

1 Comparative Analysis of Effective Advertisement in Some Higher 2 Universal Companies

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7 **Abstract**

8 In this paper the importance of advertising products and services are discussed. It is shown
9 that advertisement is a big tool in modern business especial in some higher universal
10 companies.

12 **Index terms**— Advertisement; business; products.

13 **1 Introduction**

14 methods for introducing and advertising products and services are significantly uttered along with development of
15 production and blossoming of modern business. Need for using effective methods in introducing the product as it
16 is deserved and in a widebusiness way in giant companies and also severing forward movement toward increasing
17 products and making them being in business direction make managers to choose specific solution and arrange
18 visitor part in a strategic manner [1][2].

19 From the first advertise inform campaigns up to now, companies use different tools and media (audible and
20 visible) to introduce and develop their products and service, from which, video clip , print advertisements and
21 advertisement billboards are used more than others till today.

22 In this view, every year huge budgets are spending for this advertisement purposes. Advertisement and
23 informing in business become a UN separately component in economic units, such a way that continuity of
24 each business [3][4][5]. Is dependent to success or UN success in informing, marketing, marketmaking and
25 advertisement activities for those units products. If available media (business or non-business kind) are divided
26 to audible, visible and environmental and if informing market is supposed we can conclude that need for available
27 media has a fairly suitability with its performance . This process leads to many different advertisements for
28 general viewers and face them with an unfair war.

29 Informing and advertising industry will suffer from huge changes in its current equations.

30 A perspective for this kind of changes, ??bakhtayi, 2008).

31 -Informing in civil living requirements (actual electronic government). -Preparing society needs with a suitable
32 cultural content (culture-making).

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34 -Informing in private and governmental institutes services (advertising for services). -Economic reports and
35 news which are needed should be propagated (news). -Gathering entertainment is not only in business companies
36 hand , and governmental institutes also enter this area and use different advertisement tools for culture-making
37 , advertising activities and their service and informing and also entertainment.

38 **2 II.**

39 **3 Research Method**

40 One of important relationship tools in business is advertising .being successful or UN successful in many institutes
41 and companies owes to their advertising activities. Because of its importance and important role, each year
42 advertising budgets in companies and institutes grow-up. Though involving in advertising activities become a
43 habit for many institutes usually without considering the advertisement results in the previous year, more budget

11 H) POSTER AND BILLBOARD

44 is accepted and spend for the next year advertisement activities. Deciding on type of media and message is also
45 done without sufficient investigations [6].

46 It is obvious that in such circumstances, the advertiser spend much many expenses without assurance about
47 its efficiency. On the other hand, supervisors and advertising companies are also less responsible about their
48 performance, because in fact there is no good for the advertiser. Often smallest changes, for example in company
49 shell or peoples view toward a trademark, is enough for the advertiser to make him assure about the efficiency
50 of his advertisements. In each way all advertisers spent some money and choose some media for advertising, but
51 the question is that: institutes can get closer to their goals? In a situation which we face with an advertising
52 bombardment, one can ask if advertising can have its efficiency and penetration on audiences. In other words,
53 in a situation which all companies spend huge expenses on advertising and advertising become a fix activity
54 in these companies, how can we be ensure about its efficiency before we spend many expenses? Develop your
55 advertisement text, care for your unique position in selling. In fact, you should know which unique characteristics
56 you have and to whom you should deliver them. One of advertiser's mistakes is that they write the advertisement
57 for themselves not for current and potential customers? Your advertisement should make your products benefits
58 obvious for your customers, such as issues like easy availability, low cost, simple application and products durance.
59 Your advertisement should answer this question to your customer: (what is its benefit for me?) also it should
60 show what he should do in the next step and how to do it. For instance, how and to whom he should call? III.

61 4 Advertisement Method a) Catalogue

62 Many of publication and word-processing software's can develop acardeonic 3-part catalogues. (11.5*8.5 inch)
63 if these catalogues which have the right information are designed in a correct manner, many of advertisements
64 become efficient .this catalogues are becoming a reliable advertising method.

