customers by providing products to satisfy their needs and wants - their requirements."*

The "features" available in the *marketing process* of a product are: the product itself, its price, and the means used to deliver the product or the place from which it is provided. But the information about those features must be **communicated** to the prospects who constitute the market for the product. There are six related **'marketing communication'** techniques or **devices**:-

- ★ advertising ★ sales promotion ★ public relations ★ direct mailing
- ★ point of sale/packaging ★ personal selling.

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communication programme; but it is a very cost-effective way of communicating messages to large numbers of people.

There are two main categories of advertising: indirect and direct.

You can see that advertising is just **one device** which might be used in a business's marketing

### \* **Indirect Advertising**

intended to "reach" the **general 'buying public'** - composed mainly of consumers - or sections of

it. For example, advertisements in newspapers and magazines, commercials on radio, television and cinema screens or using other media for, say, soft drinks will be aimed at encouraging anybody who happens to read, hear or see the advertisements to buy the drinks, whether from grocery shops, supermarkets, bars, kiosks, or restaurants, or other **'outlets'**.

Some products are likely to be of greatest interest to only certain sections of the buying public, and so advertising will be aimed **at them in general**. For example, advertisements for baby-food or clothes, household goods and food stuffs might be placed in appropriate women's magazines, as it is women who are most likely to purchase such products. Similarly, the products of an enterprise manufacturing motor vehicle accessories, might be suitable to be advertised in motoring magazines, which are read by people who might well be interested in buying such products.

### \* **Direct Advertising**

This category is so called because it is aimed at SPECIFIC individuals or groups of people or enterprises who or which are the **most likely prospects** for the products concerned. In many cases it involves (see Module 6) - the sending of leaflets, circulars, catalogues, etc, direct to prospects in their homes or places of work. Frequently such sales literature, often

For example, the executive in charge of advertising the motor vehicle accessories might arrange for details of the products to be sent (by post/mail, email or fax) to owners or managers of garages, businesses selling spare parts, and to DIY businesses with sections or departments devoted to motor accessories. That is because such enterprises are the **most likely** commercial buyers for the products.

### **Types of Advertising**

There are a number of types of advertising, which can be distinguished by the differences in their **aims**, or what they are **intended to achieve**.

### **Product Advertising**

This is the form of advertising which provides information about goods and services in an endeavour to **stimulate** - or to boost - sales of them. Product advertising can be - and is - used for a number of different reasons and in different circumstances. Following are some of the



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reasons; although we show them separately for your ease of examination and understanding, very often an advertiser will advertise for two or more of the reasons jointly.

### ***To introduce new products onto the market***

Effective advertising will attract consumers' attention to the existence of a new product, it will give them information about it and might arouse their interest in it. Depending on the product, the advertising itself might persuade consumers to "buy and try" the product, or make them susceptible to other parts of the selling effort. For example, effective advertisements for a new soft drink might - by themselves - persuade consumers to order the drink in bars or restaurants, or to buy it in supermarkets, etc. On the other hand, good advertisements for a new make or model of motor vehicle might persuade prospects to visit the showrooms of the stockists, where they will be subjected to the persuasion of sales personnel, that is, to '**personal selling**'.

### ***To retain customers of established products***

Regular advertising can help to keep **branded products** "before the buying public", and thus '**remind**' consumers of the names or brands of products - or ranges of branded products - which they have previously bought, used, liked and been satisfied with. Such advertising is particularly important in combating competitors' attempts - by trying to persuade consumers to "switch brands" - to increase their shares of the market. The **retention** of customers is vital for long-term business prosperity.

### ***To maintain and to increase sales***

Consistent - or repetitious - advertising can produce sales of a product:-

and/or

- ★ to people who **did** see and/or hear earlier advertising but who - for any one or more of a wide variety of reasons - **failed to buy** at the time, but who are finally persuaded - because of the repetition - to try the product.

at other times; for example, in some countries annual holidays/vacations are traditionally taken

### ***To lengthen the 'season' for a product***

Some products are in greater demand some times - or seasons - of the year than they are during summer months - "summer holidays". However, skilful and persistent advertising can **To reach a different group of customers** often persuade people in those same countries to take additional "second holidays" or "winter breaks" or "short breaks".

Some advertising can be used to help vendors to widen the appeal of their ranges of products to more people - and thus to make more sales. For example, manufacturers of soft drinks and/ or foodstuffs might advertise "low calorie" or "low fat" products alongside - or as alternatives to - their "regular" products. The so-called "diet products" might well appeal to health-conscious or weight-conscious people who might not have bought the "regular" products.

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***To support personal selling***

Sales personnel are likely to find it easier to sell well -advertised products, because prospects are aware - from the advertising - of the existence of the products, and might already have gained some information about them. The advertising might have attracted the favourable attention of prospects to the products, and perhaps have aroused their interest in those products - they might even want to buy, or be prepared to buy. So they will be more receptive to the persuasion of sales personnel.

***To enter a new market***

It is often very difficult for a manufacturer to “break into” a market which is, perhaps, already dominated by established competitors. Clearly, unless prospects are made aware of the availability of a “new” manufacturer’s products they are unlikely to buy those products. Advertising will be the main “trail blazing” tool used to get the manufacturer’s message across quickly;



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sometimes advertising to break into a new market follows a prior Public Relations activity which is called '**market education**'.

(At the same time, of course, the established manufacturers will no doubt be advertising in an attempt to retain their customers and their market shares.)

***To 'introduce' a new outlet or business to a community***

Advertising for this purpose will frequently be limited to "local" campaigns, to inform prospects in a specific area that, for example, a new branch of a supermarket or another business has opened in that area. In the same way, manufacturers might "announce" the appointment of stockists or distributors of their products in certain areas.

***To influence 'trade buyers' to buy/stock products***

There are two main groups of "trade buyers"; they are: **wholesale businesses** (often called simply "wholesalers") and **retail businesses** (often called simply "retailers").

**Wholesalers** generally purchase products in "bulk" - in large quantities - and then resell them in smaller quantities to retailers.

**Retailers** then sell in even smaller quantities - perhaps even singly - to their own customers, who are generally the consumers.

etc. We explained to you earlier why well-advertised products are likely to sell more quickly; Some large retailers, such as supermarket chains, "cut out" or "bypass" wholesalers who are

often called "middlemen" - and purchase directly from manufacturers or producers • in bulk.

they buy - that consumers will ask for the products, or will select them from display shelves,

sale. It is often called **direct response** or **direct-action advertising**. The desired objective that makes them attractive to retailers, who will thus be influenced to buy and to "stock" such products.

