MARKETING AND ADVERTISING PRODUCTS

Products need to be marketed and advertised in order to sell to customers. Advertising is a way of influencing and informing the customer about products. Advertisers will produce a plan to ensure that the product/products reach the correct end user or the "market segment".

Marketing a product is linked to lifestyle and trends; companies will assess the interests of the target group to find the most successful form of advertising for the product. If they are targeting young feremales they will advertise in appropriate publications.

There are number of different forms of **advertising**:

Television
Radio
Cinema
Magazines
Newspapers
The internet
Workers Uniforms
Social Media

DISPLAYING PRODUCTS

Fashion and textile designers use fashion and catwalk shows to display their designs.

Retailers use in-store advertising to raise further awareness of their products. The method in which the shop displays the product will result in how successful it sells. Items might be situated by the door, in the shop window, grouped together or arranged in colours or styles, to encourage the consumer to purchase the product.

Other ways of displaying products include:

- Point of sale materials
- Packaging
- Leaflets or booklets
- Shop displays
- Posters
- Banners

ADVERTISING AND LEGISLATION

Advertising is controlled by legislation/laws. These are regulated by bodies such as the **Advertising Standards Authority**.

They protect the customer's interests, and safeguard consumers from misleading adverts.
We also have legislation such as:

- The fair trade act
- The British code of advertising
- The Independent Broadcasting act

GENERAL RECAP….

Advertising is used to:
1. Introduce new products
2. Establish product awareness
3. Re-launch or persuade the consumer to upgrade to the latest or improved product e.g. the "i-phone".

Products are packaged for a number of reasons such as promotion, information, safety and protection:
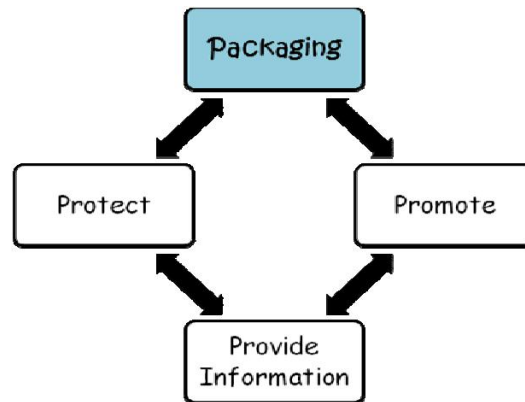
Products are packed to:

- **Protect** if the product is fragile e.g. jewellery.

- Some manufacturers use packaging to **promote** the product. Packaging is used to give the product a professional look and feel; also it gives stature to the product.

The Gucci bag is packaged in a logo embossed bag.

- Lastly packaging is used to **provide information** to the consumer such as how to wash and care for the item. Information on how to dispose of the packaging and risks associated with the packaging e.g. plastic bags that are harmful to young children. Packaging can also inform the consumer whether it is recyclable.