



HANDBOOK
FOR HIGH SCHOOL STUDENTS

**Marketing
and
Advertising**

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Project Summary

Citizen's competence is of crucial importance for active political participation, which is one of the main components of good governance and sustainable democracy. Especially in the Eastern part of the Danube region, political participation is stagnating. Particularly worrisome are the apathy and lack of political interest on the side of younger population. Furthermore, in the last years, we witness political developments that result in deterioration of democratic standards in many parts of the region. The core element of the citizen's competence is high level of media literacy. It is necessary for citizens' reflection of social reality and their resilience to negative media phenomena, like hate speech and fake news.

The main objective of the project is to improve democratic transnational governance by developing transnational media literacy observatory, based on cooperation between different relevant stakeholders. In many countries of the Danube region the development of competences of media literacy and active citizenship are far behind more developed parts of Europe. This observatory will serve as a mechanism for increasing media literacy and thus strengthening citizens' competences what will contribute to development of sustainable democracy. The main target groups are the youth and the people who work with them. For the purpose of strengthening it, the observatory will provide tools, available for both young people as well as their educators.

The project will establish observatory for media literacy that will provide instruments for scrutinising media contents, training tools and policy recommendations for upgrading media literacy in relation with other civic skills. Outputs include: capacity building and training tools, web-based interface and policy recommendations. The core activities of the project are: mapping of practices and dissemination of information, developing learning system, designing web training platform, and pilot testing.

How to work with this Handbook and interactive presentation

Dear students,

this handbook serves as a guide for an interactive presentation on the topic of „Marketing and Advertising“.

Open the interactive presentation in a new window of your browser. If you work independently, open it on your computer, or you can project it on an interactive whiteboard.

To work with the presentation, open or print this document.

The presentation contains several slides (presentation slides) with teaching material and visual content. Read and view each slide carefully. If you see an “i” icon on the slide in the lower left corner, click on it. Under it, there is additional information or examples that will help you better understand the issue.

Some slides have interactive elements in addition to the „i“ button. These elements are highlighted. When you click on them, you will learn more information (there can for example an audio sample, video or additional information). You will also find an audio icon in the presentation. Some slides contain sound. If necessary, you can click on the sound icon to mute or reactivate the sound in the presentation.

Click on the right arrow for the next slide. If you want to go back in the presentation, click on the left arrow. To go back to the very beginning of the presentation, click on the house icon.

For better orientation in the text, individual slides are gradually displayed with additional educational material and further expansion of teaching.

The text is interspersed with **definitions**, because you come across some terms for the first time and it is advisable to remember them. Also pay attention to the **Interesting facts**.

Caption to the texts in the handbook:



INTERESTING FACT



DEFINITIONS

Introduction to the lesson

In this lesson, you will be focused on concepts in the field of marketing and get acquainted with the meaning of marketing. Let's recall where you can come across advertising and what the character of advertising is. An important part of the lesson is the algorithm. Therefore, the content on social networks is offered to the user on the basis of algorithms (user interests, what pages he/she visits, what products he/she views ...) and at the same time two students sitting next to each other and browsing Social networks and watching the same content will never have the same content to display. It is based on the data that social networks know about them. Learn how the algorithm works and why social networks wouldn't exist without it.

The online (but also offline) world is full of so-called product placement, which influences consumer behavior. It is a modern marketing tool - a promotion of a product or service, which, in addition to the classic advertising presentation of the product, focuses on the social, personal and societal features and characteristics of the consumer. Marketing strategies directly target the young generation through the internet and use areas that are close to this generation, such as music videos, online games and, above all, the power of influencers.

Product placement is difficult to identify despite the fact that viewers or recipients of information must be informed about it in advance (according to the EU law). However, since the legislature does not manage to fulfil the real picture of what is happening in society, it is of the utmost importance to strengthen the ability to critically evaluate the situation.

Marketing

What does marketing mean and where you can see it?

► Look for the answer on the slide.

On the slide we will learn about the concept of Marketing.



You probably didn't realize it yet, but you run into marketing signs at every corner. The most common form of marketing communication is advertising.



DEFINITION

Advertising = paid product promotion for purpose of sale, provision of services, increase of consumption.

Search the Internet for any advertisement and think about the following questions (it is best to write down your thoughts and discuss them with your classmates and teacher):

How is the advertising trying to attract us?

What emotions does it want to mediate?

Why does the advertising often present how a product works, even when it is clear?

How to successfully promote?



The term „marketing mix“ also known as the „4 Ps“ is a foundation model for businesses centered around **product, price, place, and promotion.**

The marketing mix has been defined as the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. Look at each area and read the terms related to the particular area.

Important is, how does the product look, where and how will it be promoted, what will be the selling price and where will the product be promoted.