***Direct Response and Indirect-Action Advertising***

Some product advertising is intended to produce a **quick response**, to stimulate a quick might be achieved by including - in advertisements - a coupon (see Fig.5/17) with an "expiry

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date”, or an order form to be submitted by a specified date, and so on - there are many possible variations. Consumers can respond to the advertisements by telephone, fax, email or via a website, or by post/mail, and products ordered are delivered directly to customers by post/mail or by courier.

We discuss this form of advertising, and the preparation of '**promotional material**' for it, in detail in Module 6.

Other product advertising is designed to stimulate demand over a longer period of time; and is called **indirect-action advertising**. Advertisements designed for use in this way are intended to inform prospects of the existence of products, and of their features and benefits, where and how they can be purchased, to remind existing customers to repurchase (as opposed to buying a competitive product) - and to “reinforce” that decision.

### **Primary Advertising**

Some product advertising is called **primary advertising**; it attempts to stimulate sales of a general or generic type of product, rather than any specific brand(s). For example, advertising might be carried out by a national government or trade organization to promote the sale of the cheeses (or other products) of a particular country - say “Country X”. In these circumstances, the sponsors are not concerned with which brands of those cheeses customers actually buy. The primary advertising might, however, have to combat advertising for cheeses produced in another country, or more than one.

When primary advertising is carried out, typically it “sets the stage” for the selective advertising which will follow or accompany it.





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### **Selective Advertising**

What is often called **selective advertising** is designed to promote sales of a specific brand. Continuing our example of cheeses, the manufacturers, importers or stockists of the various brands of cheese produced in "Country X", will advertise their specific brands - in competition with one another - at the same time as, or following, the primary advertising. The primary advertising will, it is hoped, have aroused interest generally in the cheeses which are produced in "Country X", and will thereby enhance the effectiveness of selective advertising.

### **Kinds of Product Advertising**

A number of different kinds of product advertising can be identified:-

\* **National consumer advertising** - which is sometimes called **brand advertising** - is used by businesses which market their products throughout a country, that is, **nationally**. The products of some such enterprises are available from many outlets all over the country. For example, a soft drinks manufacturer's products might be on sale in bars, cafes, restaurants, hotels, kiosks, shops, supermarkets, and so on, all over a country. Other enterprises which use this kind of advertising might operate chains or groups of supermarkets, DIY centres, bookshops, news agencies, hotels, eating places, takeaway food outlets, service/fuel stations, and so on, in many locations in a country.

\* **Retail advertising**, in contrast to the foregoing, is more "local" in scope. Its aim is to "bring in" customers - to attract them to specific shops or stores or other retail outlets from which they have already

been advertised nationally. Some retail advertising, however, focuses on location, the type(s)

of products available, prices and hours of operation, rather than on the brand of product.

For example, the manufacturer of a range of cosmetics might advertise them on a nationwide basis; whilst local chemist shops/drug stores might advertise to tell "local" consumers where specifically those cosmetics can be purchased in their respective areas. **co**  
When advertisements are placed in or on local newspapers, or on local radio stations and/or television stations (as appropriate) - which reach prospects who are within "shopping distance" of the retail outlets concerned - such retail advertising is often referred to as being '**local advertising**'.

□ **Co-operative advertising** □ involves advertisements, the costs of which are shared between a manufacturer and a retailer, or a number of retailers. Generally an advertisement is produced by the manufacturer, and the names of the retailer(s) are inserted in it. The same basic advertisement might appear in media in a number of areas of a country, but the "copy" appearing in a particular area might bear only the names of the "local" retailer(s) in that specific area.

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\* **Industrial advertising**, as its name implies, is used to try to sell products to industrial or/and manufacturing enterprises (which are described later in this Module.) Types of products advertised include raw materials and components, which industrial enterprises use in the manufacture would need to purchase steel, chrome, pedals, tyres, gears, and a variety of other materials and components.

of consumer goods and/or components of such goods. For example, a bicycle manufacturer

\* **Business-to- business advertising** - sometimes called **trade advertising** - might be aimed directly towards prospects in particular trades or industries - such as retailers, wholesalers, distributors or manufacturing enterprises; as well as towards those in particular professions, such as physicians, architects, engineers, lawyers, etc. Advertisements to stimulate the sale of goods and/or services are placed in appropriate trade magazines or professional journals (see Module 2).

\* **Directory or Guide advertising**, as the description implies, involves placing advertisements in local and/or national directories or guides to which people refer to find out how or where to buy goods or services. In many countries the "yellow pages" (either in printed format and/or on a website) directory is the best-known form of this category of advertising, but there are other kinds of directories which serve the same or similar function, such as hotel guides, travel guides, "what's on" guides, and guides to and maps of visitors and tourist attractions.

### **Corporate Advertising**

This type of advertising might also be called '**institutional advertising**'. The intentions of such advertising will be different in different circumstances, but common ones might be:-

To "project" a favourable impression - or "public image" - of a company or some other business enterprise; it aims to gain the "goodwill" of the public, or of sections of it, and to enhance and maintain the reputation of the enterprise.

To overcome an unfavourable public image gained by a company - perhaps due to "bad publicity" as the result of an accident, a strike by its employees, or some other serious problem - and to restore "public confidence" in the company and in its products.

To create a "corporate identity", so that the name of the enterprise and/or the nature of its business will be instantly recognisable by the public, or by sections of it. This might be

To "win over" the public, or sections of it, to the enterprise's point of view, or to gain public support for its policies or programmes.

You will note that corporate advertising does **not** attempt to sell products directly. Rather, it aims to give favourably presented information about an enterprise, and to "sell" the name, reputation, image or point of view of that enterprise. You will learn in Module 7 that the foregoing is essential when an enterprise has changed its "trade name".

are also the aims of Public Relations, and corporate/institutional advertising might form part of



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a PR campaign.

### **International**

There are other types of advertising which are not undertaken in order to sell products. or to persuade or influence people to take - or not to take - certain actions.

### **Political Advertising**

This type of advertising is used by politicians to try to persuade people to vote for them and/or for the political parties or ideologies which they represent. Such advertising forms important parts of the political processes in many democratic countries in particular.

### **Public Service Advertising**

This type of advertising is for "good causes" which are considered to be in the public interest. Messages it is hoped to "get across" to the public might concern environmental issues - such as the protection of wildlife; energy conservation; environmental issues - such as reducing water consumption; the reduction of health risks - such as "stop smoking" campaigns; the reduction of accidents - such as anti-drunk driving campaigns; and many others which a country's government or other organizations deem are necessary from time to time.

