

MARKETING IS BETTER THAN ADVERTISING



It is being proven that marketing can actually be more beneficial than advertising for specific businesses and companies. Advertising seems to be becoming more of a thing of the past. While old fashioned advertisement was once believed to be the best way for businesses to reach target audiences and receive business, it is now believed that marketing is the real trick.

One way that business and companies are working to market instead of advertise is to advertise for something more than just the product. One example is Chivas Regal, who made an announcement about creating a feature film. The film will apparently have several characters based on the specific brand but instead of the advertisement being based solely on the brand, it will be based more on the feature film that is supposed to be coming out.

The executive creative director for Euro RSCG says, "By using online, TV and print media to advertise the film rather than the product, we're able to concentrate on developing Chivas Regal's association with friendship outside of advertising."

This form of advertising is quite clever and many businesses and companies are beginning to make the necessary changes in hopes that it will help them to grow, expand, and ultimately excel even when the economy is at its worst.

One of the main reasons why it is so important to make changes to advertisement is because of the way the consumer feels about the advertisement. In most instances, when a consumer sees an advertisement that is pushy and insistent on the consumer buying the product, they feel as though the company is trying to force them into spending money that they may not even have. When an advertisement is not as pushy about a product and uses these newer techniques for advertising, consumers are often more inclined to give the product a try. Consumers never want to feel forced to buy or like a certain product and they surely do not want to feel as though the company does not understand them.

In fact, some consumers are very anti-advertising and believe that it is just a sneaky method for advertisers and companies to "steal" money from naïve consumers who are spending a ton of money on products because of advertisements that have been. Some consumers even believe advertisements are leading many people into debt.

Major companies and brands are beginning to understand how the consumers really feel about advertising which is why they are working on making changes to the way they advertise for their own products. The vice president of IBM, Marcel Holsheimer, says, "An action can feel like marketing to you, but to the customer it must feel like it is service."