

The Advertising and Firms: the Global Strategic Orientation

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Abstract: *Advertising has been around for a long time and dates back to ancient times. The main application of the advertisement was to emphasize the advantages and qualities of the goods offered, in order to encourage buyers to buy certain goods. Advertising has undergone various forms of modification over the years, especially with the advent of new technologies and modes of communication, but it remains a very important element of marketing. With the advancement of computer technology and the Internet, adventures have metamorphosed. E-commerce and Internet advertising are evolving, leading to new and innovative future advertising opportunities [1].*

The purpose of the report is to present the main strategies for intensive advertising development globally, namely advertising aimed at increasing market share, new product in existing markets and developing advertising for entering new markets.

Keywords: *advertising; internet advertising; strategies; development; markets.*

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1. Introduction

Advertising is crucial for any business, especially in the current fast-paced market environment. Through advertising, consumers are informed and positive about the products or services offered [7].

The messages of the ad are not sent to a specific user but to the audience as a whole. Ad controllability is related to the management that the advertiser exercises over the timing, focus, presentation, nature and content of the advertisement. The main task of marketers is to determine the target audience to which the message is addressed [4].

The results of the activity of heterogeneous institutions are an advertising object. This demonstrates that advertising is universal in nature as a communication technique. This, in turn, provides the opportunity and need to develop different types of advertising to suit not only the type of advertising object but also the markets to which the article is intended and the company that orders or implements the advertising campaign.

Many consider marketing and advertising terms to be the same [6]. Advertising is one of the main elements of marketing. Effective advertising can gain market entry and impact, which in turn will lead to more sales. Advertising is at the heart of marketing communication by informing, stimulating and reminding consumers about the company's products and services. An example of a good advertising agency is the British company Billington Cartmell. This company has created successful ads for Lucozade, Carlsberg, Ribena and Heinz Beanz. These ads have been quite successful, reaching a high percentage of their target market. Lucozade's ad reached 79% of the target market, with users exposed to the ad campaign 29 times [5].

Almost anything can be advertised - products, services, ideas, platforms, social movements, certain individuals and events. Different methods and means of reaching consumers are assigned to the advertisement for each of the above. Community culture and understanding are also influential. For example, cigarettes and tobacco products cannot be advertised in Bulgaria, and alcohol advertising has certain features that must be respected [8].

These conditions reduce personal contact between consumers and manufacturers. This raises the need for extensive use of impersonal forms to familiarize the potential buyer with a product, its consumer qualities, conditions of sale and modes of use. When the use method or the product itself is new to the customer, advertising plays the role of a means of creating a market for that product.

Modern ads have specific features. The first specifics are the message, also known as the creative. It targets a target audience selected by the communicator. The communication that is made by the advertisement is defined as indirect. The feedback that manifests itself in the behavior and attitude of the addressees is important here. Through the use of special surveys, such as surveys, reader cards and coupons, actions can be recorded. The feedback sometimes does not occur, but other times it immediately occurs.

The effect of advertising communication is the second specificity of modern advertising. This effect is slow in time, but in rare and limited situations the reaction can be rapid and spontaneous.

The third specificity is that advertising is a paid form of communication. Its cost is included in the pricing of the company's products and services. The fourth specificity is that modern advertising is characterized by its durability and mass appeal. Its base is based on advertising constants such as appellation of origin, brand, company colors, advertising slogans and more. A trademark is a sign that guarantees origin and has an immediate commercial effect. The brand is very important for modern advertising because people buy more often than the product itself, but the brand. The latter consists of several components - physics, character, style and capability. The product itself shapes physics and includes purpose, composition, benefits and use. Appearance plays a major role in making a first impression. The way the product is presented is the basis of advertising. The product itself is crucial to the brand [9].

The main purpose of advertising communication is to make a sale. This is achieved by informing potential customers about the products and services offered by the company. It is this purpose that makes advertising necessary not only for manufacturers but also for consumers.

