

Advertisements: Marketing & Branding-the OTHER WAY

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Abstract- It has been observed that government of various countries/states place advertisements/claim to generate jobs for public either to improve their image/brand to lure public for votes or to make brand of their own government. It is common practice in country like India and is spreading to other countries like U.S also.

PSEUDO JOB POSTINGS- PSEUDO jobs are jobs which do not exist in reality but are placed on job portals/Television/radio/print media to get attention of public, so that name of company can be placed/instilled in public mind/brain, which is a form of branding and advertisement for the company. However it has to be noted that no candidate is called for interview /test on the basis of pseudo jobs, so that public interest is not harmed in any way and sanctity of company is maintained.

Index terms: Marketing, branding, Pseudo jobs, Advertising, Image building, advertising strategy, Job portals.

Marketing is matching of resources of business with identified customer need; it is done with specific set of strategies integrated with innovation to gain competitive advantage. Similarly branding plays a major role in attracting customer and gaining their confidence which is important in long term success of business.

Conventional marketing and branding is done in following ways-

-Advertisements: Television

: Radio

: Internet-social media marketing

Search engine optimisation.

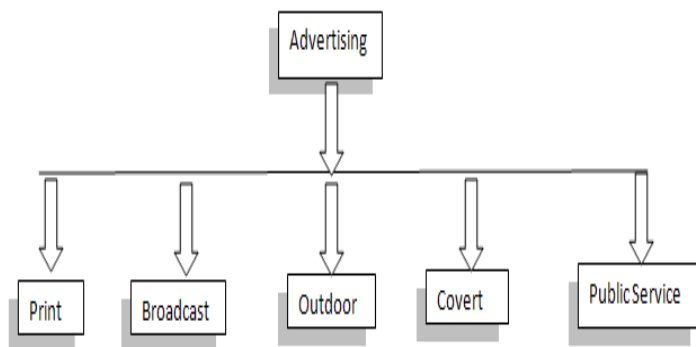
: Print media-news papers and magazine.

-CSR: corporate social responsibility.

Advertising Management though is a complex process of employing various media to sell a product or service. This process begins quite early from the marketing research and encompasses the media campaigns that help sell the product. Without an effective advertising management process in place, the media campaigns are not that fruitful and the whole marketing process goes for a toss. Hence, companies that believe in an effective advertising management process are always a step ahead in terms of selling their goods and services.

As mentioned above, advertising management begins from the market research phase. At this point, the data produced by marketing research is used to identify what types of advertising would be adequate for the specific product. Gone are the days when there was only print and television advertising was available to the manufacturers. These days apart from print and television, radio, mobile, and Internet are also available as advertising media. Advertising management process in fact helps in defining the outline of the media campaign and in deciding which type of advertising would be used before the launch of the product.

If you wish to make the advertising effective, always remember to include it from the market research time. Market research will help to identify the niche segment of the population to which the product or service has to be targeted from a large population. It will also identify why the niche segment would opt for the product or service. This information will serve as a guideline for the preparation of advertising campaigns.



Advertising simply put is telling and selling the product.

Once the niche segments are identified and the determination of what types of advertising will be used is done, then the advertising management focuses on creating the specifics for the overall advertising campaign. If it is a radio campaign, which type of ads would be used, if it is a print campaign, what write ups and ads will be used, and if it is a television campaign, what type of commercials will be used. There might also be a mix and match advertising in which radio might supplement television advertising and so on. It is important that through advertising management the image is conveyed that all the strategies complement each other. It should not look to public that the radio advertising is focusing on something else while television on something else. The whole process in the end should benefit the product or service.

The role of people designing the advertising campaign is crucial to its success. They have been trained by seasoned professionals who provide the training in the specific field. Designing an advertising campaign is no small a task and to understand the consumer behavior from the data collected from market research is a very important aspect of the campaign. A whole lot of creativity and inspiration is required to launch an adequate advertising campaign. In addition, the management skills come into play when the work has to be done keeping the big picture in mind. **It would be fruitful for the company if the advertising campaign lasts well over the lifetime of a product or service, reach the right customers, and generate the desired revenue.**

Advertising is the promotion of a company's products and services through different mediums to increase the sales of the product and services. It works by making the customer aware of the product and by focusing on customer's need to buy the product. Globally, advertising has become an essential part of the corporate world. Therefore, companies allot a huge part of their revenues to the advertising budget. Advertising also serves to build a brand of the product which goes a long way to make effective sales.

