

B. Com. Sem. II (MIC-2)

Subject - Advertising Management

Types of Advertising

Part - II

2. Institutional Advertising: This type of advertising provides information about the advertiser's business or tries to create a favourable attitude i.e., build good image towards the organisation. The institutional advertising is often closely related to the public relations functions of the enterprise. Institutional advertising may be divided into following -

(i) Patronage Institutional Advertising; It informs the consumers about the firm, its products and policies.

(ii) Public Relation Institutional Advertising; It tries to create a favourable image about the firm.

(iii) Public Service Institutional Advertising; It tries to create an image for public interest and for social services etc.

B. Types on the basis of effects on demand: This type of advertising is customer oriented. The main objective is to stimulate demand. On this basis, advertising may be divided into following parts:

(i) Primary Demand Advertising: Primary demand advertising is used when product is in the introductory stage of its life cycle. This is called 'pioneering advertising'. Such type of advertising is to inculcate the habit for the product among people in general and to get a favour for it so that a permanent demand can be created in the near future.

(ii) Selective Demand Advertising: This is also known as competitive advertising. The objective of this advertising is to make the consumers select a particular brand from among various competing brands. For example, advertising for stimulating demand for Mitrang, washing powder, Pan Prag, Lux beauty soap etc.

(iii) ~~Street Actions~~

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(iii) Direct and Indirect Action Advertising:
 Advertising which stresses and persuades for immediate buying of the product is known as direct action advertising, for example, coupons etc. Indirect action advertising is done with a view to create a favourable attitude towards the manufacturer's product, such as motor car, T.V, etc.

(iv) Individual and Cooperative Advertising:
 Individual advertising is done by individual firms. When manufacturers and retailers jointly sponsor and share the expenditure on advertising it takes the form of cooperative advertising.

(v) Display and Classified Advertising:
 Display advertising are published in detail and attractive manner. In classified advertising publishers print one type of advertisement at one place in ~~magazine~~ magazine or newspapers, provided for the purpose.

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