

Advertisement as A Tool for Brand Management (A Case Study of Mobil Insecticide)

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ABSTRACT

This research study investigates the role of advertisement as a strategic tool for brand management, with a specific focus on Mobil Insecticide as a case study. The objective of this study is to analyze the effectiveness of Mobil Insecticide's advertising campaigns in building and managing its brand image in the insecticide market. Advertisement serves as a means of protecting the production and making the target market to be aware of it. Proper advertisement can attract customers to make them know if it can get customer's patronage and easy identification of product among other brand in the market place. Through this, customers will be more loyal to the product. The research methodology involves a combination of qualitative and quantitative approaches of advertisements, consumer surveys, and comparative analysis with competitors. The findings reveal the impact of advertisement on brand perception, consumer behavior, and market competitiveness. The study concludes with recommendations for enhancing advertisement strategies for effective brand management in the insecticide industry.

Keywords: *Advertisement, Brand Management, Mobil Insecticide, Insecticide Market*

Introduction:

In today's global market, there is a need to build a strong brand which is necessitated by various factors ranging from quality identification, increased profitability, competitive advantages and security against imitation or piracy etc. The most important driving force behind the increased interest in strong brand is the accelerating pace of globalization in many markets.

A product superiority is itself no longer sufficient to guarantee its success, the fast pace of technological development and the increase rate of piracy or imitation are turned up the market and dramatically shortened or reduced product life cycle. Consequently, increasing number of companies are looking for strong enduring competitive tools to strengthen their brand awareness in the market.

In the process of market development, the company modifies the market in order to increase the consumption of the products. It repositions the brand and target new users and market segments which the company is not currently serving (e.g, when Johnson

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and sons targeted the adult market with its baby powder and shampoo).

The company can modify the product by changing its quality features of style to attract new users and inspire more usage rate which might improve the product's quality and performance, its durability, speed or taste.

Brand management is the application of marketing techniques to a specific product, product line or brand. Brand management seeks to increase the product quality to the customers and thereby increasing brand franchise and brand equity. Brand management also aims at creating an emotional connection between products, companies and their customer's constituents. Brand managers may try to control their image of the brand.

Mobil insecticide was introduced by the German Chemical manufacturer, Bayer in 1975. In 2003, Bayer sold the brand to S.C. Johnson and sons. As part of the agreement, the active ingredients used in

the pesticide are still manufactured by Buyer and supplied non-exclusively to S.C Johnson and sons.

- What is Mobil? Mobil is an insecticide used to examine and control of many house hold pests, and it is very effective for crickets, ants and spiders and others.

The company has grown into full scale marketing company seeking full range of product in retail commercial aviation including special product and chemical. Currently, S.C Johnson and sons distributes Mobil insecticide to the final consumers through the following categories of intermediaries:

- Retail outlet
- Mobil established distributors
- Sub-station distribution.

These marketing intermediaries will not be able to achieve the organizational goal as regard sales and customer base of the product brand is not communicated to the intended customer through the various means of product awareness creation of which advertisement is the most effective tool. Therefore, in advertising a product brand, the following information is passed to the target audience;

- The type of product
- The quality of product
- The usage of product
- The location of sales agent or registered retailers.
- The location of companies
- Authentication sign etc.

However, there are brand of insecticide in the market competition of their share of the total market for the brand of Mobil insecticide to be recognized or known, the management has to distinguish its brand from others through an effective management tool called advertisement.

LITERATURE REVIEW

According to Ogbene, C.K (2009), literature is anything that is written and related to your selected research problem.

An essential aspect of the research project is usually the chapter two which is the review of related literature.

Gay (1989:29) says that the review of related literature involves systematic identification, location and analysis of documents containing information that is related to the research problem. The documents

include reports, book reviews, periodicals, abstracts, government publications, speeches etc.

Obiesie (2008) defined advertisement as any paid form of non-personal presentation and promotion of ideas, goods and services through mass media by an identified sponsor. It can also be defined as a form of communication intended to persuade its viewers, readers or listeners to take some actions, it usually include the name of product or service that could benefit the consumer, to persuade potebtlial customers to purchase or consume that particular brand.

Commercial advertiser often seek to generate increase consumption of their product/goods or services through branding which involves the repetition and image or product name in an effort to associate related qualities which is the brand in the mind of consumer.

When management chooses to use advertisement as a tool for brand management, such tool must encompass all the elements of marketing mix (product, price, place, promotion. People, physical evidence and period). The marketing mix is the set of controllable tactical marketing tool that the forms blends to produce the response it want in target market.

The marketing mix consist of everything that the firm can do to influence the demand for its product. Hence if advertisement as a tool is always available to management in the development of building of a successful brand, then the brand will achieve its purpose therefore, management must develop a means to blend or integrate the elements of the marketing mix to properly fit into the advertisement.

