

# ADVERTISING AS A MEANS OF DEVELOPMENT COMPANY

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The aim of this thesis is to analyze how advertising works on development in the selected company. To achieve this objective it is necessary to define several sub-goals, such as the definition of the basic concepts of marketing, advertising, consumer behavior, also discusses the theoretical themes of creative, advertising and media strategy. The thesis also analyzes the selected company, its advertising and marketing background, which are discussed in detail in particular the effectiveness of advertising campaigns 7 days Peugeot. The results of effectiveness is also based on a questionnaire survey, which forms the basis for evaluating the success of advertising.

Keywords: advertising, advertising campaign, advertising strategy, media strategy, communications, France-Tech

## 1. PROLOGUE

Advertising we are surrounded at every turn and in every moment of life. The phenomenon of advertising in the simplest form is manifested in the Middle Ages in the form of inscriptions along trade routes or on the walls of houses, announcing where they sold wine, bread, salt and fish. One of disruptive interventions in the development of advertising were invented printing press, which resulted in the mass advertising. Advertising is a dynamic and rapidly developing area of marketing that is nowadays affected and displaced forward especially with modern technology and equipment.

This thesis is focused on advertising as a means of developing the company to work with advertising to be successful and effective. Also included is an analysis of advertising in the selected company.

## 2. THEORETICAL BACKGROUND

Advertising is a part of marketing. Marketing begins long before the product reaches production, is present throughout the life cycle of a product, trying to attract new customers, improve product reputation and strive for success. The aim of marketing is to know the exact needs of the customer so well the product or service he has been tailored. For sales support is also very important communication with customer, which forms the basis of advertising.

Advertisement also considers a marketing tool that uses various types of media for the presentation of products and services.

### 2.1 New alternatives in advertising

There are many ways to present their products to consumers, products or services. Advertising has become part of our everyday life and in today's highly competitive environment, companies must constantly look for new avenues of dissemination of advertisements to promote their company.

#### 2.1.1 Product Placement

The further more frequent logos and brand products or the products themselves directly in the television series or movies.

#### 2.1.2 PR actions

Another option is to come out with their products directly to consumers in the streets, shopping centers, organizing various events.

#### 2.1.3 Internet advertising

Online advertising is a very popular and widely used form of promotion. Can also be interactive, which allows consumers to participate directly in the advertising and influence its course.

### 2.2 Customer behavior

Knowledge of customer behavior is very important in determining marketing and market orientation. On this basis, the enterprise decides target customer groups as well as products that

will target this segment to offer. The basis is to influence behavior and attitudes of customers.

### **2.3 Creating an advertising campaign**

Creating an advertising campaign consists of developing advertising, media and creative strategies.

#### **2.3.1 Advertising strategy**

Basic stages in developing the advertising strategy are :

- 1.) Setting advertising objectives , which are the same results that the company expects and requires from the ads. We know the economic and non-economic objectives .
- 2.) Selection of target groups ( segments ) is the second important task for a successful advertising campaign. Deciding on what customers will be oriented society , it is important and necessary for the further development of the company . Customers influenced by several factors , such as . company image , brand awareness , market positioning , loyalty to the brand or lifestyle consumers .
- 3.) Determination of the advertising budget is affected by the position of the market (enterprise good or bad financial situation ) but also the competition in the advertising budget.
- 4.) The decision on the selection of an advertising agency is closely connected with the decision whether a company uses the services of reklmaná agency or advertising alone will generate its own resources . If a company decides to use the services of an advertising agency , it is very important to have an overview of the current advertising agencies for proper orientation . They may also help scores Marketing Agencies Association . In Slovakia it is beautiful (club advertising agencies Slovakia), which

annually assesses top best agency in Slovakia . It is also appropriate to follow the competition creativity . In Slovakia, it EFFIE SLOVAKIA TOP KRAS or highlight .

#### **2.3.2 Creative strategy**

The basis of creative strategy is the right definition of the target market when it is necessary to know the interests and lifestyle of the target group and also the determination of the advertising message, where the foundation is to highlight the positive aspects of the product. The main objective is to convince the customer to purchase them.

#### **2.3.3 Media strategy**

Uses advertising media and communication tools. Basis for media strategy is the selection of suitable media, then this is the choice of a specific program within the selected carrier. There are several factors that affect the choice of media support, it's the frequency, reach and impact.