The way to successful product promotion is really not easy. Take a look at different areas of the Marketing mix that need to be addressed in communication with the customer. Choose one and describe what **the manufacturer has to think about, what he has to reckon with and what he has to do to make the promotion as successful as possible.**

What is the key to increasing sales?

What is the key to increasing demand for a product?

How to successfully promote?

The way to successful product promotion is not easy. Take a look at different areas that **need to be addressed in communication with the customer**. That's way was invented 4 Ps of Marketing (= Product, Price, Place, Promotion).

The reasons for using it are clear:

- Product visibility.
- Expanding the range of users.
- Increasing the customer base.
- Improving the position of the company/product (awareness).

How is the advertising trying to attract us?

Repeat again what advertising is. Advertising tries to attract our attention and uses the elements listed in the slide. But not only those.

What is advertising?

Product promotion for the purpose of sale, provision of services, increase of consumption.

What is it trying to get us excited by?

- visuals
- music
- superlatives
- comparison
- emotions
- benefits
- repetition
- story

Why?

- to attract attention
- to remind
- make a purchase

An important element is to persuade customers to the purchase by offering them „**something extra**“:

- ▶ **money** (offer of discounts, 2 for the price of 1)
- ▶ **costs saving when using the product**
- ▶ **differentiation** (already by owning the product)
- ▶ **health** („healthy“ products)
- ▶ **emotions** (bringing joy to others, help for the disadvantaged)
- ▶ **importance** (I use it to protect the nature)

How do online Ads catch our attention?

- ▶ **simplicity** (easy to understand)
- ▶ **fun** (when I'm having fun, I'm more open to being seduced)
- ▶ **reports, graphs, popularity charts**
- ▶ **product evaluation**
- ▶ **temping headlines** (10 reasons why ...)
- ▶ **voting**
- ▶ **polls**



INTERESTING FACT

Selling feelings, illusions

Products that differ only slightly from each other, build their advertising, for example, on building emotions and the feeling we get when we buy a product.

Toffifee: *The whole family gathers, „There's joy in Toffifee.“*

Panzani: *„... never sticky, but they bring your family together...“*

Advertising on perfume - the scent cannot be transferred through the media. The advertising therefore aims at emotions - beautiful people, luxurious environment and materials (silk), a pleasant experience (kiss, candlelight dinner), attractive product packaging...

See also Advertising Techniques to help sellers grab attention and boost sales for profit.



How is the advertising trying to attract us?

In addition to the areas mentioned in the slide, these are also Advertising Techniques, such as:

product promotion for the purpose of sale,
provision of services, increase of consumption.

Facts and Statistics: advertisers use numbers, proofs, and real examples to show how good their product works. For e.g. “Colgate is recommended by 70% of the dentists of the world”.

comparison
emotions benefits repetition story

Bribe: this technique is used to bribe the customers with something extra if they buy the product using lines like “buy one shirt and get one free”, or “be the member for the club for two years and get 20% off on all services.”.

make a purchase



Why are Ads used by celebrities or high-profile personalities (such as doctors)?

- ▶ Because it offers the opportunity to identify the personality by using the same product. They use the techniques of a familiar face/name/authority - if we consider someone to be a familiar face or expert, we tend to trust them more.