Defining the overall company strategy is about establishing strategic guidelines, evaluating strategic positions and seeking alternative strategic options. Advertising is a component of commodity turnover, which forms many links between advertising, product range formation and commercial policy. The placing of the goods on the market and the organization of the marketing are tied to advertising. The ongoing constant changes in the structure of consumption, commodity supply and production necessitate in-depth market studies, specific advertising and demand analysis. The basis of all marketing activity is formed on the basis of market research. This allows the company to adapt to the increasingly difficult conditions of realization. Advertising and the use of various means of effecting demand form the bulk of marketing. Advertising is an important element of marketing and as such, it must be combined with marketing functions, goals, tactics and strategies.

Significant changes in the nature of advertising must be taken into account. Consumption and production are increasingly diverging in time and space in the presence of large batches, concentrating production itself and increasing market absorption.

2. Problem Statement

The senior management has access to the key resources of the company and that is what forms the advertising strategy. The goals of the advertising strategy help to create a clear picture of the role of advertising assistants in the organization's advertising campaign. They also provide a basis for planning the company's advertising. The objectives give consistency to the various management decisions that have been approved regarding the financing of the advertising campaign. Through the goals, management can analyze and control the advertising activities of the organization.

There are two types of possibilities - external and own, which differ from each other. Own capabilities can be changed and regulated by the company, that is, it has control over them. They are tied to the availability of certain inventory. Unlike our own, external capabilities cannot be directly controlled by the company. They are much riskier. Some examples of external opportunities are developing advertising for new products and services, finding and developing new sources of advertising, and improving methods for validating a new message . External capabilities can come in any form.

3. Research Questions/Aims of the research

Through strategic guidelines, the company can more easily formulate and define its development directions. They also make decisions more efficient and rational, and can be coordinated with the entire company. This is done by first defining the goals that the company wants to achieve, and then the appropriate strategies for their realization.

Goal setting is a complicated process that requires defining, reviewing, editing, agreeing, and forecasting your advertising goals. The so-called "Goal tree" is the best-developed method of goal setting. It is a system of procedures for forming complexes of targets in the form of a tree graph. This method is versatile and allows linking high-level missions with the tools needed to accomplish them. At the top, the Goal Tree contains the main goal, and at the bottom there are tasks that are defined by a list of works performed in accordance with specified rules under strictly defined conditions. Developing a "goal tree" is done through decomposition. Its essence consists in mapping the structure of the hierarchy and dividing it

into constituent elements. The decomposition of the "goal tree" is accomplished by the following algorithm. First, the goal or objectives are formulated. The goal should answer the question "What?" And describe the desired results, but not the actions needed to achieve them. The second step is to define the concept for the purpose. Criteria will emerge here that demonstrate the degree of achievement, as well as the limitations that can be imposed on all tasks. The third step is to break down the goal into a hierarchical structure of sub-goals. At each level, the sub-goals must be independent and not mutually reinforcing. The restrictions are then set. This is a state of the system, types of behavior and other characteristics that should not appear in any case. The last step is to analyze the options. The lowest level tasks can be accomplished in various ways. The specialist who develops the "goal tree" of the company must consider more than one option in order to select the most optimal path and prepare an alternative.

Given the different combinations between current and emerging markets and products, the role of advertising can be expressed both in increasing sales volume and in growing market share. Choosing the right strategy or strategies depends on the degree of saturation in the market and the company's ability to refresh its product advertising. The three main types of intensive advertising development strategies are advertising aimed at increasing market share, developing new product advertising in existing markets, and developing advertising to enter new markets.

4. Research Methods

The analysis and synthesis methods require the following algorithm:

- Empirical research stage: gathering information about the whole (facts, properties, data) and its primary processing. Implemented according to plan observing, questioning, studying facts and documents.

Requirements: information to be consistent and scientifically proven, to allow quantitative and qualitative analysis and to enable comparison. For its collection is monitored, studied sources and documents, Primary processing includes validation, clustering and classification by importance, by problem areas and by stages of the process.

