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STRATEJİK İLETİŞİM VE REKLAM STRATEGIC COMMUNICATION AND ADVERTISING

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Abstract

For years both marketing and advertising professionals are trying to find the best way to offer a product to the target group. In order to reach this goal there were many experiments held. The main motivation for these experiments was to get an idea about the consumers and their preferences. Consumer attitudes towards a product can be affected by strategic communication sources. Especially in advertising using strategic communication helps advertising practitioners a lot. Because before offering a product to the target group their preferences, the weak and strong sides, cultural identity, etc. should be known well. Then advertising shows itself. The easiest way to reach consumers is to understand them. And a strategy shows how to do it. Strategies are for guiding and in communication they illuminate the message. They make it clear for the audience. The effecting and guiding side of strategies makes them important. For decades experiments on definition and application of strategies in communication and advertising areas gained importance. For that purpose this study deals both with the theoretical frames and some case studies to show how strategic communication is implemented in advertising.

Keywords: Public relations, strategic communication, advertising, strategy.

1. Introduction

Since the primitive times humanbeings seek to find ways of communication with each other. The need of communicate gave rise to many different sources. The communication sources has expanded and changed in time. The advances both in social sciences and technology help the understanding of new fields and concepts as a discipline. These disciplines as in advertising get benefit from conceptslike strategic communication a lot.

Strategic communication controls, rules or changes the relationship between humanbeings and/or organizations. Even if it is considered as a discipline that is peculiar to some situations or cases, strategic communication is more than that. It has a responsibility which is leading target group/s towards the desired direction. It directs advertising practitioners to find a better way for implementing their messages. Actually strategic communication is in every step of our lives, from our basic conversations with our friends to a professional advertising or marketing practitioners with organizational decisions. The things it provides is crucial for a company or organizations's advertising activities. A company might face difficulties while creating communication messages for its products and it is difficult to do it without using strategic methods. Because a company's actions are connected with its public and if there is a human connection, communication channels are necessary. Strategic communication is the best source that rules the communication channels. It changes, adapts or plans the things that matters for an organization according to the situations. In communication the use of the term strategic is not old. Actually the usage of the term strategic is for adapting things and situations according to a message plan. That is what advertising and marketing practitioners have been trying to do for years. The term, strategic communication is new in literature by guiding things more carefully. The goal of strategic communication is to understand the environment and act according to advertising benefit.

Advertising practitioners have long been dealing with many issues like publicity, creativity and communication. Every organization needs a strategic communication plan for their products. The plans should be implemented well. Because if a company fails to apply a correctly designed communication plan for their commercials it affects its reputation. For that reason, an organization needs the help of a strategic communication plan to prevent the problem. There have been many examples of strategic communication plans that helps companies to prosper.

In recent years, the concept of strategic communication gained importance. The surveys related to strategic communication upon advertisings helped advertising practitioners to see and understand the concept better. Strategic communication in advertising offers the researchers the chance of viewing both the nature of messages and audience. There are many researches on succesful advertising and the role of

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strategic communication unit. All these guide advertising practitioners to follow the correct steps and create the ideal messages. In time, with the advent of new surveys and researches both the advertising practitioners and companies will benefit from the new techniques of creating and applying messages.

Now, in order to have a better understanding of the subject, it will be beneficial to see the definitions of the concepts and terms.

2. Strategy

Strategy is a term that comes from the Greek *strategia*, meaning "generalship." According to Steiner, strategy entered the management literature as a way of referring to what one did to counter a competitor's actual or predicted moves. Steiner (1979) also points out in his notes that there is very little agreement as to the meaning of strategy in the business world. Some of the definitions then in use to which he pointed include the following:

1. Strategy is that which top management does that is of great importance to the organization.
2. Strategy refers to basic directional decisions, that is, to purposes and missions.
3. Strategy consists of the important actions necessary to realize these directions.
4. Strategy answers the question: What should the organization be doing?
5. Strategy answers the question: What are the ends we seek and how should we achieve them? (Nickols, 2012)

Henry Mintzberg (1994), points out that people use "strategy" in several different ways, the most common being these four:

1. Strategy is a plan, a "how," a means of getting from here to there.
2. Strategy is a pattern in actions over time; for example, a company that regularly markets very expensive products is using a "high end" strategy.
3. Strategy is position; that is, it reflects decisions to offer particular products or services in particular markets.
4. Strategy is perspective, that is, vision and direction.