INTERESTING FACT

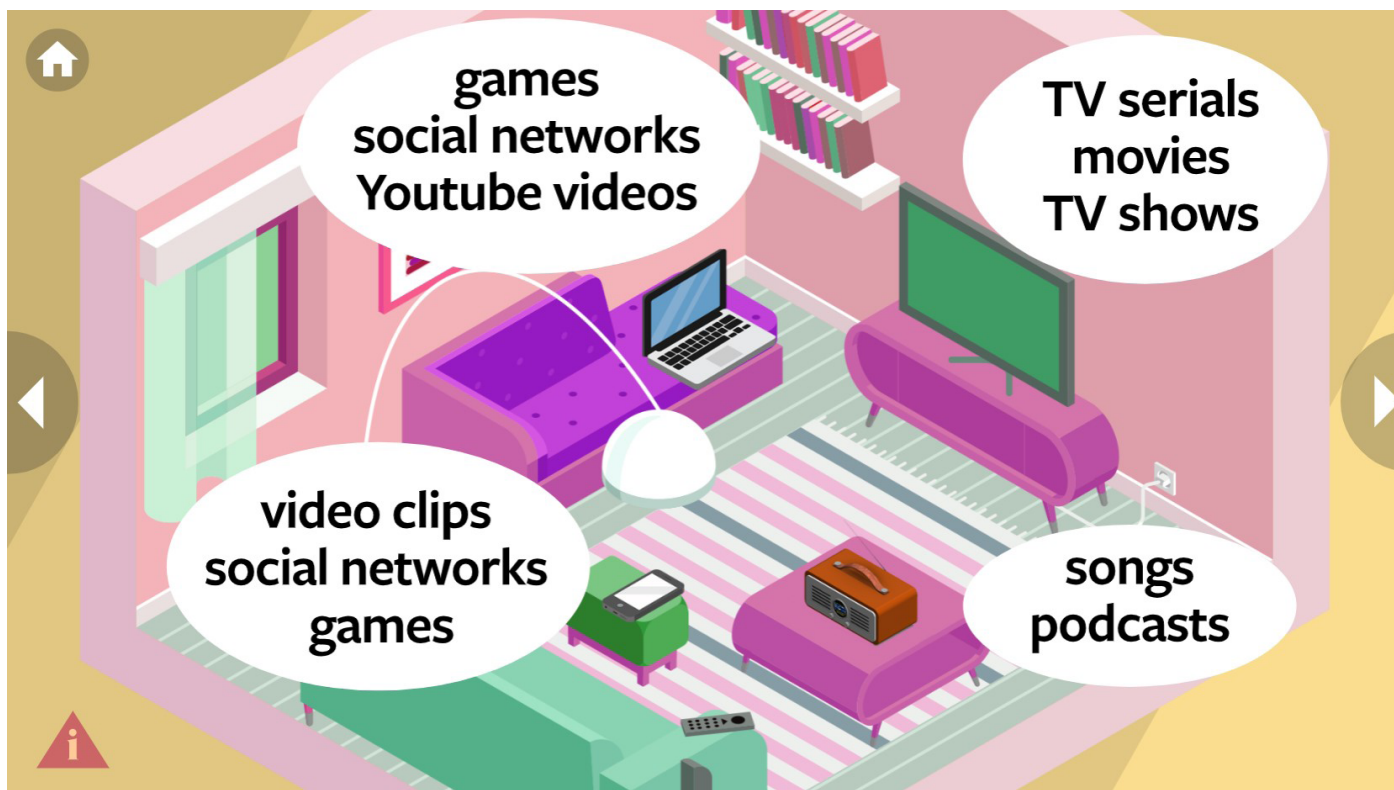
Product evaluation

Praising products or services (for example, on websites in reviews and ratings) can be the result of the work of hired people who write credible (reasonable) comments and share their specific numbers at a given time.

The motivation for writing the text according to the specified criteria is therefore a monetary reward, not the quality of the product.

Where do we encounter advertising?

Imagine you're at home. What happens when you turn on the TV, radio, phone and computer? You wanted to do homework, play computer games, listen to a song, or watch a TV show. How long does it take for the commercial to start playing in addition to your interest?



Take a look at the slide and think about whether you run into ads on these devices as well. This does not have to be direct advertising, but can be so-called **product placement**.



What does “product placement” mean?

Product placement is a form of hidden advertising. It is a targeted promotion of a product in audiovisual form. It is the placement of products, names, logos, etc. of existing brands into the content.



Where can you see or hear it?

Radio: songs, podcasts.

Computer: games, social networks, Youtube videos.

Television: TV serials, movies, TV shows.

Smartphone: social networks, video clips, games.



What products are used for product placement?

- ▶ Basically it could be any product. (except banned ones such as tobacco products or medicines) The most frequently promoted products are: cars, electrical engineering (mobile phones, laptops), food and beverages, daily necessities, supermarkets, services (baking, personal).

How do we know that product placement is a part of the series/film?

- ▶ Product placement is required by law to be marked - for example, by two capital letters (PP) which are displayed before the start of the show.

How do you know that it is a paid collaboration on instagram?

- ▶ Paid cooperation is most referred to the text as #AD, #PRODUCTPLACEMENT, #COLLABORATION, #ADVERTISING. From other hashtags you can know e.g., #SPON, #SP, # WERBUNG...

Look up the text of the Product Placement Act. How is PP defined, how is it restricted, what are the penalties for non-compliance?