### **Charity Advertising**

Many charities or other types of nonprofit making bodies advertise to encourage people to contribute or donate money to them, to enable them to carry on the "work" for which they were formed. Some charities are ongoing, such as those which help or protect children and young people, the aged or the infirm, or people suffering from specific diseases or disabilities; and those which aim to save or protect wildlife or other animals. Some charities might be intended to operate over a limited period only, such as those which are formed quickly to aid victims of "natural catastrophes": earthquakes, floods, tsunami, famine, volcanic activity, hurricanes and similar, civil war, etc.

Quite often, as we mentioned earlier, the cost of such advertising is paid - sponsored or donated - in whole or in part by business organizations or by government agencies on behalf of the charities concerned.

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# THE ADVERTISING WORLD



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We have looked at the various types and functions of advertising, and the roles which it plays in modern business and commercial practice. We must now consider the four main “segments” of the ‘advertising world’ which are involved in conceiving advertising, and in actually getting its messages to prospects. They are:-

**Advertiser**

**Media**

**Advertising Agency**

**Support**

Not every one of the four segments - which we now describe for you - will be involved in every single advertising “campaign”, of course. But by the time you have read about them all, you should be able to spot which **two** of them will **always** be involved - see if you can!

**Note:** The word ‘**campaign**’ is very apt when used in relation to advertising and public relations. That is because an ‘**advertising campaign**’ or a ‘**PR campaign**’ should be:

or club, and so on. Whatever the case, it will be the advertiser - perhaps with advice from and the recommendations of one or more of the other segments - who makes these very important decisions:-

*“An organised series of activities aimed at achieving some predetermined goal or objective.”*

## Types of Advertisers

The advertising process really begins with an advertiser. An advertiser might be an individual

or a small or large group of people, or it might be an organization - which might be a “commercial” venture (a “business”), a nonprofit making body, a local or central government body, an association

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- \* at whom the advertising will be **directed** or aimed or targeted;
- \* in which and/or on which **media** the advertisements will

appear; \* how long the advertising – the ‘**campaign**’ - will last.

Advertisers can be separated into a number of broad categories. The category into which a particular advertiser falls might well influence:-

- ★ the decisions • made relating to the four matters listed above;

and

- ★ the use which will be made of one or more of the other segments.

### **Individual Advertisers**

A private citizen might advertise to sell a product, to fill or satisfy a particular need or want, or to express an idea or a point of view. For example, a person might advertise a motor vehicle he or she owns but wishes to sell. That same person might advertise to find a job, or to find accommodation, or to find a product he or she wants to buy\*. As we have already mentioned, politicians often advertise to persuade people to vote for them, or to express their views on certain issues.

**Note\*:** The fact that a person might advertise that he or she wants to **buy** something, does **not** conflict with our earlier definition of advertising, because in order for one party to buy, another party must **sell**!



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### ***Industrial Advertisers***

Into this category fall enterprises like mines, which **extract** raw materials such as oil, coal, iron, etc, which are in general sold to other enterprises for use as power or for use in manufacture. Agricultural and fishing activities are also classified as extractive. There are also industrial enterprises involved in **construction** and allied fields.

Other enterprises in this category are classified as **processing** or **refining** because they “process” the raw materials and, in so doing, alter their original forms into more useful or saleable forms. Still other industrial enterprises are involved in using the raw or processed materials in the **manufacture** or **production** of the wide range of products which are available on the market today, or in producing components which will form part of the final products of other manufacturers.

All types of industrial concerns might advertise. However, you are likely to be most familiar with advertising which is carried out by some manufacturers and by some processing/refining concerns (such as petroleum or gasoline companies) because they tend to concentrate their advertising around ‘**brand names**’. They are generally amongst the largest spenders on advertising.

### ***Trading Advertisers***

The range of concerns which fall into in this category is very wide, but their common activity is the **buying and selling** of raw materials, components and products produced by the industrial undertaken by different businesses varies considerably depending upon the size of business unit, the range and types of products marketed, and so on; some retail businesses advertise heavily and on a regular basis, whilst other retail businesses might advertise infrequently, and some retail businesses do not advertise at all.

enterprises. Enterprises involved in trading range from small one-man shops and kiosks to

huge supermarkets, departmental stores, hypermarkets and shopping centres . or malls.

Many trading enterprises which are involved in **wholesaling** tend to promote sales of the products in which they deal through personal selling techniques, and might undertake a little if

any advertising. There are other wholesale businesses-called ‘**importers**’-

which import or “bring in” products from other countries, who might place advertising for the imported goods (o

n behalf of the manufacturers/producers of the goods, who might ultimately pay for that advertising.)

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In contrast, many businesses which are classified as being trading enterprises and which are involved in **retailing** advertise a great deal. However, the volume and value of advertising

Note that some trading concerns might advertise in an endeavour to **buy** in addition to or instead of in an attempt to sell. For example, second-hand - "used" - motor vehicle dealers often advertise that they want to buy suitable vehicles; they will then often advertise in order to

resell those same vehicles - usually after having improved their appearance and/or undertaken some necessary repairs.

### **Service-Providing Advertisers**

As we have already explained, frequently the services provided by businesses in this category involve the **performance of some work**, only the **results** of which might be seen or felt. We gave you many examples of service-providing concerns earlier in the Module. Banks, finance houses, transport (such as truck/lorry, bus, train, airline) companies, insurance companies, hotels, restaurants, estate agents, travel agents, tailors and outfitters, electricians, printers, hair dressers and barbers, beauticians, hoteliers, advertising agencies, and many more, might all advertise the various services they have to offer and can provide.

There are also concerns which provide specialised services called **utilities**. These include enterprises - which are often fully or partly state-owned and run - which provide such large-scale services as electricity, water and gas supplies, as well as sewage and drainage, communications, and similar services, often on a national or regional scale. Some of the utility concerns might also, from time to time, undertake either product or institutional advertising, or both.

And some utility concerns also operate retail outlets; for example selling (as appropriate) gas or electricity appliances, for which advertising - falling into the trading advertising category as already described - might need to be carried out from time to time.

### **Non-Product Advertisers**

Into this category we can place the wide variety of organizations which advertise **other than** for the sale of products: examples include charities, nonprofit making bodies, political parties, social groups, "pressure groups", local and central government departments, and many others. We discussed - in the sections on types of advertising - the diversity of reasons why such organizations might advertise.

### **Scope of Advertising**

As we have already explained, depending on circumstances and products, advertising might be carried out on a **national** scale, on a **regional** scale or in a fairly limited area, that is, **locally**; although in smaller countries or less populous nations, the distinction might not be readily apparent. Some advertising - especially (but not exclusively) for well-known '**branded**' consumer products - might be carried out **internationally**, especially in magazines or periodicals which circulate in many countries, on satellite television and on the Internet.

