Interreg

Danube Transnational Programme
MELIA Observatory

HANDBOOK
FOR ELEMENTARY SCHOOL PUPILS

Marketing and Advertising

Content

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 pupils,

you have just received a handbook that is designed for you and for your work with the presentation in the class. You will find information on how to work with individual slides, what is their main goal and you will find some tips for a better understanding of the topic.

The handbook also includes a list of literature, thanks to which you can acquire or expand knowledge that relates mainly to a specific topic of the presentation.

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 introduced to concepts in the field of marketing and get acquainted with the meaning of marketing. You will recognize where you can come across advertising and what the character of advertising is. You will also learn what an algorithm is and what it is used for in the online world. 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 pupils 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. All this user data is stored and used in such a way that the displayed content is as suitable as possible for the user.

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?

Product quality · availability design · services branding · package features	**Promotion** sales promotion · sponsorship public relations · influencers product placement · advertising · social media
Price strategy · allowances discounts · payment methods	**Place** transport · channels planning · coverage trade channels

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.**

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?

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

Why?

- to attract attention
- to remind
- make a purchase

Can you think of a specific commercial for each point of the slide?
Advertising tries to attract our attentionand uses the elements listed in the slide.
But not only those.

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:

Promotional Advertising: giving away samples of the product for free to the consumers. The items are offered in the trade fairs or promotional events.

Bandwagon Advertising: involves convincing the customers to join the group of people who have bought this product and be on the winning side. For e.g. recent Pantene shampoo ad which says "15 crores women trusted Pantene, and you?"

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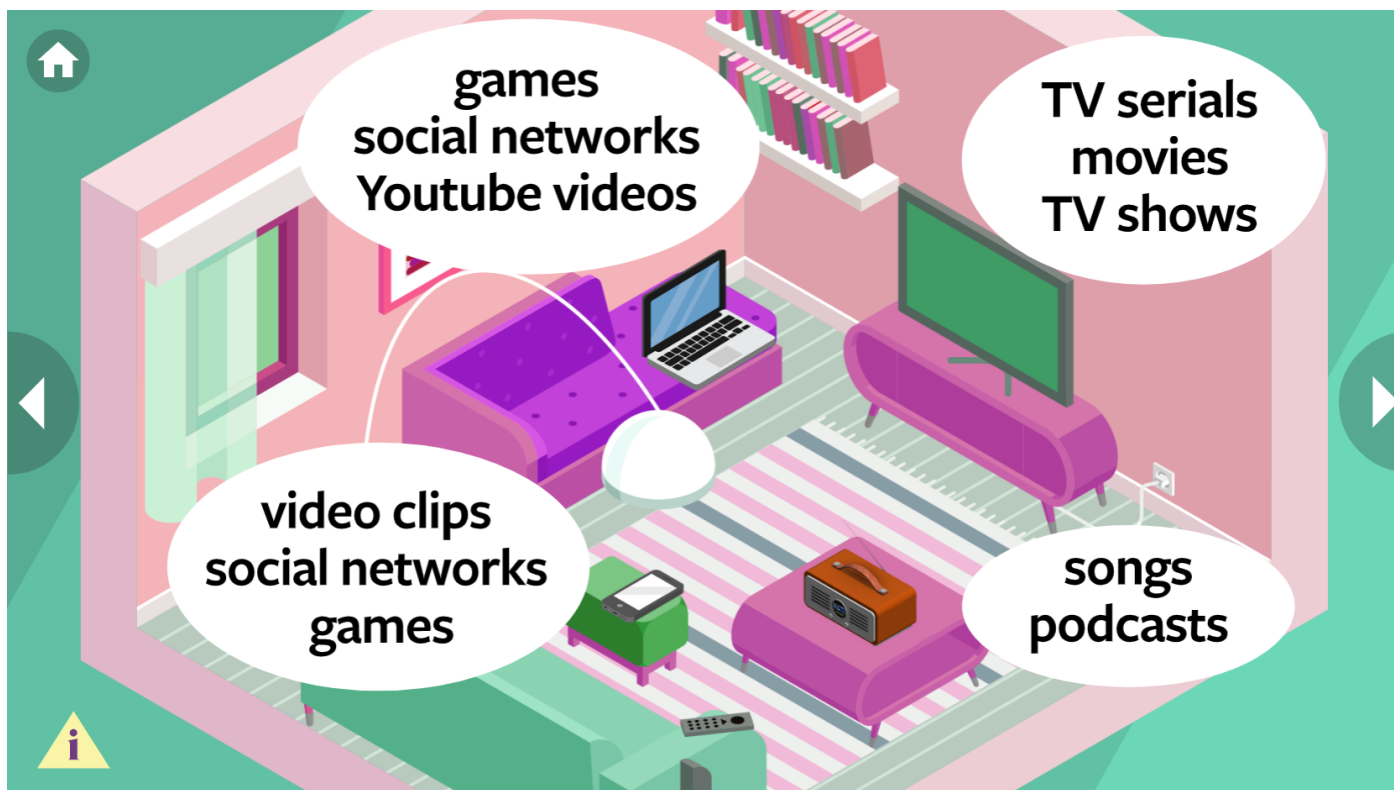
Take a look at the slide and think about whether you run into ads on these devices as well. This does not have to be direct advertising, but can be so-called **product placement.**