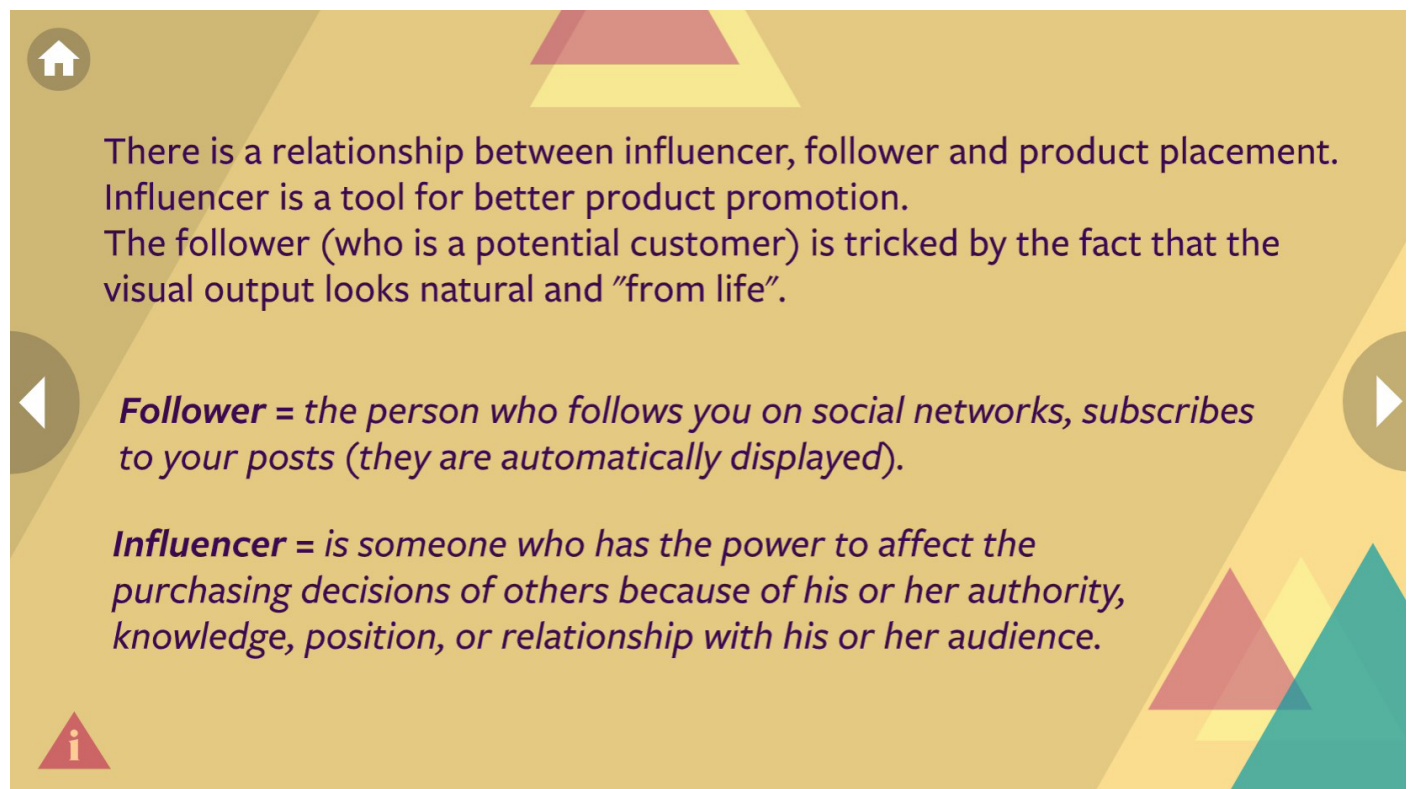
INTERESTING FACT

The Czech Broadcasting council imposes financial penalties for inappropriate publicity.

Find out which institutions map and sanction such inappropriate promotions in your country.

Terminology related to modern marketing

It can easily happen to us that when we choose between two new products in the store, we reach for the one we know from advertising. Our brain perceives this product as something better known and it tends to trust familiar things. We usually won't learn if the second product was better or cheaper.



There is a relationship between influencer, follower and product placement. Influencer is a tool for better product promotion. The follower (who is a potential customer) is tricked by the fact that the visual output looks natural and "from life".

Follower = the person who follows you on social networks, subscribes to your posts (they are automatically displayed).

Influencer = is someone who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.

People often perceive advertising as something annoying that they do not want to pay attention to. **If ad creators want to be successful, they have to influence the customer without him realizing it** - with appropriately chosen music, colours, slogans and, most importantly, frequent repetition **in various forms**:

- ▶ posters, billboards (to impress visually)
- ▶ radio advertising (sounds)
- ▶ television advertising (combination of the above)
- ▶ advertising on the internet (possibility to choose the method according to the intention)
- ▶ **social networks** (the people you follow are promoting the product)

The aim is to inconspicuously strengthen the information about the given product/service by appropriate action and repetition.



Some influencers can keep the products they promote, others easily earn several hundreds of thousands Euros. The amount depends on their influence and, of course, on how much he/she promotes the product.

Is it possible to make money by paid collaboration on social networks?

- Depends how much work, time and effort it takes to build a base of followers (it cannot be achieved by everyone) and to shoot, edit and promote videos.



Follower = the person who follows you on social networks, subscribes to your content (automatically displayed).

An influencer is obliged to:

- To clearly label the advertisement (text or words) and adapt it to the target group.
- Comply with all the requirements agreed with the client (how many times to mention the product, how often, in what context, at what time of the day to publish it, whether or not they can collaborate with competing brands...).



