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Author(s)	Nicholas, T.
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Role Of The Advertisement Department

By

T Nicholas

ROLE OF THE ADVERTISEMENT DEPARTMENT

ADVERTISING

Advertising is simply communicating. Conveying a message to a specific or general audience, commonly for the purpose of building corporate image or to promote a company's products or services. It is also used to disseminate information, to purchase or to recruit.

Some of the vehicles used to achieve the above are Television, Radio, Cinema, Billboards, direct mail, brochures, leaflets, magazines and of course, newspapers. Recent developments are Taxi Tops, Laser Beams, Videotext, Teletext, Video advertising. The innovator never stops searching for new means to break away from the traditional medias. However, the owners of the traditional medias too never stop at injecting fresh ideas to expand the scope of their media. Sponsorship of T.V. programmes and scented ink in newspapers are some recent developments here.

Before I go any further, I wish to clarify that in our context, advertising would refer to a paid medium.

ADVERTISING EXPENDITURES

We are all part of the Publishing Industry. We are part of the media mix and in no small way. We are in high demand. Publications, have been, still are, and will be for many years in the future a major tool for

marketeers to cost efficiently promote their products and services.

Thus lets have a look at our region. Lets see the kind of revenues or market share that our industry command.

JAPAN

In 1986, Newspapers netted 878.4 billion yen or 28.8% of the total advertising expenditure. The market share has been consistent in the last 3 - 4 years.

HONG KONG

25.6% of the total advertising expenditure in 1986 was to newspapers. Newspaper share has been increasing steadily since 1983 from 20% to the present 25.6%.

Airlines, Cars and Cigarettes were the major spenders this year.

INDONESIA

The Lion's share of the advertising expenditure goes to print. Newspapers alone gained in excess of 75% of the total advertising cake in 1986.

Top spenders this year were Vehicles and Spare parts, Cigarettes and Airlines.

THAILAND

Here too there has been a steady growth of newspaper advertising. In 1984 the growth was 10%, in 1985 it was 6% and in 1986 the growth was 5%. In 1986 Real Estate advertising experienced a gigantic 56.6% increase from 1985. Newspapers gained a substantial amount of this increase.

PHILIPPINES

Newspaper advertising in 1986 had a healthy growth of approximately 19% from previous year.

The main spenders were the Airlines, Hotels and Credit Cards/Travellers Cheques.

TAIWAN

Newspaper gained 40% of total ad expenditure. This would total approximately US\$304.6 million.

SINGAPORE

Due to the recession, the advertising expenditure went down to approximately S\$290 million in 1985 from a peak of S\$323 million in 1982. It is now back on the road to recovery. In 1986 total expenditure rose slightly to return S\$293 million.

Publications command approximately 56% of the total advertising expenditure. The major advertisers were Airlines and Hotels.

MALAYSIA

Like Singapore, Malaysia experienced a decline in advertising expenditure. A total of M\$374 million was recorded in 1986 - 5 to 6% lower than 1985.

Newspapers gained 48% of the total in 1986. Although it is losing ground slightly in terms of market share, its dominance is still very much felt.

So we have seen that we are fortunate to be in a region where the advertising industry is growing at a healthy rate. Its even more exciting to know that we belong to a medium that accounts for approximately 40 - 45% of the total monies spent on advertising.

THE ADVERTISEMENT DEPARTMENT

The Newspaper or Publisher is concerned with basically two functions, and sometimes, but not always, two sources of incomes.

In the first place, he produces a product that attracts an audience. Thus the first source of income is from the product itself or through Circulation.

Secondly, he sells the presence of that audience to advertisers. This is

the marketing of advertisement space and it provides the publisher his second source of income. This function is performed by the advertisement department.

Since the advertisement department interacts with the consumer, the advertiser and the Advertising Agency. It is best that we discuss its role as follows:-

- a) The responsibility of the Ad. department to the Publisher.
- b) Its responsibility to the Agency or Advertiser.
- c) Its responsibility to the Consumer.

RESPONSIBILITY TO THE PUBLISHER

The primary role of the department is to act as a financial resource to the publisher. Its main function would be to design the plans and strategies to meet the corporate goal in terms of revenues.

These plans are geared to two main areas of revenues, namely the general advertising or Display and the Classified Advertising.

The Display caters for advertising that promotes a Company's Corporate Image, its products or its services. The advertisements are published in the run of page.

Classified advertising usually is concentrated in a section of its own. It makes up the lineage advertisements which is for the trading of new and used articles, properties and automobiles. Personal messages, Obituaries, recruitment, Company Notices and Legal Notices are also

considered as Classifieds.

It is clear from the definitions above, these two areas of advertising require specific plans and strategies as it caters for different markets and needs of the advertiser.

The plans will include a clear market segmentation, sales budgets, sales plans and strategies including pricing, manpower, fixed assets and operating cost.

The on-going activity is to monitor these plans and make improvisations should the actual results significantly deviate from the set goals.

To realise the above plans effectively, it is imperative that the departmental structure be well-organised. This will include the sales, administration and support sections of marketing research/development and studio.

Also to ensure a smooth day to day operation of the overall media production, the department has to co-ordinate and work closely with the various departments especially Editorial and Production. At the end of the day, we must deliver to our discerning readers a high quality product.

To meet the demands of to-day's advertisers, and to face the numerous challenges that abound in the media arena, our soldier will have to be well equipped and of fine quality. It must thus be emphasised that the process of selection and training is important. The training of an

advertisement sales person should be on product knowledge and selling skills.

The advertisement department will thus have to formulate plans, organise manpower, recruit, train and co-ordinate with the various departments to achieve the end result of the revenue expectations of the company.

RESPONSIBILITY TO THE ADVERTISER / AGENCY

The advertisement department will have to provide efficient service to the buyers. A purchaser will always want to have a long term relationship with the media if he is assured of being cared for. We must work towards developing a client rather than a one off business deal. The more support the advertiser gets from the media, the more he will depend on them to serve his advertising needs.

The advertisement department should also keep the advertiser fully informed. Statistical information on Circulation, Readership, Demographic Profiles and any new research findings should be provided to the advertisers. This will keep him abreast of developments and thus assist him in his direction towards achieving his advertising objectives.

New opportunities and creative propositions should be provided to the clients. The purpose of his campaign is not only to reach his potential market. It is to reach them effectively so as to get the desired response. The more impact his advertising has, the more chances of getting attention. The more persuasive the message, the more the chances

of effective demand.

The client should get the best returns from his advertising dollar. It is the responsibility of the Advertisement Department to ensure this. Professional service, up to date information and development of ideas are the demands we have to meet to-day and in the future.

RESPONSIBILITY TO THE CONSUMER

Finally, to the masses of people, we have to convey the truth. A good newspaper is respected by the people and believed. The department has to ensure that it avoid publishing any undesirable messages or advertisements. We should also be sensitive to the feelings of the readers.

Examples of advertisements that we disallow are forecast of lottery results and friendship advertisements with suggestive wordings. All advertisements are checked by the ad taker or administration and the department will reject any advertisement that is felt to be against the interest of the reader.

Thank You.



T. NICHOLAS
AD MANAGER - CLASSIFIEDS
N.S.T.PRESS (M) BHD