

Σ Υ Μ Μ Ε Ι Κ Τ Α

ΕΙΣ ΜΝΗΜΗΝ

ΙΩΑΝΝΟΥ Ν. ΚΟΥΛΗ

Ἀνάτυπον

CLAUDE B. BANDALOUCAS

CONTEMPORARY TRENDS IN  
GOODS ADVERTISING MANAGEMENT

ΑΘΗΝΑΙ  
1982

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Goods' advertising management is the effort of mass communication to inform the public and stimulate primary demand. Its objective is the increase of an enterprise's volume of business and the number of its customers. This definition implies that goods advertising management facilitates and assists in the distribution and sales promotion of goods. Through mass communication media, the message is conveyed, either in written form or orally to the reader of print media, the listener of radio, or the viewer of television, underlying and bringing into prominence the natural or social needs and the desires of the prospective purchasing public. The transmission of the message is achieved through audio, visual and audio-visual publicity. It is a way of communication between the sender and receiver of the advertising message through the advertising media. Sender is the advertising enterprise and receivers are the readers, listeners and viewers of the enterprise's messages, who compose a part of the consuming public.

#### A'. FACTORS OF ADVERTISING PLANNING.

Planning of Advertising : The choice, definition and coordination of the factors of a successful advertising planning are based on the results of extensive marketing research. The implications of marketing research ascertain the probability of securing the optimum behavior of the purchasing public towards the messages transmitted. This is the reason why the structure of the market is examined thoroughly, both from the point of view of enterprises offering goods in relation to their production and distribution, their policies on sales promotion and advertising, and from the point of view of effective demand of consumers and investors. The research examines also, the general characteristics of goods, actual consumers and prospective buyers.

The basic factors of advertising planning are the following seven :

- 1) Forecasting of advertising penetration.
- 2) Advertising expenditures budget.
- 3) Timing and frequency of advertising campaigns.
- 4) Advertising objectives.
- 5) The principles of popularity and persuasiveness of the message.
- 6) Methods of achieving advertising objectives.
- 7) Advertising Media.

Failing to consider and to coordinate any of the above factors consequently leads to the failure of the advertising planning as a whole. These factors are examined below.

**1. Forecasting of Advertising Penetration:** The purpose of the forecasting for advertising penetration, is to attempt a preevaluation of the positive or negative degree of acceptance of the advertising campaign. This forecasting is important in comparing, reexamining and reevaluating current or future advertising campaigns, as well as in avoiding unnecessary major expenditures which have no chances of worthwhile results. Thus, it is advisable to find out the approximate degree of positive or negative yield through various combinations of the relative factors, used in an advertising campaign. These combinations of factors are relevant to the basic factors of advertising planning and each one is examined through a pilot survey.

The methods of economic measurement - a combination of methods of economic research, mathematics and statistics - contribute to the formulation of models of simulmetrics and mediometrics according to the linear or non-linear programming. The function of these models is to correlate quantitative elements of all the basic factors of advertising planning, according to their type and number, with elements relevant to number and degree of reactions of a selected number message of receivers. The sample of receivers which is divided according to region, category and time, represent the total probability or possibility of the prospective clientele. Finally the reactions of the public (repercussions, consequences, welcome) are evaluated in relation to the priority of advertising objectives and models.

The Classical Methods of Marketing Research assist in the forecasting of advertising penetration after the completion of a pilot survey of each combination of the above-mentioned quantitative elements. This kind of pilot survey leads to an evaluation of the behavior of receivers. Representatives of the channels of goods distribution, advertising agencies or specialized advertising enterprises assist empirically or subjectively in the correct forecasting of advertising penetration. As a rule, these agencies have previous experience on the subject and keep detailed records of programs and media used by a certain enterprise and its competitors for advertising campaigns. Therefore, the enterprise involved sends to these agencies plans of suggested messages, for the purpose of their information, comparison, opinion, formulation and for the revision or substitution of the suggested plans. The opinions of the specialists are supported by the negative or positive argumentation of their customers as well as of themselves in order to help top management in decision making.

