

MBA- I semester, Paper- Marketing Management, MB 105, TOPIC- Difference Between Advertising and Sales Promotion.

Difference Between Advertising and Sales Promotion Advertising is a message which promotes ideas, goods or services communicated through one or more media by an identified sponsor while sales promotion consists of short –terms incentives provided by the identified sponsors to consumers and traders to persuade them to purchase and stock his products. The major differences between Advertising and Sales Promotion are:

Advertising	Sales Promotion
(i) A reason is offered to buy.	An incentive is offered to buy
(ii) Theme is to build up brand loyalty	Theme is to break down the loyalty to a competing brand.
(iii) Aim is to attract the ultimate Consumers.	Aim is to attract not only consumers but retailers, wholesalers and Sales force also
(iv) Effective in the long run. (v) Heavy advertising makes the brand image of the product and accords it the perception of higher quality	Effective in the short run. Heavy Sales promotion leads to the product being perceived as having a brand image of cheaper and lower quality product
(vi) Advertising includes messages delivered through various types of Media.	Various types of incentives are offered for <ul style="list-style-type: none"> ➤ Consumer promotion ➤ Trade Promotion ➤ Sales force Promotion

Comparison of Sales Promotion with Advertising.

	Advertising	Sales promotion
Timeframe	Long-term	Short-term
Primary appeal	Emotional	Rational
Primary objective	Image/brand building	Sales
Contribution profit	Moderate	High