An organization which owns a franchise on a well-known, product protected by a "trade mark" (see Module 4) which is provided from outlets operated by independent businesses under





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**Nationwide** or **national advertising** is commonly used to promote the sales of popular consumer products, but not exclusively so. Supermarket chains, DIY chains, and other “chains” of stores or other businesses - such as fast-food outlets - might advertise on a national scale. Their advertisements generally do not make mention of any specific store (or other type of outlet) - but will apply to all of them. That might be “backed-up” by local advertising for stores in a particular locality, or for individual stores.

*franchise agreements*, might also advertise **nationally**. For a fee - usually based on a proportion of the income of an outlet - the franchise owner supplies a well-known name, certain products

places, printshops, motor vehicle exhaust and tyre fitting and servicing, and home cleaning. and/or equipment, know-how, training and, most importantly, advertising and sales promotion.

Businesses which might be run under franchise agreements (or “concessions”). include petrol/gas stations, vehicle distributors, public houses, hotels, restaurants and other types of eating-

**Regional advertising** - when appropriate - might be facilitated by magazines and periodicals which circulate in areas of interest to advertisers, by regional radio and/or TV stations. These matters are discussed in Module 2.

**Local advertising** might make use of a wide range of other media, as available, in addition to or instead of newspapers, magazines, radio and TV.

### **The Media**

As we have already explained, **‘the media’** are the various channels of communication which are used to “carry” the messages from the advertisers to their prospects; we look at the main media in Module 2. The majority of media companies are in business to:-

sell **space** in **print media**, such as newspapers and magazines;

or to

sell **time** on **broadcast media**, for example, radio and television.

Quite often media businesses advertise their own products, in an attempt to stimulate sales of space and/or time.

Sales personnel employed by media businesses are often called **‘media representatives’**. They might deal directly with potential and/or established advertisers, or they might deal with advertising agencies run, appointed or hired by advertisers to plan and implement some or all of their advertising.

Staff of a media business must gather, analyse and present accurate information about the numbers and types of people who read their publications or who listen to/watch their broadcasts. An advertiser will want to place advertisements in the **BEST** media for the purpose to be **SURE** that the message **WILL** reach the target readership or audience. That “match” of message to target market is essential, because without it:

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★ the advertiser will lose some, if not all, of the value of the advertising paid for;

and

★ the media business will lose a paying customer.

There would be little value, for instance, in a manufacturer of baby products advertising in a mens' magazine; the advertisements would best be placed in women's' magazines - and even then only in those most likely to be read by young mothers (that is, not in magazines read mainly by young girls or more mature women.)

### **Advertising Agencies**

An advertising agency is a business which might be appointed or hired to plan and prepare advertisements for advertisers - called its '**clients**', who provide '**accounts**' - and to arrange to "place" the agreed advertising in the media selected. Not all advertisers - especially smaller ones - use agencies, but the **client-agency 'partnership'** is dominant in the advertising world.

Advertising agencies range in size and organisation from small one-man operations to international businesses with branches and/or associates in many countries. The success of an advertising agency depends upon its resources, particularly in terms of creative expertise, media knowledge and strategic planning abilities.

Large advertisers most commonly operate in conjunction with advertising agencies by one of two methods.

#### **★ Advertising Departments**

An advertising department is the most common arrangement • in a large business. The primary responsibility- for advertising lies with the **advertising manager**., who usually reports to the **marketing director**. CO

In a typical business dealing with a variety of branded consumer-products, responsibility is usually divided by **brand**, and then each **brand -range** (which might be fairly wide) is managed by a '**brand manager**'. The brand manager is delegated responsibility for sales, product development, budgetary control and profits, as well as for advertising and other promotions of the brand-range concerned. In co-operation with an advertising agency's '**account executive**' (see Module 3) the brand manager will develop an advertising strategy.

selects the advertising agency, and who co-ordinates efforts with other departments within the company and with businesses outside it. The advertising manager will also be in charge of advertising control, which involves checking on such matters as:-

It will be the advertising manager who organises and staffs the advertising department, who

❖ Did the advertisement(s) reach the target audience(s)?

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- ❖ Did the advertisements appear?
- ❖ Did they appear on the right date(s)?
- ❖ Were they the right . size(s)?
- ❖ Did they appear ~~www~~ in the right position(s)?
- ❖ Were costs kept within the budget?

The personnel who perform those tasks vary considerably, and much will depend on the size and type of a particular business,- and on the volume and value of advertising which is carried out for or by it.

- ★ A small retailer might have just one person - often its owner or manager - laying out an advertisement, writing the copy, and selecting the media. The “physical production” of the advertisement might then be done by the chosen media, or by a support service provider.
- ★ Large retailers often have more complete advertising departments, with specialists on their staffs to undertake much of the necessary work in-house.
- ★ Manufacturers tend to rely more on advertising agencies- to perform the various tasks, with the advertising manager liaising between the company and the appointed agency.



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### \* **In-House Advertising Agencies**

Businesses which need to exercise closer control over their advertising might operate their **own** in-house advertising agencies.

An in-house agency (the word “advertising” not always being used) performs most, and sometimes all, of the functions of an independent - or “external” - advertising agency. Most in-house agencies are to be found in retailing businesses. Many large retailers, for example, find that arranging their own advertising provides cost savings, as well as flexibility and speed of action to take advantage of “opportunities”. An in-house agency might need - and be able - to plan and to execute - to **‘mount’** - a new advertising and/or sales promotion campaign within hours, whereas an outside agency might take weeks to complete the same tasks!

### **Support Services**

The final segment in the world of advertising is made up of a variety of individuals and service organizations which offer assistance to advertisers, advertising agencies, and the media; for convenience they are collectively referred to as providing **‘support services’**.

The individual and/or groups of people who fall into this segment might also be referred to - as is appropriate - as being freelancers, consultants, or self-employed professionals. Examples include freelance copywriters, layout and graphic artists, photographers, music studios, sound recordists, printers, market researchers, direct mail production houses, marketing consultants, telemarketers, public relations- consultants, Internet providers/website developers, and a variety of others.

Common reasons why advertisers, advertising agencies or media employ such people or service organizations might be that:-

- ✧ they have no expertise in the particular area; • •
- ✧ they do not employ in-house specialists in the particular area;
- ✧ their in-house specialists are overloaded;-
- ✧ they wish to gain a fresh perspective or input, or new ideas.

Another - often important - reason could be that independent “outsiders” might be able to do

the required work less expensively than it can be done in-house.  
of a broad range of specialised talent on an “as-needed” basis; talents and skills of individuals who are uniquely suited to particular projects can be called upon as and when they are needed.