The coordination of science and experience produces fruitful results through the forecasting of advertising penetration.

## **2. Advertising Expenditures Budget**

An advertising expenditures budget is prepared, executed, controlled and revised by big organizations on the basis of the methodology of forecasting of advertising penetration, mentioned above. Through this method an optimum distribution of advertising expenditures, according to the type of goods, buyers, markets, time, frequency, objectives, principles, methods and media, is achieved. An optimum distribution of expenses contributes to the determination of minimum advertising expenses for the maximum and optimum yields desired. In the U.S.A. these yields in net profit fluctuate from 110 % to 175 % of the total advertising expenditures. Some statistical research concluded that advertising expenses account to 2 - 5 % of sales value or volume. The above mentioned methodology is substituted for empirical estimates as far as medium and small size organizations are concerned. The share of advertising expenses is estimated according to the operations of the previous period or the profits per advertised good. Sometimes total advertising expenses are determined by the general economic conditions of the enterprise, the general characteristics of goods and buyers and the competitors' advertising expenses. Therefore economic difficulties of advertised enterprises caused by discrepancies between advertising cost and their results are avoided. The burden of the advertising expenditures increases the market price of the product, if the competitive climate allows it. This price increase represents the pay of the organization for providing services and information about the advantages of existing products or new products to the public. As long as the effective advertising results in high returns, by enlarging and increasing sales, it contributes to the decrease of production cost and, therefore, to the decrease of the unit price. Fixed costs of the enterprises are distributed among continuously increasing units of goods sold.

## **3. Timing and Frequency of Advertising Campaign.**

The timing and frequency of every advertising campaign is determined by the large firms through forecasting of advertising penetration, while smaller concerns use previous experiences and the recommendations of advertising agencies. Therefore, the optimum distribution and allocation of advertising activities is determined from the point of view of frequency, intensity and extent. Proper timing of every advertising campaign is necessary, and it

depends upon the forecasted probabilities of direct results or an upward trend of the expected improvement of the firm's reputation and sales volume increase. For example, goods with seasonal consumption or investment require an intensive advertising campaign just before the forecasted term of business transactions, which continues gradually increasing in intensity and coverage for a few days after. In the case of introducing into the market new consumer goods, the advertising campaign is carried out at times, which facilitate the public to buy goods as in the case of spring and autumn. The frequency of an advertising campaign attracts gradually an increasing number of buyers. One brick over an other, contributes to the construction of a building; following the same way of thinking, message over message cultivates habits, with respect to information and expectation from advertising, and reminds at specified time intervals. Frequent repetition of advertising messages over succeeding periods of time or simultaneously through different media, dictate that the content of the messages are limited to identifying simple and important characteristics.

Thus, advertising succeeds in vividly implanting product characteristics in the mind of the consumer and persuading him of the existence of a particular need and its satisfaction through the use of the frequently advertised product.

#### B. ADVERTISING OBJECTIVES.

There are two basic categories of advertising objectives in accordance with the definition of goods advertising management.

First, the direct objectives of informing and stimulating primary demand for the advertised goods, composed of several stages of influence. These stages are as follows : (a) educate the public, (b) highlight the characteristics of the goods in order to increase their reputation, and (c) stimulate primary demand for goods through an extensive advertising campaign, where a series of advertising messages are directed toward the receivers.

Second, the ultimate objectives consist in enlarging business transactions and increasing the number of customers of the enterprise.

(a) Education of the public consists in informing the public truly and specifically about the existence and general characteristic of market goods along with their usefulness and uses. Therefore the uninformed purchasing public which had no previous business dealings with the company advertised, has the opportunity to be informed, familiarized and guided to the possibilities of acquiring and utilising the market goods under the most favorable and beneficial terms. The advertised goods may be competitive in

terms of better quality, lower price, novelty etc., or may contribute to the discovery and creation of new needs and desires of the purchasing public.

