

The Changing Concept of Advertising and Promotional Technology

Matthew Osimen Ighalo

Department of Fine and Applied Arts, Ambrose Alli University, Edo State, Nigeria
Phone: 08056459982, E-mail: ighalomatthew@gmail.com

KEYWORDS Advertising. Creative Works. Promotional Technologies

ABSTRACT The study focuses on the various dimensions of advertising and promotional technologies in marketing. The concept of integrated marketing communications that provides an overview for advertising and promotion and its role in modern marketing were discussed along with the concept of Integrated Marketing Communication (IMC) and the factors that have influenced the growth and the roles advertising play in the overall marketing programmes of the intellectual outcomes for creative minds. Each element in the promotional mix, was also examined. The paper attempt to provide a model framework for developing IMC programme in a developing economy for effective distribution of creative works.

INTRODUCTION

Advertising is the form of communication commonly selected, when an organization wishes to transmit a message to a large audience (Boody 2005). According to Clarke (1988), firms advertise in order to increase sales of their products and services. Advertising is impersonal in that it does not involved direct communication between a firm and potential consumer of its products or services. The types and extent of advertising as Clarke (1988) had argued will depend on the number and type of buyers, the frequency of purchase, the unit price, the qualities and attributes of the products and so on. The value of advertising resides more or less in its ability to create awareness of the product being offered for sale since it is generally less effective in persuading consumers to do the actual purchase.

Having successfully pierced the cognitive screen of potential consumers with the information telling about the qualities the firm is offering, the consumers are left with the option of choosing whether or not to buy. Here lies strength and thrust of advertising which is mainly truthful and informative, provided the final decision of the consumers to buy is not manipulated by what is called heavy advertising. Primarily, the objective of advertising is skewed in favour of profit maximization. Within this matrix, however, advertisement has to be predicated on ethical consideration so that consumers will still retain their freedom to make far reaching choice within available means. Underpinning the va-

lidity of this statement is the observation by Clarke (1988) that if heavy advertising persuades consumers to buy products, and in the process influences consumers' perception of product's quality, than it may not be desirable.

The essence of advertising's significance may have been captured by British novelist Norman Douglas (1987) when he remarked, "You can tell the ideas of a nation by its advertisements". Indeed, while the advertizing business may have been viewed as a particularly American institution in the first half of the 20th century, it is certainly no longer the case today in that everyone living and working in the modern world is influenced by advertising. Thus, the study of advertising under graphic design, has taken new dimension, not only for students of business or journalism- who may one day be practitioners- but also for students of sociology, psychology, economics, history, languages, arts, information science and the rest sciences, all of whom will continue to be consumers of advertising. There are six major reasons why students profit from studying advertising under graphics:

1. It can help them to understand the impact of advertising on the domestic economy and on the economic of different nations.
2. Comprehend the role of advertising in modern society and conversely, society's impact on advertising.
3. See how advertising fits within the broader disciplines of business and marketing.
4. Learn how advertizing relates to journalism and the whole field of human communications.

5. Appreciate the artistic and techniques required in advertising
6. Discover what advertising people do and how they do it and the career opportunities the field offers (Betch 2004).

Objective

The objective is to present advertising as it is ought to be practiced vis-a-vis to put flesh on the bones of academic theory. As we progress in this 21st century, our purpose remains the same with the firm belief that advertising should be taught as it really is, as a business, as designer's tool, as a creative process and a dynamic hybrid discipline employing various elements of arts and sciences and we believe it should be taught in a manner and style relevant to contemporary students.

OBSERVATIONS AND DISCUSSION

Advertising is a broad subject, encompassing many disciplines. One of the dilemmas advertising students and practitioners face is handling and organizing large volumes of information and then creatively converting such voluminous information into effective advertising tool. Following from this, students of advertising truly appreciate the numerous handy checklists that appear regularly throughout the text. These are useful for stimulating memory, organizing thinking and reinforcing important concepts. Some examples are the "checklist of product Branding facts for copywriters", checklist for Design Principles" and "checklist of ways to set Advertising Budgets" to mention just a few.

Many students plan to become professionals in the field of advertising. As such they will find the checklists to be invaluable practice resources for developing designs and advertising plans, writing and designing effective advertising and commercials, selecting and scheduling media, evaluating advertising work and making advertising decision for long term value (Clow and Baack 2012). Art works and textbook until very recently were hardly ever advertise beyond being displayed as offerings for the immediate utilitarian value in its contribution to educating the mind, art work remain relevant to a privileged and wealthy few. Each piece of art tells its story uniquely and as such required some deft advertisement as it relates to integrated market

communication to achieve wider visibility of arts and by extension increased patronage. This way the viability of visual art as a discipline and as a business will be guaranteed.

