

Communication, How Important Is It For Advertising And Marketing Industry, (With The Special Reference To Foody Business)

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We all are aware about the power of correct usage of words, but beside the correct usage, the appropriate selection of the words, and then communicating it in an effective manner; it's an art and science. Now the question arise that why am I calling the communication as an art and science, the answer to this is that since it requires great rules and regulation to convince the customers and target them with the appropriate channel of communication towards the products, hence it is a science, and as its an art that how are you managing the communication, that is why we are referring the term communication as adroitness. The purpose of this research paper is to bring out that how the communication is important for both advertising and marketing world & what way and in which pattern the FOODY WORLD is using communication for its marketing and advertising dimension

INTRODUCTION : In the changing scenario of the communication has changed the dimension of the thing which we are looking that is no doubt the definition of communication same that is sending the message in an appropriate message in a way that is easily understandable by the receiver , but now as we are linking it to the marketing as well as the advertising world it will now involve a very crucial dimension and deep study In a very simple terms we can say Marketing is an process which involve such activities and strategies that result in making products available that quench the customers while making profits for the companies that offer those products . Now the big question arise that how are the products going to quench the customers thirst for it and how the companies would make profit out of, the simple answer to this is **proper use of communication**, as it is the communication that will help the customers by attracting them towards the product, right way, and right choice of words can create great wonders in the marketing arena. To add on further we can say Consumers are attracted by the communication a brand holds with it this communication as well as the experience they have adds to the brand's value in the mind of the consumer and builds on their cognitive and

emotional ties to a brand. We all are aware of the fact that to communicate in the arena of Marketing is really a task that is not an easy game , basically we are suppose to quench the customer thirst for products . Think of it this way: communication is the message that is delivered to the client; marketing is the means of getting it there. Therefore, communication is not just a part of the marketing mix but also should be integrated into your customer service process -- from the accounts payable department all the way through to your sales staff and even the CEO of your company. It is your message to the customer. The message you wish to communicate with them, your ethos and way of thinking.

Knowing that communication is part of the marketing mix but also your entire company message, you need to think about what that message is all about will be and think about it seriously. As an organization you should all be delivering the same message and the same ethos. There is little point being customer friendly and bending over backwards for them on the advertising if the salesperson is harsh and unmovable. Let us now have a look at the dimension of advertising and see that how communication form a basic thing it, As per the recent article presented in an article published at Chrome a

site which consolidate some examples and new pattern changes in the communication pattern, let us have a look at what exactly they want to say The average person sees an estimated five thousand ads per day. From commercials on television and pop-ups on the Internet to advertising on bathroom stalls and subway platforms, the messages are endless. Due to such super saturation, it's not uncommon for most of these promotions to get lost in the clutter. That's why effective communication to a specific target audience is the key to making advertisements stand out and get results.

OBJECTIVE OF MY STUDY: The simple reason of conducting this type of research is due to the following few reasons:

- 1 To bring out the real sense of communication
- 2 To bring out why and how Communication have prove its metal in both advertising and marketing
- 3 To tell that who uses it more Marketing or Advertising
- 4 to bring out an example from the Food Industry regarding this aspect

Many of us have written or will write this paper like this but my research is purely authentic, there are some of the portions which are taken from some reliable source, and that have been jotted while being taken in the bracket. Let us now get into the real sense of the topic and see some of the really amazing facts

THE REAL SENSE OF COMMUNICATION:

When we utter a word we feel that we have spoken it correct, but in real sense there is much more meaning attached to it. Say for instance there are two people or lets be specific there is a customers who is from the rural areas of Enemas and if by chance he happens to reach Luck now, so how are you going to talk to him say for instance he is very

hungry and wants some food, how are you going to offer him the food of his kind. We have mentioned that marketing is a process whereby you are making the products available to the consumer and earning profit by satisfying his needs. You can use complicated word in food in front of him like, “Sir what will you have for Bruch,” or “Sir will you prefer some palatable snacks for yourself, this kind of usage would not appease him and him may turn his tables against you, you have to very politely without usage of jargons, have to market your product to him. Communication is an art and very few of us possess this brilliant techniques, as those among us who really have understood the science of communication, are expert this, now many of my readers would be muddling that why am I using science for the communication, reason is that which have earlier mentioned by me that is as with the possession of some rules I am terming it as science. Let us now get into the fact that why we are mentioning it as an art, as per the assumption or the content presented by Barnes and Conti a multinational company which deals with the art of communication, it says that

- Listening — really, really, listening — especially when you don't want to
- Influencing — with and without authority
- Exercising flexibility and spontaneity, and taking smart risks
- Building relationships with empathy, intelligence, and creativity
- Presenting with confidence, passion and connection to an audience

All of this thing come under the art of communication we can by the help of above mention element can really bring the essence of art as when u listen through your statute acoustic organ listen only to the nice and humble words, we are ought to frame the communication in such a way to enhance the adaptability of the ears of the customers

so as to make the concern goods available to him or her . same is with influencing aspect we can only influence the people if we talk in a correct way , in a proper tone , same is with exercising flexibility , building relationships , presentation of confidence can only be fruitful with the use of communication as an art , hence we can say that communication covers the aspect of art . Let us now have .Let us now get into the detail of the real sense of communication. Communication is more than just speaking (or typing/texting). Real communication involves listening (paying attention) to what the other is expressing. Real communication is about response, give and take. In any real conversation we are all both teachers and learners. Real communication entails being open and honest. It shows the other person something about who I am on the inside. But if I really want the other person to pay attention and understand my message, I need to speak peacefully and quietly. No one can really hear anything when people are angry and/or shouting.

COMMUNICATION ROLE IN MARKETING:

Communication has great importance in the life of every person. The communication plays a role of bridge over all barriers a person faces in making decisions of his or her life. The communication in general life plays a role in providing the useful information to others. If the information which is being communicate in a proper way than it will attract the attentions of everyone. Marketing is all about understanding what products the market wants (listening), and telling the market that the product exists (advertising).

If your company makes lemonade and all of the people on your street hate lemons and love apples, then your marketing department's first responsibility is to go door to door and find out what fruit is preferred. Now as we have already discussed about that since it involves the listening and how can

listening be a part of the communication, we can say that if you want to have a steady market in the world you are bound to have an expertise in the field of communication. . In this context we are also using the Marketing Communication concept also to provide some clearer picture of the communication in the zanier of Marketing. Let us get into it that what is marketing communication: Paul M. Archer one of the most prosodic writer in the field of communication only have mentioned his view point also which says, it begins with identifying just what you're trying to accomplish. You need to identify just what areas of your business you want to highlight and who your target audience is for your marketing strategy. Then, you'll have to carefully decide which tools you want to use to connect with that audience.

Other decisions you'll have to make include figuring out if there is a particular date or time you want to utilize your marketing for better effectiveness. In other words, creating a good marketing communications plan is really nothing more than a matter of what, who, how, and when.

There are a few different steps you'll need to take when you begin creating your marketing communications plan. To start with, you have to complete plenty of research. This basically answers the questions mentioned in the paragraph above and helps you figure out just what tools to use for your marketing strategy.

The research phase of your plan is basically the moment when you figure out exactly what the challenge facing you is. Then you'll move into the planning phase, which is essentially the period when you determine just how to overcome that

challenge effectively. These are really the two most important parts of your entire marketing communications procedure.

There are plenty of questions to ask you during the planning phase. The aforementioned identification of your target audience is the first step. From there, you need to figure out what products or services you have that match the interests of that audience, and what kind of message you need to convey to them about your products or services

COMMUNICATION ROLE IN ADVERTISING: As I have already studied about the role of communication in Advertising, I have again taken some rich points from site chon site, regarding this context, let us have a look at them affecting Your Audience

Successful communication in an advertisement involves focusing on a certain audience with information that meets this group's needs. There are three main reactions that a good ad can trigger from these intended viewers. The first response is emotion, getting the target audience to feel something because of your message. Secondly, you want potential customers to think about what you have to say. And the third objective is to encourage them to take action, such as purchasing your product.