(b) The highlighting of the general characteristics of the goods is the promise of the company concerning the advantages of its goods which presuppose the possibility of their distinction and superiority over similar goods. The declaration of superiority contributes to the satisfaction and the establishment of confidence in the public, which creates or increases the prestige and reputation towards the company for the goods produced. Monopolistic conditions are created through the acquisition of a good reputation and prestige of the advertised goods, and the advertising company.

c) The stimulation of primary demand through a series of advertising messages is impersonal because no salesman intervenes. The messages include advice, invitation to buy and urge to use the advertised goods. The purpose is to influence the will of the purchasing public in order to formulate consciously a preference or a favorable attitude toward the product. Therefore the public is persuaded that its existing or emerging needs can be satisfied through the acquisition and utilization of the suggested consumer goods.

The ultimate objectives of enlarging business transactions, and increasing the number of customers is achieved through stimulation and establishment of incentives to acquire and use the product in the near or distant future. There is a time lag between the influence of the public through the media of publicity and the creation of incentives to buy the product, that is, there exist a dead period between advertisement and its effect. The specific objectives of an advertising campaign refer to the economic incentives for company expansion through an increase of its transactions, offsetting competition, effective handling of unexpected difficulties, etc.

The objectives are realized assuming that the purchasing public is favorably influenced towards the advertised goods, provided that these goods fulfill his needs better than other similar goods. There is no problem related to price, because competitive conditions impose one price for goods of the same quality and quantity. The determination of advertising objectives is based on the results of marketing research and analytical advertising programs. Under these programs a selection and coordination of basic factors takes place, which contributes to a higher probability of success. This probability of success is derived from the answers given by staff functions of the organization or through the advertising agency concerning several significant questions, namely the four «W's» who, where, when, why, are to be influenced by each advertising campaign. The objectives of the advertising program become more successful as the number of respondents



increases. This is true regardless of whether or not the advertising program is ingeniously conceived and carried out, and regardless of the results of the ultimate advertising. There is no problem in establishing and effectuating proper advertising goals, and in general there is no need for advertising itself, when on the basis of market results and the answers to the «four w's», it is concluded that the total of the buying public is fully informed and convinced about the following conditions: Everyone retains the characteristic qualities of the goods of a given firm as well as the benefits to be derived from their use. Everyone respects and trusts those goods. The demand of these goods remains constant and is not subject to competition. No competitor takes advantage of a firm that does not advertise. No new factors impose an advertising campaign upon a firm. From the above it can be concluded that the advertising objectives significantly contribute to the full and accurate enlightenment and guidance of the uninformed consumers so that they can spend their income for consumption and investment. Respectively, the results of the research regarding market conditions also contribute significantly to the guidance of the enterprises, so that they develop their activities especially in terms of production and marketing in accordance with the advertising of their goods. Consequently, both these factors help in strengthening and in retaining the balance in the supply and demand of goods in the market. Usually, this balance leads to the development of better standards of living and consequently in over all economic and social growth.

#### C'. PRINCIPLES OF POPULARITY AND PERSUASION OF MESSAGES.

There are two basic principles behind any communicable message of a given enterprise for the advertising of its goods, namely: that of popularity, and of persuasion of the messages. Through these principles desirable reactions for the enterprise are accomplished from the probable receivers of the messages.

##### 1. The principle of popularity

The principle of popularity consists in the ability of the messages to attract the attention of their receivers, in an impersonal, ethical and legal way, to give to them information, to arouse their interest and to make them retain the significant characteristic qualities of the goods of the enterprise. It has been experimentally proven that the more this principle is exactly applied, the greater is the number of the receivers of the messages and the positive influence upon them. The proper application of the principle of publicity is secured by the accurate inclusion of certain characteristics in



each message, the most important of which are : observability, simplicity, originality, self-sufficiency, timeliness, etc. The observability of the message refers to the ability to attract people's attention by chance as well as intentionally because of its interest. This is achieved on the basis of lighting type, size, and shape of the media of publicity. Lighting is satisfactory in direction, quality and intensity, regardless whether it is natural or artificial, without creating shadows, glare, etc. Thus, it has an immediate effect upon catching attention, with respect to its content, quickly, accurately, and easily. This influence is greater when the lighting is colored and variable giving impression of movement. The type and size are determined on the basis of whether attention it to be secured by chance or purposely.