65 5 b) Post advertising

66 Advertisement which is sent for customers can be in relationship with nature and type of customers. You can
67 make a list of your current and potential customers. You can do this through visit cards and continue developing
68 your list and update it, this way there is this potential risk of oldness of your list. So you should always correct
69 false addresses. You should be care of using post list because of this way costs. Also don't forget that your
70 customers shouldn't be bombarded with huge information.

71 6 c) Email massages

72 Using email for advertising is one of the most surprising ways which you use email, sign your emails. Today you
73 can sign them all through software.

74 7 d) Magazines

75 Magazine advertising can be very expensive. Search for magazines which cover your industry. These magazines
76 also focus on your customers and market. In these cases you can make an advertisement, and use a short article
77 instead of an advertisement.

78 8 e) Newsletter

79 Newsletters are effective in delivering nature of an institute and its services. If you want to use them, consult
80 with a supervisor about the first design and layout. Nowadays it is possible to use publications and produce
81 attractive thing and the method is inexpensive.

82 9 f) Local newspapers

83 Newspapers can also be good consultants in how and where your advertisement should be. the time of advertising
84 is very important and it is related to buying habits in your customers.

85 10 g) Complete local newspapers

86 These newspapers do not have the impact of big newspapers. Remember they can also be close to you and
87 your customers. Online groups and chat rooms: if you participate in these places, for example using email for
88 advertising, it can be beneficial for you to introduce your company and its activities remember that groups
89 attending discuss and chat rooms react directly to direct advertisements and they also have rough principles .
90 When you join these groups, call the director of the session previously and inform yourself about the principles.

91 11 h) Poster and billboard

92 If posters are installed in places where your customers really can see them, they can be very beneficial. But how
93 many times do you yourself watch them. Incidentally the best places for installing these posters are billboards,
94 with this exception that they are installed in a suitable place and they also should be replaced with better ones

95 very soon and passengers' should see them. You must know some civil governments have special rules for the
96 size of posters which you should know them.

97 **12 i) Radio advertisement**

98 One of the biggest advantages of these type is that they are cheaper than TV. Advertisement and also people
99 listen them especially when they are driving. the base for advertisement payments in the duration, time and
100 hour of shows. One of the most important issues in this area is that the hour of show should be the same as hour
101 which audiences listen to radio.

102 **13 M MARKETING FROM FAR DISTANCE j) TV advertising**

103 Many people don't use this way because of its high expenses. Payment base is the same as what is in radio.

105 **14 k) Web pages**

106 Advertising in web environment is as common method today. Advertising in this environment needs some
107 requirements and specific profession such as: computer availability internet services choosing site's name,
108 registering for domain, graphic designing and considering online selling website advertising and introducing
109 it through search engines and also updating the site are parameters you should consider.

110 **15 l) Jobs phone guidance**

111 If your job is entered in the proper level, this method for advertising can be useful. the other important factor
112 is that your company's name should introduce your products and services well.

113 **16 April**

114 IV. Almost all local newspapers are read. You can reflect your activities through an advertisement or writing a
115 letter for the editor or a reporter. This method is expensive.

116 **17 Advertisement Activity Via Media**

117 **18 b) Job information file**

118 Using this file and giving it to media is a useful advertising method. These files often contain information and
119 pictures about a job which introduce products and services in a company and it leads to some comments from
120 agreed customers. c) News statements These statements about an event alarm media and attract them for
121 covering that news. News factors such as what, where, why and when are sent with images to make covering easy.

122 **19 O OTHER ADVERTISEMENT ACTIVITIES d) Anniversary reports**

124 They are distributed between shareholders and they contain a view of that your activities, challenges and
125 financial position in company.

126 **20 e) Accompaniment or strategist restoration**

127 If your company is involved in accompaniment with another company or is restoring it self strategically, announce
128 and advertise it obviously.

129 **21 f) Networking**

130 If you have relationships with other companies such as consultants, distributors and others who aren't in your
131 company announce and advertise it.

132 **22 g) Exceptions**

133 You see some people advertise on pens, t-shirts and coffee cups. This method can be effective when special
134 customer's exit, but expenses for production and sending them for those customers is not negligible.

