

# ADVERTISEMENT. PACKING

# What is advertisement consist of?

An advertisement usually consist of :

1. The name of the product
2. The selling point of the product
3. How to get the product
4. Interesting design

## Advertisement

- Advertisement is any paid form of non-personal presentation of ideas, goods, services, by an identified sponsors.
- Personal Selling is preferred for pharmaceuticals, because it is so effective - but, it is expensive sometimes to contact everybody in this way
- Advertising is not as direct as personal selling, but you can reach a lot of people



# ADVERTISEMENT

- Advertisement gives the most effective message. It uses some materials in order to announce, explain, introduce the features, benefits and attractive sides of a place or a thing. Ad provides people's needs, wishes and happiness.

- If we analyse ad, we see that ad is everywhere in this communication age. TV and internet make ad more important. You can be trapped by ads even in the streets.



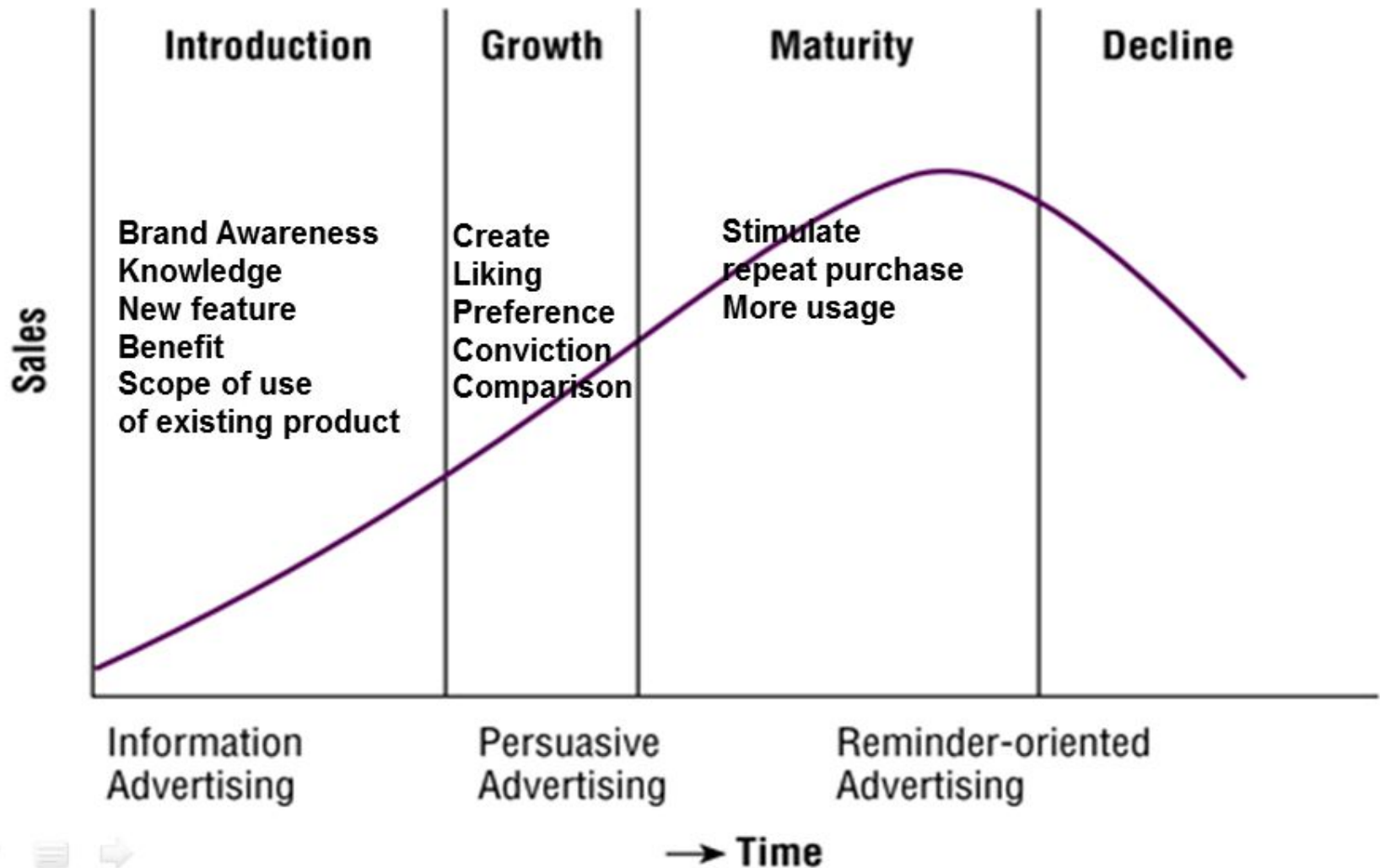
- It's so ordinary that you can see them everywhere even in leaflets and brochures. we can understand that ad can direct our social lives.