Communication through Branding

Another essential type of communication is called branding. According to the American Marketing Association, branding is defined by a name, sign or symbol, which is designed to identify a seller's goods or services. The entire purpose of this often complex effort is to convince consumers that your product is the only one that can meet their needs. A good brand will: deliver a clear message, reflect credibility, connect with the consumer emotionally, motivate the buyer and build loyalty.

Developing Your Brand

Since your brand is one of the most crucial ways of communicating with a specific audience, it's

important to spend time researching, developing and defining it. The goal is to make consumers feel a connection with the brand that represents your company so that you can influence their purchasing behavior in a way that benefits you. Brands that inspire an emotional response and are able to draw in the consumer build loyalty and a successful following.

Emotion and Branding

Emotion is powerful in a brand because it is an effective way to connect with an audience. Brands such as Starbucks, Google and Apple have found highly prosperous approaches to making their audiences feel good about their products. Furthermore, these companies succeed on an even deeper, more meaningful level. Due to compelling marketing strategies, many consumers feel these services are integral to their lives. This kind of communication is what every company strives for in its advertising.

Let us now see that up to what extent these two use the communication process and in what ratio that is who uses the most of it

USAGE OF COMMUNICATION IN MARKETING AND ADVERTISING:

As we all know that communication is a must for both of these two verticals; it's a must component for them. I have told that Marketing is about extracting the profit from the customers by satisfying the needs but for that we need to communicate to our clients to such an extent that they become ours, in the similar fashion advertising is all about convincing and informing yours customers about your products and letting them know that they have chosen the best. Let us first have a look at four important aspects of communication in the field of marketing:

Persuasion Persuasion is the main reason companies engage in marketing: to persuade their target audience to take action, as in, buy their product or subscribe to their services, make a phone call, or donate money., we all know that the real meaning of persuasion means to make someone one do as per your wish, and that you can do, only by the help of communication, you want that you may

have profit but at the same time you also want to satisfy the wants.

Goal Directed All marketing communication is goal oriented. You need an objective when you set out to create your marketing communication strategy. Can you imagine trying to take a trip across country and have no clear plan or objective on where to go or what to do? It's the same thing with your marketing communications strategy, you need to know what it is you are trying to accomplish.

Contact Points Every successful marketing communications plan requires the management of the marketing message at every contact point. Contact points are any marketing messages that are received by the target audience. In other words, they are the vehicles that distribute your marketing message.

Stakeholders (Opinion Leaders/Opinion Influencers) Stakeholders also referred to as Opinion Leaders and Influencers, in marketing communications are those individuals or groups that can influence the purchase of products and services as well as the success of a company. Stakeholders can include employees, government regulators, distributors, and the media. Most companies find the group topping the stakeholders list are their own employees; the reason is that if you take care of your employees, then they will yield better customer service and a better in-store experience for the target audience

As we have noticed that marketing is required in our everyday life because you want that the needs of your customers get fulfilled, but at the same time your pocket may also get filled.

When we talk of advertising we come across a peculiar thing and that is something that attract our eyes, something that make us so attracted towards itself that we get hypnotized towards it and get into the shop, in clear sense the meaning of advertising means that you are required to pull the customers towards your concern products. Now let us have a look that why the Advertising does uses the communication, which goes as follows:

Branding The first objective of advertising is to introduce a brand to a broadly-targeted market. Through the use of regional newspapers, radio and television, online and mobile device targeting and event sponsorship, advertising presents a psychologically-crafted message to a broad group of potential customers. Colors, shapes, slogans and other sensory triggers are used to arouse an image in the minds of the viewers. And this could only be possible by a good medium of advertising

