

Advanced aspects of advertising campaign aimed at content network

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Communication

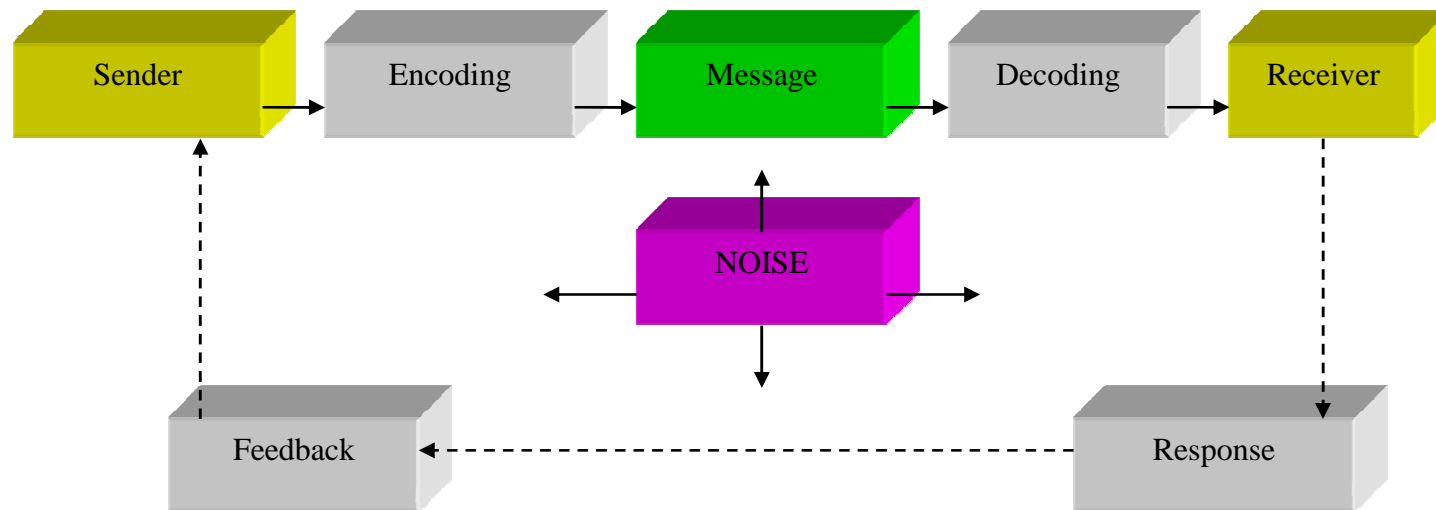
- Many of the problems that occur in a organization are the direct result of people **failing to communicate**.
- Communication is **the exchange** and flow of information and ideas from one person to another. It involves a sender transmitting an idea to a receiver.
- **Effective** communication occurs only if the receiver understands the exact information or idea that the sender intended to transmit.



Communication

- Verbal communication: Involves a complex feedback loop of organizing, sending, receiving, decoding, and responding to messages.
- Non-verbal communication: Consists of cues, gestures, and body language. Only 7% of message is attributed to words used, the rest is through non-verbal messages we send.

Elements in the communication Process





Elements in the communication Process

- *Input.* The sender has an *intention* to communicate with another person. This intention makes up the *content* of the message.
- *Sender.* The sender *encodes* the message, e.g. the idea of "piece of furniture to sit on" = . Thus he gives expression to the content.



Elements in the communication

Process

- *Channel.* The message is sent via a channel, which can be made of a variety of materials. In acoustic communication it consists of air, in written communication of paper or other writing materials.
- *Noise.* The channel is subjected to various sources of noise. One example is telephone communication, where numerous secondary sounds are audible. Even a solid channel such as paper can be crushed or stained. Such phenomena are also noise in the communicative sense.



Elements in the communication Process

- *Receiver*. The receiver *decodes* the incoming message, or expression. He "translates" it and thus receives the
- *Output*. This is the *content* decoded by the receiver.
- *Code*. In the process, the relevance of a code becomes obvious: The codes of the sender and receiver must have at least a certain set in common in order to make communication work



Barriers to Communication

- **Culture, background, and bias** - We allow our past experiences to change the meaning of the message. Our culture, background, and bias can be good as they allow us use our past experiences to understand something new, it is when they change the meaning of the message then they interfere with the communication process.



Barriers to Communication

- **Noise** - Equipment or environmental noise impede clear communication. The sender and the receiver must both be able to concentrate on the messages being sent to each other.



Barriers to Communication

- **Ourselves** - Focusing on ourselves, rather than on the other person can lead to confusion and conflict.



Barriers to Communication

- **Environmental** - Bright lights, an attractive person, unusual sights, or any other stimulus provides a potential distraction.
- **Stress** - People do not see things the same way when under stress. What we see and believe at a given moment is influenced by our psychological frames of references - our beliefs, values, knowledge, experiences, and goals.



Barriers to Communication

- **Perception** - If we feel the person is talking too fast, not fluently, does not articulate clearly, etc., we may dismiss the person. Also our preconceived attitudes affect our ability to listen. We listen uncritically to persons of high status and dismiss those of low status.



Developing effective communication

- 1. Identity the target audience
- 2. determinate the communication objectives
- 3. Design the message
 - Attention, interest, desire, action
 - Content (appeal, idea, USP), structure, format, source



Developing effective communication

- 4. Select the communication channels
 - Personal, nonpersonal,
- 5. Establish the total marketing communication budget
 - Affordable method, percentage-of-sale method,



Advertising

Is any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor.

- business firms, museum, charitable organization, government agencies
- Newspaper, TV, direct mail, radio, magazines, outdoor, yellow pages, brochures, telephone, Internet



Advertising

- advertising is distinguished from other forms of promotion as follows
- it has a verbal and/or visual message
- the sponsor of the message is identified
- delivery is through recognizable media
- there is payment by the advertiser to the media for carrying the message
- advertisers are increasingly being able to reach specific audiences with tailor-made messages



Advertising

- advertising can be classified by the target audience to which it is directed
- **consumer** advertising generally appears in mass media and is directed to end consumers: may be **product** or **institutional** in nature
- **business-to-business** advertising is often called trade advertising and is directed to a business market



Advertising

- **product advertising** is designed to promote the sale of a specific product or service:
 - may be **direct-action**, quick-response
 - may be **indirect-action** over a longer time
- **institutional advertising** promotes the firm or tries to create a positive image:
 - may promote **customer service**
 - or send a **public service message**



Evaluating Advertising

- It is difficult to measure the sales effectiveness of advertising because:
 - Ads have different objectives.
 - Ads can have an effect over time period.
 - Measurement problems.
- Effectiveness can be tested:
 - Before an ad is presented.
 - While it is being presented.
 - After it has completed its run.



Networks and organization

- A **network-centric organization** is a network governance pattern emerging in many progressive 21st century enterprises.
- This implies new ways of working, with consequences for the enterprise's infrastructure, processes, people and culture.



- Thank you very much