# Some examples of advertisement :

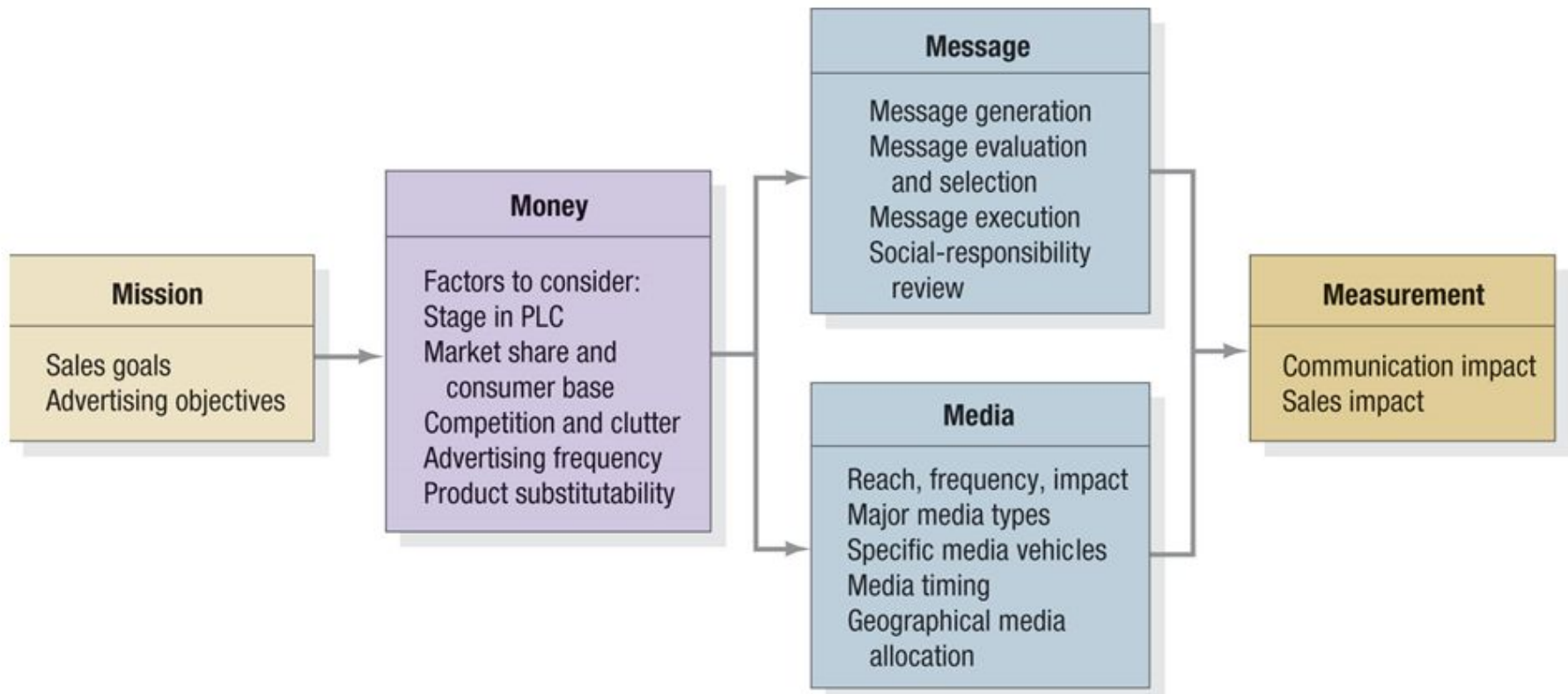


# Relationship between Advertising and the Product Life Cycle





# Developing and managing an advertisement program



## Advantages and Disadvantages of the Various Advertising Media

Media	Advantages	Disadvantages
Newspapers	Flexibility Community prestige local mkt coverage Reader control of exposure high believability	Short lifespan Hasty reading Poor reproduction
Magazines	Selectivity (geo and demo) Quality reproduction Long life Prestige associated with some magazines Extra services	Lack of flexibility
Television	Great impact Mass Coverage Repetition Flexibility Prestige	High cost High clutter Lack of selectivity

