

## COMMUNICATION AS A TOOL IN ADVERTISING

## COMUNICAREA – UN INSTRUMENT ÎN PUBLICITATE

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*This paper deals with a series of phenomena and forces with a great impact on the value system of the organizational communities. Among the present tendencies, we can especially refer to diversity and growth of the consumers' demand, the changes that occur in the tastes and preferences of the consumers and the last but not the least important, the great development of information technology. Also, there are other forces that have the same importance, although they only appeared some time later: the development of the communication network, the growth of national and international competition, economy globalization and others. As for the chosen subject, we will deal with different ways in which organizations respond to the present market necessities: communication strategies and promotion techniques for agroalimentary companies. The same as other communication techniques, advertising is used to broadcast messages that can deliver a positive response from the target public. There is a strong resemblance between publicity, on the one hand, and sales promotion, direct marketing, public relations and event communication on the other hand. No matter the method used for transmitting the message, the communication mechanism remains the same. This, and the variety of forms that publicity can take, are the reason why it makes it so difficult to establish distinctive features for publicity. Advertising represents an important component in promotional communication. Having in mind the consumers needs for different foodstuff, that eventually appear on the market, advertising tries to inform, to persuade and to remind consumer regarding its existence. There are many strategies but we can say that in Romania advertising is one of the strongest and very successful techniques in getting known agroalimentary foodstuff.*

**Key words:** communication, technique, tool, advertising, marketing.

### Introduction

Nowadays, products do not only appeal through their quality, but they also need credibility. Through communication, companies release credible information about their own products, but they also influence the consumers' preferences, and affect their decision in buying certain products.

The companies' interest for persuasive means was obvious from the very beginning. Persuasion itself represented a very controversial subject both for ethical reflections, and for scientific research. Despite the long existence, there is no general theory for the change in attitude, and the existing theories could not

reach an agreement for the strategies that need to be taken in order to achieve a certain change in attitude.

The need to understand the functionality of communication channels and its impact on receiver's attitude and behavior influences not only the consumer in general, but also all businessmen.

Communication strategies and sales promotion are used as means of attracting the consumer and changing their attitudes towards the company and its products and services.

The paper comes to confirm the fact that, in business, the companies that do not use promotion and communication strategies have no real future, and also acknowledges that the success achieved by great brands in agroalimentary industry was based on the necessity of using this type of strategies.

### **Materials and Methods**

The easiest style of communication passes on a short but clear message that can be understood by the message receivers and assimilated in order to apply it. An efficient communication, as compared to a good type of communication implies motivational elements that can have a positive effect on the addressee convincing him/her to accept the message and apply it in real life. Communication represents a major part in life and plays an important role in business, education and virtually every situation in which people interact. Business is characterized by special types of communication. There are companies that create and install communication equipment (faxes, video cameras, personal computers, phones etc.) and there are companies that create some of the messages and content transmitted through these technologies (films, books, soft etc.). These companies are part of the media or telecommunication industry.

Organizational communication is important for all types of business. People from within an organization communicate in order to coordinate their work and to acquaint the outsiders with their products.

### **Results and Discussions**

During the last decades, not only in Romania, but all around the world, communication became the favourite study object for experts in all sorts of fields: economy, education, philosophy, linguistics or sociology. The variety of perspectives in which communication was approached, often lead to terminology confusions: one of these is identifying information theory with communication theory which by the way, is one and the same with mass communication research.

Marketing communication is a rather new concept that only came into being as a result of the spectacular evolution of marketing. The novelty of the concept, as well as the complex nature of the reports in marketing communication, prevented the specialists from reaching a common point of view.

The entire literature on communication emphasizes two main aspects. The

first one refers to those who consider that the existence of communication depends on the transmitter's intention of influencing the receiver's behaviour through a symbolic message. The second one is sustained by the specialists who consider that an intention of influence is not necessarily needed, being impossible for someone not to communicate.

The existence of several definitions on communication implies several types of communication. From the very beginning, communication represented a crossroads for several disciplines that contributed to its development. Each of these disciplines brings into the process its own method and point of view in describing and integrating reality.

In order to observe the common terminology of the „4P”, we should talk about „promotion” rather than communication. Using the term „communication” implies a stress on sending a message to a potential customer. This message tries to force a favorable evolution of a motivation or attitude in order to obtain a behavior, generally materialized in shopping. On the other hand, „promotion”, which is a more instructive word, concentrates on achieving a fast result, and a growth in the sales figure of the company.

Advertising and sales promotion represent the two main branches of communication. Communication means sending a message to a partner. Specialists usually make a distinction between the transmitter of the message and its addressee. As to what marketing is concerned, the company is the one sending the message, while the target is the one receiving it. The message is sent through a channel, which can be materialized in a television network, a poster, a salesman or a free sample. In order to establish a good way of communicating, there are several difficulties that need attention:

- Choosing a proper target;
- Choosing performant means of communication;
- Transmitting the right message is the hardest issue because it implies defining the aim of communication.

