

Chapter 7 Outline

Why Advertise?

Types of Advertising

Print Advertising

Broadcast and Electronic Advertising

Direct Mail Advertising

Outdoor Advertising

Collateral Materials

Alternative-Media Advertising

Developing an Advertising Plan

Placing Advertisements

Budgeting for Advertising

Monitoring Advertising

Advertising Agencies

Public Relations and Publicity

Public Relations

Publicity

Press Relations

Conclusion

Competencies

1. Outline the reasons that hospitality firms advertise, and describe types of advertising. (pp. 249–268)
2. Describe how hospitality firms develop and execute advertising plans, and summarize how hospitality firms use advertising agencies. (pp. 269–279)
3. Describe the role of public relations and publicity in reaching prospective guests. (pp. 279–287)



Insider Insights

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“I believe in advertising. But the key is to use it properly. I’m a firm believer in research. It doesn’t have to involve a large, expensive consumer study; research is often just listening. Listen to your hotel guests, listen to your competitors, listen to the people who report to you. Be consumer-directed; that’s the basis of all advertising. Tell your customers about the benefits they’ll enjoy, not just the features you offer. And don’t let the fact that thousands of people will see your advertising deter you from speaking directly to the customer as if you were selling face-to-face. Good advertising copy talks to one person: your ideal prospect.”