Followers

As you know, the principle of operation of social networks is that **one posts something, the other displays/views the post**. So the basic assumption is that I have a certain audience (friends or followers) for whom I upload my posts.



DEFINITION

To post = to publish on social network
Post = contribution on social network

The larger the audience, the greater the reach, the possibility of influence and therefore the greater the chance for paid collaboration.



INTERESTING FACT

However, the number that informs us about the number of followers is not always true. The easiest way to increase it is to **buy followers**. The average user has no chance to discover that these are fake or purchased profiles.

If we talk about paid collaboration, then we talk about product placement in audiovisual content (videos, audio, songs, series, video games ...). Some users also refer to the use of the product in photographs or other advertising or paid collaboration under this term.

There are many guidelines and rules regarding print advertising. Internet promotion is also heading in this direction. However, this is a long road. We will have to wait a while before it is sufficiently regulated. It is therefore very important to be able to identify and detect advertising and other forms of cooperation.

INTERESTING FACT



Fines for PP

A German court dealt with the Instagram post of a famous influencer who promoted a discount at the Rossmann drugstore. The court decided that the marking of the collaboration was not clear. It appeared only at the end of the post as the second of six hashtags. If the case is repeated, the company faces a fine of € 250,000.

Target groups

In the presentation you see a picture of handbag. Based on the categories listed, determine what the target audience should be for this product.

Target groups

hobbies

profession

age

gender

lifestyle

education

Other criteria for determining the target group include, for example:
place of residence, interests, social status, opinions, nationality...

E.g.: female, 20-30 years old; social nature; close relationship to the fashion; education does not matter; occupation: student, office position; interests: lifestyle; accessories

Then click on the info button to read more.

One of the most essential tools for successful marketing is precise targeting. This is why customers are divided into **target groups**.

For example, Handbag sellers target girls and younger women, not men who like to fish. (gender, age, hobbies...)

To achieve the best targeting, algorithms are used that contain accurate data on customer behavior.

Target group = the group of people we want to reach.

Other criteria for determining the target group include, for example:
place of residence, interests, social status, opinions, nationality...

E.g.: female, 20-30 years old; social nature; close relationship to the fashion; education does not matter; occupation: student, office position; interests: lifestyle; accessories

Then click on the infobutton to read more.

Answer the following questions related to the slide in writing form:

Where do we encounter advertising?

Where specifically would you place your ad for this product?

What would you use in your ad?

Where do you think advertising would make the least sense?

Where specifically would you place the following ad to have the greatest impact? (Consider different kinds of media.) Write down your tips and compare them with your classmates:

- ▶ laundry detergent
- ▶ gamer headphones
- ▶ chainsaw
- ▶ doll



INTERESTING FACT

Advertising is regulated by law. It states what is not allowed. The scope and amount of advertising vary in private and public media.

Some creators voluntarily follow the **ethical Advertising Code**.



DEFINITION

The Advertising Code = aims to ensure that advertising serves to inform the public and meets the ethical aspects. It helps to ensure that advertising is true, decent and honest. (Follows the law.)

Algorithms

How much do you pay for the use of social networks per year?

The answer in case of most social networks cannot be expressed in crowns, euros, dollars or other currencies. Their use is **usually free - but only in terms of money**. However, we pay with the information we provide. The internet can use them to its advantage.

How does artificial intelligence use the information it obtains about us?

It adapts the displayed content to our interests and opinions.