Another benefit of the use of freelancers is that it can provide a broader, more flexible access to some of the best creative talent, and access to a broader range of ideas than might

be found in-house or in an advertising agency.



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A great benefit of using freelancers over in-house departments or agencies is the availability

We look further at the various media in Module 2, and at the services offered to their clients by advertising agencies in Module 3. Mention of a variety of support services is made where appropriate during the Modules which follow.

Did you, during your study of these sections, spot the two segments of the advertising world which must always be involved? Of course you did! They are the first two: an **advertiser** and **media**. Without an advertiser there would be NO advertising! Without media there would be NO channels by which the advertising messages could reach the target audiences, so there could be NO advertising! Always remember those two matters.

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## SELF-ASSESSMENT TEST ONE

Recommended Answers to these Questions - against which you may compare your answers - will be found in the Appendix which starts on the next page. The maximum mark which may be awarded for each Question appears in brackets at the end of the Question. Do **NOT** send your answers to these Questions to the College for examination.

**No.1.** Describe the benefits which advertising can provide for (a) advertisers, (b) consumers, and (c) the media. (maximum 10 marks per section)

**No.2.** What do we mean when we say that product advertising can be used:

(a) To retain customers of established products? (maximum 15 marks)

(b) To support personal selling? (maximum 15 marks)

**No.3.** With the aid of a suitable example, explain the difference between national consumer advertising and retail advertising. (maximum 30 marks)

**No.4.** Place a tick in the box against the **one correct** statement in each set.

(a) *Basically advertising is designed and carried out:*

- 1 ☐ to gain as much income as possible for the various types of media.
- 2 ☐ because it is the major marketing tool available.
- 3 ☐ so that everybody will be aware of the existence of products for sale.
- 4 ☐ initially to tell people about something, and then to sell that something to those people.

(b) *The difference between goods and services is:*

- 1 ☐ advertising is carried out for goods but is not carried out for services.
- 2 ☐ goods are so called because they are of better quality or standard than services.
- 3 ☐ goods are physical, tangible products, whilst services are intangible.
- 4 ☐ goods are types of products, but services are not.

(c) *In the context of advertising and publicity, "the market" is:*

- 1 ☐ a place or concourse where people meet to sell and buy a variety of products from mainly stalls, kiosks and small shops.
- 2 ☐ the number of potential customers in a particular area who are able and who are likely to be willing to buy a type of product or a group of related products.
- 3 ☐ a large shopping centre or shopping mall.
- 4 ☐ the central trading district of a large town or city visited by a large proportion of the "buying public".

4 ☐ consists of primary advertising followed by selective advertising for specific goods or

(d) *Product advertising:*

- 1 ☐ provides information about goods and services in an attempt to stimulate sales of them.
- 2 ☐ is aimed only at consumers in an attempt to persuade them to purchase the goods advertised.

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advertised and then to sell them to retailers.

services.

(e) *The aim of corporate advertising is:*

1 ☐ to sell in large quantities the products of large companies or corporations.

2 ☐ to persuade people to aid, support or donate money to a charity or a charitable organization.

3 ☐ to give favourably presented information about an enterprise, and to "sell" the name, reputation, image or point of view of that enterprise, rather than attempting to sell its products directly.

4 ☐ to incorporate as much information as possible about a particular product in an advertisement for it.

(2 marks for a statement correctly ticked - maximum 10 marks)

3 ☐ is aimed only at wholesalers • in an attempt to persuade them to buy in bulk the products

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## Appendix

### **RECOMMENDED ANSWERS TO SELF-ASSESSMENT TEST ONE**

#### **TEST ONE**

**No.1.** (a) Effective advertising can increase the demand for an advertiser's products, and result in larger volumes of sales - and profits. Greater demand can often lead to increased production - in order to satisfy that greater demand - which can reduce the cost per unit; and if prices can be lowered, sales - and profits - should increase.

(b) Advertising benefits consumers because the information it provides about similar products enables them to compare the products of competing suppliers, and to make informed choices between them. Another benefit is that competition spurred by advertising forces competing suppliers to be more price conscious, more quality conscious, and more anxious to satisfy and retain their customers. When effective advertising increases demand for products, prices tend

to fall because greater production results in lower costs per unit; also, suppliers are encouraged to invest in research and development of new and improved products.

(c) The advertising revenue received by media can defray significant proportions of their operating and production costs. For example, it is because of the income received from advertising that newspapers can be sold at relatively low cost.

**No.2.** (a) A branded product which is advertised on a regular basis is kept "in the public eye". That helps not only to secure new customers, but also to retain - and sell again to - customers who have purchased that product in the past, used it and been satisfied with it. In other words, each customer is reminded about it, and next time one of them needs to buy that type of product, he or she is more likely to buy the same brand of it, rather than a competitive brand.

(b) Effective advertising of a product will not only have attracted the attention of prospects to it and made them aware of its existence, what it is and what it can do, but might also have aroused their desire to buy it. Therefore, sales personnel in shops, stores, etc, should find it much easier to persuade those prospects to take the final, all important step - to actually buy the product. from many outlets all over the country, or which are marketed by nationwide chains or groups of businesses. For example, the manufacturer (or importer) of a branded range of electrical

**No.3.** National consumer advertising, as its name implies, is carried out nationally, that is, throughout a country or countrywide. Such advertising is suitable for products which are on sale

appliances (such as cookers, refrigerators, vacuum cleaners, etc) might advertise them all over a country using different mass media: national newspapers, television, etc.

In contrast, retail advertising, for the same electrical appliances will be more "local" in scope. It

will be inserted by local stockists of the products in local media (for example, in local newspapers

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or advertiser/shopper publications, on local radio and/or television.) The retailers' advertisements will aim to attract customers to visit specific shops or stores in their vicinities where they can

see, have demonstrated to them, and - hopefully - buy the products.

