

**ADVERTISE HERE**

# The importance of advertising

by Fidelis Zvomuya

**It seems as if advertising is everywhere these days: on billboards, trucks, cars, trees, in the media and on almost every electronic device we may own.**

As companies increasingly compete for the attention of their market, the advertising industry is growing rapidly, despite many companies' efforts to curb costs in this regard, and sales messages in the form of advertising are finding their way into and onto just about every surface of unmarked space.

The main aim of advertising is to sell; it helps business, as well as the economy, to prosper and makes the consumer aware of the various choices that are available.

According to Mike van Rooyen, a leading marketing and public relations consultant, advertising is of great importance in our world of increasing competition – and it is important to both the seller and the buyer.

Not only does it introduce new products and different brands or versions of the same product type to the general public, but as Mike explains: "It informs prospective buyers about the qualities of each brand so that they can make their choice. It is through advertisements that we come to know of new services and products.

"Advertising plays a huge role in every business' sales strategy and the trend now is that companies are incorporating this into their overall business strategies and plans," he says.

Targeting people's emotions has always been a crucial factor in the advertising world. However, Mike says that due to the ever-changing nature of the industry, with constantly developing new trends, it is crucial to keep the following key elements top of mind:

- value addition,
- relationships,
- creativity,
- keeping it local and
- the introduction of new digital messages.

Mike says that creative ideas are the backbone of any successful advertising campaign. The advertising industry is competitive and it is essential that all creative ideas set an agency apart from their competitors.

For this reason, the trend of constantly breaking borders with creativity is growing rapidly. He mentions the latest print offering from Cell C as a prime example of this. It will ring from Associated Magazines' four consumer titles as their first-ever interactive

voice advertisement – unusual, if not unprecedented. The creativity part of the advertisement and the message itself is said to have a huge impact, as Cell C's ad page rings aloud with a warm welcome to the world of Cell C from the familiar voice of comedian Trevor Noah when turned to and exposed to light. Featured in *Cosmopolitan*, *Marie Claire*, *O* (the Oprah Magazine) and the new collector's edition *House and Leisure Food*, the ad further informs readers about the company's new HSPA network, how they have changed their look, call centres and in store experience, while inviting them to visit the new stores and purchase a BlackBerry.

Mandy Waddington, Cell C's marketing executive, says the challenge all marketers face is the convergence of digital channels with the print environment.

"With the rise of digital technology, marketers are now challenged to find clever concepts such as this one to make their messages and products stand out in traditional media such as print. Innovation is one of Cell C's core values and what better way to physically demonstrate this by using a sound device that grabs readers' attention, pulling them into the ad. The talking advert provided us with the perfect opportunity to converge digital with print, bringing the print environment to life in a whole new way using Cell C's spokesperson, Trevor Noah," she explained.

Taryn Du Plessis, commercial and marketing coordinator at GEA Westfalia Separator South Africa, says advertising is important as it can give companies an opportunity to get their brand out into the market and build or increase brand awareness.

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She says choosing the mode of advertising must be based on the habits of one's target market, such as reading, internet research, radio or television.

"As a company we assess it by the calls we get from the market as well as comments that we may get from customers that we interact with on a daily basis," she says.

Mike believes that advertising in magazines enjoys more attention. "Place your ad in a quality magazine and it'll be sure to get noticed. Where newspaper advertising creates immediacy, magazine advertising creates intimacy and enjoys a longer shelf life."

He says readers of magazines typically have a strong loyalty to the publication and any advertising appearing therein levers off that loyalty.

Advertising in print media will always find favour among advertisers, primarily because of the relationship it has with readers. **M&J**