Types of Advertisement

Commercial advertising media can include well painted bill board, street furniture components, printed flyers, rack cards, radio, cinema and television adverts, web, banners, mobile telephone, shopping carts, sky writing, bus-stop benches, human bill board, magazine, newspaper, town criers, sides of air planes (in flight advertisement) on sat, back tray, tables or overhand storage bins, taxi cars doors, trains and elastic brand, disposal diapers, roof mounts, passengers creans, musical stage show, door of bathroom stalls, stickers or appliances in supermarket, shopping cart handles (Grabartizing), the opening section of screaming audio and video, posters and the back of events and super market receipt. Any place an “identified” sponsor pay to deliver message through a medium is advertising.

1. Television Advertisement

The television advertisement is generally considered as the most effective mass market advertising format,

as if reflected by the high price TV networks charge for commercial airtime during popular TV features a song or a jingle that the listeners will relate to the product.

2. Infomercials

An infomercial is a long format television commercial typically five minutes or longer. The word “Information” is a portmanteau of the words “Information” and “Commercial”. The main objective in an infomercial is to create an impulse purchase, so that the consumer sees the presentation and then immediately buys the product through the advertised toll-free telephone number or website.

Infomercials describe, display and often demonstrate products and their features and commonly have testimonials from consumers and industry professionals.

3. Radio Advertisement

Radio advertisement is a form of advertisement via the medium of radio. Radio advertisements are broadcasted as radio waves to the air from the transmitter to an antenna and to receiving device. Any time purchase from airing the commercial, while radio has the obvious limitation of being restricted to sound, proponent of radio advertising often act as an advantage.

4. Press Advertisement

Press advertisement describes advertising as a printed medium such as newspaper, magazine or trade journal. This encompasses everything from media with a very broad readership base, such as major national newspaper or magazine to more narrowly targeted medium such as local newspaper and trade journal on very specialized topic.

5. Online Advertisement

Online advertisement is a form of promotion that the internet and world wide web (WWW) for the express purpose of delivering marketing messages to attract customers, examples of online advertisement include contextual advertisement that appear on search engine result pages, Pay Per Click (PPC) sales of form, social networks advertising and email marketing including email spam etc.

6. Mobil Bill Board Advertisement

Mobil bill board generally vehicles mounted bill board or digital screens. These can be dedicated vehicles build solely for carrying advertisement along routes reselected by clients, they can also be often lighted, some being backlit, and others employing spotlight, some bill board displays are static while others changes continuously among a set of advertisements.

Mobil displays are used for various situations in metropolitan area throughout the world including target advertisement.

- One day and long-time campaign
- Conventions
- Sporting events
- Store opening and similar premarital events, bid advertisement form, smaller companies etc.

7. In Store Advertisement

In store advertisement is any advertisement placed in a retail store or outlet. It involves placement of a product in a visible location in the store such as, at eye-level, at threads of aisles and near checkout counters, eye-catching displays, promoting a specific product and advertisement in such places as shopping carts and store video displays.

8. Convert Advertisement

Convert advertisement also known as “Guerrilla advertisement” is when a product or brand is embedded in entertainment and media character can use an item or order of definite brand as in the movie minority report, where Tom Cruise character John Anderson owned a phone with Nokia logo clearly written at the top corner, or his watch engraved with the Bulgarian logo.

An example of advertising in film is in robot where main character played by William Smith mentioned his canvas shoe several times calling the item “classics” because the firm is set far in the future.

Packaging

Packaging was defined according to (Kotler 2009) as all activities of designing and producing the container for product.

Packaging can also be defined as the wrapping materials around a consumer’s item that seems to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean. It is the intended purpose of the packaging to make a product readily saleable as well as protect it against damage and prevent it from deteriorating while storing.

Furthermore, the packaging is often the most relevant element of trademark and concludes to advertise or communicate. It is an important part of branding process as it plays a role in communicating the image and identity of the company.

Functional Requirement

- a) **Protection and presentation:** A basic function of packaging is to protect and describe the content during its transit from the manufacturer

to the ultimate consumer. It protects the product from climatic effects (heat, cold, moisture vapour, dry atmospheres). It protects the product from hazardous substances and contaminants and from infestation.

Protection is required against transportation, hazards, spillage, dot, ingress and degree of moisture contamination by foreign materials etc.

- b) **Containment:** Most production must be contained before they can move from one place to another.

To function successfully, the package must contain the product. This containment function of packaging makes a huge contribution to protecting the product. A better packaging helps in maintaining the quality of the product and reachability of the product in the consumer's hand without spillage, it gives better image to the organization.

- c) **Communication:** A major function of the packaging is the communication of the product. A package must communicate what it sells. When international trade ID is involved and different languages are spoken, the use of distribution package is essential. It is the interest of brand manager to use appropriate communication package for the product, packaging protects the interest of consumers.

