

# CHAPTER 5: Advertising and Marketing

**“The business that considers itself immune to the necessity for advertising sooner or later finds itself immune to business.”**

**Derby Brown**

## Advertising

There are many mediums an organization can choose for effective paid promotion, including newspaper, magazines, radio, television, brochures, and the Internet. If budget permits, developing an advertising campaign to promote marketing efforts can be a valuable tool for an organization. When choosing a method, consider the audience you are trying to reach, how much money you have to spend on promotion, and what method of communication will give you the most coverage.

Determine the best way to promote the organization, programs and facilities by identifying different forms and deciding on the best mediums (TV, radio, newspaper, brochure, Internet). Make promotional efforts consistent with your communications plan, including branding. For example, organization staff can wear t-shirts with logos at community events or during interviews.

The line between advertising and public relations is thin, but it is important to consider the differences when forming a promotions strategy. “Advertising is a continuation of public relations by other means and should be started only after the PR program has run its course. The theme of the advertising should repeat the perceptions created in the mind of the prospect by the PR program.”<sup>8</sup> When forming your strategy, consider how much your agency is willing to commit to communicate your message. Public relations and advertising have their pros and cons and how you choose often comes down to cost and how much control you want over the message.

➤ *What do advertising and public relations have in common?*

- Both are marketing tools geared to elevate a consumer’s interest in a product or service
- Both may use a variety of media: print, TV, radio, Internet
- Both provide information that increases public awareness
- Both methods will promote an organization’s resources, facilities, and services

Advertisements are generally paid promotions or purchased media ads in local, state, regional or national media publications, newspapers and magazines, TV and radio. Ads can also be on the web, billboards, sides of buses, trains and park benches and bleachers. As a sponsor, your agency can provide products or in-kind services to be advertised in an organizational pamphlet or brochure. The benefit of using advertising is that it can be a persuasive tool for getting a message out about park and recreation

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<sup>8</sup> Ries and Ries, p. XII.

organizations. Advertising is also a way to control the message without depending just on free publicity from the media; allowing the buyer to decide what message to say, how the message is told, and what pictures are shown to tell the story.

The advertising budget for promoting a message should include production costs, buying the medium where the message is seen (ad space or airtime) and the cost of delivering the message. Often the cost can be underwritten by a sponsorship through a third party donor or supporter. Advertising credibility is important as people need to trust the message or the messenger. The public can be skeptical when viewing advertising and might not trust the message if, for example, a negative political campaign ad runs over and over on TV.

**Sample Ads:**

California State Park Adventures

All advertising paid by California State Parks Foundation, at no cost to the taxpayer.



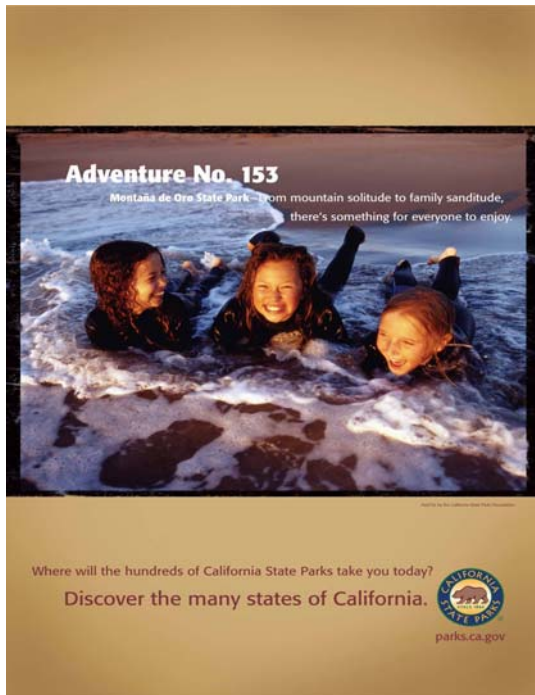
**Adventure No. 220**

Hearst Castle® –Where presidents stayed and movie stars played. Now it's your turn.



**Adventure No. 197**

Prairie City State Vehicular Recreation Area – California, start your engines.



*Sample Ad Campaign Developed by State Parks to Promote Diversity within State Parks, 2006*

## Branding

A brand is the personification of an organization or its products and services. It is a trademark or distinctive name that identifies your agency within the community. Branding includes design aspects, such as logos and color themes as well as a written tag line. An organization's brand should be consistent with their values and the community's values.

Brands are designed to build relationships, connect emotionally with customers, and promise relevant benefits to consumers. Branding is a creative process that gives your agency the opportunity to show the public your services and programs. Use branding to attract visitors and future employees. It will draw and hold the public's attention to your agency for years to come. The good brand image builds visitor recognition and loyalty, and leaves a lasting impression of an agency.

