

ADVERTISING – REGARDED AS A MEANS OF MARKET PENETRATION

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Abstract:

This paper shows how advertising deals with the promotion of goods, services, companies and ideas, often through paid messages. The purpose of these messages is to encourage potential customers' desire, and forming positive associations about the product or the company promoted, a goal that is achieved by using methods of psychological manipulation, more or less subtle.

Key words: advertising, promotion, mass media.

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Advertising is, without doubt, almost as old as trade. If a product is selling, the first condition of its survival is that this product is known. In the beginning, advertisements were entirely informational. Subsequently, the simultaneous existence of several competing messages to capture public attention, prompted advertising broadcasters to pay attention to the presentation form to increase the chances that their advertising is received and accepted. If in ancient times, it was enough to have a firm over the shop, today, against a fierce competition between manufacturers, corporate image has come to matter more than the product itself. In the last 150 years, advertisers have exploited consumer disappointment and likes to promote their products to customers. Thus, agencies were those that led customers to change their marketing strategies depending on the circumstances or the stage the consumers were in, therefore evolving from brokering the media space to controlling the future of the largest international corporations.

Before proceeding to the definition of the word, we should absolutely make the distinction between publicity and advertising, because, in our country, these two notions are often confused. Publicity has a more informational role, to notify the event or activity, organization, concept, etc., while advertising is primarily intended for commercial purposes, and is unquestionably linked to the idea of selling. In fact, advertising is paid content. Thus, the presence of various definitions and views of the literature, we can say that:

"Advertising is a paid communication, unilateral and impersonal, through the media, for a product (brand, company, cause, candidate) identified in the message". (A. Dayan, W.H. Lindsay, A. Janakiewicz, M. Marcheteau, M., *Engleza pentru marketing și publicitate*, traducere de Dana Gârdu, Editura Teora, București, 2000, p.95)

Advertising is a partisan communication - advertising is a communication paid by the transmitter, not the recipient. It is therefore a communication with an interest to a business cause, sometimes social or political.

The difference between advertising and information is that advertising does not target objectivity. It is known that advertising is a unilateral and subjective communication. It seeks to influence attitudes and behaviors, not to express facts.

With respect to form, advertising seeks to be attractive and seductive. It shows the rationality and the emotional feature in variable doses. Unlike propaganda,

advertising is presented with its “face unveiled”, without concealing its nature and intentions, announcing at the beginning, the reader, listener or viewer that this is ... advertising, so, it will try to seduce him.

Advertising is not science - advertising is no subject to strict laws. Its scope is that of humanism, of the social.

Advertising has its specialists (creators of advertising) and its specialized companies (advertising agencies).

To broadcast messages, advertising and associated media and environments combine without ideological prejudices, without partisan exclusivity.

Advertising is not art - it has no subjective purity, or gratuity, even if, above all, is a creative activity.

Advertising is optimistic. It cannot cease to be conventional in a sense, than to become unconventional in another.

Advertising has its limits - advertising is not an absolute weapon of success. It cannot cancel the flawed policy deficiencies in product pricing, distribution, post-sales services.

Advertising can definitely influence consumer decisions, but they are not manipulated to the point of losing, finally and collectively, their judgment.

To a large extent, advertising is done for products recognized by their trademark. There are collective advertisements, made in support of a profession, a body of manufacturers, to make them known, their purpose, their benefit to the society, etc.. Advertisements do not highlight the product, but the organization or enterprise to which it belongs.

This advertisement, called 'institutional', also has a commercial purpose (supporting the good reputation of a company to promote sales and attract skilled manpower).

In an advertising campaign, the targeted spectrum is not only the audience, purchasers of goods and services for current consumption. This is also addressed to the professional “buyer”, different groups or segments of potential customers, specialized in using a particular product or service (cars for the audience, racing cars for a minority).

Advertising meant for the audience is broadcasted with the help of the main mass media channels: posters, television, etc.. More specialized advertising media is present in the technical press, quite a selective one.

The advertisement is different through its denotative and connotative features:

Denotative advertising informs, is addressed, in order to convince, to motivation and argument. It needs text, drawings or pictures to highlight verbal explanation.

Connotative advertising evokes and suggests, is addressed to emotion, affection, unconscious motivations. It joins an association of ideas, an evocation of atmosphere. Image represents its privileged element.

As advertising is purely denotative or connotative, so a large number combines them both in varying proportions. So, advertising can be divided into “hard” or “soft”.

Hard advertising has, contrary to the method of advertising in general, a short-term objective: to influence target audiences to purchase, immediately, following the message, that particular product.

Soft advertising seeks not only to popularize the product and brand, but to create a positive image around them.

It is often a connotative message, excelling in symbols, deep motivation, emotion, covering a medium. A change of attitude in favor of the mark leads, in turn, to its acceptance and, thus, its purchase.

As we have seen, the main goal of advertising is commercial. Communication is paid, unilateral and individual, made through mass communication channels and all types of media for a product, a brand, identified by message.

Modern advertising was born with the industrial revolution, mass production, urbanization, mass media, public transport and supermarkets. Advertising has emerged as a necessary link in the mechanisms of the consumer society, with mass production, mass communication, mass consumption. Advertising industrializes the art of selling and promotes products and services that resemble more and more.

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