OTHER WAY- PSEUDO JOBS

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spreading to other countries like U.S also.

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1. At job portals via: www.naukri.com , www.timesjob.com, www.monster.com, etc.
2. Print media-placing pseudo advertisements for job vacancy in print media specially news papers brings huge response from public and is good way of advertisement and instilling company name in public mind/brain which leads to branding.
3. Television/radio-placing pseudo advertisements in TV/Radio attracts large number of people and could be a form of mass advertisement-ATL ACTIVITY.

CASE STUDY-I U.S GOVERNMENT

[Obama's Highly Misleading Claim About Private Sector Job Creation](#)



[Peter Suderman](#) | Sep. 14, 2012 1:26 pm

Recently, President Obama has taken to claiming that "our businesses have gone back to basics and created over 4 million jobs in the last 27 months — more private sector jobs than were created during the entire seven years before this crisis — in a little over two years." This is technically true.

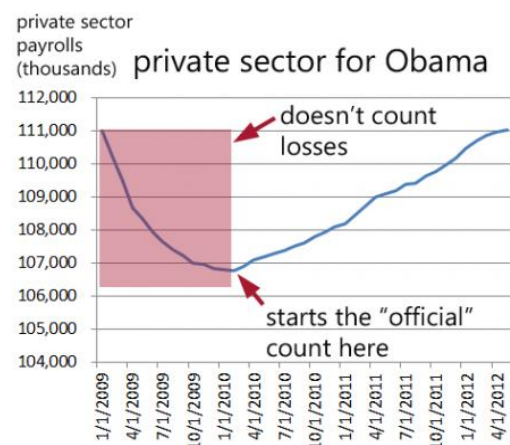
It's also highly misleading.

That's because President Obama isn't making a fair comparison. Instead, as the author of the [Political Math blog handily explains](#), he's carefully selecting date ranges that allow him to maximize the number of jobs he can take credit for creating while minimizing the number created under his predecessor, George W. Bush.

Obama's [claim](#) appeared at a June speech in Cleveland. And according to the Bureau of Labor Statistics, the economy did indeed add 4 million private sector payrolls in the previous 27 months. That takes us from March 2010 to May 2012. But why start the count there? Why not count all the way back to the beginning of Obama's presidency? Probably because if you did that, you'd also have to factor in the massive job losses that occurred in the first part of Obama's term. It's a highly convenient way to count. Via Political Math, here's a graph showing what that figure counts and what it doesn't:

OK, so it's convenient. But maybe it's fair. After all, the recession didn't begin under President Obama. So perhaps it's reasonable for a president to take credit for an eventual uptick in job creation if the economy was flagging during the first part of his term. You could say he engineered a turnaround out of a downward spiral.

Except that that's not how President Obama's comparison treats President George W. Bush's private sector jobs record. The seven years before the crisis that Obama's quote refers to encompass January 2001 through January 2008, which means that Bush is stuck with all the job losses that occurred during the first few years of his presidency.



CASE STUDY-II INDIAN GOVERNMENT

FDI will help create 1 crore new jobs in retail: Government
By IANS - NEW DELHI

21st September 2012 04:06 PM

The government Friday claimed that foreign direct investment (FDI) will help create over 1 crore (10 million) new jobs in the retail sector and benefit consumers and farmers.

In a full-page advertisement in leading newspapers, the commerce and industry ministry said it was just a myth that FDI in multi-brand retail would result in job losses.

"Contrary to this mistaken belief, FDI in multi-brand retail will generate new employment opportunities, resulting in 1 crore new jobs," it said.

In the advertisement, the government claimed that due to FDI in retail, "farmers will receive better remuneration for their product and will benefit from additional job opportunities resulting in overall improvement in their quality of life".

The government's decision to allow FDI in multi-brand retail has resulted in political turmoil in the country with a key ally Trinamool Congress pulling out of the ruling United Progressive Alliance and opposition parties, both from political right and left, demanding a rollback.

Shrugging off the protests, the government Thursday notified the decision to allow up to 51 percent FDI in multi-brand retail and hiked the limit of overseas investments in single-brand retail to 100 percent.

Conclusion-

Above discussion and case study clearly indicates that pseudo job advertisements are good way of marketing and branding tools and are widely used by government sector

and should also be **used by private sector as well in limited way.**

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21st September 2012 04:06 PM

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