



Promotion
 Letting consumers know about a product
 And persuading them to buy it

Media

- Internet**
 - Global audience
 - Cost-effective
 - Targeted
 - Communicate with customers
 - People ignore
- Television**
 - Shows product working
 - Most seen in Ireland
 - Targeted
- Radio**
 - Expensive
 - Switch channels during ads
 - Costs less
 - Reach local people
 - Relies on sound
- Newspapers**
 - Can provide a lot of info
 - Cheaper than TV
 - Targeted
 - Poor quality pictures
 - Ad will be seen for one day
- Magazines**
 - Can provide detailed info
 - High quality pictures
 - Longer life
 - Costs less than TV
 - Targeted
- Billboards**
 - Costs less than TV
 - Long life
 - Reach local market
 - Contains one ad only
 - Not much info
 - Can't reach target precisely

Advertising Standards Authority of Ireland
 Regulates advertising industry in Ireland
 Protects consumers from false, misleading and offensive ads
 Investigates complaints and asks the advertiser to alter

Ads should be:
 Be legal, decent, honest and truthful
 Obey rules of fair competition
 Be prepared with a sense of responsibility to consumers and society

Advertising
 Paid, non-personal communication
 Through various media

Functions
 Provide info
 Remind customers product is still available
 Persuade customers to buy
 Offset competitors' advertising

Selecting an Advertising Medium

Media habits of target audience
 Likely to be seen by target market
 Toy manufacturers during children's programme

Nature of Product
 Needs to be seen working, TV
 Washing powder ads on TV
 You get to see it working

The Cost
 How much you can spend
 National media expensive
 Local media cheap
 Chose most cost effective method

The Message
 Technical info needs to be written
 Read and reread
 Car info - newspapers