3. Communication

Origin of the Latin word "communis", communication is used in Turkish language as it is used in English and French languages. There are 4560 different usage of communication and among these 15 can be derived. These; The exchange of ideas, understanding and ability to explain, interaction, reduce uncertainty, the transfer process, change process, establishment process of connecting, sharing, process, tools and process - engineering, stimulation of memory, responsiveness, stimulus, affecting the transition process, the power source (Zillioğlu, 1996).

Communication can be put forward in different ways in everyday use. Communication can be defined as the transfer of knowledge to influence others, transfer of the information in a verbal way, the understanding among people and the interaction that reveals common behaviour. According to the Turkish Language Association (TDK) dictionary, communication is the conceivable way of transferring the thoughts and feelings to the others. Besides, there are different definitions related to communication. Cemalcılar (1988), communication is a process of exchanging the messages that occur mutually everywhere between human groups and types (Tuna, 2012).

Communication is the whole intellectual and relational activities of human which is the necessary condition for being able to develop and produce his biological, psychological and social existence (Erdoğan, 2011).

People are social beings and are constantly in need of interaction with the environment. Communication is the most important factor that provides the conversion of humans from biological beings into a social being. From an early age, for people to understand the others, to obtain the information for preparing himself to the world takes place through the communication channel. Especially during childhood, children learn what behavior is appropriate for him, what should s/he do or not do through the communication channels s/he created with the environment (Tuna, 2012).

Communication involves bilateral talk, keeping good relations skills, understanding what is being said and giving appropriate responses. Actually communication launches and continues with human and a process that will continue. Since the very beginning human beings are in a constant cooperation with other people in order to make sense of surrounding stimulus conditions. In this process sharing the information has brought the efforts to produce meanings and the obligation to communicate the sounds that people make to share information and express themselves, the body movements that accompany the sound began to become more meaningful and systematic in time (Güngör, 2011).

It is really difficult to make a clear definition of communication which is at the center of our lives. There are lots of definitions about communication. Accordingly;

- ✓ It means; transferring data, alert-response and transferring the meaning between living beings,

- ✓ Communication is the transmission of meaning from one person to another .
- ✓ Communication is the transmission of attitudes, knowledge, thoughts , feelings and behavior from source to the target.
- ✓ Communication is the transmission of information from one person or group to another person or group .
- ✓ Communication is the transmission of people's feelings, thoughts, beliefs, attitudes and behaviors in verbal, written and non-verbal forms.
- ✓ Communication is the transfer of knowledge and meaning from the source to the target.
- ✓ Communication is the transmission of meaning through symbols.
- ✓ Communication is a social interaction that occurs through messages (Megep,2007).

3.1. Strategic Communication

Strategic communication can be described as affecting the public and sharing the identified messages at the best place and time with the most appropriate means and most synchronized way with the public in order to facilitate the access of long-term strategic objectives.

According to Gürcan(2010), strategic communication is not only a communication process which aims to send the most appropriate message to the public and inform them but it is an active process which will shape the public perception in a positive way and in accordance with vision and goals sharing the determined messages with the public. In strategic communication the vision, strategic goals and intentions put forward by state/institution aimed to be understood by public. In strategic communication practises , public relations, information management, public diplomacy, media relations, perception and disciplines like reputation management are used in an integrated approach(Özkan, 2015).

The ultimate goal of strategic communications planner, is ,at the exact time and place, by collecting the maximum information power provide the understanding of organization's strategic objectives by public and affect them. The perception of communication as a strategic concept makes strategic management more important every day . Because in the modern world the mass communication tools developed and diversified also significant changes occurred both in the content and form of the messages that is to be delivered to the public. With the increase in data communication speed and alternative news sources, promotion and public relations centered understanding, the traditional communication understanding, has ended(Vural and Bat,2010).

