

Advertising is the main element of marketing communication.

Plan

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1. The concept of advertising in marketing and the importance of its management

Advertising serves to disseminate information about the consumer value of goods and services in order to create demand for them and to promote their popularization. The objective of advertising is determined by the overall marketing strategy and communication strategy adopted by a manufacturing or trading enterprise. The diversity of advertising goals can be grouped into two main categories: Sales-related objectives – aimed at generating a significant increase in sales volume or encouraging consumers to purchase specific goods or services, such as tourism products; Communication-related objectives – focused on conveying specific ideas that stimulate long-term sales growth, building the company's reputation, and influencing consumer habits. However, at times it may be difficult to distinguish the exact classification of the conveyed message, as the boundaries between these two categories are often blurred. In practice, advertising activities frequently combine elements of both. The Institute of Practitioners in Advertising defines advertising as *“the most cost-effective means of conveying a persuasive message designed to increase future sales volume.”* This definition emphasizes the practical and profit-oriented significance of marketing communication through advertising messages. It also highlights the crucial role of advertising campaigns in strategies aimed at increasing a company's sales volume. At the same time, in the context of tourism and hospitality organizations, advertising activities often appear to be politically motivated, serving not only to boost sales but also to contribute to the development of specific regions for the benefit of society as a whole. Thus, the situations and examples mentioned above show that the current form of advertising messages has changed based on the following factors:

- a significant fragmentation in the use of media channels;
- increased pressure in strategies (to encourage consumers to take specific actions);
- a rise in interactivity within advertising messages;
- increased use of personal positive opinions (from both famous and ordinary people).

The changing significance and role of regional marketing organizations clearly illustrate the dynamic nature of this field.

Similarly, whether advertising has a direct impact on increasing sales volumes has long been a subject of debate in marketing literature, particularly in the fields of tourism and hospitality. Theories of the “strong” and “weak” effects of advertising can both be applied in different situations within these sectors. Therefore, it is essential to conduct a more comprehensive study of advertising in order to fully understand its characteristics and effectiveness for organizations operating in these areas. Advertising is a specific form of marketing communication that presents information about an organization, its products, and its services — as well as related information — to the market’s attention. It can take various forms and must be directed toward a clearly defined audience.

Advertising is not synonymous with “promotion,” since most advertising messages either provide information about the organization and introduce it along with its channels of access, or raise public awareness by supplying the market with relevant information.

In tourism and hospitality, the growing trend toward independent travel and the increasing number of bookings made directly through the Internet have shifted attention away from traditional advertising messages toward the creation of web pages. These pages highlight the advantages of online purchasing, enable users to compare prices, and provide opportunities to order services directly through digital platforms.

Thus, the above-mentioned observations and examples demonstrate that the modern form of advertising messages has evolved based on the following trends: significant fragmentation in the use of media channels;

2. Defining advertising objectives

increased pressure within strategies (to encourage consumers toward specific actions);

greater interactivity in advertising messages; the growing use of personal endorsements and testimonials (from both celebrities and ordinary individuals).

The well-known economist Chris Fill discusses this type of process from the perspective of whether advertising can realistically influence consumers’

consciousness or transform organizations' advertising strategies. He emphasizes that advertising pursues three primary objectives:

- Marketing objectives – to achieve product sales among consumers;
 - Corporate objectives – concerning profit, profitability, market share, and sales volume;
 - Communication objectives – related to stakeholders' attitudes toward the organization and the organization's overall reputation.

He notes that all these objectives are determined through an analysis of the current situation and are directly linked to the overall marketing plan. For various reasons, many organizations fail to manage the relationship or distinction between advertising objectives and broader communication strategies, or they do not set specific advertising objectives at all.

Another researcher, Hackley, also distinguishes between the concepts of “strong” and “weak” advertising. For instance, when promoting products that are not purchased frequently—such as automobiles or wristwatches—the main focus is not on directly increasing sales volume. Instead, the emphasis is placed on maintaining and reinforcing brand awareness and consumer perception through consistent reminders. This approach can also apply to travel destinations, large tour operators, and hotel chains.

During specific periods of the year—such as holidays and vacation seasons—advertising messages created in advance may become more persuasive and effectively stimulate consumers to make purchases.

Hackley analyzes the universal “Cognitive–Affective–Behavioral” model, which explains persuasion through stages of thought, feeling, and action. In this model, the core component of advertising lies in shaping the consumer's perceptions and attitudes. Advertising space...

Advertising should convey essential information about a product or an impression. Most advertising messages include emotional elements—such as stories, people, colors, and visual imagery—linked to a particular place, evoking a sense of similarity, connection, and shared experience, and influencing decision-making on an emotional level.

The “action” component, in turn, is what motivates or encourages consumers to make a purchase, calling them to act. Many advertisements combine rational appeals with emotional calls to action, thus incorporating all three elements—cognition, emotion, and behavior.