When the message is aimed at a particular occupational group, which is already interested in the message, the size of the message can be relatively small. Market research with respect to size of messages verifies this relationship. When the message is aimed at capturing attention by chance, the size of the message should be as big as possible so that it will compensate for the lack of interest.

The shape and layout of the message are determined on the basis of one of the principles of consumer psychology, which specifies that the sight of the reader moves without much effort towards these directions ; to be clock-wise direction, horizontally, and from upper left to lower right. Consequently rectangular shapes of messages, which are more wide than tall, are the most suitable.

Furthermore, the major theme of the message or the central idea and the strongest arguments should be placed on the top left hand side of the layout, and in capitalized letters while the secondary arguments should be placed at the lower right hand side in small legible characters; the remaining should be placed in the middle and medium in size hand written letters.

The simplicity of the message refers mainly to the brevity of the content. This simplicity becomes essential mainly, because the willingness and the ability of the public to concentrate on, and to retain in its memory long slogans or arguments, is usually limited. In as much as the content of the message becomes complex the number of its probable receivers becomes limited and the attention of those interested is disrupted. It has been experimentally proven that most of the times one sentence or slogan revealing the unknown business firm is more than enough in contributing to the full understanding and enlightenment of the consumers. Furthermore, a successful composition of advertising messages is equal to a series of successful arguments.

Since, however, a support, or an explanation of the central theme (of

the idea or of the reproduction) is considered as essential, it is important that we offer three or four basic arguments in a positive, sincere and understandable manner so as to help the readers (or audience) visualize the use and pleasure derived from the suggested goods. The successive placement of these arguments is arranged in such an order so as to proceed from the known to the unknown and from the stronger to the weaker points of the most significant characteristics of the goods and of the enterprise. Among the most significant characteristics of the enterprise is its history, specially when the business has had a long and successful existence and has given effective service to its customers.

The originality of the message refers to giving information which either contains something new or is expressed in a sincere manner (on the basis of the legitimate competition), as well as in a tactful and polite manner (according to morality, intellectuality, aestheticism, and consumer psychology). Usually through this originality one can provoke correct, strong and attractive impressions which stimulate the instincts, passions and sentiments of the receivers. For example the instincts of self supporting, procreation, security, self-importance, love, curiosity, fear, etc., may be stimulated and satisfied.

The Originality of the Given Information, usually consists : (a) in supplying new goods with improved qualities and prices competing other similar ones, (b) in facilitating the distribution of the goods through new channels, (c) in providing methods which promote and project these goods, (d) in offering possibilities for the improvement of the standard of living and cultural level of the public, etc. The various devices or the language tricks, are associated with humor, rhyme, description, riddles etc., which have to be original, however, and not causing doubt, confusion, exaggerations, and such other elements which can shake the confidence of the public in advertising, or may produce «defamation» against other goods and enterprises.

The Self-Sufficiency of the message refers to the complete unity and bears correspondence of the descriptions and reproductions with harmonic visibility, light, size, shape, layout, colors, arrangement, pictures, etc. This self-sufficiency adds to the medium of publicity, the elements of independence and personality.

Timeliness refers to the binding of the contents with recent facts of general interest or anniversaries of national, religious, and social character, as well as with opportunities of promoting prestige and reputation displays, sales, etc.

The variability of the message, refers to a different synthesis of the contents and form of the message, whenever advertising is done more than

once. Such variation should not apply to the basic or central theme (argument or slogan) so that it can be retained unchanged by the public. Thus, every-time new receivers are attracted, who were not attracted previously or did not pay much attention or because the above characteristics were not utilised.