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.
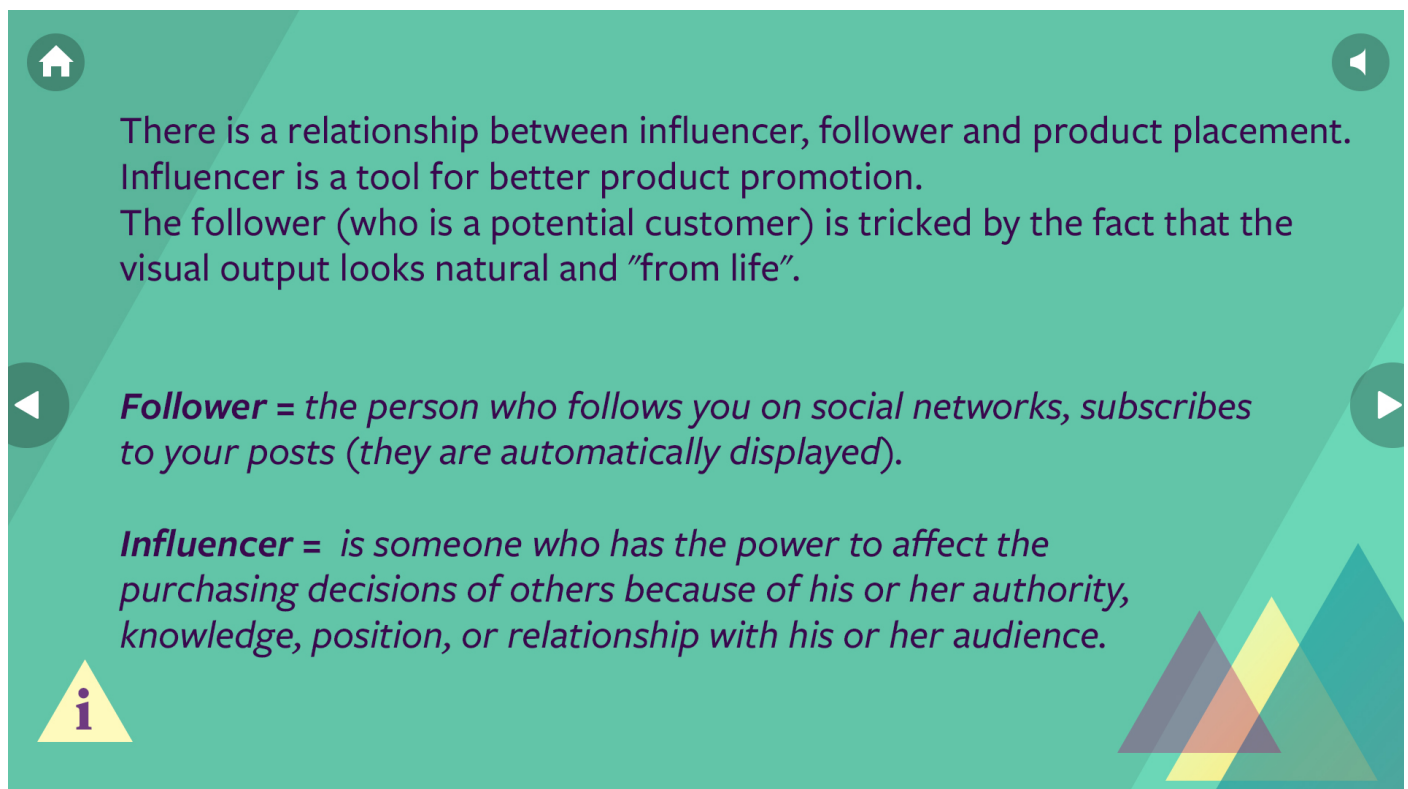

INTERESTING FACT

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.

