

FASHION ADVERTISING

WHAT IS ADVERTISING?

- The word advertising originates from a Latin word '**advertise**', which means to 'turn to'. The dictionary meaning of the term is "**to give public notice or to announce publicly**".
- Advertising may be defined as the process of buying sponsor-identified media space or time in order to promote a product or an idea. The American Marketing Association, Chicago, has defined advertising as "**any form of non-personal presentation or promotion of ideas, goods or services, by an identified sponsor.**"

The **goal** of fashion advertising is:

- To **connect** potential customers with the brand,
- Fashion ads **promote a lifestyle** just as much as the product, teaching consumers to associate a particular brand with a specific lifestyle and social class.
- the **tone and content of ads** may vary, depending on which market the company is trying to target, ranging from very wealthy individuals to people with less disposable income who could still be a valuable customer base.

CLASSIFICATION AND TYPES OF ADVERTISING

PRODUCT RELATED ADVERTISING

It is concerned with conveying **information about** and **selling a product or service**. Most advertising is product advertising, designed to promote the sale or reputation of a particular product or service that the organization sells. The marketer may use such promotion to generate exposure attention, comprehension, attitude change or action for an offering. It deals with the non-personal selling of a particular good or service.

It is of 3 types:

This is directed at the **social welfare** of a community or a nation. The effectiveness of product service advertisements may be measured in terms of the goodwill they generate in favor of the sponsoring organization.

In this type of advertising, the objective is to put across a message intended to **change attitudes** or behavior and **benefit the public** at large.

- **Functional Advertising**

Functional Advertising may be classified according to the functions which it is intended to fulfill.

(i) Advertising may be used to stimulate either the **primary demand** or the **selective demand**.

(ii) It may **promote** either the **brand** or the **firm** selling that brand.

A. **Consumer Advertising:** Objective is to inform/persuade consumers of the merits of the brand and products. Marketers of pharmaceuticals, cosmetics, scooters, detergents and soaps, cigarettes and alcoholic beverages are examples. Includes:

- Print, Social media, TV, Radio

B. **Industrial Advertising:** Aimed at manufactures. It is a type of business to business advertising wherein a manufacturer will promote its tools, equipment and raw materials used in manufacturing process. In this type of advertising one company approaches the other company to convince the other company to purchase products from you.

- Direct mail, Campaigns , Print ads

TRADE ADVERTISING: A trade advertisement is an advertising undertaken by the manufacturer and directed toward the wholesaler or retailer.

ADVERTISING BASED ON AREA OF OPERATION:

It is classified as follows:

A. National Advertising : Chumbak, , Promod, Zara etc.

B. Regional Advertising: Shree, Neeru's Emporio

C. Local Advertising: Shivan & Narresh, Ethnicity etc.

- Institutional Advertising
- Institutional Advertising may be formative, persuasive or reminder oriented in character. Institutional advertising is used extensively during periods of product shortages in order to keep the name of the company before the public. It aims at building for a firm a Positive public image in the eyes of shareholders, employees, suppliers, legislators, or the general public. This sells only the name and prestige of the company. This type of advertising is used frequently by large companies whose products are well known. HMT or DCM, for example, does considerable institutional advertising

of its name, emphasizing the quality and research behind its products. Institutional advertisements are at consumers or focus them upon other groups, such as voters, government officials, suppliers, financial institutions, etc. If it is effective, the target groups will respond with goodwill towards, and confidence in the sponsor. It is also a useful method of introducing sales persons and new product to consumers. It does not attempt to sell a particular product; it benefits the organization as a whole. It notifies the consumers that the company is a responsible business entity and is patriotic; that its management takes ecologically responsible action, is an 14 affair- motive-action employer, supports the socialistic pattern of society or provides employment opportunities in the community.

OBJECTIVES

- Send messages to reach audience away from the point of sale through media.
- Not always aimed at selling merchandise at a profit.

Values of retail institution, its services and its personnel also conveyed to customers.

- Effective fashion advertising – designed to produce profitable sales.
 - Must deliver store traffic.
 - Must develop store's personality image,
- inform customers of important trends,
 - present new store services and special events, and
 - Reinforce fashion authority of its buyers and merchandisers.
- Build customer loyalty.
 - Activities OF FASHION PROMOTION
 - Fashion retailers initiate the activities of sales promotion:
 - advertising, -display,
 - special events, -fashion shows, and
 - in an indirect way publicity.
 - Each of the activities has its own structure, approach, and technique.

- They are all non personal method of mass communication.
- Objective of all activities is similar, but vary in method and media.