First and foremost, the internet cause a revolution their terms of sharing and accessing information in all areas of life. For example, in today's communications environment, one who has a simple video camera and internet access can share anything that might cause national even global crisis. Strategic communication is the use of communication as a strategic capability for the purpose of effective management of corporate reputation. Strategic communication guides to draw a roadmap for determination of institutional policies to be implemented. In this way, filling in the messages that will be shared with the public can provide the detection of "What" can be said and "What" , " why" and "how" to do it and reveals a vision to strengthen corporate reputation. Strategic communication actually functions as a "decoder" that solves the complex communication process. Not a reactive but a proactive understanding aims to solve the problems not after they ocured but identify weak points in advance and by empowering them aims at solving the problems(Gürcan, 2011).

4. Advertising

Advertising is the name of the actions which is made for offering a message about a product to the market units in oral or visual form. The concept of advertising came out from the Latin origin word 'clamere' that means 'to call'. Turkish language derive the word 'reklam' (advertising) from the French word 'reclame'. There are lots of definitions of advertising because the concept of advertising is versatile and there are lots of practice areas. Advertising comes from the word 'avertir' which means 'to inform'. In general, advertising is described as the action of introducing and adopting individuals , institutions, goods and services to the public. Considering from a marketing perspective, advertising is a paid fee based on certain tariffs through ideas, institutions, and goods with non- personal methods(Okay, 2009). In another definition advertising is the introduction of goods and services as well as promotion of organizations to the audiences that allows the detection of positive image of the institution and is also used to gather around the potential audience around the organization(Aktuğlu,2004).According to the definition of the American Marketing Association, advertising is the promotion of activities apart from face to face sales and the cost of paying a service or idea and made in a way that will be understood by who paid the price

According to Wells, Burnett and Moriarty (2006), there are six elements of the standard definition of ad's. First of all, advertising is the paid way of communication. Secondly, the money is not only paid for the message, it is clearly stated that the person who advertised. Even though some ads are really intend to make the target audience aware of the company, advertising tries to influence or to persuade

consumers to buy. Advertising message is conveyed to the audience using the mass media and thus aims to reach a large audience. Finally, as advertising is a form of mass communication it is an impersonal communication method. Advertising transmits completely a controlled message. In terms of companies, advertising is a tool that supports in finding the most suitable markets and encouraging to invest their capital into the efficient spaces. For the consumers advertising is a medium which helps them to make a rational and appropriate choice for their own benefit among the thousands of products in the market. Advertising also introduce a variety of goods and services and helps consumers by providing where and how those can be provided and describing how to use them(Meral,2006).

5. Strategic Communication In Advertising

One of the disciplines that implements strategic communication plan in its actions is advertising. As a means of verbal, visual and written communication, advertising aims to affect the target group/s. For that reason advertising practitioners need a well organized plan to achieve their goals. In time according to their needs, advertising practitioners create and implement strategic communication methods to adress their public.

For an advertising message to be successful upon consumer and reach the intended purpose the place of strategy is indispensible. For an accomplished advertising it is important to determine an effective advertising plan. In accordance with the advertising purpose, the strategy states all the basic decisions related advertising messages and planning so that it represents the starting point of advertising. Özalp, Bir and Yeleş (1998) describe advertising strategy as a conversion form of goods, consumer and competition knowledge into a communication platform. According to Sullivan(2000), strategy, goal and practice are the most controversial concepts. An advertising goal is an advertising message's clearly described and measurable objective. Advertising strategy is formatting of sales messages that transmits the introduced goods or services. Strategy is what is told about the product or service and that strategy is prepared to be used in mass communication tools. Advertising practice is the physical form of advertising strategy that is offered in target market. Consumers are under the influence of some factors while selecting a spesific brand,product or service. The factors that affect consumer's choice of brand should also be considered while planning advertising strategies. The factors that are effective while preparing an advertising plan listed below(AtayveYücel, 2007).

- ✓ Past experiences
- ✓ Price
- ✓ Current situation
- ✓ The value of product or service
- ✓ The difference of product and service

Nowadays as the product features in the market are the same, in order to have an effective place on consumers' mind related to product or service and consumers remembering that product and realize sales an intensive and creative strategy is needed. The main objective of planning those strategies is to understand the consumers need and expectations and reach them easily through products. This is only possible with the creativity of the strategic plans. In advertising communication a creative working process includes these steps;

- ✓ To determine the communication process
- ✓ To determine the communication strategy that is to be implemented
- ✓ To create the strategy that will be used for the communication tools (Küçükerdoğan ve

Sarı,2000).