- d) **Information includes:** Quality, price, inventory, level, lot numbers, distribution route, size, elapsed time, color, security and merchandise and premium data. In recent times, many factors beyond containing and protecting the product have made packaging an important marketing tool.

Increased compilation and clutter retail store shelves means that packages must now perform many sale tasks. From attracting attention to describing the product, to making decisions, the first task is to establish the packaging concept which states that the package should be ordered from the product. Should the main function of the package be to offer only product protection?

- e) **Introduce a new developing product:** Communication certain policies about the brand or the company or something else. Decision then must be made on package design that covers specific elements of the package such a size, shape, material, color, text and brand mark. These elements must work together to support the product position and marketing strategy and

be consistent with the product advertising, pricing and distribution.

Brand

Eshegberi (2011) defined a brand as a name, term, sign, symbol, design or combination of these intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitors. Perhaps, the most distinctive skill of professional marketers in any organization is the ability to create, maintain, protect and enhance brand at their product. Consumers view a brand as important part of a product and branding can add value to a product because of the brand (Mobil).

But, the same insecticide is an unmarked bottle or can probably be viewed as gravity even if they were the same. A brand can provide a guarantee of reliability and quality, therefore, brand is the image of the product in the market. Some people distinguish the psychological aspect of a brand from the experimental aspect, the experimental aspect consists of the sum of all points of contact with the brand and is known as brand experience.

The psychological aspect sometimes refers to as brand image, is a symbolic construct created with mind of people and consists of all the information and expectations associated with a product or service. People engage in branding seeking to develop or create the impression that a brand associated with a product or service has certain qualities characteristics that make it special or unique. Hence, the most lasting and sustainable meaning of a brand are its core value and personality.

Types of Brand

A number of different types of brand are recognized, they are two in number which includes:

1. Premium brand
2. Economy brand

1. **Premium brand:** A premium brand is a brand that typically cost more than other products in the same category. These are referred to as "top shelve product".

2. **Economy brand:** An economy brand is a brand targeted to a high price elasticity market segment, eg, the market for insecticides. They generally positioned themselves as offering in the same benefits as a premium product for an economic price.

Brand Management

Kolter (2006) defines brand management as the act of creating and containing a brand. It is the application of marketing techniques to a specific product or

brand. It also seeks to increase the products perceiving value to the customers and thereby increasing brand franchise and brand equity. Market are seen as brand as an applied promise that the level of quality people have come to expect from a brand will continue with future purchases of the same product. This may increase sales by making a comparison with competition products more favourable, it may also enable the manufacturer to change more for the product. The values of the brand is determined by the amount of profit it generates for the manufacturer, this results from a combination of increased sales and increased price and/or reduce cost of goods sold or reduced a more efficient marketing investment.

All of these enhancements may improve the profitability of a brand and thus “brand managers” often carry line, management accountability in contrast to marketing staff managers role which are allocated budgets from above, to manage and to execute. In this regard, brand management is often viewed in organization as a broader, more strategic role than marketing alone.

The brand name is quite often interchangeable within “brand” although it is more correctly used to significantly denote written or spoken linguistics elements of any product.

Brand name tells the buyers something about the product quality, it helps to call consumer’s attention to new products that might benefit them. The brand name becomes the basics upon which a new whole story can be built about, then new product special qualities and existing advantages.

Characteristics Of New Brand Name

For the brand of Mobil insecticide to be known all over the nation of Nigeria and its environs, the brand management should ensure that a good brand name must have these characteristics. According to Aaker (2011)

- Be protected (at last protectable) under trade mark law.
- Be easy to pronounce.
- Be easy to remember.
- Be easy to translate in all languages in the market where the brand will be used.
- Be able to attract attention.
- Be able to suggest product benefits (eg, easy off) or suggest usage (note the trade off with strong trademark protection).
- Be able to suggest the company of product image.

- Be able to distinguish the product’s positioning relative to the competition.
- Be able to stand out among a group of other competitive brand.

Christopher argues that advertising leads to an overall increase in consumption in society. “Advertising serves not so much to advertise product but to promote consumption as a way of life”.

Aaker (2011) brand portfolio strategy stated that a brand which is widely known in the market place acquires brand recognition when brand recognition builds up to a point where a brand enjoys a critical mass of position sentiment in the market place. It is said to have achieved brand franchiser.

One goal in brand recognition is the identification of a brand without the name of the company present, for example, Disney has been successful at branding with their particular script font originally created by Walt Disney “signature” logo which is used in the logo which is used in the logo.

From brand manager’s point of view, brand is seen as more than the difference between the actual cost of a product and its selling price, they represent the sum of all valuable qualities of a product to the consumers. There are many intangible left wholly from the income statement and balance sheet which determines how a business is perceived, the learned skill of knowledge worker, the type of metal working, the types of stitch all may be without an “accounting cost” but for those who truly know the product, for it is these people the company should wish to find out and keep, the difference is incomparable.

