

The role of inserted printed advertising design and production in the daily newspaper to improve the quality of advertising message concept

Prof. Galal Ali Sallam

Professor at Printing, Publishing and Packaging Department Faculty of Applied Arts- Helwan University

sallam_galal@yahoo.com

Assist. Prof. Dr. Heba Abdel Mohaimen Awad

Assistant Professor and Acting Director of the Department of Advertising Faculty of Applied Arts - Damietta University

hebaawad13@du.edu.eg

Researcher. Ahmad Abdelhameed Ahmad El Gharbawai

Deputy Director of Technical Execution Department Al-Ahram Commercial Press

elgharbawai@yahoo.com

Summary:

This research aims to provide a systematic scientific image of design and production of printed advertising which are integrated in the daily newspaper, where advertising is different in our time as it has become an indispensable necessity of life, as the main process in communication between the advertiser and the recipient, one of the most important marketing and promotional activities of products and services, which contributes to the strengthening of the personality of the service or product and influences the minds of the masses and affects their purchasing power, and therefore the design and production of printed advertising integrated in the newspaper deserve to pay due and adequate attention for them, in terms of keeping pace with development, innovation and trade the hand which would attract the attention of the forum to follow the announcement and keep it.

The integrated advertising in the newspaper is one of the important advertising areas that should be addressed by study and research, where it has been rarely highlighted, where the integrated advertising in the newspaper allows advertisers to address their products by explaining, analyzing and clarifying its advantages and influencing the target audience in order to benefit the advertiser who may not be available in the ad problem. The standard distributed on the pages of the newspaper, where the privacy of integrated advertising allows to achieve excellence and exclusivity of the product or the advertised service.

Research problem:

The problem of the search is the lack of delivery of the content of the printed advertising message as many and as quickly as possible, and at the lowest cost at daily newspapers due to lack of quality of the printed advertising.

Research Objective:

The research aims to identify the shortcomings in the design and printing of printed advertising and printed advertising integrated in the daily newspaper to improve the quality of delivery of the advertising message.

Methodology:

The researcher follows the descriptive analytical and applied methodology where the student collects and analyzes data on modern design techniques as well as printing techniques, whether lithographic printing with chick or virgin feeding.

The following points were addressed:

The technological definition of advertising integrated with the newspaper: The ads integrated with the newspaper have formed the most prominent technological achievements in the (printing phase), in addition to the emergence and growth of creative ideas and creative psychological methods of advertising as a mean to convince its recipients. Through technological application, the newspaper's integrated advertising has become a sophisticated art, and the advertising agencies are devising all the new means that can be integrated with the newspaper to make an advertisement that is effective on the purchasing decisions of the forum.

Specifications of the newspaper ad

The newspaper ad has several specifications:

- 1- Non-personal means of communication.
- 2- For remuneration paid.
- 3- Issued from a known entity.
- 4- Double direction.
- 5- Diversity of multiple forms and sizes.

The integrated advertising with the newspaper takes different forms of (folded - flyer - publishing - result - booklet - catalog - etc.), and it has multiple sizes depending on the used format, and this distinguishes the integrated advertising with the newspaper from the advertising inside the newspaper Which adheres to a certain area and location.

Objectives of using the newspaper's integrated advertising:

- (1) Provides the advertiser with some clues on how to choose the appropriate advertising message in terms of the idea that will revolve around the ad and focus points as well as in terms of choosing the appropriate type of integrated ad and most able to achieve these goals.
- (2) Advertising goals can be used as benchmarks to assess the effectiveness of an advertising campaign.

It can be argued that long - term goals of the integrated advertising in the newspaper contribute to sales and enhance the wind, and other short - term goals related to improving the relative position of the company in certain aspects.

The integrated advertisement of the Egyptian newspaper is used to achieve various objectives, which can be summarized in the following points

The integrated advertising in the newspaper is one of the best means of rapid spread to report a new product, special offers, or business opportunities or the opening of new branches etc.

- (1) Sales objectives that contribute to increase sales.
- (2) Competitive objectives to strengthen the company's position among competitors.
- (3) constructive objectives to build a good mental image, whether the company or its products.
- (4) Encouraging objectives to support salesmen and distributors in the communication process.
- (5) Impact targets to influence recipients and strengthen their loyalty and to attract new recipients and increase their numbers.

The role of the newspaper's integrated advertising in influencing the recipient:

We can say that the main goal of using the newspaper's integrated advertising as a mean of advertising is to change the tendencies, trends and behavior of potential recipients so that they behave more acceptable to the commodity.