- The following procedures are performed at the theoretical study stage: breakdown understanding the whole of it by some sign, describing and explaining its parts. The signs must be measurable, modelable, important, comparable and usable. Description: element nature, basic parameters, hc, reasons for occurrence, internal and relations with the elements of the whole, trends of development. Ends with element evaluation and conclusions for the whole. Explanation to support the judgments of the

description of nature and the unknown signs and the development of the element in the system of the whole.

- B) Synthesis: The thought process of restoring the whole by combining its component features or elements. (from Greek sunthesis = joining). A movement of thought that defines the relationship between those found in the analysis of single features and elements and their integration into features and properties, which most fully reveal the essence of the whole. From the abstract privately gets a living whole (environment, phenomenon, process, structure, etc.).

- Application: description of the facts in order to define the relationship between the parts examined and the ability to merge them into a separate class based on something new and most essential to the whole. It can be textual, graphic and more. The main thing is to contain the basic features of the synthesis by which merging can occur. - the explanation is intended to define the essence of the whole as a set of integral properties and trends in its development, and recommendations for practice actions. The whole can be an object, a phenomenon, a sign, a structure, a stage of the development of a process or process, dependency, principle, recommendations for practical activity and more. Synthesis is accomplished through a set of logical operations with which to trace the relationship between elements that are in a hierarchical chain of the concepts of a particular branch of practice. This is how the network of established ones is assembled existing causal relationships that lead the researcher to "missing that link" in that chain. This requires extensive knowledge Requirements - there should be no multivariate, but comprehensiveness. It can be done your further expertise of the synthesis conclusions. The approach to characterization they must also be uniform for each subject under study to declare the links.

5. Findings

- Advertising aimed at increasing market share

This strategy is implemented through increased advertising activity and more intensive advertising policies. Increasing market share is due to an increase in sales of existing goods in current markets. Through more active advertising, the company should strive to convince potential customers that this product is perfect for them and that they need it exactly. Advertising can also focus on additional services that make the product even more attractive. Another method is to find weaknesses in the quality of competition advertising and to use it against them. Another way to increase market share

is by convincing potential customers of the usefulness of the product being advertised [2].

- Develop new product advertising in existing markets

This strategy is based on the advantages and distinctive features that differentiate a company product from that of its competitors. For this reason, advertising must focus on new product models - for example, new design, different color, material, workmanship. Advertising relies on a wide range of new products that enrich traditional merchandise. Another way is through advertising that emphasizes the improved and modified user characteristics of the items. This strategy emphasizes the distinction from competition[3].

- Developing adverts for entering new markets (entering new markets)

This is the latest strategy for intensive development of the organization's advertising. Entering new markets gives the opportunity to increase sales by offering existing products. In this strategy, advertising can help attract new market segments by modifying products, through intensive advertising, and through the use of other marketing and distribution channels. Advertising can also help a business enter new geographic markets. This can be done through integration. This is only possible when the company industry has prospects or if the company can increase its profits by imposing control over suppliers. This is done in two ways - through vertical and horizontal integration. Vertical integration is done in two different ways. The first is to conquer by advertising, conquering the pipeline system, or by increasing control over it. The other way is by advertising the goods of the absorbed suppliers. Horizontal integration is achieved through an advertising strategy while absorbing some of its competitors.

- Diversification (new markets and new products)

There are two elements to this strategy - entering new markets with new products. For this reason, a new advertising strategy is also needed. This strategy is only applicable in a few cases. First, when sales and profits stagnate, they will not increase even through intense advertising. Second, this strategy is used when external advertising opportunities (those outside the current marketing system) are more attractive .

6. Conclusions

Companies offer standard mass-produced products that help reduce costs and form low prices. It is advisable to integrate the heterogeneous advertising strategies that are vertically integrated with corporate and

business strategies. This helps to synchronize the goals of the whole company and to develop in general global directions. Many organizations use vertical integration to gain more control over their environments. In addition to vertical integration, they can also undertake horizontal integration. This is where strategies from the same level of the hierarchy come together and coordinate. Horizontal integration helps to improve the competitive position and profitability of companies and, at the same time, to bring strategies together towards a common global goal.

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