

Bal Bharati Public School, Navi Mumbai



MASS MEDIA STUDIES (835)
CLASS – XII
SESSION 2020-21



Forms of Advertising

Chapter:
Selling/Marketing/Exhibiting
a Product
Through Advertising

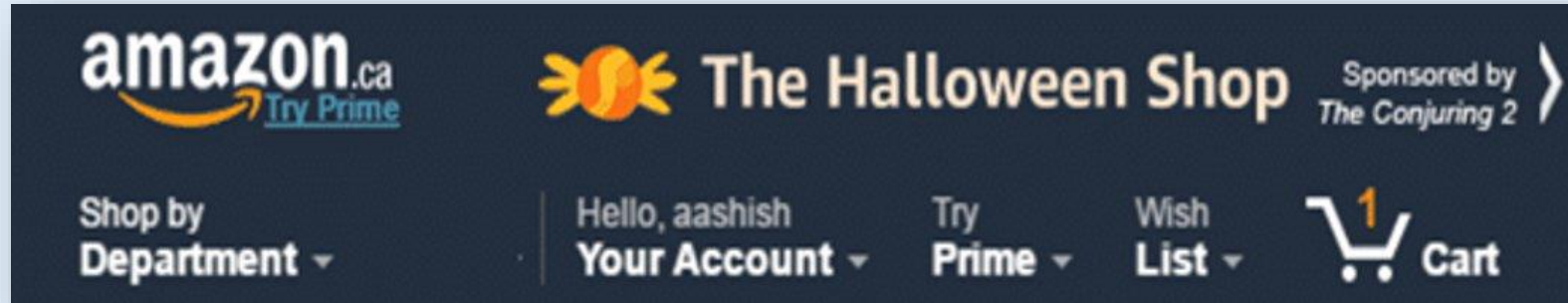
Forms of Advertising

- Cross Promotion
- Covert Advertising
- Institutional Advertising
- Public Service Advertising
- Advocacy Advertisement
- Cooperative Advertising
- Point-of-Purchase Advertising
- Informational Advertising
- Direct Advertising

Cross Promotion

- An easy and economical way for brands to reach more people.
- Involves two or more parties.
- Promotion of different products of the same brand.
- **Examples:**
 - Game is offered to try for free when you play any related game.
 - Inclusion of Visa and Mastercard in the promotion of Credit or Debit card.

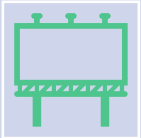
Cross Promotion



Cross Promotion



The customer interacts with a brand at various levels and at various times.



Related products are promoted.



Win-win situation for all the parties involved.



Cross Promotion

- Brands may **sponsor** related events/TV shows to get more reach.
- Use **influencers** to promote brand or product.
- Bloggers often guest post on other websites for more exposure.
- One party gets quality content while others get more exposure and a backlink to his/her website.

Covert Advertising

- Opposite of overt advertising.
- Overt advertising is found in magazines and newspapers, on televisions, billboards etc.
- Covert advertising is **sneakier** as it occurs when the consumers are exposed either covertly or subtly to an advertisement.
- A product/brand is placed **as an insert** in a movie which is normally endorsed or patronized by a celebrity .

Covert Advertising



Unique and more impactful.



key component of Integrated Marketing Communication.



Product placement and promotion of yellow coloured 'Rajdoot' bike in the Hindi movie 'Bobby'.