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.

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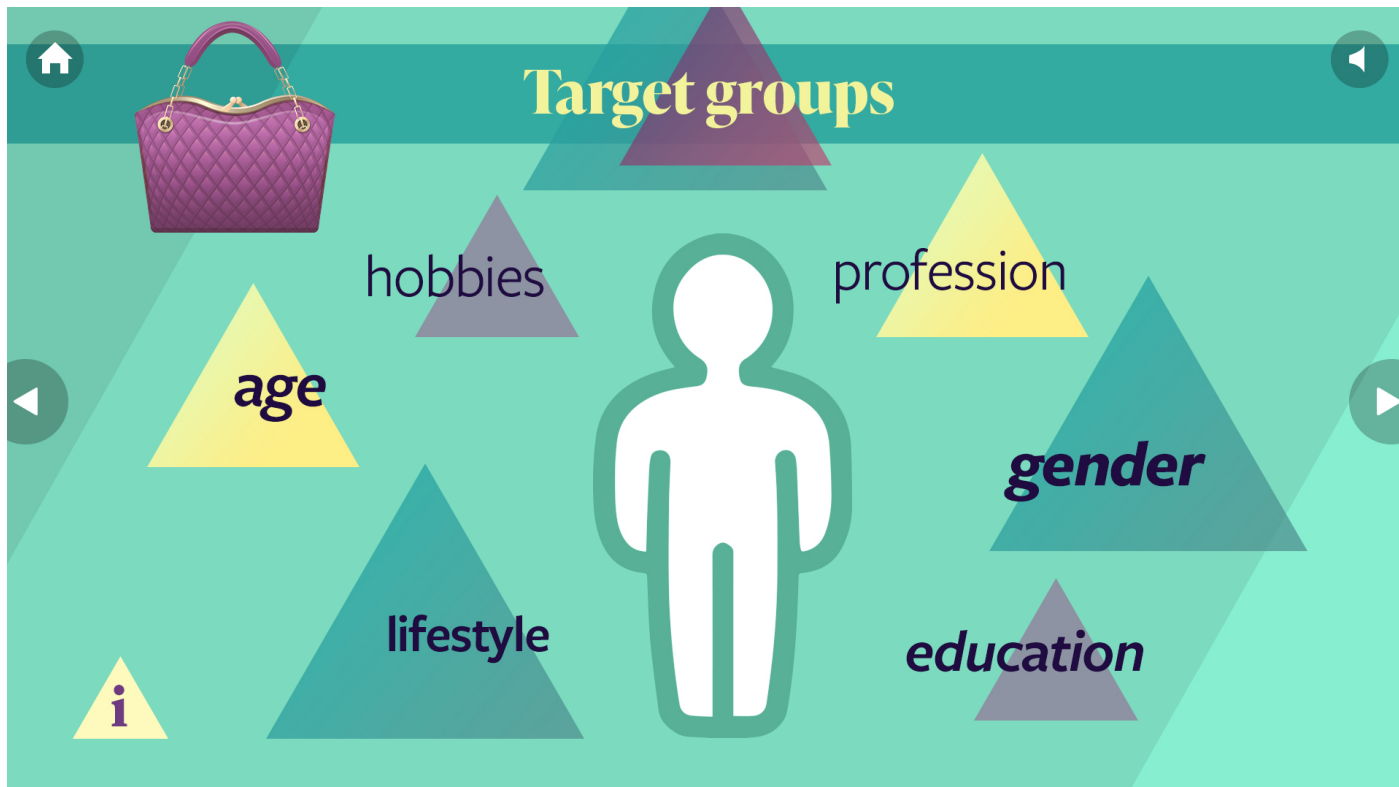
Other criteria for determining the target group include, for example:
place of residence, interests, social status, opinions, nationality...

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.

Answer the following questions related to the slide in written 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?