# Advantages and Disadvantages of the Various Advertising Media

## Media

Radio

## Advantages

Low cost  
Practical audience selection  
Mobility

## Disadvantages

Temporary nature of message  
Little research information

Outdoor Advertising

Quick communication of simple ideas

Limited audience

Direct Mail

Repetition  
Ability to promote products available for sale nearby

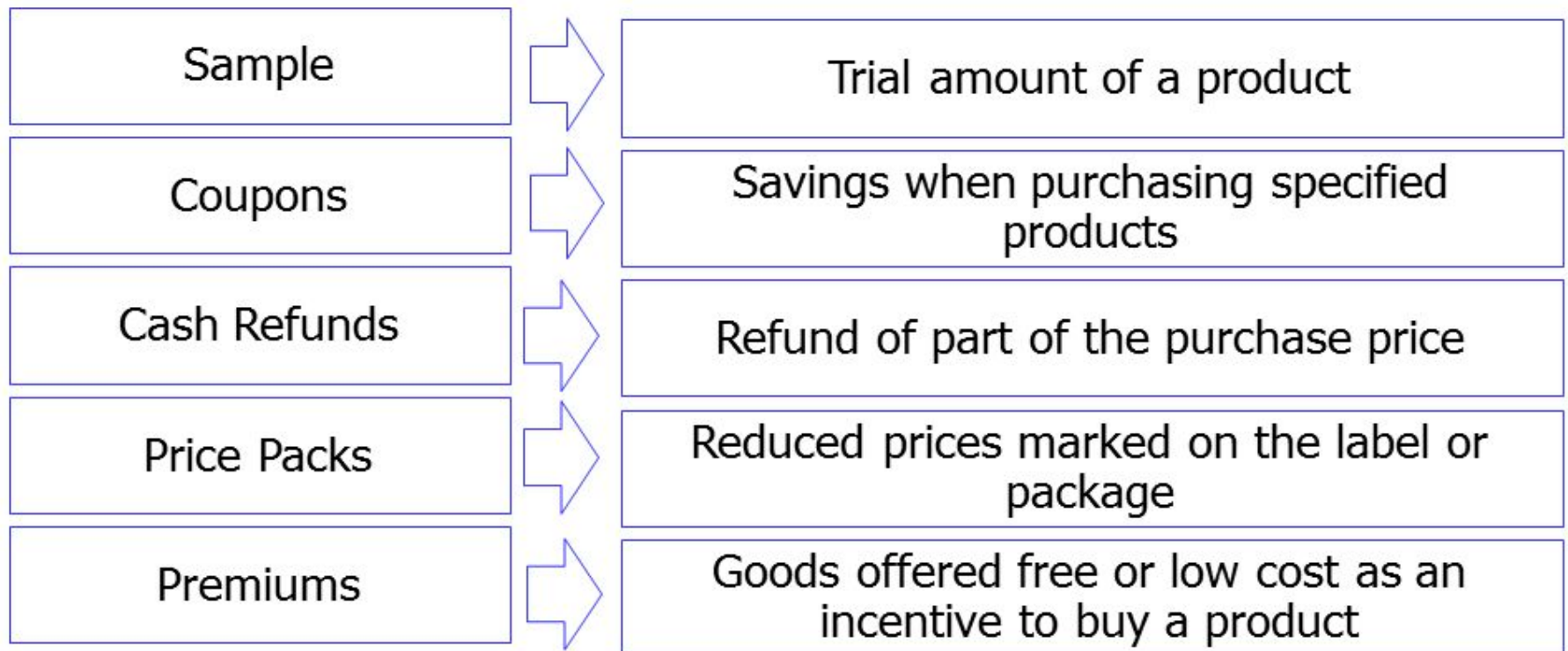
No creative

Direct Mail

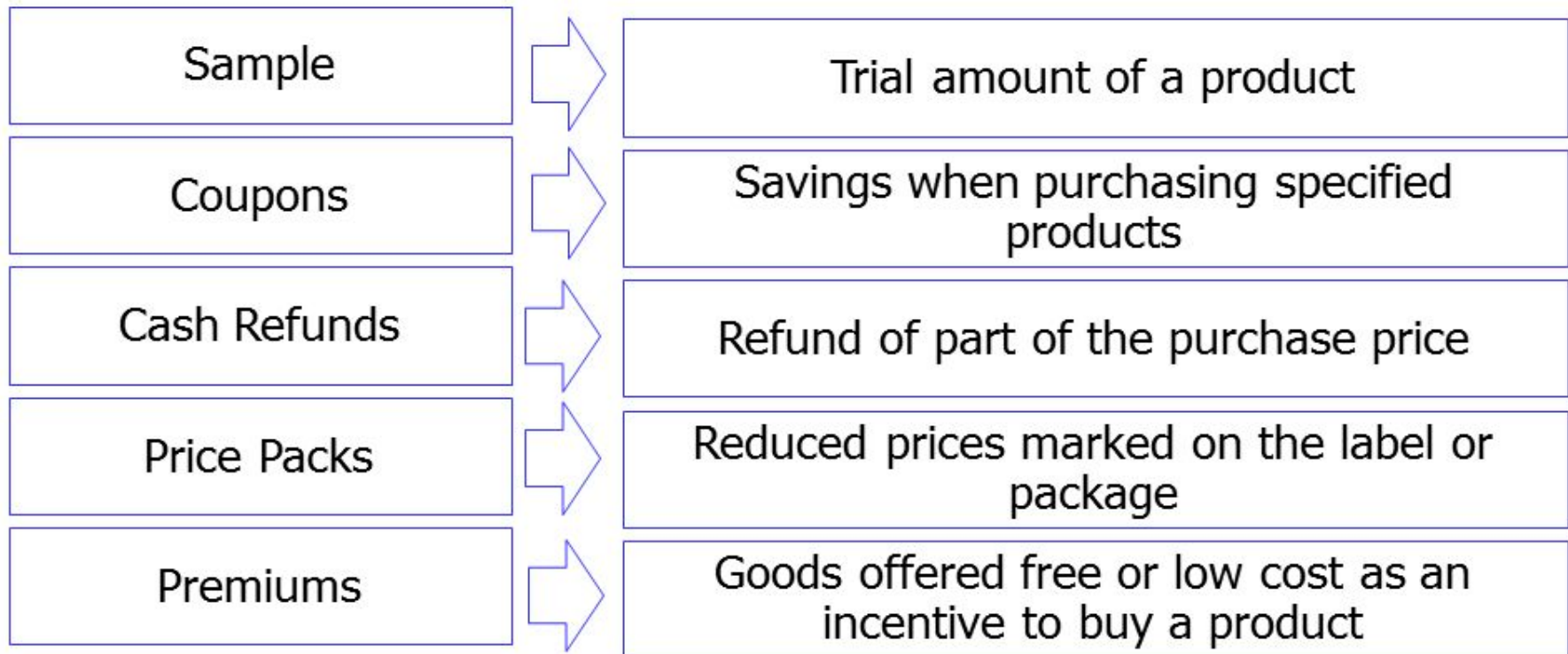
Selectivity  
Intense coverage  
Speed  
Flexibility of format  
Complete information  
Personalization

High cost per person  
Dependence on quality of mailing list  
Consumer resistance