Impact is measured by the percentage of people in the target group who were exposed to the ad campaign during a given period of time. Frequency is the number of times the average member of the group exposed to the advertising and creative value reflects the impact of the message through the media.

Advertising messages can be seen as some kind of information which is transmitted communicator various channels. These channels are the means of communication or in other words the media (TV, radio, print, Internet, ...).

#### **2.3.4 Evaluation of the advertising campaign**

Evaluate the effectiveness of the advertising campaign is only possible if at the very beginning of the process of creating advertising companies define clear objectives for planning advertising Kamani .

The impact of advertising is reflected in the corporate turnover , market share and profit but with a time delay . To evaluate our ad serving

testing ads , of course , which consists of several stages , such as pre- testing ads , post testing of advertising and also advertising evaluation research . Preliminary testing of advertising is done in order to ascertain the potential effects of advertising . The basis of the information for management decisions by the advertising strategy chosen . Subsequent testing is done after a period of exposure to the ads target segment . At this stage, using several types of tests , the best known are called . starch test, which assesses recognition in print advertising customers , remembering test measures how well the customer will remember that ad , the next test , which is used in this stage is called . Day after recall test ( remembering the day after ) , as physiological testing apparatus for measuring the amount of voice, brain waves , breathing rate , heart rate , facial expression , etc.

### **2.3.5 The means of data collection for the evaluation advertising**

To measure the effectiveness of ads use a variety of means, but the most commonly used are the diary and questionnaire.

The questionnaire is a list of questions that are asked of respondents. Advantages are its speed, flexibility and financial burden. The disadvantages can be bias and poor memory interviewed.

Diary entry is a recurring activities of an individual. An individual has precise instructions as you keep the diary, which activities and write to it. Diary removes one disadvantage of a questionnaire and a failure of memory, but neodstaňuje distortion.

## **3. ANALYSIS**

### **3.1 About Peugeot company**

At the birth of the industrial focus Peugeot family was Jean-Pierre Peugeot, born in 1734th His sons founded in 1810 by Peugeot Freres. Peugeot family is the familiar coffee grinders, which produced the 1840 cover additional modern industrial activities.

About 200 years later, Peugeot has remained synonymous with innovation and diversity. Bearers of French luxury and innovation around

the world are also Peugeot Scooters (scooters), Peugeot Cycle (bicycles) and Poivriers Peugeot (coffee grinders).

France-Tech Company, et al. sro, Košice and referred to in the thesis, the concessionaire company based in Street Development 1 in Kosice, which is engaged in the sale of new and used cars Peugeot and offers services authorized service.

### **3.1.1 Logo and slogan for Peugeot**

A lion is a logo of Peugeot since 1858 and is a symbol of the trinity of the strengths of the brand. The slogan of "Motion & Emotion", meaning "motion and emotion", used Peugeot since 2010., This slogan is also the password that accompanies them in every area of their operations, from production to sales to advertising. They stress that the movement we have seen as an emotional experience. Slogan and logo are a very important tool of marketing and particularly advertising.

### **3.2 Customer segmentation of Peugeot**

Peugeot focuses on a wide range of segments. This is also suitable range of products. Meet the needs of families with children, young people, entrepreneurs and more demanding clients, but of course also in the field of commercial vehicles have sufficient choice. Peugeot is interested in the environment and the pollution of the earth, causing the exhaust gases of cars indifferent. That correspond to their ecological models of cars as electric cars and hybrids.

### **3.3 Automobilový trh na Slovensku**

Automotive market in Slovakia is growing pace, on average, accounted for Slovakia produced 171 cars per 1,000 people, the highest across Europe. 12% of the gross production of the Slovak economy represents the automotive industry.

### **3.4 Competition of France-Tech**

Peugeot brand in the market has several strong competitors. Occupies leading positions in the market but the sale of new and used cars Škoda has. Competition sees in Kia and Hyundai.

Further competition sees France-Tech company in terms of geography, and other stores due Peugeot vehicles especially in Prešov, Michigan and Poprad. In the scroll into new markets for the company's France-Tech interesting south eastern Slovakia.

