

## DIRECT PUBLICITY – ONE OF THE MOST MODERN METHOD FOR PROMOTION

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### **Abstract**

*This writing paper suggests tracing out a field that the public in our country approached much more at least in the last years: "Direct advertising". All through this field of promotion, they lay stress on the preferential relations with clients and firms like IBM, American Airlines practice many relations since the end the eighties. Direct advertising covers a large area of activities starting with the informing of the consumers and the conclude of the transaction. For a better understanding of the notion this work is given with a few special studies.*

**Key words:** advertising, clients, direct publicity, relations

### **INTRODUCTION**

In order to "push" products and services for consumers, most companies rely mainly on advertising, the promotion, the sales promotion and personal selling. They use their advertising to inform consumers about the existence of the product and to awaken their interest and sales promotion to encourage them to buy the product and sell direct to end transaction effectively [1].

#### **Direct advertising - content, features, advantages**

Direct advertising trying to compress those elements into one to make a sale without using intermediary. The person who came in contact with an advertisement through a catalog, mail, the telephone, magazines, newspapers, television or radio - can place an order via a free phone number, indicating the card number credit that will be paid, or launch mail order, indicating in writing his credit card number or by sending a check in the same envelope equivalent order value [2].

### **MATERIALS AND METHODS**

Direct advertising is an interactive system that uses one or more advertising media to achieve a measurable response or transaction in one place.

### **RESULTS AND DISCUSSIONS**

Over the years, companies Citicorp, AT & T, Ford and American Airlines used to direct advertising and create profitable customer relationships. Colgate-Palmolive, Procter & Gamble, Quaker Oats, General Foods and other suppliers of consumer goods have begun to use advertising techniques directly since the late 80's in order to ensure customer loyalty and to "kidnap" the targeted clients of competing brands. Retailers such as Saks Fifth Avenue and Bloomingdale's, consumers regularly send catalogs to supplement effectuate sales in stores. Direct advertising companies like LLBean, Land's End, EddieBauer, Spiegel's, Franclin Mint and Sharper Image, made a fortune practicing direct advertising based on ordering by mail or by phone. Many of them have opened retail shops as managed through direct advertising, impose strong market brand name [3].

Emphasis is placed on creating preferential relations with clients. Airlines, hotels and other businesses create strong relationships with their customers through programs consisting in offering prizes to those who use more of their services and use their databases about customers to help launch offers "targeted" by individual customers. They do offer those customers and potential customers

who are the most capable, most ready to buy your product or service. To the extent that they succeed, companies will get much higher response rates from their promotional actions. Effectuate sales by means of direct advertising have grown rapidly. While retail sales annual growth of 6% base sales catalog by mail or meet an annual growth of about 10%. In 1988 sales by catalog or mail were estimated at \$ 164 billion [4].

Direct advertising is used by manufacturers, retailers, service organizations, trade catalog and nonprofit organizations. Development that has taken the consumer market is largely a reaction to the fact that the market has lost its homogeneity, which has led to an increasing number of market niches that have needs and preferences singled. Direct advertising has grown rapidly in the sphere of marketing business. One of the main reason is the high cost and increasing the penetration markets business through sales agents [5].

Advertising Direct offers customers many benefits. Buyers who use the channels of goods by mail order states that making purchases using postal orders is fun, convenient and is hassle free. This method allows you to save time. They can make comparisons between different goods just sitting on the couch and browse the catalogs of commercial presentation. Can I come in contact with a wide variety of goods and new lifestyles. Can I order gifts to be sent directly to certain recipients without being forced to leave the house. And industrial customers they recognize this method a number of advantages, one of which deserves to be noticed opportunity to receive information about the many products and services without being forced to waste time meeting with salespeople.

Direct advertising offers a number of advantages and sales. It allows a more accurate selection of potential customers. A practitioner of this technique can buy a mailing list that contains only the names of persons who belong to a well-defined group, whatever it may be, for example: persons clumsy, millionaires, newborns etc.

The message can be customized and adapted to the needs of each client. Direct advertising

practitioner can build an ongoing relationship with each of its clients. Direct advertising organization allows a precise time activities, so you can make contact with potential customers exactly at the right time. Advertising materials enjoy more attention from the public as they reach, potentially customers have greater interest in those products. Advertising allows direct comparison and test different messages and communication techniques (news releases, letters of welcome advantages other prices and the like) in search of the most effective economically approaches. Ensure confidentiality through direct advertising that offer and strategy remain hidden practitioner competitors. Finally, the practitioner of direct advertising knows when the company is profitable or not, because it has the ability to gauge public reaction [6].

#### **The main tools of Direct advertising**

**Catalogue.** Those selling ships annually based catalog by mail more than 12.4 billion copies 8500 different catalogs. On average, a family receives in a year, at least 50 catalogs. The catalogues are sent by large general retailers - JC Penney, Spiegel - which sells a comprehensive range of goods. Specialized stores such as Neiman-Marcus and Saks Fifth Avenue, sending catalogs to maintain middle-class market. These catalogs shows the goods expensive, often exotic jewelry and gourmet refinements. Many corporations have acquired and have created specialized divisions mail order. There are thousands of small firms who publish catalogs, especially in the field of specialized goods such as electronic items, gardening equipment, women's clothing, household items, etc..

Among the most innovative home based mail order catalog waters are Land's End (sportswear), LL Bean (sportswear) and Sharper Image (electronic items). They hold positions in the creation of attractive assortment of products and their presentation using leaflets - well done color. They offer their clients a toll free telephone number for 24 hours a day, accept payment by credit card and ships the goods immediately. The success of the mail order business depends largely on

the company's ability to keep their records effectively address lists and lists of customers to market and create an image of "company that offers various benefits for the customers." Some companies that sell based on catalog that are distinguished by their catalogs inserted in literature or media information, send customers samples of materials, hold a "hotline" through which to respond to questions, send gifts to loyal customers and donates a part of profits to charities. A small part of the most famous houses orders - Sharper Image, Land's End - have opened outlets retail to attract and through other channels both old clients as well and along the newcomers to do business with them. Some houses orders based catalog - Neiman-Marcus, Spiegel - experience a new form, video catalog, which he sent by post so the best clients and the most promising prospects.

**Post.** Advertising by posting is huge business, which runs the annual amount of tens of billions of dollars. Merchants mailed individual materials such as letters, flyers, brochures and other "salespeople with wings". Some merchants send audio tapes, videos and even computer diskette. A company specialized in producing home gym equipment sent by post a videotape containing a film which shows both how to use a home gym machine, called "Nordic Track Cardiovascular Exerciser" and health benefits that it shows it. Ford sends people respond to her ads for automotive magazines published in a computer diskette called "Disk Drive Test Drive". Disk menu allows the customer to read a convincing advertising material, to obtain technical data and see an attractive graphic material, all relating to a particular model of car, and to get answers to the most frequently asked questions in the field.

## CONCLUSIONS

The popularity of direct mail is growing because it makes it possible to select the precise target market can be personalized, is flexible and allows the testing and measuring of results to be made early. The cost per

thousand people reached is higher than when using mass media, but it is more likely that people who come into contact actually become customers. In 1991, more than 45% of Americans have bought through direct mail. It turned out that direct mail is more successful in promoting books in subscription magazines and insurance field.

It is increasingly used in the MODAS selling gift items, clothing, specialty food and industrial products. It is also much used in the case of charitable activities through its succeeding, in 1990, collecting \$ 49 billion (24 in total funds collected by charities). Moreover, in 1990, provided funds to charity represented 25% of total revenues due to its posting.

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