In the previous paragraph the researcher focused on advertising planning, design and advertising creativity. We have also offered overall advertising perspective and focused on some special types of advertising. A bit of history will help put the current explosion of international advertising in its true perspective. As United States companies entered world market after World War II, consumption of U.S. products grew tremendously. By 1990, U.S. advertising expenditures accounted for \$130 billion, or 47 percent of the world total, (Betch 2004). However, in the last 15 years, expenditures by foreign advertisers increased even more rapidly, than U.S. expenditure, as a result of improved economic conditions, technological advancements and a desire for expansion. As national economies have expended and personal incomes have increased, the use of advertising also increased.

Organizations in every country of the world practices advertising in one form or another. Actual figures are not available, but recent estimates of Worldwide advertising expenditures outside the United State exceed \$145.6 billion per year or 53 percent of the worldwide total, (Bovee and Arens 2008) the emphasis on advertising in Nigeria for instance, solely depends on the country's level of social economic development and its national attitude towards promotion of products and services to achieve the desired threshold for sustainability.

Generally, advertising expenditure is higher in countries with higher personal income. But today, advertising is used worldwide to sell ideas policies and attitudes as well as products. Communist countries, such as China, once condemned advertising as an evil of capitalism but now, with the Soviet Union's economy broadening to include private enterprise, even the Soviets admit the benefits of advertising. Although, decades of propaganda have conditioned soviet consumers to distrust or ignore advertising, for sustainable development, by western advertisers, with the use of computer aided design, are now successfully gaining the attention of soviet citizens by featuring instructional designs, or entertaining fare in advertising. With the use of new information technology, Pepsi for example, has successfully used advertising

techniques to gain attention within the soviet market.

Certainly, as a communication technology and ideologies evolve, international advertising will continue to flourish. To this end, business seeking for threshold in a competitive environment found Integrated Marketing Communication (IMC) imperative. According to Lake (2011) Integrated Marketing is the holistic approach to communication in marketing. It is making sure that there is consistency in marketing both on-line and offline. Consistency is regarded as the key to making sure that consumers understand marketing message which leads to a great result and return on investgate. The integrated marketing communications process begins with a business problem, does not assume an advertising solution, take time necessary to research and develop an integrated strategy. Puts all elements in place before pulling the trigger, measures everything, and accepts accountability (Schultz and Lauterborn 2012) regarding integrated market communication are:

1. What main point do you want the consumer to take from the communication?
2. What actions do you want the consumer to take as a result of the communication?
3. Try product?
4. Send for more information?
5. Use product for more often?

According to Clow and Baack (2012), IMC is defined as customer centre, data driven method of communicating with the customer. IMC as Clow and Baack (2012) further enunciated is the coordination and integration all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. This management concept is designed to make all aspects of marketing communication such as advertising, sales promotion, pubic relations, and direct marketing work together as a unified force, rather than permitting each to work in isolation.

To expand the frontiers and increase the importance of Integrated Marketing Communications, delivers many benefits such as creating competitive advantage boosting sales profits, while saving money, time and stress in the process of cementing bond of loyalty with customers and increasing effectiveness in marketing products and services. According to David and Carte (1991) Several shifts in the advertising and

media industry have caused IMC to develop a primary strategy for marketing from:

1. Media advertising to multiple forms of communication
2. Mass media to more specialized (niche) media which are centered on specific target audience
3. A manufacturer – dominated market to a retailed- dominated, consumers- controlled market
4. General-focus advertising and marketing to data-based marketing
5. low agency accountability to greater agency accountability, particularly in advertising.
6. Traditional performance-based comprehension of the products (increased sales to benefits the company).
7. Limited Internet access to all time Internet availability and access to goods and services.

In most strata of human development for instance, the development of successful marketing communication begins with understanding way consumers behave the way they do. Development of advertisement and other promotional strategies begin by identifying relevant market and then analyzing the relationship between target consumers and the product/ service or brand. In Nigeria, the decision process for women in the purchase of sun-glasses has changed in recent years. It has become obvious that markets cannot compete successfully in the woman's market with sun-glasses manufacturing targeted at men. This is because the attitudes, roles and lifestyles of these women have led to significant differences in the way they think. These are just a few of the aspects of consumer behaviour that graphic designer and promotional planners must consider when developing Integrated Marketing Communication strategies. Consumer's choice is influenced by a variety of factors.