### 3.5 Advertising Peugeot

This company operates in the market for several years and knows very well communicate with your target group of customers. It uses classic advertising media but also in advertising alternatives.

#### 3.5.1 Classical advertising for Peugeot

Advertisements on television in the Peugeot are usually worldwide for promoting their own brand of cars . TV ads for Peugeot - combining both picture and sound and are designed to evoke in us a sense of driving pleasure , desire to take a ride to believe that it is our right . In the process zozbieravania about this brand and their advertising I've looked at a few commercials . Each ad made me some emotion , feeling , taste sit in the car and go on a journey . Many of these ads are advertised in our televisions . Peugeot also can create their own ads for the market of Slovakia . Big advertising campaign creates Importers brand based in Bratislava in cooperation with Istropolitana Ogilvy advertising agency with which it cooperates years .

On radio advertising Peugeot cooperates with Fun Radio and Slovak Radio.

Advertising in newspapers carried through newspapers and SME company France - Tech advertising in regional newspapers and Olympus Lodge .

Annually promoting cars at auto shows in Bratislava and Nitra . The exhibits are for models and news . The 2013 models were exhibited in 2008 , RCZ , 208 Gti , XY 208 , 208 and T16 model 301 France - Tech Company presents its models at motor shows in Kosice .

#### 3.5.2 Alternative types of advertising

Product placement is a form of advertising which is increasingly emerging logos of the

products and the products themselves directly in movies, soap operas and television shows. This form of advertising is also used by Peugeot (Prefab action in series or in competition Girl Summer 2013).

Public Relations widely used Peugeot to closer and closer to consumers beyond its stone shops (eg nationwide road show is a show where the selected dealers, hostesses and other organizational team traveling transverse Slovak whole. This action starts in Bratislava and traveling towards the east of the country, calling at various cities, showing off cars, organize competitions and offer refreshments.).

Peugeot also used interentovú advertising and promoting mainly its Internet websites.

### 3.6 Advertising campaign 7 days Peugeot

This advertising campaign broadcast media twice a year (spring and autumn). It is essential to offer consumers every day one model of car for the price of one in better equipped than usual. This ad campaign takes from importer and France-Tech company. Duration was from 10.3. – 17.3.2014.

#### 3.6.1 Determination advertising campaign goals

In the area of non-economic objectives, the Company has chosen a strategy of maintaining the market and of course raising brand awareness and its products in order to induce the consumer interest. In the area of economic objectives, the company chose mainly to increase market share and increase profits.

#### 3.6.2 Analysis of advertising campaigns

Peugeot has a commercially one of the most successful months in recent years. The March market share of 7.9%, which is a good number. Client orders signed in March in the network are the highest since 2009. France-Tech company also showed increased sales compared to 2013 under Action 7 days Peugeot by 7%. I can say that the main objectives of the advertising campaign filled and fulfilled the promised benefits to customers.

#### 4. EVALUATION AND PROPOSAL

Based on the questionnaire survey that I conducted among customers of France - Tech , Kosice , worth several success factors ad campaign 7 days Peugeot . Questionnaire was attended by 40 % of women and 60 % of men of different ages. I survey also found that the Peugeot brand returning regular customers but also appeals to new customers . Most respondents were registered with the advertising campaign of television, radio and print . During the test, remembering the essence of advertising interviewees stood very well , 75% of respondents knew to describe what constitutes advertising. I rate this ad very effective , because up to 50 % of the respondents answered that it was this campaign prompted them to buy a car brand Peugeot .

After in-depth analysis of Peugeot and its advertising background , I conclude that my proposal in any advertising the company needs . Not only that, using multilateral commercial and large number of advertising media , their advertising is also effective and successful . Overall, I can evaluate advertising Peugeot Slovakia as a powerful means of developing their company and that company may be an example in this field for other companies .

#### 5. CONCLUSION

Diploma thesis stresses the importance of advertising, creative and marketing strategies, as one of the principal means for achieving the goals of the company. This thesis is devoted to a detailed analysis of marketing strategies 7 days Peugeot and its results for the company. Peugeot considers their advertising in a very powerful means of developing companies. Based on research and questionnaire, which is part of the thesis I evaluate advertising backgrounds Peugeot very successful and effective. This company využíva multifaceted advertising, a large number of advertising media and advertising is purposeful and effective.

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