CARRIER OF ADVERTISEMENT

- Newspapers and magazines;
- On radio and television broadcasts;
- Circular of all kinds, (whether distributed by mail, by person, thorough tradesmen, or by inserts in packages);
- Store signs, motion pictures used for advertising,
- Novelties bearing advertising messages and Signature of the advertiser,
- Label stags and other literature accompanying the merchandise.
- Bill board -A **billboard** (also called hoarding) is a large outdoor advertising structure (a **billing board**), typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers.

RADIO

Advantages

- Target an Audience – You can select the station and time when your ad will run so your target market will hear it. For example, an auto repair business could run the ad during the morning and evening drive time when people are in their cars.
- Harness the Power of Sound – Unlike a print ad, radio spots can use sounds, voices and music to create an attention-getting message. Radio jingles or local celebrity voices can create a memorable impression.
- Speed to Air – Radio ads are relatively easy to produce, so you can place the ad quickly. They can also be modified easily as your needs change. Some radio stations can create the ad for you.

Disadvantages

- Distracted Listeners – Most individuals are not just listening to the radio. They might be involved in multitasking at the same time.

- Requires Repetition – Listeners need to hear a message multiple times for it to be retained.
- One Size Doesn't Fit All – Radio may not be appropriate if your product needs to be seen or demonstrated to showcase its benefit. For example, if you're marketing a new wrench for fixing a leaky pipe, you're likely to create a more compelling message if you can show visually how it works.

TELEVISION

Advantages

- Larger Reach-TV reaches a much larger audience than local newspapers and radio stations, and it does so during a short period of time.
- Multisensory appeal- It allows conveying the message with sight, sound, and motion, which gives the business, product, or service instant credibility.
- Offers immediate credibility- It tells the viewer that you are serious about what you are offering. It also gives a viewer some video evidence that you can offer a superior product or service compared to the competition.

Disadvantages

- Limited length of exposure- Most ads are only thirty seconds long or less, which limits the amount of information you can communicate.
- Relatively Expensive - In terms of creative, production and airtime costs.
- Not a targeted medium-TV is a good medium for reaching broadly defined audience groups, and to some extent, for reaching a narrower group on cable. However, if targeted ads are to be delivered to very specific audiences, it's not the ideal medium.

MAGAZINE

Advantages

- More targeted- specific magazine titles appeal to specific target groups more so than a newspaper advert.

- Long Life- magazines have a longer “life” than newspapers.
- Sustains brand image.

Disadvantages

- Ads can be expensive- Magazine advertising is usually pricier than newspaper advertising.
- Tricky to schedule- Many magazines come out just once a month, or even every three months, and to meet their deadlines it’s often necessary to have ads completed six months before they’ll actually appear.

NEWSPAPER

Advantages

- Inexpensive to produce- A little research and know-how are often all that’s needed to create a targeted, successful ad
- Flexible and Easy to switch out-If you have a regular ad in your local paper and want to change it to reflect a seasonal sale, a new coupon, or a new product, you can usually do so rather easily.
- Trusted form of media-The reputation of a newspaper is transferred over to the businesses or individuals that advertise within it. Most people who subscribe to a newspaper will read it regularly because they respect the content it contains.

Disadvantages

- Limited readership-This is especially true nowadays when more and more people are eschewing print publications for online electronic versions.
- Poor printed image quality- This can be a problem if you sell high-end clothing or your services as a portrait artist. In such instances, try to drive readers to your Web site — where you should have hi-resolution images — or play up discounted pricing.
- No control over ad placement- Oftentimes newspapers won’t guarantee premium placement on any given page. That can be a problem if your competitor advertises in the same space.

- Errors can't be corrected- If some errors occur in the advertisement once the newspaper has been printed, it is going to be permanent till the next morning.

BILLBOARD

Advantages

1. Visibility- Advertising billboards are placed strategically along major thoroughfares and highways, thus, increasing the possibilities of being seen by a great number of consumers all throughout the day.
2. Access to Targeted Audience- Since billboards can be placed in areas chosen by advertisers or companies, it will be easier for these companies to reach a particular or specific consumer group. Billboards can be positioned along the route where prospective consumers drive by or pass by regularly, like in highways.
3. Audience Conversion-The strategic location and unique design of billboards are instrumental to making sales and converting an audience into an instant customer.

Disadvantages

1. Costs- Huge amount of money is spend in setting up the billboard. Apart from signing a contract with the owner of the space, other costs include maintenance and repairs. If there will be natural disasters like hurricanes that will destroy the structure, this will not be inexpensive.
2. Cause of Distraction- Billboard can be a cause of road mishaps since they aim to catch attention of people driving or passing by.
3. Only rely on Graphics – Since the target audience is mobile, billboards need to rely on graphics instead of texts.