

# Comparative Analysis of Effective Advertisement in Some Higher Universal Companies

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## Abstract

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

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

## 1 Introduction

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

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

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

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

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

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

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

## 2 II.

## 3 Research Method

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

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

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

### 4 Advertisement Method a) Catalogue

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

### 5 b) Post advertising

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

### 6 c) Email messages

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

### 7 d) Magazines

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

### 8 e) Newsletter

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

### 9 f) Local newspapers

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

### 10 g) Complete local newspapers

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

### 11 h) Poster and billboard

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

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

## **12 i) Radio advertisement**

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

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

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

## **14 k) Web pages**

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

## **15 l) Jobs phone guidance**

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

## **16 April**

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

## **17 Advertisement Activity Via Media**

### **18 b) Job information file**

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

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

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

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

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

## **21 f) Networking**

If you have a relationship with another company such as consultants, distributors and others who aren't in your company announce and advertise it.

## **22 g) Exceptions**

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

## **23 h) Introducing**

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

## 24 i) Contacting main sides

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

## 25 j) Special events

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

## 26 k) Special recommends

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

## 27 SUCCESSFUL UNIVERSAL COMPANIES' EXPERIENCE

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

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

## 28 l) Dobiers

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

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

## 29 m) Fulex Wagon

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

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

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

## 30 n) Marlbro Man

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

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

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

### 31 o) Nike

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

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

### 32 p) President linden jhonson

Political advertising is multi-billion commerce in America. In past decades, we can find many advertisement battles which were very effective and last long. One of them was about Ronald Reagan entitled: in America is but any way, there were others which were effective because of their alarming and fearful contents. One of them was Linden Johnson's battle for America's president.

In this film a girl was shown who is playing with a flower. Then the camera zoom on her eyes and in the next stage, there is a big nuclear explosion. The cliché was that "this issue was more serious than you can only stay at home and do nothing" this fearful and unfair advertisement, made a new method for attacking advertisement. James Toole told: "this advertisement showed that abnormal advertising can be beneficial for ones who care able to perform it in a good manner. From another point of view this advertisement was very new. This was shown just once in Democrat party's congress but was so attractive that was shown many times in TV channels and many newspapers work on it.

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

Opel developed a big change in computer application through Macintosh operating system but this advertisement didn't show any parts of the new operating system like the mouse and desktop icons. The content was about a war in Opel against current traditions. In 1980 Brook Shields, actor and fashion model in America who was 15 years old said in an advertisement for Calvin Klein: there is nothing between me and Calvin Klein jeans I wear in a sexy accent. This sexy content in this special advertisement and also a teenage girl in commercial advertisements made nervousness in American society. But this method can make a new trademark in jeans very famous. Calvin Klein continue this method after 3 decades. Experts in advertising industry told: this is a start point which covers western societies through shocking consumers.<sup>1</sup>

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Figure 1:

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