

Advertising: An Effective Promotional for Marketing New Products

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Abstract: *In our contemporary world, advertising serves as one of the media vehicles through which any organization or potential buyers of goods and services and to form direct communication of persuasion nature to existing customers or the generality of the populate. In communication system (through whatever means can deliver its message to recipient or receiver in a way and manner that the receiver will receive and perceive the message.*

The word advertising is derived from the Latin word averter and meaning it turn literally, it means to turn people's attention to specific thing". Nothing definite can be said to how ad is the method of advertisement. It was originally used to warn public against something either drive or attract the public from something bad or good. It is presumed that the first advertisement was sometime in the form of stencilled. Inscription which was found on earthen bricks prepared by the Babylonians above three thousand years before Christ

Keywords: Advertising

I. INTRODUCTION

In our contemporary world, advertising serves as one of the media vehicles through which any organization or potential buyers of goods and services and to form direct communication of persuasion nature to existing customers or the generality of the populate. In communication system (through whatever means can deliver its message to recipient or receiver in a way and manner that the receiver will receive and perceive the message.

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In the olden days, the advertisements were more passive and extremely limited in scope. The earliest forms were signboards and writing on the walls of prominent buildings. The art of printing further aided in the technique of advertising through hand bills magazines and newspapers pamphlets and hand book.

In a free or capitalist economics, promotions play an important rule. This is creating awareness for new product. This fact has been established by marketing experts. As a tool, promotion can be used for not only creating product awareness but also in estimating demand through a variety of techniques. The techniques are advertising, personal selling, publicity and sales promotion. Firms can use any of these or a combination of one or more to achieve their promotional goals, depending on the nature of the product, the firm financial strength etc.

Due to springing up of soap manufacturing industries in recent years, with existing of the imperfect competition and different brands in the soap market there is the need for effective advertising strategy which will not only informs and persuade, but also remind the customers to maintain the brand.

In the present-day competitive environment in our business set up especially in toilet soap industries in Nigeria, it is absolutely imperative for the strategy resembles and immeasurable investment to the organization in which a return is expected.

This research is therefore intended to analysis the extent to which marketing company limited is using advertising strategy to market its new product beauty soap in the face of its competitors offering the same toilet soap, it also intended to highlight any constructive alternative or suggestion for overcoming any advertising bottle neck that might arises

OBJECTIVES:

In the kind of adventure, there must be a study to ascertain its success. If that is a general and acceptance principle the researcher also has some reasons in going into the study under consideration. In view of fact, this study is carried to achieve the following objectives.

- To examine the significant of advertisement as its effects the development introduction and growth of new product in the market place.
- To access the degree of the effect of advertising on new product performance in comprise with competitive product in the market place.
- To determine the degree of association that exist between the advertising expenditure, and the annual turnover/profit.
- Promotions tool offers creative ways for business to market their goods or services.
- Advertising has three primary objectives: to inform, to persuade, and to remind.
- The goals of promotion are to create awareness, get people try to products, provide information, keep loyal customers, increase use of product, identify potential customers, and even teaches clients about potential services.
- To recognition on developing our centre manufactures throughout categories, achieving out of new geographics, inside and out of doors India and to enhance operational efficiencies with the aid of using leveraging technology.
- To provide our shoppers with innovative product at intervals simple reach.
- To be professionally controlled agency of choice, attracting, growing and maintaining great personnel.
- To offer advanced returns, relative to our peer group, to our shareholders

Importance:

The importance of advertisement an effective promotion tools for marketing new product Highlighting and increasing awareness of new brands, encouraging customers loyalty, increasing sales of a particular item or a combination of these benefits.

- Marketing the management process responsible for identifying, anticipating and satisfying customers requirement profitable.
- Product, product is anything that can be offered to market for attention, acquisition or consumption, it includes physical objects, services, personalities, places, organizations and ideas.
- Proportional tool, is are the various methods pf proportion that accompany can adopt. Such as advertising, personal selling, sales promotion, public relations and publicity.
- Advertising this the form of paid public announcement intended to promote the sale of commodity or services or to bring about some other effects desired by adviser. It is essentially a form of communication through such diverse media as handbills, newspapers, letters and radio television broadcast.