## Major Sales Promotion Tools

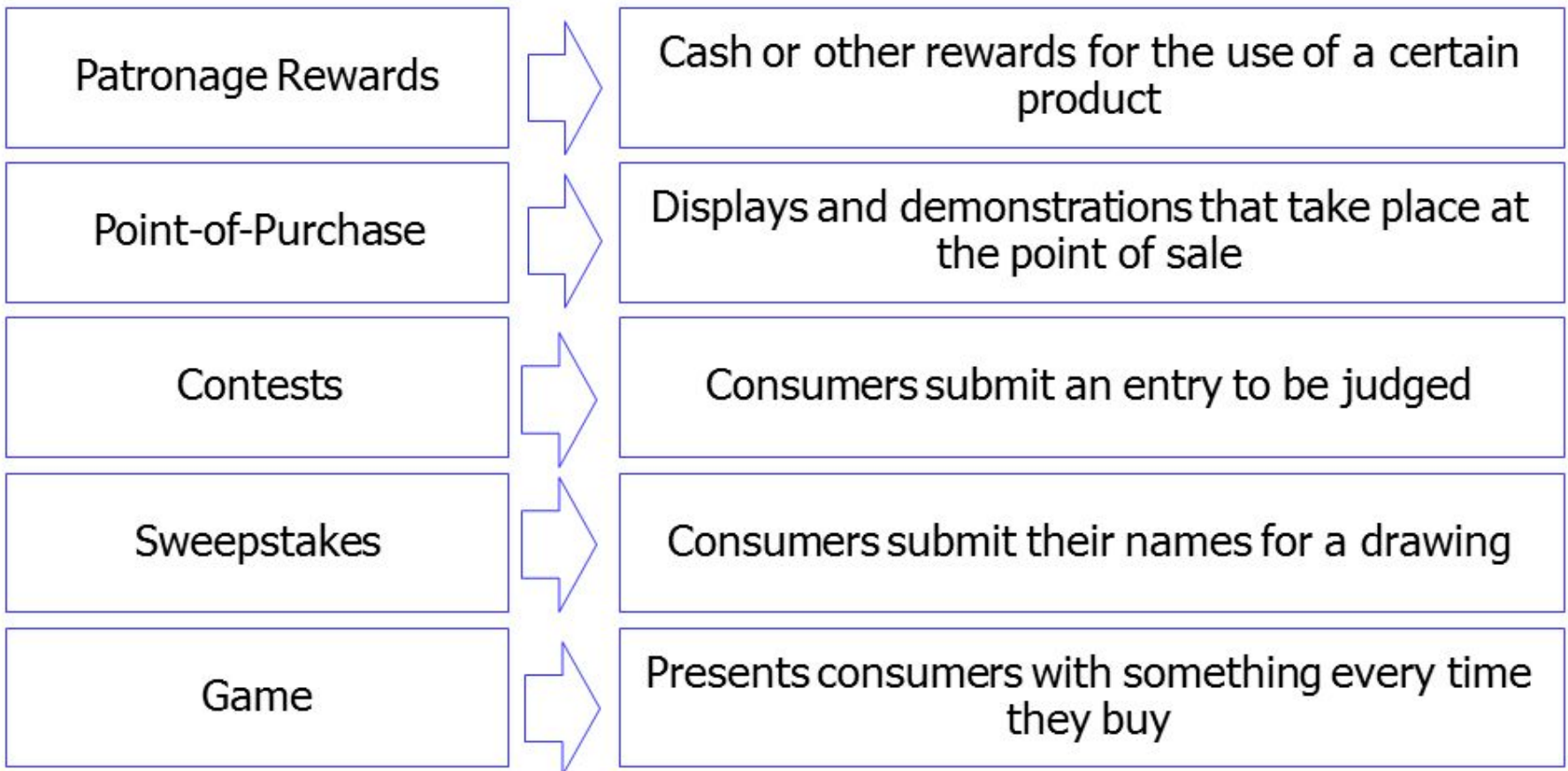


## Major Sales Promotion Tools

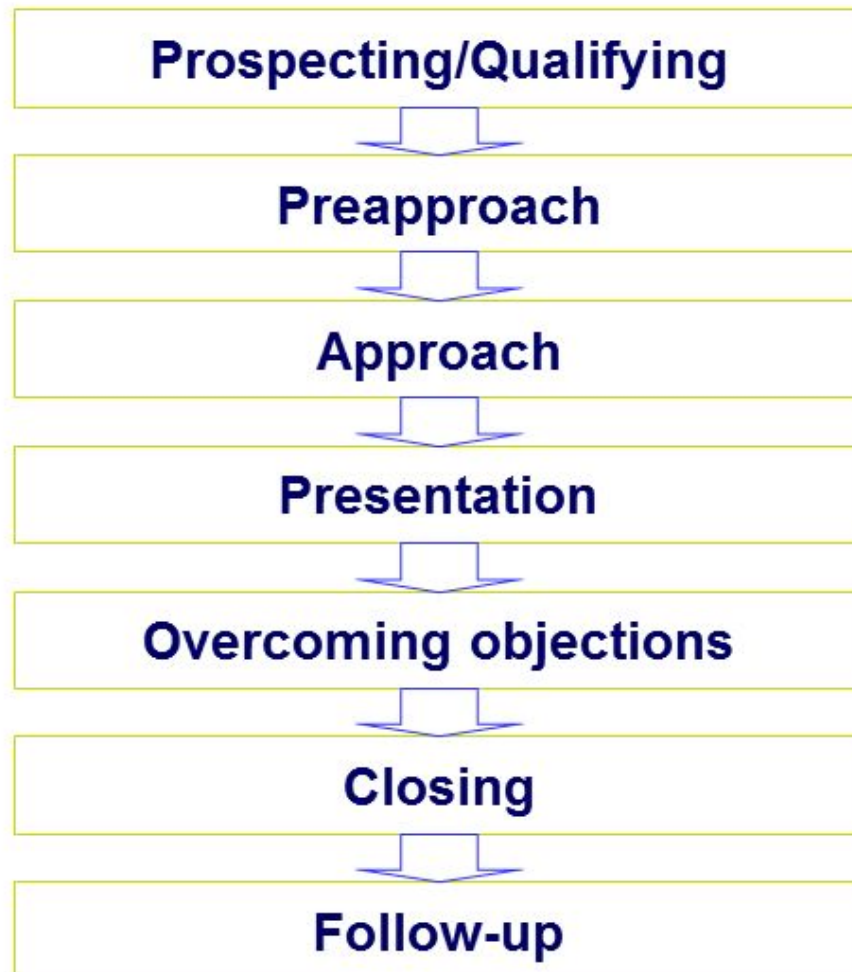




## Major Sales Promotion Tools



## Steps in Effective Selling





# Packing



# *Learning Objectives*



- **To describe the functions of packing**
- **To understand several types of packing**
- **To learn different Marks of packing**
- **To know how to send a packing instruction**



# 1. The functions of packing



- **Packing is of great importance in foreign trade.**
- **Whatever mode of transport is adopted, most of the goods to be transported need packing before they are sent. Not only does packing help promote sales, reduce warehousing cost, freight and damages, it also reflects a country's achievements in science, technology, art and culture.**







# The functions of packing

- The ultimate purpose of packing is to keep the transported goods in perfect condition with nothing missing on arrival. Good packing must be able to stand the roughest transportation. It has been estimated that as much as 70% of a11 cargo loss could be prevented by proper packaging and marking.



## 2. Types of packing



### (1) Large packing / outer packing

Large packing/outer packing is packing for transportation. Transport packing is done mainly to keep the goods safe and sound during transportation. It must not only be solid enough to prevent the packed goods from any damage, but also be pilferage-proof, easy to store, convenient to load and unload.



