

MODULE – 7

INTERNATIONAL ADVERTISING INTERNET ADVERTISING INDUSTRIAL ADVERTISING

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Definition:

- *International marketing is the performance of business activities designed to plan, price, promote, and direct the flow of a company's goods and services to consumers or users in more than one nation for a profit.*

Reasons for International Importance

Stagnation of domestic markets



Company survival, particularly those with strong domestic markets



Growth and profit opportunities



Economic necessity

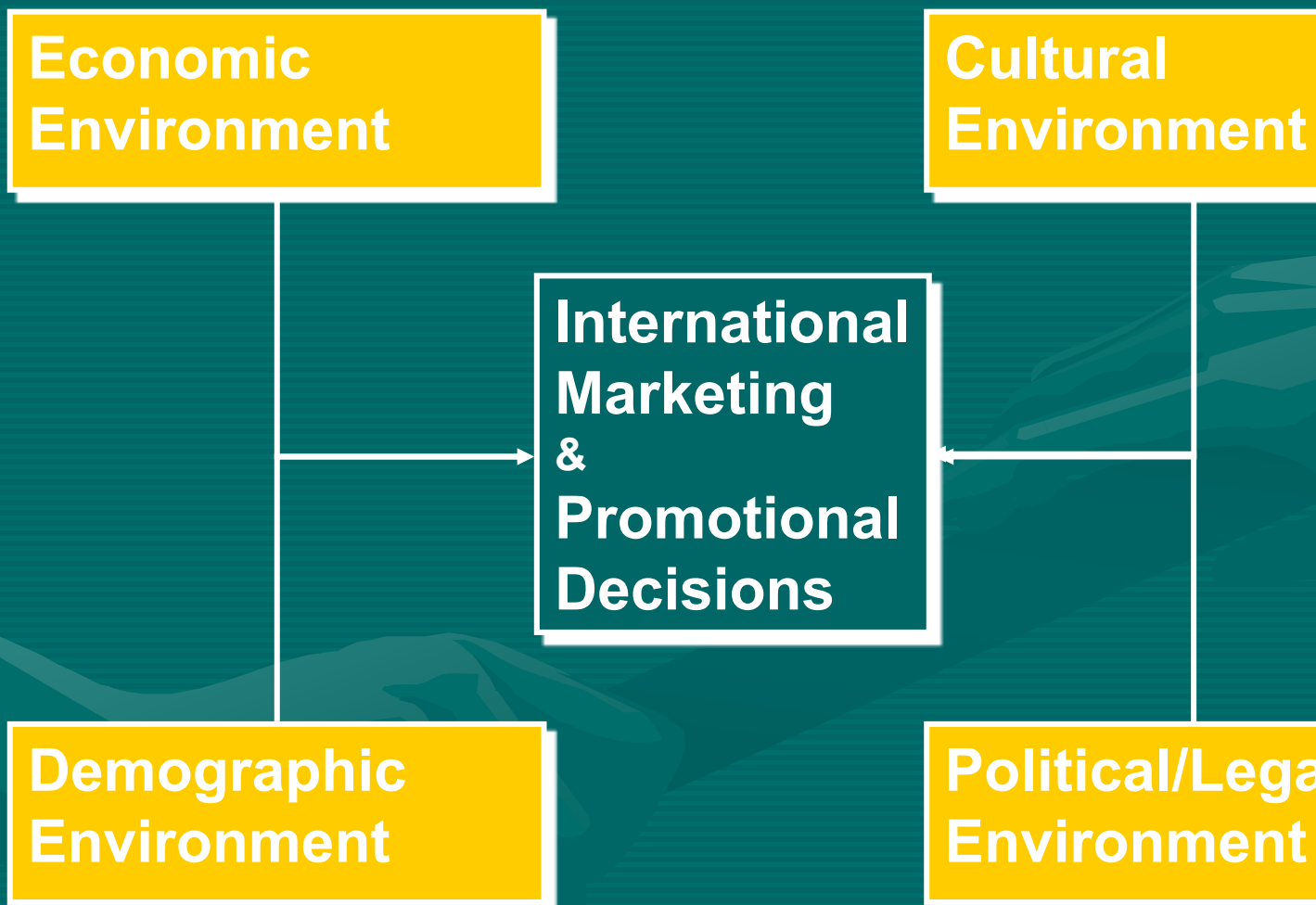
CHALLENGES FOR INTERNATIONAL ADVERTISING

- Competition
- legal restraints
- government controls
- Weather
- fickle consumers
- any number of other uncontrollable elements

