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## **FUNDAMENTAL ADVERTISING PRINCIPLES**

For advertising to be successful it must pass five stages. The initial step within buying or decision making pattern is a basic awareness of the product or service. The pure notion that a product is available to the consumer, whether they need or can afford it at any specific moment within their life, creates some form of awareness. This stage represents the initial introduction a consumer has with a brand. The degree of awareness at this point is obsolete due to the necessity of an advertising message's need to have some sort of presence with a consumer's environment. Once a brand becomes part of a consumer's environment, or better yet knowledge base, the possibility of purchase is increased.

At the next stage the consumer's desire to learn about some of the features of the product or brand is increasing. This stage represents the point in which a personal connection must begin to be made. Consideration of whether this is a product that will meet a need of the consumer is the most crucial point within the buying and decision making process. This is the stage where the consumer is weighing the facts.

The stage of confirmation is the stage where the brand and product are viewed in a positive light and there is increased chance of recommendation to other consumers or action. The confirmation stage does not always lead to action. Consumers can stay in the confirmation stage a long time before any initiatives to buy actually take place. This mostly involves the level of involvement the consumer has with the product or brand. Higher cost items might have to remain in the confirmation stage until available funds are available to the consumer.

After a confirmation of a brand or product is made, hopefully an action will take place. This stage is where the consumer has found a need and a connection, and believes it is the right time for them to purchase the product. There is a constant need to convince oneself that this decision is the correct one.

The reinforcement involves continuing advertising initiatives to maintain the positive association the consumer initially had. This is the stage where the consumer decides if the product actually did fulfill the need to be met as promised. This reinforcement comes from additional advertising initiatives and the actual

experience with the product or brand after purchase. If the consumer is satisfied with the product or brand, a continuation of use will be established. Advertising initiatives are not developed to have the targeted consumer purchase or try the brand once; these messages are designed to become part of the consumer's lifestyle and induce repeated usage and purchasing behavior. So, if these five stages are passed the advertising may be considered to be successful.