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.
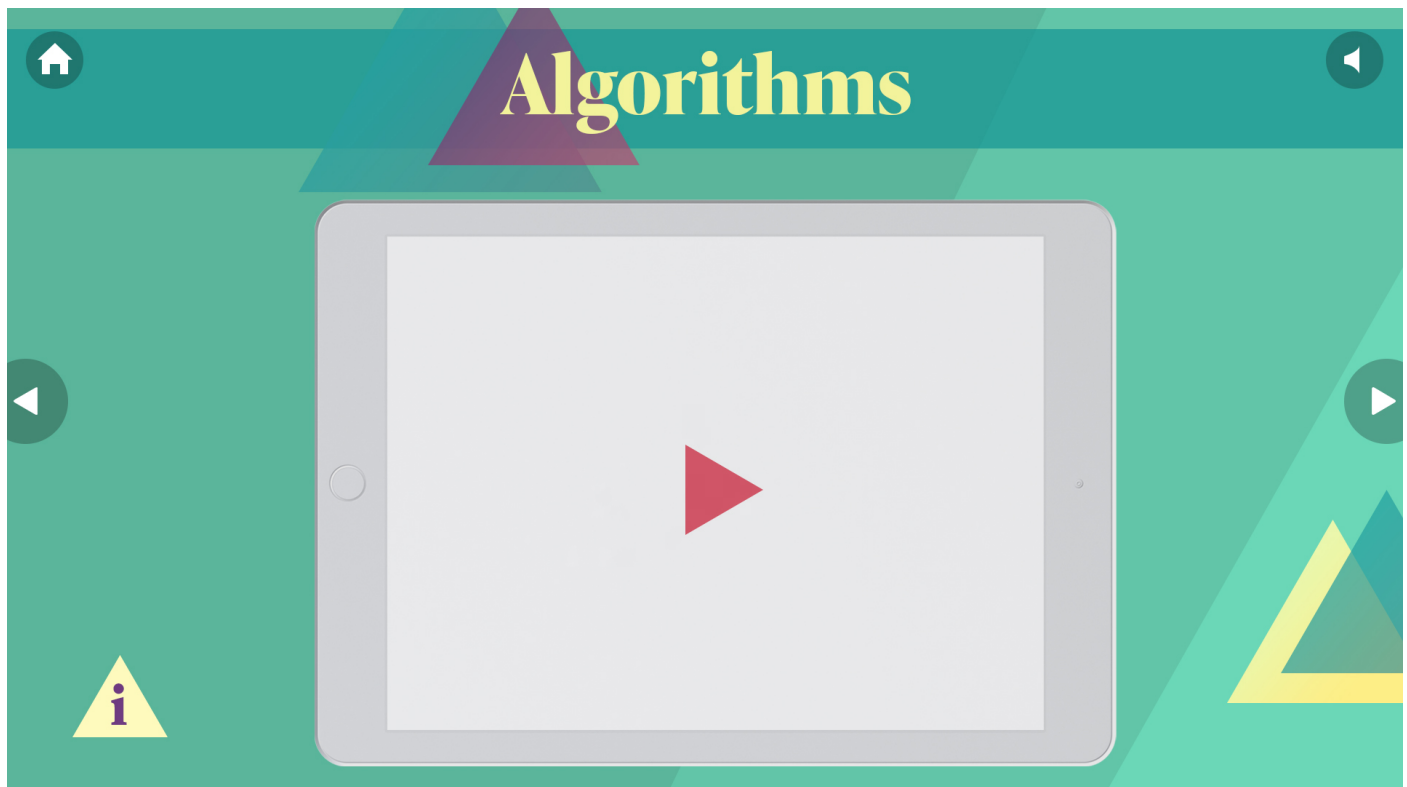
The transcribed text of the voiceovers is attached for clarity:
*"The human brain can think of a lot of things. It's not that easy with a computer.
It doesn't think. The computer will only know what a human will teach it.
It needs a certain algorithm for all tasks, i.e. instructions. For example, algorithms
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."*

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.)

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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.

