Principals of Advertising

Student’s Name

Institution

Date

**Introduction**

Advertising is a key to market growth of most corporation (Hackley & Hackley, 2017). It is usually designed for specific goals and therefore, Vakil Housing advertisement on Facebook is meant to inform customers of its products and services its products. This is meant to help the corporation to increase its market share, build its brand and build customer loyalty as well. The advertisement "Keep your family together in three bedroom houses" is designed by the Vakil Housing to deliver an efficient message regarding its new apartments, and the discounts it offers to customers. Vakil Housing has completed its new apartments and the best way to inform the public is through Facebook and therefore, Facebook is the best platform for advertising due to its huge coverage and accessibility by most people across the globe.

**Market Segment and advertising strategy**

The “Keep your family together in a three-bedroom house" is one of the advertisements designed and posted on facebook by Vakil Housing. The advertisement provides a brief illustration of newly completed three bedroom houses, which are being sold out. It provides a note about the apartments, prices, and discount being offered for the first buyers. It is meant to inform the public of the available apartments for sale, discount and the prices at, which each apartment is being sold at (Kordzadeh & John, 2016). The advertisement targets middle-upper income earners in the region. Research has indicated that most people are accessed to Facebook and most middle-income earners use Facebook as a social media tool to search products and also have a huge network of friends. And therefore, by using Facebook, Vakil Housing is accessed to millions of middle-income earners who are its market target for the sale of three bedroom apartments.

**Market Segment**

Vakil Housing main market focus is middle-income earners. It is due to its growing trend over the last decade. Vakil Housing affordable and comfortable apartment is designed for growing families and therefore, Vakil Housing market segment is middle-income earners. The advertisement therefore supports Vakil Housing target market because it is posted on facebook and most middle-income earners use facebook more frequent. The ad also provides an illustration of products being offered, which is the apartment and this intends to help the company to build its brand among a specific market segment. The fact that it runs on Facebook makes it support the market segment of Vakil Housing because the majority of the company's target customers use Facebook more often compared to other social media platforms.

**Advertising Strategy**

Vakil Housing uses social media as its key advertising platform. The company uses Facebook to reach the majority of its customers and potential customers as well. It runs a brochure, note, video, and other essential materials to inform the public about its products such as apartments, and other properties, which it sells. The advertisement includes a brief description of what it offers, and discount (Kramer, 2017). The advertisement on Facebook is run periodically on the Facebook platform for a period of four months and this has helped the company to generate a lot of leads and sell several of its properties. According to Kramer (2017), the advertisement is a key element in business growth and through advertisement, a company is able to reach a wider market. Therefore, efficient advertising strategy should have a clear strategy. The strategy of Viking Housing advertisement is to get information to customers and sell the new apartments and therefore, a vivid plan is a key to its success.

**Chosen Media**

Facebook is the chosen media for Viking Housing apartments advertisement. It is chosen because of its wide reach. It was the best decision for the company to use Facebook since the advertisement fee is affordable and the platform has a wider reach. The study conducted indicates that several middle-income earners use Facebook and the main market segment of the company are middle-income earners and therefore, the use of Facebook was a well-thought strategy.

**Creative Element**

The advertisement has images of the appartment, which are being sold neatly placed to attract customers (Patterson, 2015). It has a section where the price of the apartment is well placed, discount being offered and clear location of the apartment. Besides the ad has a theme "Hurry Up" clearly tells customers that few apartments are remaining. This, therefore, allows the ad to communicate a specific message to customers.

**Effective Elements**

The ad is well thought of. It has images of the apartment and therefore, they communicate directly to the customers. Besides, it is well colored and the price and discount are placed in bold and colored, which make them very visible and therefore, very assertive to customers.

**Ineffective Element**

Though the ad is well structured and colors are well matched. The images of inside the apartments are missing. This is a key element, which is essential when advertising a house or apartments and therefore, images of inside the apartments ought to have been neatly placed to show customers how inside the houses look. The colors are well matched but the layout is not properly designed on the ad.

**Suggestions**

More need to be done to make the ad effective. First, the layout should come very clear on the note. It is essential to show images of inside the apartments to attract customers and finally, colors need to be added on the background to make it more visible.

**Ethical issues**

Ethical issues are essential in creating an effective advertisement (Curran, Kevin, & Christopher, 2011). It helps a company to avoid violating copyrights, any other laws protection advertisement and promotion in the country. It also helped in keeping with a cultural standard to avoid placing an ad which can be view as discriminatory and also protect a company against any lawsuit, which could arise as a result unethical act. However, the first unethical issue address is a copyright violation, which is common in real estate ads. Viking Housing should ensure that its ad is unique to avoid lawsuit cases in the future.

**Conclusion**

The advertisement by Viking Housing is very effective and it communicates directly with clients. It brief and direct to the objectives and therefore, clients can grasp what the company was trying to communicate to the market. It has enough color, images and the writing of prices and other details are well placed and visible.

# References

Curran, K., Kevin, G., & Christopher, T. (2011). Advertising on Facebook. *International Journal of E-Business Development, 12* (3), 2-15.

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Appendix 1: Advertisement used by Viking Housing