**No.4.** The right statement from each of the sets selected and ticked:

(a) 4                      (b) 3                      (c) 2                      (d) 1                      (e) 3

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## **WHAT YOU WILL LEARN ABOUT ADVERTISING & PUBLIC RELATIONS IN MODULES 2 TO 12 OF CIC's TRAINING PROGRAM**

### **Module 2 - Advertising Media**

Examples of the wide variety of media  
Choices which advertisers must make

#### **Print media:**

newspapers:

- types: dailies and weeklies
- classified, display and semi-display advertisements
- column widths: scc
- page sizes: broadsheets and tabloids
- inserts in newspapers
- advertisers who use newspapers
- advantages of newspaper advertising

magazines and periodicals:

- reaching specific markets
- periods between editions
- advertisers who use magazines
- TV and radio guides
- advantages of magazine advertising
- advertisement sizes accepted
- inserts

newspaper magazines

newspaper supplements:

- regular and special supplements

direct mail:

- what it involves
- advertisers who use direct mail
- advantages of direct mail

outdoor advertising:

- posters/bills, hoardings or billboards
- advertisers who use outdoor advertising
- advantages of outdoor advertising

transit advertising:

- carriage or car cards and travelling displays station
- posters, floor exhibits and diorama displays
- advertisers who use transit advertising advantages
- of transit advertising

#### **Broadcast media:**

differences between advertisements in print media  
and commercials on broadcast media

radio:

- advertisers who use radio commercials
- advantages of radio advertising:
  - spot announcements
  - programme/show sponsorship

television:

- network and local television advertising
- static spot commercials
- moving spot commercials:
  - common durations

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spots at peak and other times  
sponsorship of shows/programmes  
advertisers who use television  
advantages of television advertising

**Cinema advertising:**

changes in audience patterns  
single-screen and multi-screen cinemas  
differences between cinema and TV commercials  
advertisers who use cinema advertising  
advantages of cinema advertising

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**Speciality advertising:**

- what this medium involves
- advertisers who use speciality advertising
- advantages of speciality advertising

**Point of sale advertising:**

- what this medium involves
- advertisers who use point of sale advertising
- advantages of point of sale advertising

**The Internet:**

- websites:
  - creation, construction and development
  - website addresses
  - web browsers
  - visitors to websites
- advertisers who use the Internet
- advantages of advertising on the Internet:
  - search engine optimisation
  - geographical optimisation
  - pay-per-click third-parties
  - a "Google" search analysed

**Module 3 - Advertising Agencies**

The functions of advertising agencies

Catering for clients' requirements

Sources of expertise

Organisational structure of agencies:

- an advertising agency as a business:
  - essentials for prosperity
  - providing good management
  - similarities with other types of businesses
  - differences from other types of business

Departments of an advertising agency:

- account management department:
  - the role of account management
  - duties of the account executive
  - information needed for campaign planning
- creative development and production department:
  - members of a creative group:
    - copywriters, art directors, producers
  - broadcast production
  - computerised graphics packages
- media department:
  - media planning
  - media buying: responsibilities of the media buyer
  - media research
- market research department:
  - responsibilities
  - role in the agency
- progress or traffic department
  - supervision and control of progress
  - personal qualities needed by its manager
- financial services department:
  - duties and responsibilities of its staff
- personnel/human resources management department:

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for what and whom it will have responsibilities  
direct marketing department:  
    why it might be needed  
internet or web department:  
    viral marketing: facebook and twitter  
Composition of an agency account group  
How agencies earn revenue:  
    commission from media:  
        on what it is based and how it is calculated  
client work performed in returned for commission earned  
work which might be charged extra

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the top-up fee:

when a client need pay it

sources of pressure on agencies to reduce charges

the hourly fee charge system:

how it might be calculated

payment by results

Reasons why advertisers might not use agencies

Specialist advertising agencies:

Interactive Agencies:

advertising and marketing for the “digital space”

Reputation Management Agencies

PPC and Search Engine Agencies

Social Media Agencies

#### **Module 4 - Creating the Advertising Message**

Advertising copy:

the written elements

Copywriting: marketing copy of promotional text

Copywriters:

relationship with art directors or layout artists

Typography and fonts:

serif and sans serif

posture, weight and width, point sizes indentation,

justification aligning and centring of copy

More about products:

goods and services

necessity products

luxury products: the choice factor

essential products

nonessential products

customer benefits of products

Buyers and purchasers:

consumers

corporate buyers

buying motives of consumers:

20 different motives described

buying motives of corporate buyers:

customer benefits they seek

The “craft” of copywriting:

information copywriters need:

the fact sheet

about the product

about prospects and their buying motives:

how features of products attract different prospects

about the product's selling points

about customer benefits offered by the product

particulars of the advertisement

the draft or outline copy: standard patterns

categories of copy:

display copy elements and body copy elements

headlines: their purposes, types of headlines, subheads

types of body copy

securing the sale

Copywriting style:

tips on wording, sentences and paragraphs

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Other elements of advertisements:

brand names: trademarks and copyright

logos

themes

slogans

taglines

captions

signatures

whites spaces in advertisements

borders

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### **Module 5 - The Illustrated Advertising Message**

The meaning of illustrations or visuals:

- why they are included in advertisements

The layout of an advertisement:

- its map or plan, benefits from its production

Layout artists and art directors

Principles of design:

- the principle of visual balance:

  - visual weight

  - the optical centre

  - formal or symmetrical visual balance

  - informal visual balance

  - specimens of symmetrical, informal and unbalanced advertisements

- the principle of contrast:

  - contrast by size

  - contrast by shape

  - contrast of colour:

    - tonal values in monochrome advertisements

    - scale of tonal values

  - contrast of direction

- the principle of proportion:

  - proportions of elements

  - proportions of the advertisement

- the principle of unity:

  - ensuring an advertisement is a whole unit

- the principle of eye movement:

  - natural progression from one element to another

Coupons in advertisements:

- why they are used

- information they might request

Product price as an element

Styles of advertisement layouts

Stages in layout preparation:

- thumbnail sketches, rough layouts and final layouts

Layout production by computer Layout production by hand

Printing processes

Using illustrations in advertisements:

- drawings and photographs

- manipulation and enhancement of photographs, cropping

### **Module 6 - Preparing Radio, TV, Internet and Direct Mail Advertising**

#### **Writing Radio Commercials:**

- planning based on information

- outline copy

- length of copy required:

  - air time - common durations of commercials

  - numbers of words

- types of radio commercials

- tools of the radio copywriter:

  - voice, music, sound effects - SFX

- writing a straight announcement:

  - the opening or introduction

  - stress or emphasis on words

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body copy: choosing the right words and type of language  
radio scripts, cue cards

**Television Commercials:**

characteristics of television  
types of television commercials  
elements in TV commercials: video elements and audio elements  
talent - the people elements:  
costumes and make-up  
props, lighting, graphics, pacing

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durations of TV commercials  
 scenes, locations and shots  
 planning a TV commercial  
 television scripts: the written plan, storyboards:  
     the visual plane  
     frames to depict progression of action  
 autocues or teleprompters

**Copywriting for the Internet and Web Design:**

the relationship between copywriters and web designers  
 the advent of SEO copywriting; the use of keywords  
 selecting and organising the web "content":  
     essential features  
     navigation within a website  
 website structure: the home page, main sections, subsections  
 developing a website network  
 navigation and website structure:  
     embedded links as "clickable images"  
 essentials of the home page  
 essentials of the main sections  
 essentials of the subsections  
 additional functionality of websites:  
     animations and images  
     "rate this page" or "product reviews"  
     related and additional sales  
     security for financial transactions  
     encouraging return visits; cookies

