

## **ADVERTISING IN BUSINESS**

Business marketers use advertising to communicate to any large group, not just potential customers. Advertising is used to create favorable attitudes in financial markets, among potential investors, with government officials and buyers.

On the one hand - you can't always see when advertising works. But on the other hand, you should remember that advertising creates awareness. Before a product is positioned in the mind of a buyer, the buyer must be aware of the product. Products for which the buyer is aware of are the part of the evoked set, which consists of four elements: unaware, aware, attitude and action. Good advertising is achieved by advertising strategy, which consists of two elements: the creative plan and the media plan, taking into consideration the budget limit. The creative plan determines what the content of the message is, who the target audience is and establishes the overall advertising goals. The media plan chooses the channel of communication.

Advertisers need to make decisions at each of three successive levels to determine which specific advertising medium to use:

1. Which type of media will be used?
2. Which category of the selected medium will be used?
3. Which specific media vehicles will be used?

Some general factors that will influence media choice are:

- objective of the advertisement – the purpose of a particular advertisement and the goals of the entire campaign influencing which media to use;
- audience coverage – the audience reached by the medium (with a minimum of wasted coverage) should match the geographic area in which the product is distributed;
- requirements of the message – the medium should fit the message;
- time and location of the buying decision – the medium should reach prospective customers (when and where they are about to make their buying decisions);
- media cost – the cost of each medium should be considered in relation to the amount of funds available to pay for it and its circulation.