## 2. Principle of persuasiveness

This principle consists of the capacity of the messages to inspire in an impersonal manner a permanent confidence and a corresponding influence and incitement of the public to an active demand and finally to the purchase of the advertised goods. In its application, we seek a successful chain reaction of the messages upon the recipient as follows: Stimulation of the public's curiosity concerning the contents of the message; thus its attention is retained, whether this is accidental or intentional, because of interest or financial ability. Conscious awareness of the meaning and reliability of the message, in conjunction with the proximity to reality or avoidance of deception is established. Understanding of the significant characteristic features and especially the necessity, which is satisfied and of the benefits which are offered to the receivers of the messages through the purchase and use of the given goods. Acceptance of the accuracy of the exposed arguments in view of those offered by competitors. Expression of logic and emotional response of the public or conscious belief upon the advantages of the suggested goods, which correspond to the public interest. Retaining in the memory of a number of basic characteristics of the goods and of the enterprise, which leads to their seeking in the market, thus avoiding a possible confusion with similar goods. Expressed attitude or interest for active demand, and finally for purchasing of these goods.

## D'. METHODS FOR THE ACHIEVEMENT OF ADVERTISING OBJECTIVES

The most significant methods for the achievement of advertising objectives are divided into two basic categories, namely that of the immediate (direct) and that of the mediate (indirect) appeal to the consumers and sometimes to the sellers. In the first category belong the methods of informing and motivating the purchase of goods, of facing competition, of collective advertising, of the goods being demanded, and of the intermediary demand between the production and consumption of goods. In the second category belong the methods of indirect influence upon the probable consumers, of free publicity, of reminding the function of business, of reinforcing the

relations with the public and of strengthening the «living» advertisement. These ten methods can be arranged also on the basis of such other criteria as sender or receiver of mass communication, form of advertising objectives, content of advertising penetration, and means of publicity.

**1) The Method of Informing and Motivating the Purchase of Goods** is the most common and is used for the achievement of the direct, and immediate objectives, as they are specified in the advertising objectives.

**2) The Method of Facing Competition** is used to lessen and eliminate the intensity and extent of competition between the advertised enterprise and others producing and distributing similar goods or substitutes in the market. This method is accomplished through superior or at least similar means of publicity. The advantages of the goods and of the services offered by the business to the public are enhanced as compared to its competitors on the basis of the principles of publicity and persuasion of the familiar messages.

**3) The Method of Collective Advertising** is used by a group of cooperative enterprises which produce and distribute similar goods in the market, and which have common interests. According to this method some general characteristics of the goods are underlined, as compared to other similar ones or substitutes, so as to establish their predominance in the market, to impose the name or the reputation of their goods, or of their particular trade association. Also, through this method the advertising expenses are distributed among all of the enterprises in the cooperative, thus reducing the part of advertising per unit produced, because of the long run effects of this type of advertising.

**4) The Method of Demanding Goods** is mostly used when buying, or renting on a large volume or rare material resources, for production and other goods of continuous use and significant value (such as land, buildings, machines, communication means, etc.). Through this method, the sources of advantageous markets are sought, or the rent of the above goods, when there does not exist the possibility of selecting suppliers through low price bidding, or through the usual channels of distributing goods.

**5) The Method of Requiring Middlemen Between Producers and Consumers of Goods**, is used by those in the successive intermediary stages of the sales cycle, or by the intermediate functional channels of distribution between production and final consumer as are merchants manufacturer's

representatives, middlemen, brokers, agents, etc. Accordingly producers or final consumers are serviced, the former by the maintenance of a wider and more stable clientele, the latter by making to them available goods of excellent quality, with a wide variety and with special or beneficial provisions for their merchandising.

**6) The Method of Indirect Influence Upon Possible Consumers**, is applied by furnishing with recommendations, prominent personalities, and providing advices or other evidences to the public, which though does not have a direct buying interest in the goods, is able, however, to exercise influence upon those buyers who are directly interested. According to this method direct information or motivation for the purchase of goods should be avoided. Examples of its application are the indirect suggestions first to doctors and pharmacists concerning new medicines, which aim to serve better their clients, and second to the public concerning the necessity of taking trips at the end of each week and of swimming during the summer vacations. These suggestions aim at increasing the sales of means of transportation, auto-parts, athletic goods etc.