Regulation

Because advertising on the Internet is evolving very quickly, institutions are being created to regulate it. You can see some examples on the slide.
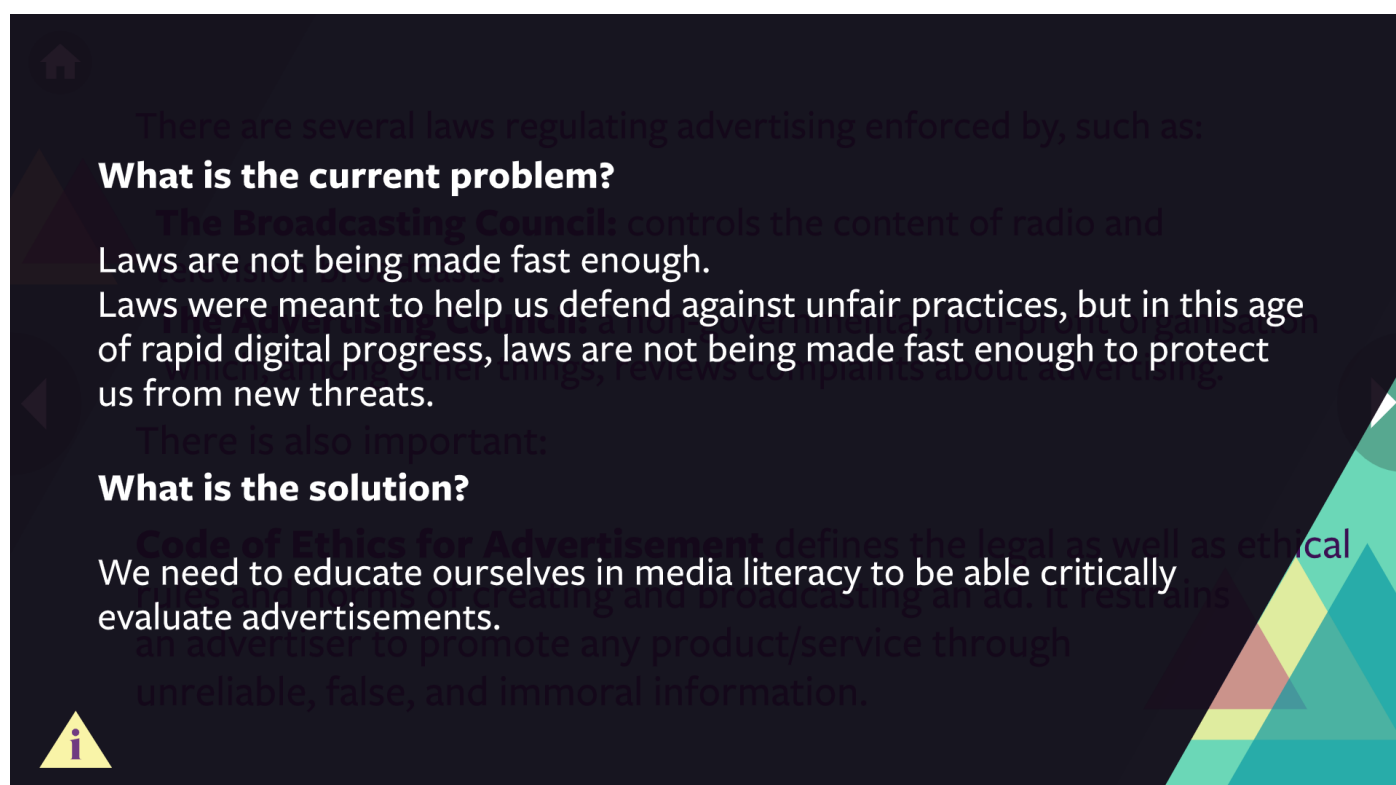
There are several laws regulating advertising enforced by, such as:

The Broadcasting Council: controls the content of radio and television broadcasts.

The Advertising Council: a non-governmental, non-profit organisation which, among other things, reviews complaints about advertising.

There is also important:

Code of Ethics for Advertisement defines the legal as well as ethical rules and norms of creating and broadcasting an ad. It restrains an advertiser to promote any product/service through unreliable, false, and immoral information.

Do you know what is the current problem of the advertising?
Click on the info button to find out.

What is the current problem?

Laws are not being made fast enough.
Laws were meant to help us defend against unfair practices, but in this age of rapid digital progress, laws are not being made fast enough to protect us from new threats.

What is the solution?

We need to educate ourselves in media literacy to be able critically evaluate advertisements.

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.

The End

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