Organization-to-organization communications, focus groups and polls, market survey trend analysis, and promotional materials are just a few examples of why branding is essential to promoting an organization and ways to form a recognizable identity. When thinking of running shoes or coffee shops, Nike or Starbucks may be the first images to come to mind. These companies have a strong brand identity that has built a long-term relationship with the public. Think of these examples when forming your brand identity within your agency.

Interactive advertising will enable the further 'anthropomorphizing' of brands. In the coming years we will be giving businesses a very human persona. What consumers see will, in a very real sense, seem like a living and breathing human being. Many companies will create virtual bodies -- male, female, young or old -- as well as virtual personalities. One business may, by all appearances, be a laid-back, calm, fatherly figure, while another will have the personality of an energetic, young, party-animal. To achieve this we will start to look seriously at what makes some people uniquely popular and likable, in the hope of capturing that essence for our brand.<sup>9</sup>

➤ *Where do you display your branding? What should your brand include?*

Branding can be displayed by using a unique identifiable symbol or image on brochures, letterhead, merchandise (t-shirts, baseball caps, cups, etc.), signage, business cards, community center sign, e-mail and web sites. A brand could be a picture of the local city, perhaps a tree within the park, a photo of the facility or a diverse photo of visitors. Get creative! A strong, clear slogan or tagline can send a message that encompasses what you want to communicate to the public about your agency. Advertising is not brand building, it is brand maintenance, and often repeats the words and ideas of your brand.

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<sup>9</sup> Jeff I. Richards (2000), Chairman of the Advertising Department at the University of Texas-Austin

*Example Branding Logo teamed with a Mission Statement*



*Mission: The California Service Corps seeks to provide meaningful forms of volunteerism and service to the people of California who want to strengthen and support their state through service. The Corps will also financially support existing programs that apply for AmeriCorps grants and services. When you bear responsibility for California and serve the Golden State, you are a member of the California Service Corps.*



*Sample Branding:*

San Diego Park and Recreation Department's clear and consistent branding program: Logo:



Tag line: "We enrich lives through quality parks and programs."

*Sample Branding Logo, Goals and Personal Statement:*



**California State University, Sacramento (CSUS)**, one of the 20 campuses of the California State University, has a graduate program offered by the Department of Recreation and Leisure Studies.

**Goals of the Department of Recreation and Leisure Studies** has three major responsibilities: (1) to provide instruction for professional preparation of recreation, park

and leisure service professionals and in leisure studies; (2) to conduct research related to recreation, parks, resource management, leisure services, therapeutic recreation and other appropriate areas; and (3) to perform meaningful public service. Instructional goals focus on the preparation of professionals capable of meeting tomorrow's challenges in the recreation, park and leisure service profession.

## Sponsorships

Approaching organizations about sponsorship opportunities can include local, regional, state, national, international businesses, service organizations and non-profits that could provide sponsorships for mediums such as events, brochures, and web sites.

Fundraising events are one of the ways to raise money for an organization and also provide sponsorship opportunities. For example, the "Rubber Duck Regatta" benefits the Special Olympics of Northern California. Ten thousand rubber ducks, each with a \$5 sponsorship, are dumped into the Sacramento River from the I Street Bridge and "race" to the Tower Bridge. Radio station KYMX, a corporate sponsor of the event, says "kayakers and small boats will keep track of the ducks, note the winners and scoop them all from the water. They [make] sponsoring a few ducks easy." Donated prizes to provide incentive included a seven day houseboat trip and a 12-day cruise.

### **Sample Sponsorship:**

#### **FEELING LIKE A LUCKY DUCK?**



For just FIVE BUCKS you can help support local Special Olympics programs by adopting a racing duck for the 2005 RUBBER DUCK REGATTA – sponsored by The Grupe Company, Mix 96 FM, Comcast and the Penny Saver.

On SATURDAY, AUGUST 6TH, thousands of rubber ducks will be dropped into the Sacramento River in Old Sacramento and the race is on! The flock will float right through Old Town and the first five lucky ducks will win a fabulous grand prize! Participants need not be present to win.

Winners will receive thousands of dollars in cash and prizes including vacation cruises, a luxury houseboat trip, airline tickets, cash and even a shot at a \$25,000 car!

All proceeds benefit Special Olympics Northern California. For more information including race day festivities please call the duck hotline at (916) 929- RACE. Pick up your Duck Adoption Form at participating Metro PCS, Coldstone Creamery and CARQUEST locations or click here to adopt your duck(s) now!

Please join us in supporting this most worthwhile cause. Don't delay – adopt your lucky duck today!