



**MARKETING**

# ADVERTISING AND PROMOTION





For a marketing manager, product advertising is one of the most exciting kinds of projects to work on, although relatively infrequent (every three to five years). Creating or updating a product's advertising takes enormous resources and talent.

### SET OBJECTIVES AND OUTLINE A STRATEGY

The first step is to draw up a marketing brief summarising the brand's market positioning, market share, and objectives. An ad agency will use the brief to come up with a communication strategy:

A creative strategy, which can take the form of a message strategy brief (this is traditionally the case), a Creative Business Idea® (Euro-RSCG, Havas), or a Disruption® (TBWA, Omnicom).



#### The message strategy brief:

This is a concise document prepared by an ad agency in response to a client's brief and approved by the client. It will be given to the creative team to guide their work. The message strategy brief outlines:

- The target of the campaign
- The brand's objectives
- The product promise (e.g., reduces wrinkles and fine lines in just two weeks)
- The "reason why:" This proof point often brings credibility to the advertisements (e.g., collagen anchoring is enhanced by a unique lab-tested and proven oligopeptide)
- The consumer benefits: What the product can do for a consumer (e.g., lighter, brighter, and firmer skin)
- Tone of voice: Informative, educational, or irreverent, depending on the brand positioning and campaign goals
- Media channels: Creative, effective recommendations for a 360° integrated media strategy.

A few simple rules can help ensure an effective advertising campaign. What is the product promise? The reason why (or proof point) will lend credibility to the advertisements; it can include the results of testing, a demonstration, or a comparison, for instance. What is the consumer benefit? What tone of voice should be used?

Consumers today are inundated with advertising. It is easier for them to remember a unique selling proposition (i.e., to communicate on a single differentiating product feature) and to repeat this message across a variety of formats and media.

A good creative idea is worth its weight in gold. However, execution is also fundamental. How to translate an idea into an actual advertising campaign is something that marketing managers and ad agencies discuss at length through a series of pre- and post-production meetings. For consumer goods, it is not uncommon for a 30-second TV ad to cost up to 500,000 or more. In specialty markets like fashion and cosmetics, this figure can be four times that amount – or more if a famous director or celebrity model is brought in.

$$\text{SHARE OF AUDIENCE (SOA), SIMILAR TO MARKET SHARE} = \% \frac{\text{NUMBER OF VIEWERS OF A TV SHOW}}{\text{TOTAL NUMBER OF VIEWERS}}$$

## INVESTING IN ADVERTISING SLOTS

As exorbitant as TV ad production budgets might seem, the cost of buying advertising slots to broadcast those ads is even higher. This cost includes media planning to ensure that ads reach the right audience. According to TNS Sofres Media, some advertisers spend more than 300 million per year in Europe alone.

Television is the traditional mass media. However the internet – an interactive new media that enables “conversations” between brands and their communities – is changing the mass media landscape. Yet TV is still the media of choice when a company wants to reach out to a large audience. In February 2011, the Super Bowl attracted more than 100 million viewers in the US. Data provided by TV ratings agencies can tell you the age, gender, and income class of an audience. The ratings they issue are usually stated as a percentage, with 1% representing X thousand viewers aged 4 and up.

## IN-STORE CAMPAIGNS

**AT L'ORÉAL**

TESTIMONIAL FROM A PRODUCT MANAGER

<http://bit.ly/q9ICQL>

It's not enough to simply tell consumers about a product; they still have to act on their purchasing decision. In-store or point-of-sale advertising helps make sure this happens. In-store promotions are highly effective but complicated to implement. Two techniques are particularly effective at enticing new customers: price discounts and free samples. However, such promotions can be very costly if there is a high response rate, and some countries have passed laws governing the use of coupons and rebates.

The key success factor to any campaign is product quality – the only cost-effective way to ensure long-term repeat purchases. One example of this is the Garnier Fructis sample and coupon campaign in France, where more than 3 million samples were distributed. Prize drawings and contests have less of a direct impact on sales but can be effective at communicating brand values and reinforcing brand image, be it glamorous, exotic, or high-performance.

**Promotions vs. advertising:**

Promotions and advertising share the same goal: to influence consumers' purchasing behaviour. However, they go about it in different ways. Advertising aims to achieve a gradual change in consumer behaviour over time, whereas promotions are designed for an immediate, short-term impact.

**REACHING OUT TO CONSUMERS ON THEIR TURF**

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In-store promotions are on the rise and retail shelf space is shrinking. In addition, traditional promotions do not work well with some consumer segments (e.g., those aged 15 to 35, the “expert” generation).

A new battery of promotional techniques has emerged to combat this trend, and they are all about customer experience. Street marketing and ambient marketing take place outside the point of sale to reach out to consumers where they are. These campaigns connect consumers to a brand and deliver a quality experience interacting with the brand. Consumers can then share their experience via social networks like Facebook, YouTube, and Flickr, further increasing the number of contacts the brand reaches – tens of millions in some cases.

A well-executed field marketing campaign can have a major promotional impact for a minimum investment. The cost of “broadcasting” is borne by consumers – fans of the experience – and the press (industry-specific or general public), which picks up the event and issues articles about it for free. This is known as creating buzz.

In-store and out-of-store campaigns are designed to make a brand more attractive to consumers, thereby boosting margins and driving business growth. The ultimate type of promotion is brand activation, which delivers a unique experience across all media channels.

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