135 **23 h) Introducing**

136 You have profession in the same field. Find ways through which you can show your activity briefly. Use areas such
137 as commercial shows, seminars, business hall sessions and conferences. Even if you distribute 500 catalogues and
138 just 5 people call you, you are successful, although there can be introducing to 30 and 15 of them have some
139 responses.

140 **24 i) Contacting main sides**

141 Try to have contacts at least with one person in each area you are involved and invite him for a lunch once a
142 year. Informal contacts act very powerful in some cases.

143 **25 j) Special events**

144 Announcing an important program, giving a special prize, and things like this, are good advertisement methods.

145 **26 k) Special recommends**

146 Giving coupon for buying, special discount and sale are common in advertisement methods.

147 **27 SUCCESSFUL UNIVERSAL COMPANIES' EXPERIENCE**

148 Goal of advertising is always efficiency, encouraging people and attracting them to consume known products. But
149 from the Beginning of developing commercial advertisement industry, just a few of them can be able to change
150 peoples view.

152 In rest of this text some advertising campaigns that could be successful in penetrating thought levels in people
153 and even change views and even change views and beliefs in them, are explained.

154 **28 l) Dobiers**

155 The huge diamond company "dobiers" which produce and sell diamond could convince some generations to accept
156 a diamond ring as a formal sign for marriage. This company started a big advertising campaign in 1945 to make
157 its products familiar and the title was: diamond is for all times.

158 Many experts in commercial advertising field believe that this field of advertising was the most successful one
159 in the 20th century. Before this diamond ring has no relationship with marriage. If you search all literature in
160 19th and 20th century, you can't find any sign of diamond ring. But dobiers convinced people as if it was like
161 this from the beginning. The point is that the valuable stone which is known as diamond is not a rare over but
162 it is the hardest stone in nature and so it induce the concept that diamond is a stone forever. Dobiers focuses
163 on this characteristic and mix it with knowledge and people's dream from life and marriage and change a main
164 part of western culture.

165 **29 m) Fulex Wagon**

166 Designers and producers of commercial advertisements in 50 and 60 decades based their patterns on different
167 role of men and women at home and in society, performance and product reliability. But fulex wagon automobile
168 company broke these tradition and belief. Bittle model from its products which was famous to frog-like fulex in
169 Iran is not popular in America and it is not suitable with their lives.

170 Firstly, this car was made in Germany where America didn't have good in sight about them.

171 Secondly, its form was very strange and the engine made too many noise. In contrast at that time popular cars
172 in America were very big and with powerful engines and a nice preview. In decades when American car-makers
173 induced from airplane industry, bittle model from fulex wagon was very rough and ugly. But in 1959 the company
174 started an advertisement campaign with April the title. Think for a small one! And through this, directly point
175 to the product's size which was very strange for Americans. In this advertisement, there was no beautiful girl and
176 also there was no handsome successful guys who wants and drive this car. This advertisement however became
177 a turning point. Many experts in advertisement industry believe that advertising activities in fulex wagon can
178 be named past modern commercial advertisement era in which instead of serious and repetitive clichés, comics
179 and even joking with the product were used to attract the public. Then, fulex wagon began an advertising battle
180 entitled: Severe lemon, (this expression was used for cars which had many expenses and needed mending in
181 America), in which it was shown that people who buy fulex wagon products are destroying junky cars and also
182 bittle was one of them. In a full page image news paper, there was a picture from a black brittle and below the
183 image there was written: sever lemon, and in which finding this model's problem and how to fix them before the
184 car reached the customer, was written and finally there was this sentence. We pick up sever lemon and you are
185 delivered plum. This was the first time antiadvertisment was used in a commercial advertisement.

