

MARKETING IN THE MEDIA (UK)

— by Student's Name

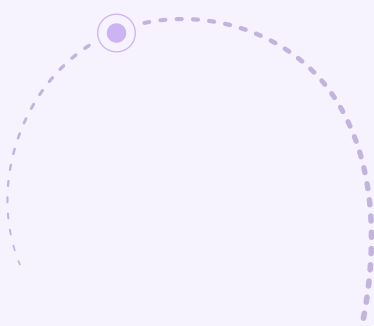
Course Code and Title

Instructor's name

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The event of marketing discussed in this coursework regards 'The Youth 100'. This event of marketing was run on the internet before October 10th because the events advertised were scheduled to run on the aforementioned date. The event of marketing comprises of a heading that specifies what the event concerns. In this case, the title of the event of marketing is 'The Youth 100'. The organiser of the event is also mentioned in the advertisement as The Beans Group. The location of the advertisement is indicated as the Barbican Centre Silk Street, London, EC2Y 8DS. The advertisement commences by outlining what is scheduled for the event. From the advertisement, the main event comprises of giving awards to adults aged between 18-24 years. The people in this age group will be celebrated because of their contribution to the top brands in the UK (Haymarket Media Group Ltd. 2013). In addition, the event of marketing promises those that will attend to get an insightful talk from youth marketers regarding the critical role of research for a brand that a person intends to launch in the market. Moreover, the event of marketing intends to give the attendees a copy of the full report.

This coursework explores the relevance of 'The Youth 100' advertisement to marketing and other aspects.

Relevance of the Advertisement to Marketing

The advertisement's relevance to marketing abounds from the fact that it informs people of what the campaign entails. The advertisement markets the events to those that voted and those that did not vote for 'The Youth 100'. It basically calls for most people to attend the occasion. Besides, the advertisement has a relevance to marketing because it informs the reader of what to expect when one attends the scheduled event (Haymarket Media Group Ltd. 2013). According to Ali-Knight and Chambers (2006), it is essential that an advertisement provides information regarding what is to be expected when people attend or use the advertised product. Allen (2010) is of the idea that a good advertisement should provide the date and location. This is essential to those attending since they will not waste a lot of time looking for such details. Another indicator why the advertisement is relevant to marketing abounds from the fact that the advertisement promises those that will attend a full copy of the report. Additionally, attendees are promised an insightful talk concerning marketing besides the awarding of the winners (Bowdin et al. 2012). Burrow (2008) asserts that this advertisement is relevant to marketing because of the promise of goodies. The organisers are trying to motivate many people to attend the occasion with a promise of full copy of the report.

Marketing Issues at Stake

Ethics is essential in marketing. Funk (2008) opines that it is necessary for marketers to ensure what they advertise reflects what they will provide whether a good or service. In this case, a marketing issue that is at stake

concerns the awarding of the top performers, insightful talk and issuing of free goodies. Graham and Neirotti (1995) indicate that it is crucial for the marketers to ensure the people who turnout for the event are satisfied with their selection of the top contributors to the youth brands. This abounds from the fact that those who will attend the function are mostly those that participated in the voting process (Hoyle 2002). Another issue to consider is that the event organisers should make sure that attendees are treated to the maximum of what was promised. Kahle and Close (2010) indicate that when people that respond to an advertisement are short-changed, it leaves a bad image for the product or service marketed. Customer loyalty also abounds from the goodies they receive or information they get concerning a product or service. Lunsford (2006) asserts that the information in booklets or brochures given to customers should provide genuine information.

Stakeholders

An advertisement has several stakeholders. Marketo (2012) indicates that an advertisement comprises of three components that include business, art and profession. Matz (2008) remarks that since it entails several processes, this indicates that several stakeholders are involved, such as copywriters, creative director, production department, media planner, marketing research, the media and ancillary services. Myhre (2004) points out that copywriters are significant stakeholders of the advertisement because they come up with the wording of the advertisement. Their significance depicts from the flair of language they possess. The creative director also plays a critical role in ensuring the success of an

advertisement. According to Preston (2012), a creative director works hand-in-hand with the copywriters. This abounds from the fact that a creative director goes through the complete work to determine if it is of quality to be used or not (Wood & Masterman 2008). Pride and Ferrell (2004) also indicate that employees of the production department are significant stakeholders of an advertisement because they are to ensure its quality in terms of print or production. Poor quality advertisements do not appeal to many people, and wrong wording will send the wrong information to the audience (Tassiopoulos 2005). Zarrella (2010) considers the media planner as been a principal stakeholder. This abounds from the fact they determine the best media to be employed in the dissemination of the advert. Their stake abounds from the fact that if they make a wrong decision regarding the media to be employed, the advertisement will fail as it will not reach the intended audience.

Significant Lessons from the Marketing in the Media

One essential lesson learned from the marketing in the media is that a good advertisement should commence with a title. Supovitz and Goldwater (2013) points out that an advertisement without a title does not provide direction to the intended audience. A title provides the gist of information to be found on the advertisement. Another essential lesson concerns the wording of an advertisement. According to Stratten (2010), the wording of an advertisement plays a critical role in determining whether the audience will read the advertisement or not. Stevens (2005) advises that proper wording of an advertisement ensures that the

significant words are highlighted while the rest of the words should be written normally. Additionally, proper wording requires that the necessary information that will capture the reader's attention appear at the beginning of the advertisement as proposed by Shone and Parry (2004). The timing of the advertisement is also crucial to the success of the advertisement. Schreiber and Lenson (1994) commend that advertisements are used as reminders or for creating awareness of a product or service in the market. When an advertiser fails to factor timing, the advertisement can be aired at a time when people are least-concerned with the product or service or the advertisement can fail to reach a larger population of people. Saget (2006) promotes the idea of furnishing customers with all the information regarding the product or service. In my opinion, an advertisement should not leave the audience with questions regarding what is being advertised because an advertisement that helps the audience connect with it receives more attention than the latter. Pride and Ferrell (2004) mention that finding a good channel for channelling the advertisement is vital. Advertisers ought to consider the people that are targeted by the advertisements and what media they use mostly.

In conclusion, marketing in the media is a critical issue that should be factored significantly by those in the marketing department. Various principle issues that they have to consider regard the essence of the advertisement to the market and the stakeholders of the marketing strategy. Notably, stakeholders of an advertisement include copywriters, creative director, production department, media planner, marketing research, the media and ancilliary services. Issues at stake also are to be factored for an advertisement in order not to send wrong information or information that does not abide by media ethics.