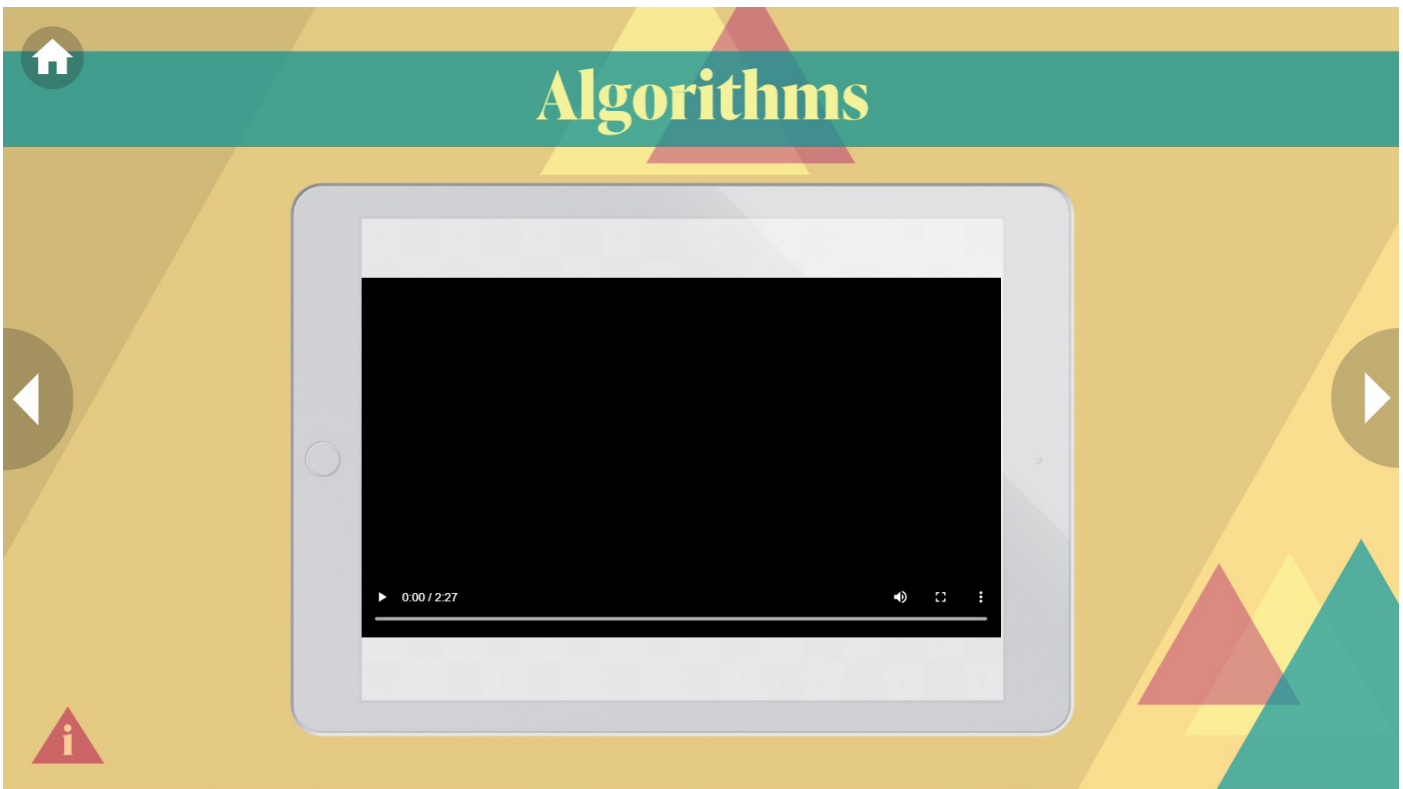
You've probably heard the term algorithm in mathematics. But it is widely used in marketing and advertising.



DEFINITION

Algorithm = instructions on how to behave in order to achieve a certain goal. For example, algorithms use social networks to display appropriate content for a particular user and thus keep him on website or application for as long as possible.

See the video for more information.



The transcribed text of the voiceovers is attached for clarity:

“The human brain can think of a lot of things. It’s not that easy with a computer. It doesn’t think. The computer will only know what a human will teach it. It needs a certain algorithm for all tasks, i.e. instructions. For example, algorithms use social networks to grab your attention and keep you on the page or application for as long as possible. The longer you stay, the more clicks you make. Each time you click on a song, like, add a comment or hashtag, share a post, watch a video... - all this will be reflected in your very extensive history. And the algorithm reads in it.

For example, it finds out from friendly sites that you chose dog food. It remembers it and shows you various posts and ads related to dogs, because it thinks you could click on them. And for the social network, this means a monetary gain from the advertiser.