Education Advertising also introduces the product and conveys information regarding that product. Again, Coca-Cola's classic bottle with condensation that a smiling and clearly refreshed person is holding is an example how, in a print ad, Coca-Cola gets across the value of its product as a cold, refreshing drink that makes the consumer happy. Predominant red and white colors recall the good feelings of previous branding and the distinctive bottle shape identifies the product as Coca-Cola, even if the label is not readable. Communication has made this thing also possible

Call to Action Are you ready to drink a Coca-Cola right now? That is the call to action. When you see a smiling person drinking one, it reminds you that you would like to drink one too. The tag line "The pause that refreshes" validates your feeling and creates urgency. In fact, by the time you have seen a few years of Coca-Cola advertising, you are psychologically primed to respond to the red and white colors, the bottle shape and the brand name. You immediately consider whether you want to buy a Coca-Cola.

Urgency Advertising also spreads the word of special promotions that create urgency. When you see an ad that proclaims a Memorial Day sale on items you want to buy, you know you must buy on the day of the sale if you want to get the attractive price. Ads with coupons provide the same sense of urgency. Not only does the coupon generally have an expiration date but it psychologically represents someone giving you the money to buy the

advertised item. It creates a priority to spend the coupon on acquiring the item, even if its purchase had not been a priority before receiving the coupon. So we can deduce by the help of above mention statements that the communication is required by all the humans to get attracted towards the product and get their needs fulfilled, only then it can be very easy for the both the Advertiser and for the Marketing person, so saying that one uses more than the other will be wrong to the other. Though many us believe that advertising uses the thing most, but even though for the marketing person it is equally and a must for him, so that he can have his profit by fulfilling the needs as per Peter F Ducker.

USE OF COMMUNICATION IN THE FOODY WORLD :

As we have already taken into account the real sense of the meaning of communication and have also seen that how and for what purpose the two verticals that is the Advertising & Marketing Consumers have a right to expect that the foods they purchase and consume will be safe and of high quality. They have a right to voice their opinions about the food control procedures, standards and activities that governments and industry use to ascertain that the food supply has these characteristics. While consumers, governments and others play an important part in ensuring food safety and quality, in free-market societies the ultimate responsibility for investing the physical and managerial resources that are necessary for implementing appropriate controls lies with the food industry - the industry that continuously oversees the manufacture and processing of foods, from raw ingredients to finished product, day in and day out. N especially important activity of industry is communication with the consumers of its products. Important and widely used methods of integrated communication are advertising, marketing and product promotions, in which mass media and specialized media are used to secure consumers' attention and to advise them about the availability of products and their uses and advantages.

Another important means of communication is product labeling, i.e. information that appears on the

product package or that accompanies it at the point of purchase. Labeling enables consumers to make informed decisions and is intended for careful reading and understanding. It identifies the manufacturer and provides instructions for safe and effective use of the product, as well as providing information about contents, ingredients, health and safety features, preparation and storage.

Labeling and advertising that provide information about the health benefits of food products are important and effective means of communicating with consumers about diet. A study by the United States Federal Trade Commission (Impolite and Mathis, 1989) concluded that health information in cereal labeling and advertising achieved two important effects; it added significant amounts of information to the market and changed people's eating habits; and it reached population groups that were not well covered by government and general information sources.

Although advertising and labeling are perceived as one-way communication with consumers, in fact they provide the basis for eliciting informed consumer responses to manufacturers about products. Consumers frequently take the initiative to communicate with manufacturers and to ask questions about products as a result of information they have seen in advertising or labeling or because of their experience in using the item. Manufacturers also directly solicit consumers' reactions in advertising. In the United States, for example, many manufacturers encourage communication by providing toll-free telephone numbers on product labels and in advertising so that customers can call the company free of charge.