**Direct Mail Advertising Materials:**

the self-contained direct mail message  
 advantages of direct mail  
 drawbacks of direct mail  
 components of direct mail packages:  
     the outer envelope:  
         methods of persuading prospects to open it  
     the covering letter:  
         letterheads  
         headline  
         body copy:  
             styles of writing  
         postscripts  
 supplementary sales literature:  
     types and features  
     using graphics to create impact  
     offers, inducements and free gifts  
 response literature:  
     application forms and order forms  
     response envelopes  
     response postcards  
 mailing lists:  
     house, response and compiled lists  
     benefits of computerisation

**Module 7 - Public Relations (PR) Theory and Practice**

What public relations is all about:

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communication  
dissemination of information  
Definitions of public relations:  
    in theory  
    in practice  
    analyses and explanations of the definitions  
Goodwill  
Publics:  
    pluralism in PR  
  
    who an organisation's publics might be  
Necessity to achieve planned objectives  
Public opinion:  
    what this really means  
    opinion polls:  
        what they can measure  
How advertising and PR can work together  
Differences between PR and advertising  
Differences between PR and sales promotion:  
    special offers  
Differences between PR and publicity:  
    good and bad publicity  
Images:  
    what they are  
    mirror images  
    current images  
    why the mirror and current images can differ  
    desired images  
    corporate images  
    uniform images:  
        measures which can be taken to develop them  
    good and bad images  
Public relations objectives:  
    19 common objectives described  
    determining PR objectives:  
        by research  
        by consultations  
Appreciating the situation:  
    methods which can be used  
Public relations techniques:  
    controlled media:  
        house advertisements  
        public service announcements  
        corporate and institutional advertising  
        house publications  
        speakers, photographs and films  
        video and PowerPoint presentations  
        displays, exhibitions, corporate hospitality  
        site visits and tours  
    uncontrolled media:  
        news and press releases  
        feature articles and stories

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- press conferences:
  - briefing
  - the press kit
  - crisis management
- PR and the Internet:
  - links to the "online world"
- viral marketing:
  - what it involves
  - factors in its success

### **Module 8 - Public Relations Practitioners**

- Qualities required by the good PR practitioner
- Internal PR departments:
  - reasons why they are established
  - factors which determine their sizes
  - their personnel
- the PR manager:
  - relationship with management
  - ingredients for successful co-operation
- PR department activities:





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20 possible activities described  
problems to avoid with PR departments  
PR consultancies:  
why they are not “agencies”  
specialisation  
clients of PR consultancies  
services provided for clients  
consultancy fees:  
factors on which they are calculated:  
chargeable time  
the consultancy as a business:  
its products - time and expertise  
limit to the time it can “sell”  
factors to consider to ensure profitability  
advantages of employing a consultancy  
possible disadvantages of employing a consultancy  
Comparison of costs - PR departments and consultancies  
Budgets and budgeting:  
benefits to business from budgeting  
PR budgets:  
remuneration costs  
overheads:  
fixed  
variable  
specifics  
out of pocket and special expenses  
The PR department and programme budgeting:  
reasons why budgeting is essential  
The PR consultancy and budgeting:  
reasons for budgeting  
keeping clients informed of:  
work performed  
costs incurred  
Client-consultancy meetings:  
agendas  
minutes  
Time sheets:  
why they are necessary  
the need for immediate completion  
the need for accuracy, neatness and ready availability  
specimen  
The master time sheet:  
the need for accuracy, neatness and ready availability  
Account management:  
account numbers  
job codes: variety of uses  
Client billing:  
action to be taken to ensure client satisfaction  
hourly rate billing  
value-based billing

## **Module 9 - PR Programmes and Campaigns**

Planning for PR programmes:  
reasons why planning is essential

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Stages in the planning process

Appreciation of the situation:

negative attitudes to be changed:

hostility

prejudice

apathy

ignorance

accepting the reality

Deciding on priorities:

short-term and long-term objectives

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- time constraints
- financial constraints
- Determining the target audience(s):
  - differences between advertising and PR target audiences
  - common types of publics:
    - the community
    - opinion leaders or opinion formers
    - potential employees
    - existing employees
    - suppliers
    - financial publics
    - distributors
    - customers, clients and other users
  - importance of identifying the target audience(s)
- Selecting the media and techniques:
  - differences in advertising and PR uses of media
  - using the same media
  - using different media
  - why PR uses a wider variety of media
- The Budget:
  - affects on all stages of planning
- Measuring results of PR activities:
  - why measurement is important
  - qualitative results
  - quantitative results
  - methods of measuring results:
    - direct responses
    - audience numbers and ratings
    - opinion polls
    - direct statistical feedback
    - media attitudes
    - self-evident results
  - the effect of achieving PR objectives

## **Module 10 - Sales Promotion**

- The marketing mix
- Integrated marketing communications (IMC):
  - balancing the use of the promotional devices
- The promotional mix:
  - its primary goal:
    - achieving it within an affordable budget
  - development and implementation
  - intended effects, types of customer contact, response times
  - and features of the promotional devices:
    - personal selling, public relations, advertising
    - direct mailing, point-of-sale/packaging, sales promotion
- Market segmentation:
  - demographic segmentation
  - psychographic segmentation
  - behavioural segmentation
  - geographic segmentation
- Integrated marketing communication
- Personal selling:
  - what it involves, products for which it is suitable
  - methods of personal selling

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How sales promotion and advertising campaigns differs

Sales promotion target audiences:

- consumers
- industrial, commercial and professional buyers
- distributors and stockists

Reasons for the increased use of sales promotion:

- short-term profit motives
- ease of measurement of results
- economic factors
- consumer and market behaviour and changes