Advantages of the daily print ad:

The printed advertising integrated in the daily newspaper derives its characteristics through the capacity of the newspaper to which it is attached throughout the country and abroad, and its ability to reach all social and economic classes, and to all age groups representatives of the desired target group. receiver

The main features of the ad attached to the Egyptian newspaper can be identified as an advertising medium as follows:

1- Flexibility:

The flexibility of ads attached to the newspaper can be divided into three types:

A- Geographical flexibility:

The ads associated with the Egyptian newspapers achieve the geographical flexibility of advertisers by choosing the markets and areas targeted to reach and influence them through advertising by:

- Concentration of printed advertising integrated in the daily newspaper in the areas where the commodity is sold and the service is marketed.
- Restrict the printed advertising integrated in the daily newspaper to the areas where the good or service is provided or where there are branches and distribution centers.
- Focus advertising on markets that enjoy certain economic and social levels appropriate to the nature of the good or service.
- Ads integrated with the daily newspaper offer more geographical selectivity than any other advertising means other than direct mail ads.

Advertisers also take advantage of the geographic selectivity of the daily newspaper integrated ad to concentrate their press ads in areas where there is difficulty reaching the target audience, or intensify their ads in areas with high sales potential and where most of the recipients are concentrated.

B- Flexibility in scheduling:

The advertiser can organize the executive schedules of the advertisements integrated in the daily newspaper or modify them in a more flexible and effective way than any other means, as it is possible to make urgent calls to the forum, as well as the possibility of modifying the advertisement or change the format and content one day before the newspaper.

C. Creative flexibility

Native ads are characterized by great flexibility in form, size, or color, as they do not have a specific space such as ads within the newspaper, or a specific advertising time such as radio or television ads, but take many forms, for example (Brochure - leaflet - brochure - result etc.), which allows the possibility to control the length or shortens the content of the advertising message, and allows the possibility of innovation and stepping out of the ordinary.

2 - speed and ease: The integrated advertising in the daily newspaper of the fastest and easiest means of advertising in the transmission of advertising message from advertisers to recipients in terms of editing the message and output, design and implementation.

The advertiser can also deliver his advertising message to be merged with the newspaper a few days before.

Due to the daily publication, it allows the advertiser to move quickly to meet sudden marketing changes or opportunities, as well as their ability and effectiveness in the repetition of the integrated advertisement within a specified period of time.

3 - Participation and acceptance on the part of the recipient: The integrated ads in the Egyptian newspaper is characterized by a high level of participation, interest and acceptance of the recipient, as well as that the integrated advertising in the newspaper is tangible and written and can be consulted many times if retained by the recipient, which helps to increase the degree of interest in the content of advertising.

4 - Advertising is a source of information: The value of the integrated advertising in the newspaper as a source of information in that the recipients believe in the press announcements, whether inside or attached to it more than one ad for any other means, and therefore all incorporated in the newspaper ads, and can receive the newspaper to follow the ads in a moment and make them an important source of information.

An integrated advertising in the daily newspaper is a written and tangible advertisement for the recipient and contains a lot of information and can help:

1. Excite the recipient's interest in the information and data contained in the advertisement.
2. Write down some important data such as the advertiser's address or telephone number.
3. Take advantage of it and provide it to the advertiser to get a discount or a certain sale advantage.
4. The integrated advertisement in the newspaper allows the recipient to keep it easily to save the information and data contained in the advertisement more than the advertisement inside the newspaper.
5. Direct Response: Some of the ads included in the newspaper contain discount coupons or vouchers to encourage the recipient to respond or get additional information about goods and services through the website address, and by counting the number of responses and inquiries we can measure the response of the recipient and see the impact of the integrated advertising in the newspaper.

6 - High quality: The paper of the daily newspaper does not always allow the use of holograms or vivid papers, which sometimes hinders the advertising message. Especially if the message revolves around a commodity that requires high-end printing possibilities to highlight and define its aesthetic and technical characteristics.

Hence the integrated ads of the newspaper are characterized by high print quality and accuracy of the ad and attract attention to it where they are usually printed on coated paper, allowing to highlight the technical aspects of the advertising.

7 - The most helpful means of advertising in the shopping process: About 80% of the recipients prefer the newspaper and the accompanying ads, whether inside the newspaper or attached separately from the newspaper as one of the most helpful means in the weekly shopping process, where some recipients buy the newspaper because of the ads included in the newspaper A

variety of retailers and show the availability of different goods and services in the market as well as to identify their prices, benefits and discounts.

8 - Innovation and invention: The integrated ads allow the newspaper to provide everything new and innovative in order to clarify the advertising message and features of the product or service advertised.