In communication process, there firstly brand communication, product communication and corporate communication are important.

To determine communication strategy some tests should be conducted before product is released to the market. These are;

Marketing goals: Evaluating with the marketing strategy and and reach some number related to topic.

Communication goals: There are three main goals of communication. To introduce the product,to create an emotional tie, and lead the consumer on buying the product.

Determining the marketing target group: To determine age, gender, habits, location or lifestyle and show them in numbers.

Communication target group: In that step with the sending message to reach the desired target group is defined. There are two target groups. At the beginning the target group has a certain effect upon sales. The other target group, is the ones that are already in the desired market.

Product positioning: The position of a product is a whole with the perceptions of consumers related to product, the ability of effect when compared with competitors and the ideas and feelings of consumers related to service or product.

Creative strategy: To find, research and create is a process. Communication should be informative, entertaining and motivating. In such a process the edited and transmitted messages are the prove of communication and assists of sales (Küçükerdoğan ve Sarı, 2000).

The economic, political, social and technological changes in the world, developing information and communication technologies, the increasing number of consumers and their being aware of the things around them accordingly, constantly changing consumer demands and expectations brought communication concept put forward in management and marketing disciplines. All these experienced changes and developments led the companies that has the power of affecting individuals, to act more carefully while determining the target audience characteristics and trends. This improvement has played an important role in creation and implementation of management and marketing strategies (Yurdakul vd., 2004).

5.1.Strategic Communication In Advertising of Coca Cola

In global-sized companies, more administrators are questioning the accuracy of a single management and marketing strategy determined for the entire world. And today especially as in the example of Coca-Cola rapid localization trend is came out. Today this trend is explained under the name "tending locality to protect the globality". This tendency makes it necessary to take into account the different features of the target audience and to be sensitive to local sensitivities. The picture that emerges shows that the marketing communication strategies of brands increasingly focus on local themes. Realizing the importance of the issue, marketing communications strategists, as a strategy against foreign competitors, have adopted the highlighting of cultural and local themes for the positioning of national brands in different countries of the world.

Marketing and advertising industries fail to see the culture as a major battleground, inability to understand the importance in international marketing and advertising also inability to become conscious of cultural differences, are the reasons of the failure of international marketing program and mostly disappointing international advertising campaigns (Anholt, 2003).

The history of Coca cola company dates back as early as 1892. Although the first purpose of this drink is a kind of drug in pharmacies later it found its beverage form which has a huge market share in today's world. Now, Coca Cola is one of the biggest companies in the world (<https://tr.wikipedia.org/wiki/Coca-Cola>). In the list of world's well known brands Coca Cola company ranks as first. Although it is a global firm making a strategic transition for the value of local marketing activities aims to maintain its strong brand image. Coca cola is one of the biggest companies in the world that use local themes in its advertising as a communication and marketing strategy.

For example, Ramadan, a special period when people eat and spend time together was a succesful strategy theme. Coca cola plans to enrich the tables during Ramandan with its products. In its advertising film especially communication strategies are used well. Sincerety, family, crowd, entertain are the main messages that can be understood from the advertisement. In such a warm atmosphere the company plans to implement the communication strategy by using the themes that people seek most. Also using a sufi chant with modern instrumentals the strategy focused on local values. By showing how people start this day of Ramadan till the end of the day coca cola accompanies people. Also shows how excited and happy people are. According to the Zyman (2000), coca cola company has never used or focused on such a local values to affect customers. None of the previous ad's were such conciously planned. It is part of a coherent strategy. The other ad that coca cola used local themes was with the slogan of "Red-White Biggest Turkey", the first commercial film from the agenda at the World Cup struggle that took place the Turkish National Football Team. Coca-Cola's being in favor of the Turkish National Football Team make the brand closer to the consumers. Coca-Cola's example by supporting local value that is close to the consumer's country is also valid for all other countries of the world. In this respect creating an emotional bond with the consumer can be found in various countries around the World (Yurdakul vd., 2004).

Apart from these coca cola aimed to flourish its brand image by sport sponsorships. This way it can reach a large audience which makes it very popular. The support of Turkish National Football Team was aimed to enhance the supporters especially during the events.