Market share is a firm percentage of the industry's total sales.

- Invocation a new approach or concept in the, production cycle frequency involving the use of invention practiced task.
- Product life cycle. Is an attempt to recognize district stages in the sales history of the marketing of a product that begins with commercialization and end with, removal from the market?
- Modifying any adjustment of an existing product settle and color or model any product improvement or brand change.
- Media mass communication channel through which a message is passed across to the audience for example, television, radio, magazine etc.
- Personal selling the process of making oral commercial representation during buying or selling interview or services.
- Marketing strategy. This is the marketing logic by the which the business units expect to achieve the marketing objectives.

- Sales promotion. It has been destined as a short-term incentive to encourage purchase or sales of product or services.

This project will be of importance to the company limited in adopting a more effective way of advertising to take care of uncertainty in the future which is likely to occur in the industry especially in marketing new product entrance. The finding of the study will also be of immense benefit to other companies who may wish to carry out further research work on how advertising can be used when a new product is introduced in a market. The finding will be useful to the marketing department of Kaduna polytechnic who may be interested in researching further into advertising new product or services in Nigeria and final year student in particular who will be graduate and go into business world to face problem in the advertising system of the organizations, the students may find themselves.

Increased Visibility and Awareness promotions helps increase visibility of a business among its target audience. It creates awareness about the products or services offered, making potential customers more familiar with the brand.

A promotion mix is a key method of delivering a relevant promotion message via the most suitable channel for each segment. Improves communication with clients. Companies develop a promotion mix trying to speak their consumers 'languages. If prepaid correctly, it helps build trust between the brands and its customers.

The main aim of promotions is to ensure that customers are aware of the existence and positioning of products.

Promotions is also used to persuade customers that the product is better than competing products and ton reminds that customers why they may go to buy.

The most important things you need in order to launch a successful promotion is data.

The more data you have the more you can be sure that your promotion will go in the right direction.

First, you need to decide why you want to promote and what it is that you want to promote.

Although the product is the most important part of the marketing function, it needs other elements intertwined in order to succeed, such as promotion, place, and price. E.g., Starbucks make coffee, but when consumers go to Starbucks, they are not just buying a cup of coffee.

Advantages

Benefits of advertising:

- Increase customers reach.
- Build customers awareness of your business and brands.
- Promote the benefits of your products or services.
- Communicate information about your business.
- Increase sales and demand.
- Gain an advantage over your competitors.

Promotional products help your company stand out from your competitors and make it easier for customers to recognize your brand instantly once they see your logo. If the item is something useful, customers will see it frequently and think of you whenever they use it.

Promotional advertising campaigns are an effective short-term solution to quickly earn more profits. Common benefits of using promotional advertising in your marketing efforts include:

Builds brand recognition: If potential customers continue seeing product promotions, they may become more aware of the brand. This familiarity can lead them to test out the product at a discounted rate.

Leads to customers referrals: Consider offering current customers promotions if they refer the product or service to friends or colleagues. This can bring in impressive customers who trust the opinions of people they know.

Increases customer loyalty: Regularly creating promotional advertisements may lead customers to regularly purchase the products and remain loyal to the brand. Consider giving promotions to current customers to show them your care and appreciate their business and loyalty to the brand.

There are some benefits of good marketing or promotion activity:

Benefits of promotion:

- Attract new customers.
- Encourage loyalty and repeat purchase.
- Get insights into customer behavior.

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- Responds to opportunities in the market.
- Control and move excess stocks.