A single advertisement can be easily overlooked or forgotten; therefore, an advertising campaign must remain memorable and maintain sufficient frequency to stay in the audience's mind.

The Institute of Practitioners in Advertising emphasizes that competitors also make use of advertising. The rapid advancement of technology, market fragmentation, and increasing competition mean that rival organizations can quickly respond to your advertising campaigns. When using the marketing mix, being innovative—whether in pricing strategy, product or service innovation, or brand communication—or developing creative and original advertising campaigns can have a positive impact on both sales volume and market share.

At the same time, it should be noted that competitors may imitate your strategies. Thus, it is crucial for organizations to understand how their competitors advertise their products and services and how the target audience perceives these advertisements.

3. The main stages of developing an advertising message

Embedding an advertisement in the consciousness of the target audience is the central challenge. Indeed, a truly remarkable advertisement can have a broader impact and, through word of mouth, attract far more consumer attention than initially expected. As long as the resulting feedback remains positive, such influence can provide the organization with long-term benefits.

In the field of communication, advertising primarily performs informative and reminder functions, while in the field of sales, its main focus is on persuasion. Taking these three functions into account is essential for developing effective advertising strategies.

To minimize the level of risk when selecting an advertising agency, it is advisable to pay attention to the following factors:

The agency's establishment date and professional experience;

The availability of qualified specialists with expertise in the required area of interest; The cost of the services offered.

Mass media channels such as newspapers, magazines, radio, and television are commonly used for advertising communication. In addition, printed materials including leaflets, brochures, posters, and other promotional items are also

employed. There is also souvenir advertising, which includes calendars, pens, notebooks, shopping bags, and similar items.

The principles of various marketing approaches emphasize that advertising activities—both in conducting advertising campaigns and in managing overall advertising operations—play a crucial role in ensuring effective communication and promotion.

Carrying out advertising activities is considered a large and complex task — an endeavor that requires artistic skill and a high sense of taste.

The Role and Types of Advertising

According to their functions, advertisements can be divided into the following types:

- Informative advertising

- Persuasive advertising

- Reminder advertising

Informative advertising introduces consumers to new products or services in order to create initial demand.

Persuasive advertising appeals to human emotions and motivates consumers to make a purchase.

Reminder advertising aims to inform consumers about the continued availability of a well-known product or service.

The main tools of advertising include:

Travel catalogues – These contain information about tourism products and services, along with pictures and prices. Tour operators and travel agents use catalogues when recommending tour programs. A catalogue usually includes colorful photographs of various destinations, travel itineraries, transportation services, and departure schedules.

Booklets and brochures – These are small printed materials providing detailed information about tourist destinations, accommodation options, prices, transportation schedules, and more. Travel companies use them to introduce potential customers to available services and assist in the sales process. Brochures are usually printed on a single decorative sheet, making them simple and inexpensive to produce. They are considered one of the most widespread forms of advertising material.

Sales letters are sent to potential clients or target groups whose probable interests are known. Through these letters, it is possible to quickly promote “last-minute tour packages” or deliver important information efficiently.

4. Determining the advertising budget

Sales letters can be used independently or in combination with booklets and brochures.

Advertising in mass media – This includes advertisements in print publications, television, radio, and outdoor media. Its main feature is the ability to deliver advertising messages to a large audience. The cost of advertising varies across different types of mass media. When selecting a medium, attention should be paid to the specific advertising message and the budget allocated for its dissemination.

Outdoor advertising – This type of advertisement is characterized by its specific location and concise content, often consisting of signs and images. These features are designed to capture attention within a short period of time. Typically, outdoor advertising serves as a complement to mass media advertising.

Point-of-sale advertising – This includes posters, signs, banners, and display boards placed on the walls and windows of locations where tours are sold. Its purpose is to remind consumers of advertisements they have previously seen through other media at the moment they are making a purchase decision.

Promotional activities are aimed at facilitating and accelerating the sale of tourism services by supporting other communication tools. Such activities are generally divided into two groups: those directed toward employees and those aimed at customers.

The first group includes activities designed to encourage travel agents and expand their knowledge about tourism products — such as familiarization tours, brochures, reference materials, and visual aids. Tour operators use brochures and reference materials as auxiliary tools to support sales. Visual materials, such as posters, stands, local handicrafts, and slide presentations displayed in the offices of travel agencies, assist and motivate clients during the process of purchasing travel packages. The second group consists of activities directed toward customers, such as:

- Direct communication – sales letters sent to potential clients accompanied by brochures and informational materials;

- Special offers – temporary discounts on airline tickets for specific groups (such as students or retirees), or reduced room rates in hotels during off-peak seasons;
- Contests and lotteries – where a trip is offered as a prize.

Promotional activities help facilitate the purchasing process and lead to a short-term increase in the sales of tourism services (see Figure 6.3).

Personal selling involves verbally recommending products and services to customers.

Public relations (PR), on the other hand, aims to build and maintain a favorable image of a tourism company by establishing positive and trustworthy relationships with various governmental and social institutions.