
Do All Brands Need Advertising?

Advertising is only one element of the promotion mix, but it is often considered prominent in the overall marketing mix design. Its high visibility and pervasiveness made it an important social and economic topic in Indian society. Promotion may be defined as “the co-ordination of all seller-initiated efforts to set up channels of information and persuasion to facilitate the sale of a good or service.” Promotion is most often intended to be a supporting component in a marketing mix. Promotion decision must be integrated and co-ordinated with the rest of the marketing mix, particularly product/brand decisions, so that it may effectively support an entire marketing mix strategy. The promotion mix consists of four basic elements. They are:-

1. Advertising
2. Personal Selling
3. Sales Promotion, and
4. Publicity

1. Advertising is the dissemination of information by non-personal means through paid media where the source is the sponsoring organization.
2. Personal selling is the dissemination of information by non-personal methods, like face-to-face, contacts between audience and employees of the sponsoring organization. The source of information is the sponsoring organization.
3. Sales promotion is the dissemination of information through a wide variety of activities other than personal selling, advertising and publicity which stimulate consumer purchasing and dealer effectiveness.
4. Publicity is the disseminating of information by personal or non-personal means and is not directly paid by the organization and the organization is not the source.

The Basic Assumption Is That Brands Need Advertising but Some Strong Brands Apparently Do Not. Spencer Used to Spend Almost Nothing on Advertising, Yet It Was an Enormously Powerful Brand. The Body Focus Seems to Have Built Up A Distinct Brand Personality Without Heavy Advertising. Of Course, Both These Are Retailers; They Have Stores Which People Pass by Go Into. The Stores Themselves Are – In Their Way – Advertising, And It Is Difficult to Think of Major Brands Other Than Retailers That Have Done Without Advertising.

It Is Extremely Difficult to Adjust Brand Reputations Without Controlled Communications – Both. It Is Noticeable That in Early 1990s When Spencer Was in Serious Trouble, It Started to Use Advertising to Help Recover Its Reputation. There Are Niche Brands That Have Built Up A Reputation by Word of Mouth, Or by Making Sure That They Were Newsworthy. Sometimes They Achieve This Through Public Relations, At Other Times They Achieve It Just by Being Controversial and There Are Many Ways in Which A Brand Can Try to Become Famous.

We Can Safely Make Three Statements About Brand Communication

✓ Every Brand Must Have Some Means of Communicating with Its Buyers. This May Not Be Advertising, But It Must Be Direct If It Is to Be Controllable.

✓ Many Other Methods of Communication Are Available, And Can Be Used To Gear Up And Multiply The Effects Of Advertising. Newsworthiness and Fame Can Be Achieved, But The Message Has To Be One That Is Really New And Interesting.

✓ All the Means of Communication and The Messages Transmitted Must Be Co-Ordinated to Make Sure That They Are Saying the Same Thing, Confused Consumers Don't Buy.

What Can Advertising Do? [10marks]

What Can Promotion Do? [10marks]

Give common sense reason for Integrating Advertising and Promotions [5 marks]