Advantages of advertising for brands:

- **Increased Brand Awareness:** Advertising helps in creating and increasing brand recognition. It introduces the brand to a wider audience and can lead to greater visibility.
- **Customers Engagement:** Well-crafted advertising can engage customers emotionally and intellectually, creating a connection with the brand.
- **Market Expansion:** Advertising can help a brand reach new markets and demographics, expanding its customers base.
- **Competitive Edge:** Effective advertising can give a brand a competitive advantage by highlighting unique selling points and differentiating it from competitors.
- **Sales and Revenue Growth:** Advertising can stimulate sales and lead to revenue growth, especially when combined with compelling promotions or discounts.
- **Building Trust and Credibility:** Consistent and trustworthy advertising can build a positive brand image and credibility in the eyes of consumers.

Advantages Advertising:

- Helps in Market Expansion
- Leads to Increased Sales and Revenue
- Provides Competitive Advantages
- Builds Brand Awareness and Recognition
- Empowers Consumers through Informative Advertising
- Introduces Products
- Increase Sales
- Widens Market
- Fights Competition
- Eliminates Middlemen
- Stabilizes Sales Volume
- Educates Consumers
- Creates Goodwill
- Increase Market
- Consumer Awareness
- Launch of New Product
- Helps To Differentiate from Competition
- Creates Opportunity for Communication
- Promotes Word of Mouth
- Ideal For Cross Selling and Upselling
- Gives A Reason to Buy
- Promotes Focused Marketing
- Gives information
- Provides employment
- Increases sales which improves economy
- Keeps down cost of concerts, magazines, tv, etc.
- It is useful when we want to buy, sell or rent goods e. g. houses, cars

Disadvantages:

Let us look at some of the disadvantages of advertising:

Impact on sales is uncertain:

Advertising despite its significant costs, does not guarantee sales. Various factors, including market conditions, consumer preference, and the competitive landscape, can influence an advertisements effectiveness in driving actual purchase.

Negative publicity risks:

Advertising campaigns can backfire and leads to negative publicity, especially if the content is controversial, offensive, or misinterpreted by the audience. Negative publicity can harm a brand's reputation and impact consumer perception.

Challenge of high advertising costs for small business:

Advertising campaigns, especially on popular platforms or during prime time on television, can be extremely expensive, making it challenging for small business to compete.

Creates monopoly through aggressive advertising:

In some cases, aggressive advertising by a dominant player in the market can create a monopoly limiting consumer choice and stifling competition.

Communicates misleading information:

Some advertisements may exaggerate or mispresent product features, leading to consumers confusion and dissatisfaction.

Leads to overconsumption and greediness:

Excessive advertising can contribute to a culture of overconsumption and greediness, encouraging people to buy more than they need.

Increases in intrusiveness and privacy concerns:

Advertisements often invade personal spaces, appearing on websites, social media, and emails, raising privacy concerns.

Cultural and social impact:

Advertisements can reinforce stereotypes or promote unrealistic body images, contributing to societal pressures and expectations.

Disadvantages of advertising:

- Advertising increases cost of products and customers have paid high prices for the products.
- It creates unnecessary needs people are emotionally forced buy the products.
- It promotes materials if makes people mad after things whether useful or not.

The primary disadvantages of advertising are cost. Marketers' questions whether this communication methods are really cost-effective at reaching large groups. Of course, costs vary depending on the medium, with television ads being very expensive to produce and place.

The disadvantages of promotion are:

Promotional activities last for a short period. The promotion has many hidden costs associated with it. Decreases brand loyalty and can have a conflict with the actual products.

The downsides of sales promotions are that some business suffer from becoming overly dependent on them in an effort to boost sales. As a results, they enter a precarious short- term marketing cycle and struggle to plan for long -term goals and growth.

- Marketing can be expensive and drain profits, especially for smaller businesses.
- It's difficult to accurately assess the cost benefit of a marketing campaign.
- Not all campaigns are successful because they were not carefully researched and planned.
- The business may require additional staff to assist with advertising.
- The cost of branded items used for advertising reduces profit margins.
- The time required to keep information update on websites and social media may require additional staff.