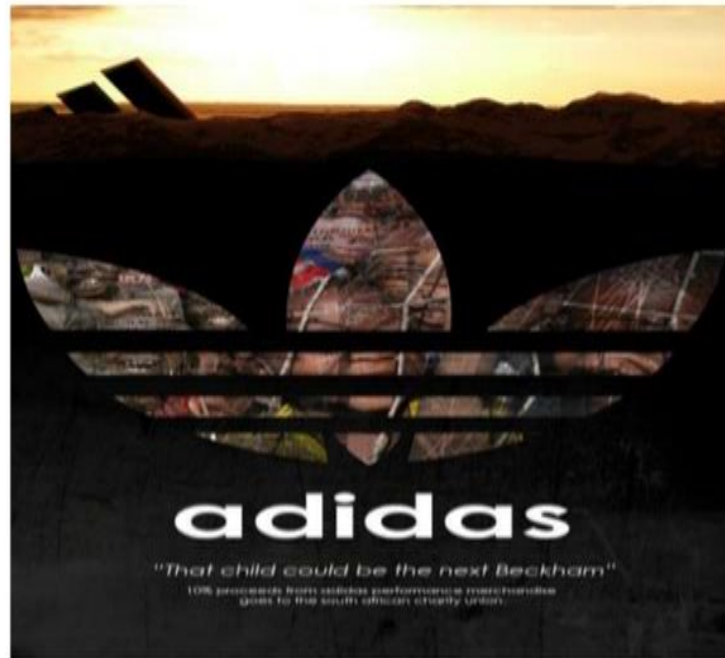


'Pepsi' in the film 'Taal', Kuch Kuch Hota Hai.



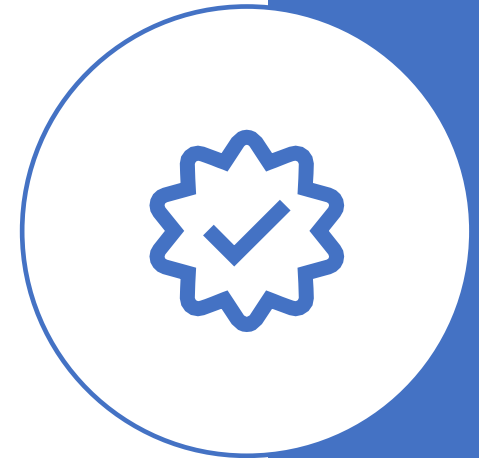
The movie Dhoom and Dhoom II created an impact in the mind of Indian youth

Institutional Advertising



Institutional Advertising

- Marketing and promoting a company, corporate, firm or institution rather than its product or service.
- Positive image.
- Generate goodwill.
- Ideas and philosophies of the business conveyed in a lucid manner.
- The organization markets itself rather than its products.
- Support to community based programmes such as gender issues, environmental matters.



Public Service Advertising



Public Awareness Advertising/ Social Service Advertising / Social Awareness Advertising.



Transmitting short and precise messages regarding a cause or a problem.



A strong appeal to discontinue wrong practices and/or inculcate new ones.



Positive communication that believes in a better tomorrow.

Public Service Advertising



STOP THE
VIOLENCE
DON'T DRINK
AND DRIVE

IF YOU GO OUT,
YOU CAN SPREAD IT.
PEOPLE WILL DIE

The
Guardian

Public Service Advertising

MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY GOVERNMENT OF INDIA

Help us to Help You

myGov 40 ४००००

PROTECT YOURSELF & OTHERS FROM **CORONAVIRUS!**

1 **DON'TS**

X

HAVE CLOSE CONTACT WITH ANYONE, IF YOU'RE EXPERIENCING COUGH AND FEVER

FOR FURTHER INFORMATION
Call +91 11 23978046 or Email ncov2019@gov.in

MINISTRY OF HEALTH AND FAMILY WELFARE GOVERNMENT OF INDIA

Help us to Help you

myGov 40 ४००००

Protect Yourself & Others from **CORONAVIRUS**

Don'ts

-  Have a close contact with anyone, if you're experiencing cough and fever
-  Touch your eyes, nose and mouth
-  Spit in public

Advocacy Advertising



Social activism.



Institutionalized by NGOs, Government agencies as well.



An individual or a group may seek to influence public opinion on matters of public importance such as electoral reforms.



Raise a public debate through media within the Governmental institutions.



Seeks to modify resource allocation within the socio-economic sector.



Conducting public events, publishing research articles.

Comparative Advertising



Compares one brand **directly or indirectly** with one or more competing brands.



Used by nearly every major industry.



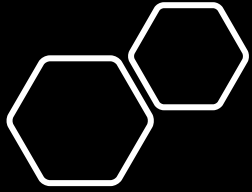
Companies that are **introducing a new product** in a competitive market.