## (2) Small packing / inner packing



**Small packing / inner packing is packaging for sales. Sales packing is done mainly to push sales. It aids marketing, consumer advertising, display, presentation, protection, handling and self-service retailing. It is now universally recognized as a decisive aid in selling household consumer goods. It can be realized in various forms and with different materials as long as it is nice to look at, easy to handle and helpful to the sales.**



# 3. Marking



- (1) Transport marks
- (2) Directive marks
- (3) Warning marks



# **(1) Transport marks**



**Transport marks often consist of:**

- 1) consignor's or consignee's code name,**
- 2) number of the contract or the L/C,**
- 3) the port of destination,**
- 4) numbers of the packed goods,**
- 5) the name of the country of origin of the goods,**
- 6) weight and dimensions**







**All of these can greatly facilitate identification and transportation.**

**For example:**

**KDK  
KUWAIT  
Nos. 1-100  
MADE IN CHINA**

**100×45×45cm**

**Gross weight: 47 kilos**

**Tare: 2.5 kilos**

**Net weight: 43.5 kilos**



# *Guidelines for Writing*



## **4. Letters regarding packing issues**

1. Buyer giving instructions of packing
2. Exporter giving suggestions of his customary packing
3. Packing requirements concerning outer packing
4. Packing requirements concerning shipping marks
5. Packing requirements concerning inner packing
6. Clarifying packing clause
7. Improper packing causing damage



THANK YOU