Indeed, consumer communication with manufacturers is so frequent and important that most manufacturers have consumer affairs departments headed by a company officer to provide appropriate attention to this function. This approach is used mainly in developed countries, particularly the United States, Canada, the United Kingdom and some other European Community countries. It has two purposes: first, to provide an active outreach programmed to seek out consumers and provide information to them about the company

and its products; second and most important, to obtain information and ideas from consumers.

It is not uncommon for a single company in the United States to be contacted by consumers literally hundreds of thousands of times each year through telephone or mail communications. These contacts are carefully analyzed and evaluated, for they are an important source of information about consumer concerns and interests and provide useful insights about products. As a result of this communication with consumers, manufacturers will modify products, provide new information or otherwise respond to consumer interests.

Manufacturers conduct other outreach programmes for consumers in addition to those specifically intended to test new product acceptability and those intended to inform consumers about product usage. Many initiatives are undertaken voluntarily each year by individual companies and by industry associations to provide the public with useful information about food safety and nutrition. These initiatives are a valuable public service; they carry effective messages to consumers, educators, health workers and others, and thus support and complement the efforts of national governments to fulfill their public education responsibilities. Dissemination of brochures and other promotional literature, media campaigns and interaction with local government officials and schools are among the techniques used to educate consumers about food safety and nutrition. Often these activities are undertaken in association with governments, professional groups and consumer organizations. In addition, informing consumers about proper food handling should be a high priority for both government and industry.

There are sometimes some barriers associated with communication which associated with the communication which can be of real trouble for the food industry I would like to bring the out he ways to overcome the barriers of communication for the food industry, in context of this there is a view being presented by site FOOD QUALITY by Cindy Rice, RS, MSPH, CP-FS Food safety is often like

that. Industry and regulators are all working hard trying to do a good job, with the shared goal of protecting the public. But we don't always speak the same language, and we often look at issues from different perspectives with different priorities. Due to miscommunication, cultural differences, or language barriers, the reasons behind certain food safety practices are not always clear.

On one side of the fence, regulators are trying to enforce the food code in their jurisdictions, and they often have a range of duties in addition to food—soil evaluations, Title 5, housing and pool inspections.

On the other side, food workers are trying to put out safe, wholesome food products, while still earning a profit. A chef might put out an exquisite food presentation, thinking of his customers' delight at the wonderful display. But a health inspector looks at the same buffet with a different set of eyes, wondering how long the foods have been sitting out of refrigeration; why exposed foods aren't protected from flying insects; and observing dirty hands and cuts on the chef's fingers. Cultural diversity often makes people think of unfamiliar foods, and they are unsure how to evaluate them during an inspection. Are the ballots or scorpions on a skewer safe to eat, even if they are unrecognizable by the inspector? It is important for both industry and regulators to understand an item's characterization as a TCS [time/temperature control for safety] food and apply food safety measures accordingly. For example, traditional Middle Eastern Shawarma meat, which rotates constantly on a vertical "rotisserie," should be evaluated on its exposure to elevated ambient temperatures during the service period, with particular focus on the internal temperatures of the meat, not on the familiarity of

the product. In other words, we should worry more about the internal temperatures, product sources, and sanitary conditions of the workplace rather than the food in question.

CONCLUSION: We have seen and have presented many aspects of communication and have also presented that how beautifully if you are going to manage the words in advertising as well as marketing and speak them with full zeal, we can have our customers with us for a very long period of time, by the help of communication we are able to guide our customers such a way that they retain with us for a longer period of time. As per the opinion of Leigh James A client may have a bad day, or be in a bad mood, but a genuine smile from the receptionist and a warm welcome from all the staff might just change their outlook for the rest of that day and the days to come. The same applies for the waitperson at the restaurant, the housekeeping or maintenance staff, or any other employee that comes in contact with the guests. A caring, positive atmosphere makes the difference between just a place you pass through and a place your guests will remember.