5.2.Strategic Communication In Advertising of Red Bull

According to Zyman (2000), the idea of investigating consumer behavior is nothing new. Marketers have always watched consumers and asked them questions. But most marketers, do not watch consumers closely enough and does not reflect on what they learned through observation. Consumers are not just a link in the value chain that includes production, distribution, planning, budget and sales. Consumers can not be

seen as the first item from any item or similar items on the list of things of marketers that need to be considered. They are the only things worth considering. Everything else is second, including all the major strategies.

As the place of consumers is very crucial in advertising all the strategies related to communication are shaped according to this medium. Consumers lead, shape even change the strategies of an advertising plan. Knowing this many advertising and marketing practitioners create and implement their strategies considering their target audience. One of the best example of this is Red Bull's advertising strategies.

Red Bull came out first in Austria in 1987 and the founder was Dietrich Mateschitz. Still it took a bit long to enter Europe's bigger markets. First in 1992 Hungary and Swiss markets and in 1994 entered the German market. Red Bull entered the US market in 1997 in California, has turned into a giant with \$ 9 billion worldwide in 2009. Despite the late entry into the market contrary to many food products, energy drinks, succeeded in creating a mass of consumers. Also before the product categories the brands have produced and the name of the category was given as the existence of competing brands. Indeed, that category is created by Red Bull that constitute almost the whole market alone (Demiray, 2011).

In Turkey, the development of energy drink market and acquiring the habit of consuming the energy drink the most effective brand is Red Bull. Because with the sponsorship investments made both on sports and successful athletes and the arrangement of extreme events consumers find the chance of meeting with the brand and experience the brand promise. Also with student brand managers established in Universities (Student Brand Managers) and Wings Teams aim to build brand image at Universities which are the most important reason for the development of this market(Durak,2014).

There are many things that lies under the success of Red Bull. First of all the company is well aware of its target audience which is mostly consist of young generation. The well thought original communication strategy also flourishes the brand's image. One of the communication strategies that the brand implement is brand positioning. Red Bull refreshes both body and mind by its unique personalities like; Innovative, Self Ironic,Intelligent, Nonconformist, Self-confidence,Witty and Unpredictable. The other important communication strategy that the brand use is event marketing. Both in culture and sports there are many different events like Flugtag, CreativeContest, Music Academy, Local Hero Tour and etc. Moreover the brand has opinion leaders. There are more than 250 agreements with top athletes all over the world but not on a written contract. The aim is to create a friendship environment with these people. One of the distinctive feature of Red Bull is determining the target group. Because it is not decided with demographic lists. It is all about "state of mind" (www.mintinnovation.com).

Conclusion

Strategic communication has been an important issue that both advertising and marketing practitioners dealing with. Especially in times of creating effective messages, advertising department's plans are substantial. Any company or organization can experience hard times while creating or implementing their communication messages for their products, services or brands. The thing that is important is not only to create ideas but also how these messages are implemented. Advertising departments have great responsibility towards both the company and its consumers. Every plan should consist some communication strategies along with creative themes. An organization with a strong communication strategy can implement its messages successfully.

While creating communication strategies there is one thing which rule every source and mostly public. It is the communication channels. With media any attention towards anything can be controlled. Publics with their reaction can be organized and managed. People tend to believe what they are told. Especially TV, radio, Internet and written communication sources like newspapers, magazines, etc. have an effect upon publics. Especially in today's world with the today's new and tomorrow's old technological communication devices have a great effect upon audiences mostly through Internet and it's media channels. The thing is that most of these online sources called as social media are came out for fun or being socialize. However, many of these channels act like a broadcast channel. Any information can be send at any place in seconds. So, with the fastest and the most popular message source people can be informed and messages can be conveyed. Moreover, all the communication strategies should be well planned according to their target audience. Unless people feel they are called they won't turn their face to the desired direction. The role of strategies is very crucial for companies that aim to influence its public. A successful advertising department should be careful and also masterful to lead the media sources.

In today's world communication strategies are not something new they were in the past and they will be in the future. The point is that with a successful strategic communication plan any campaign can be ruled. For that purpose advertising departments should be well informed about the audience it addresses and should be

an expert on communicationsources. The developments in thefieldwill providenewvisionsrelatedtostrategiccommunicationandadvertising, andliteraturewillbe enrichedwiththesenewsources.

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