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- the power of retailers, private labels and own brands
- Setting sales promotion objectives:
- Advertising and sales promotion:
  - differences and similarities
- Practical example of the introduction of a new product:
  - convincing the consumer:
    - pull promotion
    - attracting favourable attention
    - creating awareness
    - informational advertising
  - displays in retail outlets:
    - free samples
    - personal selling
  - convincing the commercial buyer:
    - push promotion
    - trade advertising
    - commercial travellers
    - what commercial buyers seek in products
    - sale and return terms
  - ongoing sales
- Consumer sales promotion:
  - special offers:
    - price reductions or "deals"
    - loss leaders
    - price reductions for quantity
    - more for the same price
    - more at a lower unit price
    - gifts for buying more
    - using sections of packaging
    - free gifts
    - trading and discount stamps
  - competitions, contests and games
  - scratch cards
  - sponsorship of events and of individuals or teams
  - product placing
  - exhibition stands
- Joint sales promotions and alliances
- Trade sales promotion:
  - point-of-sale displays
  - dealer contests
  - trade incentives, trade deals:
    - buying allowances
    - co-operative advertising
    - display allowances
- Salesforce sales promotions
- Social media:
  - consumer-to-consumer communications
  - consumer generated media
  - community building and social media
  - marketing opportunities
- Website advertising:
  - display adverts: banners, video, pop-ups, wallpaper, etc
  - sponsorship
  - pay per click and pay per sale
- Web-based sales promotion:
  - e-coupons and vouchers, sampling

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gift certificates and wishlists, free content  
Using apps for advertising and marketing  
Behavioural marketing methods

### **Module 11 - The Promotional Campaign**

What a promotional campaign should consist of  
A full practical example of the planning and operation  
of a promotional campaign for a fictitious product  
using all the marketing communication devices,  
and covering the following topics, and others:-

Campaign planning:

- the business review or situation analysis:
  - consumer review, review of competition
- SWOT analysis:

- strengths and weaknesses
  - opportunities and threats

Setting campaign objectives

Campaign strategy:

- determining the promotion mix

Targeting - selecting the audiences:

- consumers
- trade customers
- stakeholders
- the community

Marketing communication activities:

- the campaign theme:

- why one is needed
  - logos and slogans

- advertising media:

- consumer advertising
  - trade advertising

- direct-response messages:

- information literature
  - information packs

- roles of websites:

- availability of dynamic information
  - downloads of literature
  - links to other websites

- e-tourism:

- making use of social media and social sharing
- relations with the local business community

- consumer promotions:

- displays at sales outlets
  - oral and video presentations
  - competitions and contests

- trade activities:

- trade shows and fairs
  - trade missions
  - familiarisation trips

- public relations:

- media relationships
  - feature articles, photographs and captions
  - publication of literature
  - video production
  - relations with the publics

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international promotions

### **Module 12 - Measuring Advertising Effectiveness**

Reasons for undertaking advertising research  
What advertising or evaluation research involves  
Measuring the effects of advertising:  
  pre-testing advertisements:  
    opinion and attitude studies:  
      direct methods:  
        paired comparison  
        order of merit picking  
        the consumer jury  
        focus groups  
      indirect methods:  
        measuring preference change  
        before-and-after telephone surveys  
        laboratory tests  
  test and trial advertising  
  direct response counts:  
    measuring enquiries response  
    return coupons



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the split-run test  
post-testing advertisements:  
recognition tests:  
methods of interviewing respondents  
readership surveys  
cost ratios  
trade recognition tests  
disadvantages of recognition tests  
recall tests:  
methods of interviewing respondents  
association tests  
disadvantages of recall tests  
sales and traffic results  
Measuring magazine audiences:  
problems to be overcome  
the editorial interest method  
demographic reports  
Measuring newspaper audiences:  
problems to be overcome  
interviewing technique  
Measuring television audiences:  
the storage instantaneous audiometer  
viewing diaries  
TV viewing ratings  
coincidental interviews  
Measuring website traffic:  
explanations of terminology used in website traffic measurement  
the webmaster  
web traffic  
web analytics  
pay per click and conversion tracking  
The value of advertising effectiveness measurement



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## ASSOCIATED PROGRAMS YOU MIGHT LIKE TO STUDY NEXT

### Diploma in Mass Media & Communication

Modern mass media and social media influence all aspects of contemporary lives, and how businesses, governments and individuals communicate with one another. Understanding how media work - and making effective use of them - is essential for business success because rapid and effective communication with prospective and existing customers, nationally and/or internationally, is vital in overcoming competition. This very topical and "modern age" Program has practical applications for people running or working in businesses of all types and sizes.



#### Major Topics Covered in this Diploma Program include:

Media professionals and the "politics" of representation: stars, personalities, celebrities.  
Dominant forms of reality media: reality, truth, freedom, ethics, responsibilities.  
Media businesses in the digital age. Techniques of mass communication. Regulation and public policy. The impact of social media and global media; global media production.  
Gaining audiences, the range of activities of media professionals. Propaganda and manipulation of audiences, media effects and moral panics, from 'effects' to influence.  
Identifying audience activity; from "effects" to uses and gratifications, media, context, meaning. Researching media audiences, ethics and audience research. Branding, identity.  
Media and power, conceptualisation, ideology; discourse, power in communication, global news. Mass society, mass media and social change; theories of mass society.  
Making media: writing, still images, web design, moving images, animation, game design, audio production; imagining, planning, telling, imaging, designing, editing, theorising.  
Documentaries: research, range of subjects, planning, filming in the "field" and the wild, The "consumer society", history of consumerism and advertising; cultures of consumerism.  
National, international, global marketing. Advertising in the digital age: the future of advertising.

### Diploma in Communication in Business & Management



All modern managers need to ensure that communication with internal and external sources - local, national and international - is accurate, effective, unambiguous, clear and is transmitted rapidly; that is essential for the efficiency and prosperity of any organization today. Communication is a vital tool of businesses and managers; it might be oral, written or electronic - and it must always be professional.

This Program explains about communication channels, teaches about good business letters concerning sales, accounts matters, employment and promotion, complaints; plus memoranda, meetings, report writing, and more, with numerous examples and specimens.

#### Major Topics Covered in this Diploma Program include:

Principles and benefits of effective communication, internal and external; removing barriers, two-way flow; feedback. Channels: oral, written, visual, electronic. Charts, graphs.

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Communications concerning employment, promotion, employee specifications, staff matters and relationships. Lines of communication: vertical and horizontal, building trust amongst personnel, teamwork. Writing and responding to letters of complaint.

Business letters: good English, lay out, composition, grammar, language, style. Sales letters, literature: catalogues, pamphlets, follow-ups, circulars, bulk emails, advertisements.

Enquiries, quotations, orders, payments; design of forms; business documents: invoices, credit notes, statements, features and accuracy; produced manually and by computer.

Financial terms and expressions, letters concerning accounts matters: enclosing/attaching documents, reminders about overdue payments, credit limits, checks on creditworthiness.

Meetings: formal and informal, preparing notices, agendas, minutes; employment interviews, induction and training; reports; research. Dictating, drafting, preparing and despatching letters, filing. Memoranda, report writing. Security of data and information. Telecommunications, computer mediated communication, technology, telephones, SMS, email. Broadband, websites, social media, uses of virtual private networks (VPNs).

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