9 - High credibility: The newspaper has the advantage of high credibility on the part of the recipients where newspapers are arranged in many studies as the most credible means for all forms of advertising, whether inside the newspaper or integrated into the newspaper separately from them.)

10 - the possibility of retention of the publication: characterized by ads integrated in the newspaper easily retained for a long time, it does not occupy much space to retain, which is easy to refer to them when needed at any time, and despite the ease of retention, but the recipient does not retain them in most cases and are subject to dumping and getting rid of them as soon as you browse them.

Disadvantages of the daily print ad:

Despite the many advantages mentioned above for printed ads integrated with the newspaper as an advertising medium, there are a number of disadvantages, including the following:

1- High cost: The integrated advertisements in the Egyptian newspaper are considered high cost in case of addressing large target groups.

2 - Traditional forms distract attention: where the ads integrated in the newspaper forms are traditional and non-innovative, which leads to the lack of attention of the recipients, and do not interest them to get the information contained in the ad and lead to the lack of response of some members of the target group of the integrated advertising, they often take the form of a traditional newsletter A5, A4... etc... as well as the lack of innovation in the pieces and the idea of advertising leads to the recipient feeling bored towards advertising.

This can be countered by:

1- Availability of many alternatives and choices for the advertiser such as folded pages, brochures, results and 3D advertising pages etc.

2 - Using innovative interactive forms, in order to attract the attention of the largest proportion of the audience who receive the forms and become interested in the content of the advertising message.

3 - Innovation in advertising ideas that would attract the attention of the recipients and arise their interests in the content of the advertising message.

4 - Innovation in the external pieces of the integrated advertising.

3 - Limited ability to go to the public: Although the mass media means widespread, but it has limited effectiveness when used for a certain category isolated from the rest of the masses, namely, the educated category the ability to read the newspaper and follow the daily news and all that is integrated into the newspaper of the ads and additional supplements, where The validity of the newspaper is diminishing for the advertiser who is sending a message to an illiterate and uneducated audience.

Results: -

1. The integration of printed advertising through the use of more than one advertising in the campaign with the targeting of each medium to the appropriate audience increases the effectiveness of the impact of the campaign to achieve its communication goals.
2. The printed advertising integrated in the newspaper is a visual mean affecting the personal taste of the viewer and can become a source of visual pollution due to randomness in terms of design and location without coordination, while ignoring the aesthetic and psychological aspects affecting the scenes and sometimes based on commercial considerations.
3. The printed advertising integrated in the newspaper plays an important role in the delivery of culture and ideas through symbols and linguistic vocabularies of the designer of what is reflected in the society as a whole and can be influenced in the anchor that contains currents and doctrines useful in solving social and environmental problems.

Recommendations: -

1. The integration of printed advertising through the use of more than one advertising in the campaign with the targeting of each medium to the appropriate audience increases the effectiveness of the impact of the campaign to achieve its communication goals.
2. The printed advertising integrated in the newspaper is a visual mean affecting the personal taste of the viewer and can become a source of visual pollution due to randomness in terms of design and location without coordination, while ignoring the aesthetic and psychological aspects affecting the scenes and sometimes they are based on commercial considerations.
3. The printed advertising integrated in the newspaper plays an important role in the delivery of culture and ideas through symbols and linguistic vocabularies of the designer of what is reflected in the society as a whole and can be influenced in the anchor that contains currents and doctrines useful in solving social and environmental problems.
4. The relationship among the designer, the recipient and the environment is a continuous exchange. The environment gives the artist all the stimuli, motives and formal perceptions that help him to show his/her creative values, which in turn affect the development of visual experience and cultural formalism of the audience.

References: -

1. Elmasry Ahmed Mohamed. Advertising. Alexandria: University Youth Foundation, 1992
2. Allaq, Bashir Abbas. Quad, Ali Mohammed. Promotion and advertising (foundations of theories and applications) integrated approach. Jordan: Al-Baroudi Scientific Publishing and Distribution House, 1998
3. Kheireddine, Hassan Mohamed. Advertising. Cairo: Ain Shams Library, 1996
4. Almusaeid, Zaka Khlyl. altaswiq fa almafhum alshaml. alardun: dar zahran ,1997m- "marketing as a whole concept" Jordan- Zahran publishing house-1997 AD.
5. Alealam, Safwat Mohamad. al'iieelan alsuhfaa. alqahrt: markaz jamieat alqahirat liltaelim almaftuh ,1999m- " the advertising press" Cairo- Cairo association for opened learning-1999 AD.
6. Alealam, Safwat Mohamad. eamaliat al'iitsal al'iielanaa. alqahrt: maktabat alnahdat almisriat, 2004 m-"operations of advertising communication" Cairo- the Egyptian rising library-2004AD.