**7) The Method of Free Publicity** makes the advertising message casual when it emanates from well known personalities, or journalists who are independent of the interested enterprise. The latter publish studies, articles, announcements, interviews and news in the daily press or periodicals, where the editorial advertising is presented. Through this presentation, one can mention indirectly the special advantages of some goods or enterprises concerning the satisfaction of human needs or desires, in a successful manner. As it is already known, public opinion is always willing to accept similar information when it is objective and aims at the service of the public.

**8) The Method of «Reminding»** is used in cases of temporary inactivity or diversion from the business activity due to such circumstances as war etc. Through this method it is sought to retain in the public's mind the reputation of given goods or the name of a familiar enterprise so as to make the public miss those goods, and return to its former habits in due time.

**9) The Method of Reinforcing the Relations with the Public**, aims at presenting in general the image of the enterprise. Specifically, through this method the public gets a picture of the activities, achievements, intentions the possibilities of satisfying the public by means of the application of principles of social responsibility, human relations, etc. The picture that is given

to the public through this method aims at informing, satisfying and provoking the interest of the public so that it develops a favorable disposition, appreciation and support of the aims of the enterprise, among which is the success of sales.

**10) The Method of Establishing the Living Advertising** makes for a continuous and free of charge advertising as well as the most effective method of those already mentioned. This method is used indirectly through the exact conformity of the enterprise with every best principle and method concerning its organization and administration. Thus the public, which deals with the enterprise acknowledges and at the same time inform the rest of the people with whom it is in contact about its complete satisfaction derived from the goods supplied, and the methods used by the enterprise. This public does not limit itself to the above, but in addition strongly recommends to the others to imitate it for its own benefit.

#### E'. PUBLICITY MEDIA

Publicity advertising media are the technical channels through which an advertisement is effected. These channels are distinguished on the basis of the degree of their yield, from the point of view of consumers, their type and quality, expenses of the advertised business, popularity, persuasiveness of messages etc. On the basis of the criterion of the degree of yield, the advertising media mostly used, are the following :

1) **Daily Press and Periodicals** : This is the most prevailing medium, as it is widely circulated among the readers who use the language in which it is published. Press is usually addressed to the public of a given district or country as well as internationally and it is both of a general or specific interest to the public. As far as the periodicals are concerned, they are more advantageous as compared to the newspapers, because of the fact that the readers keep them longer and give greater attention to their contents.

Statistical data in Western Europe and North America have shown that the press covers 30 - 35 % of the advertising expenses. This preference is based on specific factors of selecting advertising media.

The special selection of specific newspapers and periodicals for advertising purposes, is accomplished on the basis of specific factors related : (a) to the volume and frequency of circulation of every issue, and more generally to the readability of each issue; (b) to the type and quality of printed matter from the point of view of general or specialized interest; (c) to the ru-



les or methods of printing each one in respect to size and form, as well as the position of the advertisement. It has been observed that issues of established and wide circulation have a limited space for advertisements. The classified advertisements in the daily press are the cheapest. They cover a small space classified according to the category of the content, and similarity of appearance.

**2) The Radio and Television.** These media are placed second in the media of advertising missions as they absorb 15–20 % of the business advertising expenses in Western Europe and North America. Their significance lies in that these media have the capability of covering large geographic areas. Their particular public includes both the owners of the relative apparatus and the people who are at home, in business or in the country during the hours that the radio or television are in operation. The audience of these programs is attracted by the transmission of the advertising messages, because of their relation with the various recreations or new programs. Finally, the listeners of these programs undergo a process of associating the contents of the advertisement with the melody, or the performance that is taking place at the same time, so that when they listen to the same melody or recall the same performance, automatically they recall in their mind the relative message. Although television is a more expensive medium as compared to radio, it is significantly more advantageous, because it belongs both to the audio and visual media of publicity, which are similar to the cinema. These two audio-visual media have greater yields as it is shown from the findings of psychologists, who claim that man retains 10 % of what he hears, 35 % of what he sees, and 65 % of what he sees and hears simultaneously.