Other important aspect of hospitality communication with customers is providing clear and useful information when asked by customers. Restaurant staff should know the menu inside out, understand special dietary requirements, know about the source of the ingredients they are serving, etc. Reception staff at the hotel should be up-to-date not only with the facilities and services that the hotel offers, but also with all the other information travelers need: activities, transport, eating and entertainment, and opening hours of shops and agencies. It is part of the service, and guests appreciate well-informed and courteous staff - it can

make a difference between "just another day" and a memorable day.

Let us now have a look that what are the points that are to be kept in mind while making a communication in the foodie world and they are as under:

1. In food industry the staff should be very well trained. So that they can provide good professional service.
2. A good command over communication can help you satisfy your customers because after all hospitality is all about service!
3. All correct and right information should be provided to the customers. It is very essential to keep your customers well informed ahead of time.
4. Another important aspect of hospitality communication is interaction with foreigners. Tourists can visit the restaurant or hotel. The staff should be very fluent in English. Even if they are not aware of any foreign language they can interact in English with them.
5. All the staffs should know about the day's menu and should be able to respond to the questions of the customers regarding menu and food.
6. Staffs should talk very politely and softly with the customers. Ignoring, frowning, and shouting may disappoint the customers

It's so far true that whether you cite an example of Tajo , or of Iberian Sheraton , take example of any type of the food restaurant , but for all of them one thing is common and that is good use of communication so that the customers get once towards him

Communication Agencies Back Food Industry Accord

**Friday, 3 September 2004, 12:00 am
Press Release: Communications Agencies Association**

September 2 2004

Communication Agencies Back Food Industry Accord

The Communication Agencies Association (CAANZ) has become a foundation signatory of the New Zealand Food Industry Accord launched by the Minister of Health in Wellington today.

The Accord is the food industry's response to the challenge of obesity. It calls on signatories to do all that is possible to encourage all sectors of the industry to create commercially successful products and services that will make a positive contribution to the health of New Zealanders.

The Accord is understood to be a world first, bringing together all the participants in the production and sale of food – producers, distributors, retailers, marketers, advertisers and media.

The Accord commits signatories to recognizing that obesity is a major risk to public health and to working collaboratively to tackle it. Other signatories include the Association of New Zealand Advertisers (ANZA), the Food and Grocery Council (FGC) and the Television Broadcasters Council (TBC).

“CAANZ has been working closely with the key players in the food industry to create the Accord and we are 100% behind the initiative. It is industry's way of saying we recognize the issue as a major challenge for New Zealand and we recognize we all have a part to play in finding solutions,” said CAANZ President, Andrew Stone.

“That responsibility is shared with the entire community of New Zealand but inactive lifestyles, poor nutrition and obesity are creating greater focus on the need for the community to share in addressing the health of the nation. It is not an easy task, but

communications agencies will be playing their part in finding commercial solutions for their clients that contribute to the health of New Zealanders,” said Mr. Stone.

The Accord was launched by the Minister of Health, Annette King, at a ceremony at the Beehive today and follows the Ministry's launch of its Healthy Eating Healthy Action strategy in June of this year.

“We can't beat the obesity issue if we don't work together. That's why this Accord is such a big leap forward. Its strength lies in the Government and the broader food industry teaming up to tackle obesity head-on,” said Mr. Stone.

CAANZ is an industry association representing the interests of more than 60 advertising and communications agencies.

This is small news from SCOOP BUSINESS.COM whereby it is told how communication industry back the food industry, the main reason to add this thing into my paper is to tell that how well the things are coordinated in the communication. With this I end my paper thinking that my readers would appreciate it, and this would definitely add on to the boost of my mind. My intentions were not to copy any literature worked of any writer, but yes there are some points which are copied and edited .The intention was bring out that how and why the food world does or the hospitality world uses the communication.

Reference:

Chrono .Com And the Articles of Communication

Scoop Business.Com, the Communication Agency Backing Accord

Food Quality Article by Cindy Rice