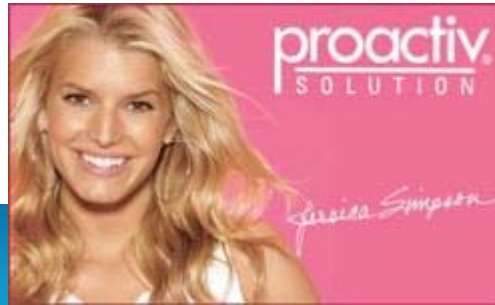


ADVERTISING

 **CEMEX**
FAST DRYING CONCRETE



Impact of Marketing, Advertising, and Sales Strategies



COVERGIRL

SUBWAY
eat fresh.™



Marketing, Advertising and Sales Strategies/Techniques



People who sell products and services are fishing for customers. They lure them in with sales, coupons, and other enticements. Unlike fish, consumers can benefit in this situation – if they know how to take advantage of special purchasing opportunities.

COMMONLY USED ADVERTISING TECHNIQUES

Information

- Presentation of simple, direct information

Status

- Associates product use with those who have status, who are successful, and who enjoy and understand the “fine things in life”

Peer approval

- Associates product use with friendship/acceptance

Hero endorsement

- Associates use of product with a well-known person

Physical attraction to others

- Associates use of product with increased physical attraction/appeal

Entertainment

- Associates product with entertainment and feelings of enjoyment

Intelligence

- Associates product with smart people who can't be fooled by gimmicks

Independence

- Associates product with people who can think and act for themselves

Unfinished comparison

- Use of phrases such as, “works better in poor driving conditions! ”Works better than what?

RULES FOR EVALUATING ADVERTISEMENTS

Ask yourself basic questions

- Does the ad appeal to your emotions?
- Look beyond the appeal to find out what the ad really says (or doesn't say) about the product or service.
- What are the special features of the product?
- Are these features necessary?

As you read, listen to, or watch advertisements...

- Search for fraud and deception in the ad.
- Be alert to ads that are misleading (those that make unreasonable claims about the product or service).
- Read the fine print, or listen carefully.

EXAMPLES OF MARKETING, ADVERTISING AND SALES STRATEGIES

- Clearance Sales
- Holiday Sales
- Coupons
- Rebates
- Sweepstakes
- Contests
- Sales People
- Attractive Décor
- Background Music
- Items purchased most often are in back of store (bread/milk)
- Most profitable items are given prominent positions.

Homework!

Standard 1 Objective 2

- Find a print ad (from the internet, newspaper, magazine, flyer, etc.). Write a 1 page summary answering these questions. Attach the copy of the ad and turn it in next period.
 - What technique is being used?
 - In what ways is this ad trying to influence me? How is it trying to reach my emotions?
 - Am I being given all of the facts? Is there anything the advertisement is NOT telling me about the product?
 - Is there any fine print? If so what does it say?
 - Does this advertisement sound too good to be true?