Brand Positioning

Brand managers seek to advice markets to position their brand clearly in targeting customer’s mind.

According to Esheberi (2014), brand is a complex symbol that can convey several levels of meanings.

Attributes: A brand first brings to mind certain product attributes, for example, propel your insecticide (Mobil) suggests such attributes as “well designed” environment friendly, cost effective and high sale volume. The company (S.C. Johnson and sons) may use one or more of these attributes in its advertising for the insecticide. This also provides a positioning platform for other attributes of the product.

Benefits: Customers do not buy attributes, they buy benefits (satisfaction), their best attributes must be translated into the functional environmental benefits. For example, the attributes “effective” could translate into function benefit “I won’t have to disinfect my

house everyday”, the attributes of human friendly might be translated to emotional and functions benefits “my house radiates a sweet fragrance while disinfecting and my family is safe with Mobil propoture insecticide in our house.”

Value: A brand also say something about the buyer’s value.

Thus Mobil propoture insecticide buyer value high performance, safety and prestige. A brand manager must identify the specific group of insecticide buyer whose value coincide with required benefit for packaging.

Culture: A brand also represents a certain culture. The Mobil brand represents Australian culture, high performance, efficiency. High qualities etc.

Personality: A brand also projects a personality motivation researchers relays “as if this brand were a person” what kind of person would it be? Customers might visualize a Mobil brand of insecticide as being of a wealthy middle-aged business executive. The brand will attract people whose actual or desired self-image match the brand image. All these suggest that consumers may look on certain attractive quality or characteristics from the perspective of brand owner. Branded products or services also command high price.

Where two products resemble each other, but one of the product has no associate branding (such as generic store-branding product), people may often select the more expensive branded product on the basis of the quality of the brand or the reputation of the brand owner. All these also suggest that brand is a complex symbol. If a company treats a brand only as a name, it misses the point of branding. The challenge of branding is to develop a deep set of meaning or associated for the brand given the five levels of which they will position the brand and to promote the brand, it would be a mistake to promote only a brand’s attributes.

Remember, buyers are not so much interested in brand attributes but in the brand benefits. Moreover, competitors can easily copy attributes or the current attributes may later become less valuable to consumer, hurting a brand that is tied too strongly to specific attributes.

The findings revealed that lack of use of advertising tool which affects the distribution of Mobil insecticide thereby making consumer/users lose confidence on the product as a result of its adulteration in the market thereby leading to its low patronage. Also, improper use of advertisement did not motivate the consumers.

CONCLUSION AND RECOMMENDATION

The advertisement is a form of insecticide spray brand called Mobil. The aid is pretty, nothing much is happening but a strong message is being conveyed. The image shows the superhero spider man lying unconscious on the floor taken out by an insecticide spray of Mobil.

Customers buying this insecticide spray need to be persuaded with the spray’s effectiveness. The spray does that in a superb and comic way. The advertising is bound to make anyone laugh out at first sight, no doubt, it is unrealistic but the approach is effective.

Advertisement serves as a means of protecting the production and making the target market to be aware of it. Proper advertisement can attract customers to make them know if it can get customer’s patronage and easy identification of product among other brand in the market place. Through this, customers will be more loyal to the product.

Advertisement will also make the users of Mobil insecticide to know the features of the product, despite that, S.C Johnson is under goodwill. But if they should advertise, it will increase their sales volume of Mobil insecticide more and it will attract more customers to the product brand.

The study concludes:

- Mobil Insecticide has effectively utilized a mix of traditional and digital advertising channels to reach its target audience and create brand awareness.
- Sales promotions such as discounts, bundling offers, and loyalty programs have contributed to increased sales and customer retention.
- Consumer perception of Mobil Insecticide is influenced by factors such as product efficacy, brand reputation, and promotional activities.
- Comparison with competitors has revealed areas of strength and areas for improvement in Mobil Insecticide's marketing strategies.

Recommendations

Based on the findings of this research, the following recommendations are proposed for Mobil Insecticide and other companies operating in the insecticide industry:

- Continuously monitor and evaluate the effectiveness of advertising campaigns and sales promotions through consumer feedback, sales data analysis, and market research.
- Adopt digital marketing platforms and social media channels to engage with customers, share

educational content about product usage and benefits, and build brand loyalty.

- Invest in product innovation and research to improve product efficacy, address consumer preferences, and differentiate from competitors.
- Collaborate with retailers and distributors to optimize promotional strategies, ensure product availability, and enhance in-store visibility.
- Conduct regular competitive analysis to stay updated on industry trends, benchmark against competitors, and identify opportunities for differentiation and market positioning.

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