- A. Multiplication of needs
- B. Misrepresentation of facts
- C. Consumer deficit
- D. Increased cost
- E. Wastage of natural resources
- F. Barrier to entry
- G. Product proliferation
- H. Inefficient manufactures stay in business
- I. Propensity of consume
- J. Deferred revenue expenditure
- K. Managerial difficulties
- L. Increase cost
- M. Mislead people
- N. Impersonal
- O. Discourage small business
- P. Encourage monopoly's

Increased responsibility: Promotions usually mean more tasks and greater accountability.

Work-life balance: Balancing work and personal life can become more challenging.

Stress: The pressure to perform in a higher role can be stressful.

High expectation: Expectations for your performance may rise, leading to added pressure.

Managing people: Supervising a team can be complex and may involve handling conflicts.

Office politics: You may become more involved in workplace politics.

Lack of training: Sometimes, there's inadequate training for the new role.

Isolation: Promotion can lead to isolation as you may have to distance yourself from peers.

Fear of failure: a fear of not living up to the promotions demands is common.

Career change: It can lead to a shift away from tasks you originally enjoyed.

Disadvantage of advertising:

- Adds to the cost of production and product.
- Leads to price war.
- Deceptive advertising.
- Leads to unequal competition.
- Creates a monopolistic market.
- Promotes unnecessary consumption.
- Decline in moral values.

Detail explanation:

Advertising this is a form of a paid public announcement intended to promote the sale of commodity or services or to bring about some other effects desired by adviser. It is essentially a form of communication through such diverse media as handbills, newspapers, letters and radio television broadcast.

Persuasive advertising tries to convince customers that a company's services or products are the best, and it works to alter perceptions and enhance the image of a company or product. Its goal is to influence consumers to take action and switch brands, try a new product, or remain loyal to a current brand.

Advertising is a major promotion tool. It offers planned and controlled message. It can contact and influence numerous people simultaneously, quickly and at a low cost per prospect. Hence, it is called mass means of communication.

Using advertising can help remind your customers about your brand and may encourage them to continue buying your product. A customer who once used your product may see an advertisement and remember their positive experience.

This can motivate them to purchase that product again or try other services from your company.

The five tools of the promotion mix include:

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Advertising, personal selling, sales promotions, direct marketing, and public relations (PR).

Advertising is form of communication used to persuade an audience to take some action, usually with respect to a commercial offering, such as an item for sale or a service. Examples of advertising include television and print advertisement, product placements, and infomercials.

The 7 types of advertising & how they are helping business

- Social media advertising.
- Paid search advertising.
- Print advertising.
- Broadcast advertising.
- Out-of-home advertising.
- Mobile advertising.
- Direct mail advertising

Statement of problem:

The basic problem for research is to justify the effective ness or impact of advertising to adopt make sales especially during the introductory stage and why is it that during the introductory stage of the product life cycle a new product dies not reaching the growth or maturity stage. What methods(s) of advertising are to and whether those methods are actually effective enough to achieve the desired goals.

Over the years, many organizations in Nigeria seems to believe that once goods or services are produced, there is ready market for such goods and services. As they do not seem to recognize or appreciate the place or role of advertising toward achievement of their organizational profit or sales objectives.

The simple trouble for studies is to justify the effectiveness or effect of marketing and marketing to undertake make incomes specially at some stage in the introductory level and why is it that in introductory level of the product existence cycle a brand-new product dies now no longer accomplishing the boom or adulthood level. What methods of marketing are to and whether or not one’s strategies are definitely powerful sufficient to obtains the favored goals.

Over the years, many organizations in India appears to accept as true with that after items or offerings. As they do now no longer appear to understand or admire the area or function of marketing in the direction of success in their organization earnings or income objectives.

Significance of the study:

The project will be of importance to the company limited in adopting a more effective way of advertising to take care of uncertainly in the future which is likely to occur in the industry especially in marketing new product entrance. The finding of the study will also be immense benefit to other companies who may wish to carry out further research work on how advertising can be used when a new product is introduce into the market. The finding will be useful to the marketing department of Kaduna polytechnic who may be interested in researching further into advertising new product or services in Nigeria and final year student in particular who will graduate and go into business word to face problem in the advertising system of the organizations, the student may find themselves.