186 **30 n) Marlboro Man**

187 The man was the symbol of marlboro advertisements from previous decades; he wasn't a stable character in
188 culture-making through commercial advertisement. In 1939 coca cola introduced an old, happy-face and fat man
189 and now all people around the world know him as papa noel. Before that's Nicolas image could be any face and
190 form and even very thin or nervous and afraid. By developing a cow-man with a cigarette there was no need to
191 the Marlboro trademark and this man induced Marlboro in audience's mind. But this man did another job. This
192 manly face changed Marlboro cigarettes to a manly one although this war for women previously. Many men at
193 that time wanted to be instead of him this advertisement battle was very successful and after 2 years from this

194 advertising, company's sells grow up to 3 times more in 1955. Experts in commercial advertisement industry
195 told that in the short history of this industry, there were few advertisements in which the advertisement became
196 more important than the product. One of them was Marlboro man.

197 The secret of successfulness or the psychological trick in Marlboro advertisement was that type of cigarette
198 can introduce his personality. People who buy Marlboro expect others to take a serious personality for them.
199 James twitchel who writes a book antitled"20advertisement which shake the world" said: the highest point
200 in advertisement battle successfulness was when American people got familiar with this issue that smoking is
201 addictive and dangerous and even can end in death. But "Marlboro man" who was still calm, strong and sever,
202 could fix himself although there were these suspicions. But the tragedy was when 3 persons who take the role of
203 "Marlboro man" dead because of lung cancer. One of them complain against Philip morris the owner of Marlboro
204 and this cigarette was entitled the killer of cowmen.

205 **31 o) Nike**

206 The fact is that the differenve between sports sloes produced in different companies was very small. But
207 advertisement battles which were successful made a huge dragon from a small sport clotles producer in uren
208 America. And all people around the world are familiar with its trademarks and logo. This logo knows such a
209 way that there is no need for repeating factory's name and production. However Nike wasn't the first company
210 which tries to find stars and famous persons, but the companion between the company and Michael Jordan who
211 was a famous man in basketball in America. Was the best supportive companion who a person can have with a
212 commercial production?

213 Experts in advertisement industry said that the bottleneck in nike was where that instead of focusing on its
214 sport shoes, this company focused on famous sportsmen as its product. The title of advertisement was:"go do it"
215 and 1988 was a turning point for this company and its main focus was an attractive parts of sports. Bob garfil
216 who was an advertising consultant said that: this method was among ones in which space and clichés go ahead
217 from logo or design is method, it was an idea.

218 **32 p) President linden jhonson**

219 Political advertising is multi-billion commercein America. In post decades, we can find many advertisement
220 battles which were very effective and lastlong. One of them was about Ronald reagon entitled: in America is but
221 any way, there were others which were effective because of their alarming and fearful contents. One of them was
222 linden jhonson's battle for America's president.

223 In this film a girl was shown who is playing with a flower. Then the camera zoom on her eyes and in the next
224 stage, there is a big nuclear explosion. The cliché was that" this issue was more serious than you can only stay
225 at home and do noting " this fearful and unfair advertisement, made a new method for attacking advertisement.
226 James tochle told:"this advertisement showed that abnormal advertising can be beneficial for ones who care able
227 to perform it in a Good manner. From another point of view this advertisement was very new. This was shown
228 just once in democrat party's congress but was so attractive that was shown many times in TV channels and
229 many newspapers work on it.

230 This was so smart and successful that can have free and vast cover. Many of advertisements designers try to
231 do this in next decades but a few can do this. April q) Some bright advertisement Opel's advertisement in 1984
232 which was produced by Ridley Scott, the famous director, was shown just once but experts told that it can fix
233 the battle of Opel against big companies in computer technology, especially IBM.

234 Opel developed a big change in computer application through makintach operating system but this
235 advertisement didn't show any parts of the new operating system like the mouse and desktop icons. The content
236 was about a war in Opel against current traditions. In 1980 brook shields, actor and fashionmodel in America
237 who was 15 years old said in an advertisement for kalvin klien: there is nothing between me and kalvin klien jean
238 I wear In a sexy accent. This sexy content in this special advertisement and also a teenage girl in commercial
239 advertisements made nervousness in American society. But this method can make a new trademark in jeans very
240 famous. Kalvin klien continue this method after 3 decades. Experts in advertising industry told: this is a start
241 point which covers western societies through shocking consumers. ¹

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Figure 1:

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