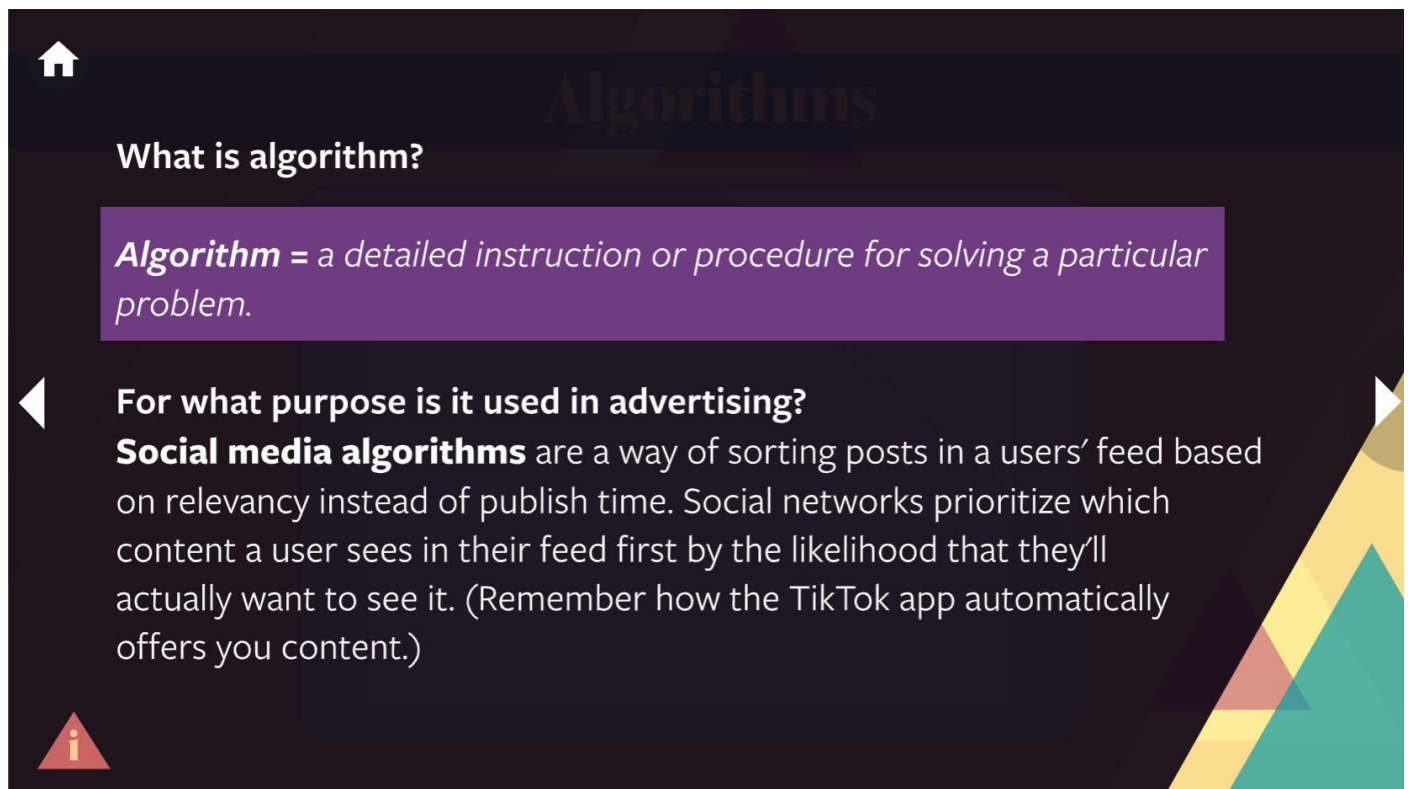
Cookies are very useful for algorithms. It is a program that allows the page you visit to save a small file to your device, so that next time it knows that you are viewing it. It can add information to your history across friendly sites and applications and show you customized content.

On the one hand, this can be good for you because you don’t see things that don’t interest you. But there are thousands of topics and millions of opinions in the world. However, your algorithm will always present to you only what it thinks interests you and what you agree with. You will be confirmed in your opinions because the „opposite“ ones did not pass through the network of selection of your algorithm and you will not have automatic access to them - unless you actively search for them yourself.

One is then surrounded by a social and information bubble. And that can be a big problem. If I want to decide responsibly what opinion I will have, for example, about migrants or the adoption of the Euro, it cannot be enough for me to watch videos that will support my opinion.

If I don't step out of my social bubble to get to know the opponents with a different opinion, my decision will be manipulated by the content my algorithm offers me.

So try watching the video from time to time and talking to people who have the opposite opinion. This is the way to get other perspectives. It is the only way to not be deceived by artificial intelligence."