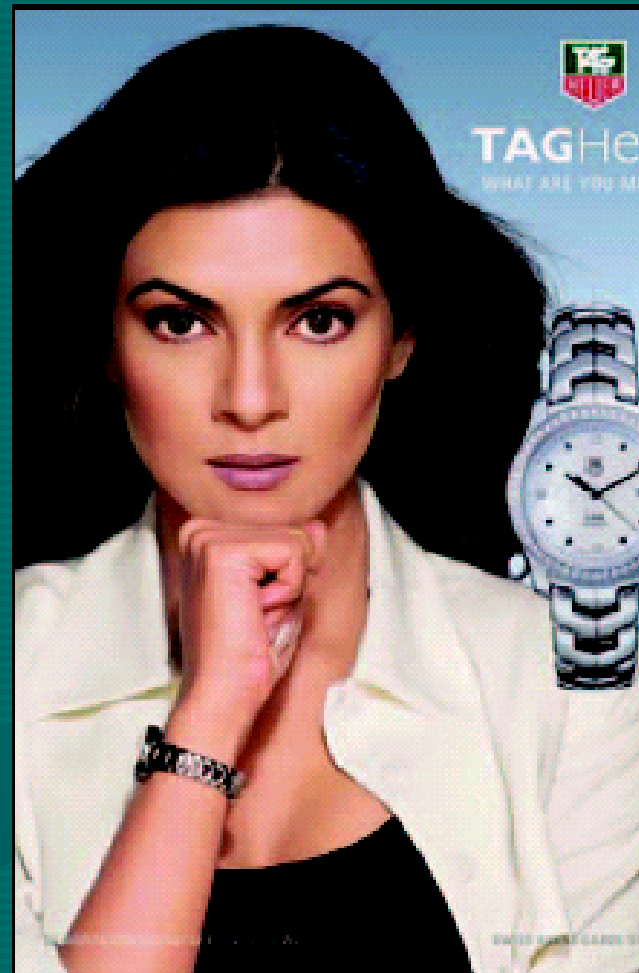
Differences between domestic and international Marketing

- *(i) countries are different,*
- *(ii) the range of problems are comparatively simple domestic marketing than those confronted by international marketing.*
- *(iii) Managers in an international business must find ways to work within the limits imposed by government intervention in the international trade and investment system, and*
- *(iv) international transactions involve converting money into different currencies.*

The International Environment(PEST ANALYSIS) International Context)



TAG Heuer's Global Campaign



Focusing on China for Growth

玩得起
爽到底

亚洲 X Games 巡回资格赛唯一指定饮料

Asian X Games Official Partner

Source: Courtesy of BBDO China

Global Marketing & Advertising Advantages

Economies of scale in production, distribution

Lower costs with less in planning and control

Lower advertising production costs

Ability to exploit good ideas worldwide

Ability to introduce products quickly, worldwide

Consistent international brand, company image

Simplification of coordination and control

Problems With Global Advertising

Differences in culture, market and economic development make it difficult to use global advertising

Consumer needs and usage patterns often vary by country or region

Media availability or usage may vary by country or region

Legal restrictions may make it difficult to develop an effective universal appeal

When is globalization appropriate?

Globalization
Often Works Best
For:

Brands can be adopted for visual appeal
avoiding translation problems

Brands promoted with image campaigns
playing to universal needs, values, emotions

High-tech products, new to the world
steeped in the cultural heritage of the
country of origin

Products with a nationalistic flavor,
if the country has a favorable reputation
in the field

Products appealing to a market segment
with universally similar tastes, interests, needs,
values

INTERNET ADVERTISING

- It is a form of marketing and advertising which uses the internet to deliver promotional marketing messages to consumers.
- Example: email marketing , search engine marketing (SEM), Social media marketing, mobile advertising , web banner advertising,

Advantages of web advertising

- i) Advertisements can reach a very large number of potential buyers.
- ii) Web advertisements are accessed on demand for all the day, 365 days
- a year and costs are the same regardless of audience location
- iii) One-to-One direct marketing is possible.
- iv) Web advertisements can be interactive and targeted to interest groups and individuals.
- v) Contents can be updated, supplemented or changed at a minimum cost.
- vi) Multimedia will create more attractive advertisements.
- vii) They can efficiently use the convergence of text, audio and animation.
- v) They can introduce new products or alternatives to existing products.

Disadvantages of web advertising

- i) There is no clear standard or language of measurement.
- ii) Audience is only net sufferers, who are lesser.
- iii) Cost is high in many circumstances.

Industrial Advertising

Industrial advertising on the other hand refers to the advertisements which are issued by the manufacturers/distributors to the buyers of industrial products. This category would include machinery and equipment, industrial intermediates, parts and components etc. Because of the unique characteristics of industrial decision process, the importance of industrial advertising is comparatively lower than that of consumer advertising.

Trade Advertising

- Advertisements, which are directed by the manufacturers to the distribution channel members, such as wholesalers or retailers, called trade advertising.
- The objective of such advertising is “to promote sales by motivating the distribution channel members to stock more or to attract new outlets.

Professional Advertising:

- There are certain products for which the consumers themselves are not responsible for the buying choice. The classic examples are pharmaceuticals where the decision is made by doctors while the consumers are the patients.

THANK YOU