Generally, communication concludes in making a decision, to be more precise, to what marketing communication is concerned, it leads to making a decision on whether to buy or not a certain good or service. Logically, we observe the necessity of addressing clear, precise and correct messages, in other words, we need a coherent way of expression.

The coherence of the messages and how they are build up and presented using text, color, images and sounds are elements that are more and more frequent on the Internet, which is in fact, the most evolved technology, able to give new dimensions to the communication process.

Distance or language barriers, the same as disturbances from intermediaries who are also influenced by a whole series of rules and objective conceptions, can no longer be found using new tendencies of communication through the Internet; communication becomes direct and produces a feeling of a personalized connection.

Another tendency is that of changing from using the Internet through network access to processing Internet services such as e-commerce, newsletters, traffic on the Internet or software for Internet. In the same manner, the future companies can not separate from using the internet for common operations (stock supply, research and development, marketing, personnel recruitment, control and financial administration).

All these tendencies and developments emphasize the idea that the Internet will represent the main path for marketing in this informational era.

Over the years, there have been numerous disagreements between specialists, on what can be considered the most important role of communication: information means, communication instrument or art. Publicity is a communication technique that involves a complex, persuasive process that uses specific instruments, able to cause a psychological pressure on the target public.

Publicity viewed as advertising must be separated from commercials, since these are the final product of publicity. In the same time publicity and advertising differ from one another, since publicity refers to the strategy that a company or individual uses in order to become known to the public by giving information to the media; information that they hope to be appreciated as news, and be published without charge.

The same as other communication techniques, advertising is used to broadcast messages that can deliver a positive response from the target public. There is a strong resemblance between publicity, on the one hand, and sales promotion, direct marketing, public relations and event communication on the other hand. No matter the method used for transmitting the message, the communication mechanism remains the same. This, but also the variety of forms that publicity can take, is the reason why it makes it so difficult to establish distinctive features for publicity. Yet, specialists identified a series of distinctive characteristics of publicity:

- ❖ public feature – advertising gives legitimacy to a product, in such a way that the consumer feels as if his choice is understood and accepted by the public;
- ❖ the capacity to give a favourable status for the company that creates the advertisement – companies that promote, through publicity, not only products and services, but also their own image, are considered powerful and successful;
- ❖ the capacity to influence – due to the fact that a message can be repeated several times;
- ❖ impersonal characteristic – communicating with the target public is not done directly, but through non-personal channels (press, television, radio, internet etc.), this way, the audience does not feel constraint to react or to pay too much attention;
- ❖ considerable expressiveness, communication through publicity can allow the use of image, movement, text and sound, depending on the channel used.

It is often said that publicity draws the consumer to the product, while promotion drives the product towards the consumer. This phrase emphasizes the complementarities of the two types of action. A definition of sales promotion is very hard to find. Sales promotion is represented by the entire process of marketing activities, other than personal sales and publicity that can stimulate purchase process, such as exhibits, promotions and other various efforts of non-repetitive sales, that takes place outside the common routine. The purpose of promotion is that of drawing the product closer to the consumer.

Public relations and non-commercial publicity are defined as a large range of programmes needed for promoting or protecting a company's image and products. Personal sale is another very efficient instrument for the later stages of the purchase process especially for determining the customer's preferences, his belief and decision to act.

Direct marketing includes all forms of catching the customer's attention on a product, by mail, delivered or directly exhibited, without the interference of other media such as newspaper or television. The communication instruments for direct marketing are: television purchase, direct marketing or direct offer through mail, on-line marketing, catalogue marketing, electronic store marketing, telemarketing and face-to-face sale.

### **Conclusions**

The most efficient type of communication transmits a rather short but clear message that can be easily understood by the message receivers and assimilated in order to apply it. An efficient communication, as compared to a good type of communication implies motivational elements that can have a positive effect on the addressee convincing him/her to accept the message and apply it in real life. Marketing communication represents a strategic advantage in a competitive environment, especially when this environment is in a continuous change. Every company's condition for survival stands in its capacity to adapt to every change that might occur, and this can only be achieved through an intense and competent communication.

Marketing communication channels are among the most important elements in a company's mix marketing. From this point of view it becomes obvious that communication messages can no longer be allowed to drift; they should be taken care of by communication specialists, such as: advertising agencies, sales promotion specialists, direct advertising specialists and public relations firms.

Economic practice demonstrated that there is no benefit for companies with money that adopt communication and promotion strategies, but the relationship works the other way around: companies that adopt communication and promotion strategies are the ones who benefit.

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