It is within the scope of a graphic designer to examine consumers' behaviour in depth. However, promotional planners need basic understanding of consumer decision making process, factors that influence this process, and how this knowledge can be used in developing promotional strategies and programmes which begin an overview of consumer behaviour.

Schultz et al (2012) used the conceptual model, for analyzing the consumer decision process. Hence, they discuss what occurs at the various

stages of the model and how advertising and promotion can be used to influence decision making. The influence of various psychological concepts. Such as motivation, perception, attitudes and integration process was examined. Variations in the consumer decision making progress was also examined.

Advertising can increase the demand of a product and further publish the services rendered by the organization. An advertisement with good displayed graphic illustrations for instance, would sell fast the company's image. Words are important, but the first form of message that a potential client, will see are the graphics built round such information. The detailed illustrations of information about products or the service delivery of the organization will make statements about the capacity of such company or organization itself.

A detailed analysis of Schultz model of the consumer's purchase decision process is generally viewed as consisting of steps through which the consumer passes in order to purchase a product or service. This model shows that decision making involves a number of internal psychological processes. Motivation, perception attitude formation, integration and learning are important to promotional designers and planners since they influence the general decision-making process of the consumer. All the stages of the purchase decision-making illustrated by the model are as enunciated below

1. Problem recognition
2. Information search
3. Alternative evaluation
4. Purchase decision
5. Post-purchase evaluation
6. Motivation
7. Perception
8. Attitude formation
9. Integration
10. Learning

CONCLUSION

The impact of the aforementioned decision may lead one to conclude with a consideration of external influences on the consumer decision-making process. Advertisement of products and services delivery is most effective when the graphical layout is pronounced. While designing a logo, another factor to be considered is the

conversation between colour and grayscale logos. Simply taking a colour logo and converting it to grayscale with no further manipulation will produce images that are either too light or too dark and might even cause overlapping elements to intermingle for a visual understanding. For image making and a good enhanced public relations, the importance of advertising in marketing cannot be underestimated for a fast economic growth.

RECOMMENDATIONS

A low resolution graphics or unaligned placement of images gives the impression that the organization's services or products are of low quality. In Nigeria, such terms like Belgium, Taiwan, Aba products, becomes common terms used to describe low quality branded products. Business organizations for instance, that are willing to spend money on good advertisement, develop attractive images to enable clients have faith in the service they render and subsequent appreciation and value to their products and services.

The development of a company's website emphasized the use of graphical illustrations of the products and clients, that both get their messages across appropriately. Such professional web designer should be involved in the website, using complementary colours that please the eyes but should not subdue the text; this makes the site easier to access. Elements of design for printing logos should be saved with a resolution of at least 300 pixels per inch (the picture quality). If a company is sending images or logo for publication, then they must ensure that these elements are of good quality for a successful output.

REFERENCES

- Barban MA, Duna SW 1978. *Advertising Role in Modern Marketing*. 4th Edition. Illusive: The Dryden Press.
- Betch GE 2004. *Introduction to Advertising and Promo: An Integrated marketing Communication Perspective*. Mexico: Diego State University.
- Boddy D 2005. *Management*. 3rd Edition. London: Prentice Hall.
- Bovee CL, Arens WF 2008. *A Contemporary Advertising*. 4th Edition. United States of America: Macmillan Inc.
- Clarke R 1998. *Industrial Economics*. New York: Basil Blackwell.

- Clow KE, Baack D 2012. *Integrated Advertising, Promotion and Marketing Communications*. 3rd Edition. London: Prentice Hall.
- David MC, Carte MV (Ed.) 1991. *Advertising in a Recession: The Best Reference is a Good Defence*. London: American Association of Advertising Agencies (AAA) Macmillan London Limited.
- Ighalo M, Ononeme E 2013. Aesthetics and architecture: The African perspective. *GRP Journal of Environmental Planning and Management*, 4(1): 53-61.
- Lake LY 2012. Integrated Marketing – What Is It and Why Is It Important? From <<http://marketing.about.com/od/marketingplanstrategy/a/integrated-Marketing-what-Is-It-And-why-Is-It-Important.htm>> (Retrieved 12 October 2011).
- Norman D 1987. *Confessions of an Advertising Man*. USA: Antherenm Macmillan Publishing Company.
- Schultz DE, Tannenbaum SI, Lauterborn RF 2012. *Integrated Marketing Communications*. New York: McGraw-Hill Professional.