

# A successful advertising campaign

- **Advertising** is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services.

- **Functions of Advertising:**

- **Communicating a Brand's Identity**
- **Supplying Information to Consumers**
- **Persuading customers to go for your Products**
- **Generating demand**
- **Maintaining Customer Base**
- **Pricing Comparisons**
- **Previewing New Trends**

# Types and forms

- Advertising can be divided into two broad categories – consumer advertising and trade advertising. **Consumer advertising** is directed at the public. **Trade advertising** is directed at wholesalers or distributors who resell to the public. We'll focus on consumer advertising, the form of advertising that is familiar to most people.
- Consumer advertising can be further divided into national advertising and local advertising. **National advertising** is aimed at consumers throughout the entire country and usually attempts to create awareness of a product or service among the public. **Local advertising** is aimed at informing people in a particular area where they can purchase a product or service.

- Advertising can take a number of forms, including mass media, outdoor advertising, indoor advertising, word-of-mouth advertising, sponsorship, social advertising, direct marketing.





Outdoor advertising. Billboards and messages painted on the sides of buildings are common forms of outdoor advertising, which is often used when quick, simple ideas are being promoted.





Indoor advertising

Any time someone recommendeds a product to a friend, he or she has engaged in word of mouth advertising. This type of advertising relies on personal recommendations to promote a product or service.





Sponsorship



Social advertising



# Steps to Successful Advertising Campaign

- **Market Research**

- Market research helps you in clearing up all that mist in the target market which acts as the hindrance in your way of knowing and understanding the expectations of customers as well as their needs.

- **Budgeting**

- The second most important step of a successful advertising campaign is clearing up your mind on the choice of a particular budgeting strategy and dividing it among different advertising projects.

- **Setting Goals**

- For a well-planned advertising campaign, get a clear view of what you want. Is it about getting more buyers or taking your business to an even bigger marketplace? Whatever it is, just break it down into smaller tasks like setting the goal of achieving a desired number of sales before the time period ends.

- **Advertising Venue**

- Once you are fully aware of your objectives and your ways, then it's time for you to move to the advertising venue to make that historic decision of the placement of your ad, which you believe can change the future of your brand. That venue can be a popular website receiving thousands and millions of visitors per day, or a TV channel or it can be a newspaper, radio, etc.

- **Designing the Ads**

- The next step towards a winning advertising campaign is the effort and hard work that you or someone else on your behalf will put in to design a tool for marketing. In this step, the design of the ad is taken from the realm of mind to its physical form of existence.

- **Ad Placement**

- Upon the completion of the ad designing, it's the time when you will actually place the ad to the advertising venue which you decided in a step earlier and prove the existence of both the ad and the business in the world.

# Monitoring

- While the importance of online advertising is fairly understood by all, it is also of paramount importance to measure and monitor the success of the campaign. Ad monitoring brings out key understanding of the market while helping define
- The best online strategy for communication
- Measuring web contribution against company goals/objectives
- Measuring the impact on offline sales
- Ranking the effectiveness of different ad platforms
- Analyze and understand audience browsing behavior
- Access targeting and campaign performance

# Old Spice: The Man Your Man Could Smell Like

The very first part of Old Spice's "The Man Your Man Could Smell Like" campaign, created by Wieden + Kennedy and launched in February 2010, was the following commercial. It became a viral success practically overnight. That video has over 51 million views as of this writing. Several months later, in June 2010, Old Spice followed up with a second commercial featuring the same actor, Isaiah Mustafa. Mustafa quickly became "Old Spice Guy," a nickname Wieden + Kennedy capitalized on with an interactive video campaign in which Mustafa responded to fans' comments on Facebook, Twitter, and other social media websites with short, personalized videos.



- In about two days, the company had churned out 186 personalized, scripted, and quite funny video responses featuring Mustafa responding to fans online. [According to Inc](#), these videos saw almost 11 million views, and Old Spice gained about 29,000 Facebook fans and 58,000 new Twitter followers.
- "We were creating and sending miniature TV commercials back to individual consumers that were personalized, and we were doing it on a rapid-fire basis," Jason Bagley, creative director at Wieden + Kennedy and a writer for the campaign, [told Inc](#). "No one expects to ask a question and then be responded to. I think that's where we broke through."
- **The Lesson**
- If you find your campaign's gained momentum with your fans and followers, do everything you can to keep them engaged while keeping your messaging true to your brand's voice and image.