The competitor's product is **never named directly, but implied.**



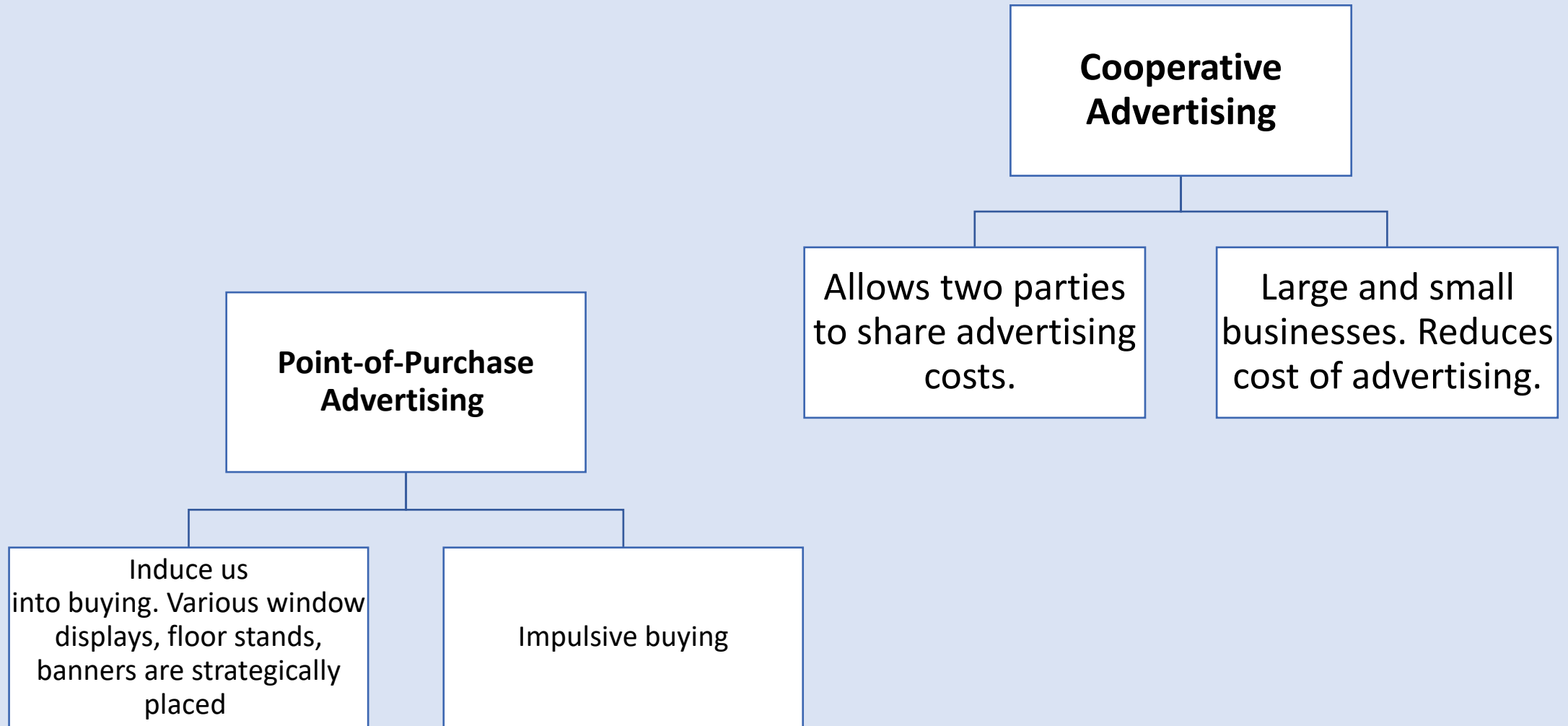
Misinforming the public about their competitor's product may attract **a lawsuit.**



Comparative Advertising

- Legal in Europe, United States, Canada, Australia and many other developed countries.
- Many countries do not allow it.
- The United States' Federal Trade Commission (FTC) claims that it "encourages product improvement and innovation."





Informational Advertising



Used when a new product is first being introduced.



It has a comprehensive approach to the information regarding the product.



When sport utility vehicles (SUVs) were first introduced, the car manufacturers used this strategy successfully.



Campaign may change its pitch and go in for more persuasive and brand building techniques.



Increases the consumer's range of choice and may improve the quality of the decisions.

Thank You.