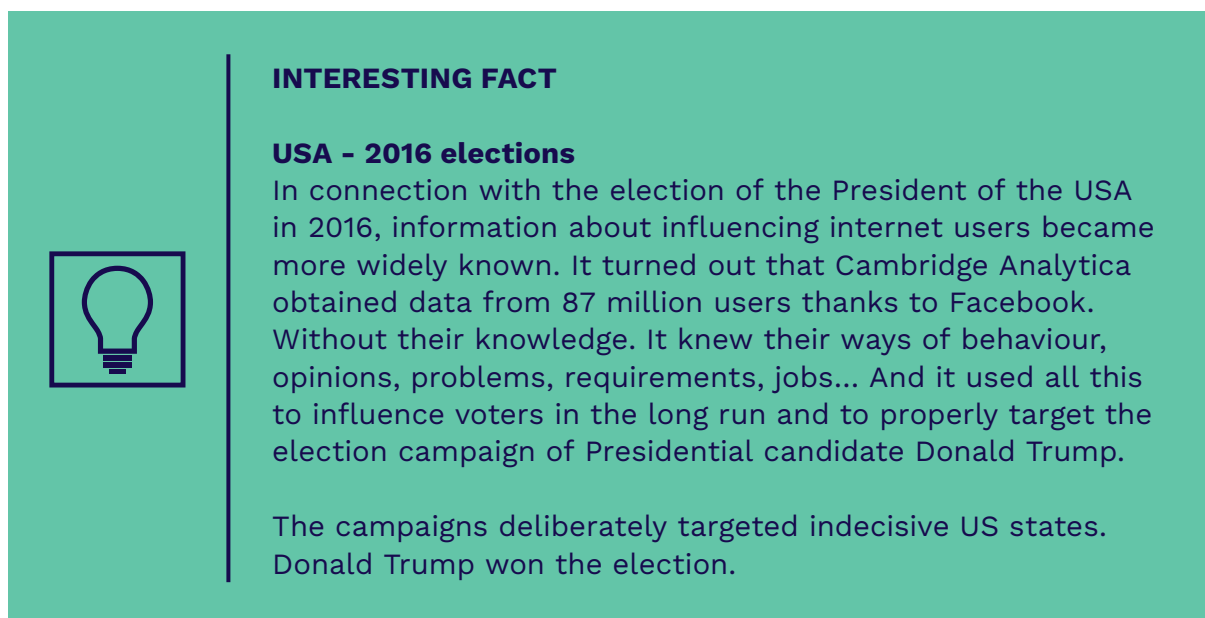

Algorithms

What is algorithm?

Algorithm = a detailed instruction or procedure for solving a particular problem.

For what purpose is it used in advertising?

Social media algorithms are a way of sorting posts in a users' feed based on relevancy instead of publish time. Social networks prioritize which content a user sees in their feed first by the likelihood that they'll actually want to see it. (Remember how the TikTok app automatically offers you content.)




INTERESTING FACT

USA - 2016 elections

In connection with the election of the President of the USA in 2016, information about influencing internet users became more widely known. It turned out that Cambridge Analytica obtained data from 87 million users thanks to Facebook. Without their knowledge. It knew their ways of behaviour, opinions, problems, requirements, jobs... And it used all this to influence voters in the long run and to properly target the election campaign of Presidential candidate Donald Trump.

The campaigns deliberately targeted indecisive US states. Donald Trump won the election.



Seemingly harmless activities that allow you to share your personal information include, for example, various quizzes such as what your Indian name would be according to your date of birth; which person from Harry Potter would you be...

Other important terms you should know:



DEFINITION

Cookies = a program that allows a visited site to store a small file on our device so that it can collect information that it will use when we visit the page the next time. Thanks to this file it can tailor content to us.



DEFINITION

Social bubble = a group of people who have a similar opinion on a certain topic, interests, world view. Like-minded people communicate with each other, but they are not in contact with people who share the opposite view. They are thus established in the idea that their view is the right one, they perceive other opinions as bad, inappropriate.



DEFINITION

Information bubble = a situation where an individual confirms his opinions because he is presented with information (articles, videos) on the internet, with which he agrees (largely due to algorithms). The opposite views on the topics will therefore hardly reach him.

What can we do to prevent ourselves from being trapped in our social and information bubble and receiving only the information that artificial intelligence chooses?

- ▶ Be interested in different perspectives on the topic/situation from different verified sources (deliberately look for articles that support a different opinion).
- ▶ Check information (don't just read headlines on social networks).
- ▶ Share verified information only.
- ▶ Think about what information we communicate about ourselves on the internet (for example, how we behave - what we search for, like, share, watch...).
- ▶ Use anonymous internet search engines that do not store data about users.

Big market players

Consider the information in this slide important. The fact that social networks and services on the Internet (websites, search engines, newspapers...) are free of charge is advantageous for the providers or the merchants. Remember also the video about Algorithms. The data we leave on the internet is often used further.



GAFA

Certainly you all know these 4 rich and powerful companies: Google, Amazon, Facebook, and Apple. (so called GAFA).

Do you pay for their services? You don't.

So how do they get rich?
You pay with your data to use their "free" services. By algorithmizing those data, you are precisely targeted with advertising, for which advertisers pay a lot of money to those companies.

E.g., to successfully advertise, all they need is if you to take a picture of something or you're texting your friends about some topic... that's the basis for product promotion. It sounds like science fiction, but it's happening.

Remember, everything you do is monitored and evaluated on the Internet.

The End

Conclusion

The advertising is often created by a whole team of experts who tune it in all aspects: colour (for example, of a cooked food), music, details, personalities, the use of logos, lighting, selection of scenes, graphics... Of course, the text is also important.

Advertising attacks us everywhere. It is almost impossible to avoid it. However, if we know how advertising works, how it tries to influence and entice us, we become more resilient to it. The discovery of persuasive techniques in commercials can be fun for us. We can shorten the moment before our favourite TV series continues again.

Product placement - formerly illegal, now commonly used. From now on, you will probably notice more products in audiovisual messages. And that's a good thing. You know where you can expect them and why. You know their purpose and ways of use. How you handle this information is up to you. Keep in mind that even your favourite influencer may be promoting an attitude or opinion, and it's up to you to critically evaluate what you see and hear and maintain your opinion regardless of the advertising. Because the message may be paid for by someone...



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