Scope of study:

The study is concern with advertising as a promotional tool for marketing.

New product a case study of the marketing company in the advertisement of beauty toilet soap manufacture by NASCO beauty care division and would in addition be limited to the company’s area of operation due to the financial and time constrains.

Definition of new product:

The term new product can mean many things. Sometimes, it is a major innovation other ties, it may refer to a small motivation in the feature or packaging of an existing product.

Kolter stated that new product embraces the original production major modification of existing product, duplication of competitor’s product and addition of something well into the product development would become necessary after examining the progress of old ones or after a market survey that provided: -

- A. Proof of demand for new product development.
 - B. When changes in consumers taste and preferences show noticeable desire for new product development.
 - C. Wherever the decline in the life cycle of the old product has reached obsolesces state.
 - D. Where company is diversifying its scope of old product to its line.
- Where there are specific demands for specific new product preference.

LIMITATION OF THE STUDY:

The scope of the research is limited by factors inherent in our environment such as finance, time and attitude of respondents. The limitation encountered in the course of investing are listed below.

It is evidently clear that things are very difficult in Nigeria these days. This problem becomes more apparent due to high cost of transportation, a considerable increase in price of writing, typing and binding material at the time of writing this project due to the devaluation of naira.

This attitude of some consumers or customers who could not fill the questionnaire correctly and even some did not return the questionnaire at all. Also attitude of the administrative marketing manager of NASCO towards answering questions. There was the suspicion that information revealed could be used to the detriment of the company, or could be revealed to competitors despite the assurance from the researcher that all information provided will be treated with utmost secrecy.

Statement of hypothesis:

For the purpose of this study the following hypothesis have been formulated.

Advertising is significant in the new product development and marketing process especially in group of companies.

Role of advertising in marketing mix:

Marketing mix useful for refers to advertising combination of four elements of marketing large scale promotion.

Marketing such elements are: production, price, place.

According to W.J. Santon "marketing mix is the term used to describe the combination of the four inputs which constitute the core of advertising company's marketing system: the price structure, the promotional activities and the distribution system".

Feature of advertising:

- Communication:
- Information:
- Persuasion
- Profit maximization
- Non-personal presentation
- Identified sponsor
- Consumer choice
- Art, science and profession
- Element of marketing mix
- Element of creativity

Concept of advertising:

Advertising is one of the four major tools companies used to direct persuasive communication to target buyer and public. This however cannot be achieved without a good communication network. The other three promotional tools which companies uses are personal selling, sales promotion and publicity. Advertising concept is the voice we hear on radio, the printed words, and illustration we read/see in news papers and magazine and outdoor, the sound and features that are beamed on television set, the special promotional activities sponsored by companies, all these are components of advertising.

The propensity to advertise is the need of persuasive, compelling and urge on the part of a business to improve, increase, or commence awareness for products and services of the company. It is assumed that no rational management of any business would have decided to produce a product or services without the necessary backing research in the form of either feasibility study or pilot survey. To whether or not there will be demand for it, an adequate enough to employ its production capacity reasonably or fully in order to make profit in the short or long run.

II. CONCLUSION

- No matter if you are a nascency or have a brand monopoly in the request, advertisement is the key to promote products and services to the consumers. You can make use of various promotional tools and effectively advertise to your customer. For quite a long-time advertisement has proved to be the most effective promotional tool for marketing as from door- to-door marketing to digital marketing advertisement has evolved and proved to be salutary in various aspects.
- From the foregoing decision, it is deduced that or an organization must have a detailed plan of its promotional device to be used.
- Advertising due to its flexibility, is the suitable promotional device that can be used for an organizational product throughout the product life circle.
- Also, selection of the right media to be used can ensure the effectiveness of the message of advertising to its targeted audience or customers.