### 3) The Cinema

As in the case of the television, cinema is both an audio and visual medium of mass communication and is classified third in importance. The films of advertising contents that are projected from time to time cover 7–10 % of the total advertising expenses on the already mentioned countries. This large proportion of expenditures is justified by the results. The captured audience concentrates on what it sees and listens through the shown films, which very often are excellent from a technical point of view and advertising methodology. Usually these films show exactly and actually in natural dimensions and colors the goods and their use combined with the transmitted verbal and written arguments. In this way the audience can easily recognize the advertised goods in the market.



#### 4) The Theatre

It lacks as an advertising medium in comparison to the above, because of its limited possibilities for its use. Sometimes, prior to the performance and during the intermissions, announcements are transmitted through the public address system. Rarely during the performance of theatrical plays such messages of advertising contents are included, and in that case they are very expensive, and with uncertain results. Nonetheless, in the theater halls (especially around the stage) many posters of advertising character are seen. Also the theater programs and the tickets often include messages. The same is usually done on the cinema programs and tickets as well.

5) **Special publications** constitute a secondary advertising medium, yet they last long and provide their receivers with a systematic service. In part these are books, pamphlets, catalogues, and guides which inform daily the interested public upon various categories of things. Examples of such issues are the telephone catalogues, the price lists, address directories, guides etc.

6) **Outdoor advertising** is a common and a rather supplementary advertising medium which offers advantages, however, from the point of view of geographical flexibility. This kind of advertisement is characterized by large posters which are seen from a distance, they are especially placed vertically upon carriages, ships and highways, so as to attract attention. This is accomplished not only by the large dimension, but also through appropriate lighting and simple but impressive pictures. So people are immediately impressed without having to stop their movement.

#### 7) Walking advertisements, carriages and ships.

Walking advertisements, vehicles, and ships are used in commonly travelled streets or areas (coasts, etc.) for advertising goods and businesses. Specifically, barkers advertise in lone voice characteristics of goods and business and sometimes distribute feuilles volantes. Likewise «sandwich men» carrying on their chests and backs placards or pictures of goods walk alone or along with others in streets and squares. These walking advertisements sometimes are replaced by moving vehicles, which carry advertisements on the exterior and are equipped with a public address system for the spreading of their message. Finally, airplanes are used for the same purpose. They fly at a low altitude over the afore-mentioned areas releasing smoke written

messages (sky writers) or pulling messages written on a large canvass, or drop feuilles volantes.

#### 8) The Interior of Public Carriers and Ships.

The areas in buses, trains, ships, etc., which are used by passengers for mass transportation make up the last media of outdoor advertising. Car cards of advertising contents are placed on very visible and appropriate places, which can be seen by the passengers (above the seats, in the corridors, recreational areas). These cards are more popular and persuasive as compared to the rest of the outdoor advertising but they are addressed to a limited public. The receivers of such messages are these passengers who are not occupied with some reading or discussion at the time they travel, and may therefore be attracted by the car cards. Because these people have more time at their disposal and their interest is uncaptured it is possible, that the content of these cards, can be more detailed than that of outdoor advertising.

*All the above mentioned advertising media* are either used independently or in combination with each other. Their selection depends on the general or specific factors that have already been discussed.

General factors are the factors related to the programming of the advertisement, the advertising objectives, methods of accomplishing these objectives, the quality of each medium and its placement so as to attract the attention of as many prospective consumers as possible. The combination of these factors is a hard task, because of the lack of specialized knowledge and experience within the enterprise. Consequently and usually, this task and the function of the advertising program is entrusted by the enterprises to special and experienced advertising agencies. The final decision however, of selecting the advertising media must meet the approval of the particular enterprise.