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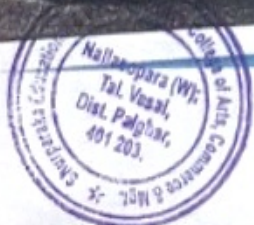
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SUSTAINABILITY IN A GLOBALISED WORLD



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EMERGING TRENDS IN MARKETING AND ADVERTISING

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ABSTRACT

Marketing is at the core of all business activities. Without marketing, organizations cannot sell and without sales there is no revenue and without revenue people cannot run businesses. The world wide web is a very diverse marketing platform used by most businesses for marketing all types of products and services. Advertising supports marketing by creating the right exposure for a company's products or services. It generates curiosity in the minds of the target audience, creates buy-in and ultimately works to support the overall marketing plan to convert to sales.

I) INTRODUCTION

Creating a marketing plan involves a great deal of time and research, preparing your product for the marketplace, and starts with developing a unique selling proposition (USP) that differentiates your business. This proposition then acts as a guide, or a mission statement, that helps you develop the marketing strategy. The power of advertising increased rapidly with the growth in trade and commerce. With the increasing impact of the industrial revolution on our country, the number of advertisements from British business houses rose sharply. 'Agents' flourished at the time as space contractors, obtaining advertisements for newspapers and periodicals on a commission basis. Leading newspapers like 'The Statesman' and 'The Times of India', which had their own advertising departments, offered their own facilities to 'agents'.

II) MARKETING

Marketing is building your brand, convincing people that your brand (meaning your product/service/company) is the best and protecting the relationships you build with your customers.

III) 5 MAJOR TRENDS THAT ARE TRANSFORMING THE PROFESSIONAL SERVICES MARKET

1. Social Media Adoption

For finding and engaging clients online, marketing services, and monitoring competitors, professional services firms have widely started using social media. This is an understandable step forward since the global web content, search portals, and social media market grew at 13% in the historic period, and it is forecast to register a 11.8% growth rate from 2016 to 2020, driven by the increased number of internet users worldwide and by people's attitude towards new ways of communication through social media.

2. Virtual Firms in the Professional Industry

Rapid technology change, increased pressure to reduce costs, and increased use of smartphones is making the concept of virtual firms more attractive to many in the industry. In the future, more professional firms will go virtual and have few permanent offices.

3. Value-Oriented Revenue Model

Traditionally, professional services firms have been charging their customers on an hourly basis. In line with increasing wages and rapid pressure from clients to decrease pricing, many professional firms are shifting towards value-oriented billing. Value-oriented billing is easy to apply in the professional services industry since the value (such as tax savings, damage awards, ad placements, or the size of an acquisition or merger) is explicit.

4. Emergence of Modularization

Services are now being split into several individual components and sold separately rather than bundled together. A growing number of clients prefer to pick and choose service elements that can be



independently and are free of the bureaucracy that is seen to be stifling growth and independence in the top five holding companies.

From a local perspective, Agency Scope 2017 research confirmed the 2016 findings that SA's independent agencies are well respected within the industry and among clients in general. They have enjoyed growth over the past 12 months despite the struggling economy, and their levels of client satisfaction are higher in general than those experienced by the larger agency networks.

With consultancy firms such as Accenture buying agencies, mainly in the digital sector, we are seeing new competitors for agencies in the global marketplace – the fourth trend. This is not as pronounced in SA – yet – but we believe there is growth potential and it will be interesting to see how it plays out. Fifth, marketing and advertising spend will evolve. Growth in digital spend by marketers has increased from 18% of the total marketing budget in 2016 to 24% in 2017. The global benchmark is 28.3%. We have all seen the effect this has had on the print media already. This trend will continue, according to Agency Scope 2017.

A growing trend – albeit not a new one – exists around content management. Advertising now has to satisfy the needs of many platforms, and production costs have had to adapt accordingly. These days, if a television commercial cannot be inexpensively cut down and used for other platforms, then it is not viable within the marketing budget.

Over the past three years, procurement departments' involvement in marketing has been increasing. Procurement departments are now involved in 46.2% of all negotiations between marketing professionals and their agencies. Agency Scope 2017 puts the global benchmark at 60%, making this a trend that will continue.

The trend around pitching won't change – 77% of all agency selection processes in SA are done through a pitch, which normally includes strategy and creative elements.

Finally, though clients are generally satisfied with their agencies, 19.4% indicated in the research that they would be changing their agency in the next 12 months. The global benchmark is 15.1%, which leads us to believe that the SA figure might be driven by the poor economic conditions and the need to continuously watch budgets.

VII) CONCLUSION

The Emerged Advertisement is considered important branch of business which impresses the public about the superiority of product. A good advertisement must have certain qualities. First, it should be based on human – psychology & Attractive. People do not like to waste their time on things which do not concern them. So to be successful, advertisement must be brief.

The marketing orientation is perhaps the most common orientation used in contemporary marketing. It is a customer-centric approach that involves a firm basing its marketing program around products that suit new consumer tastes. Firms adopting a marketing orientation typically engage in extensive market research to gauge consumer desires, use R&D to develop a product attuned to the revealed information, and then utilize promotion techniques to ensure consumers are aware of the product's existence and the benefits it can deliver. Scales designed to measure a firm's overall market orientation have been developed and found to be relatively robust in a variety of contexts.

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1. Gender Equality

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Introduction

Gender equality, also known as sexual equality, is the state of equal ease of access to resources and opportunities regardless of gender, including economic participation and decision-making, and the state of valuing different behaviors, aspirations and needs equally, regardless of gender.

Gender equality, equality between men and women, entails the concept that all human beings, both men and women, are free to develop their personal abilities and make choices without the limitations set by stereotypes, rigid gender roles and prejudices. Gender equality is an important concept in our society. Every individual should learn and understand equality based on gender. All are equal and should be treated equally. Every person has a right to do things according to their do's and don'ts. Gender equality means that the different behavior, aspirations and needs of women and men are considered, valued and favored equally. It also means that giving women their right and not to be dependent on male for their wants. In today's era women want to work, build their platform on their own, established their own success, want to live the way they want, want to feel equally treated, want to own respect, they are not meant only in kitchen. But want to be dignified and recognized in the society. It does not mean that women and men have to become the same, but that their rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equity means fairness of treatment for women and men, according to their respective needs. This may include equal treatment or treatment that is different but which is considered equivalent in terms of rights, benefits, obligations and opportunities.

Objective

1. To study the conceptual framework of paper.
2. Importance of Gender Equality.
3. Measures to improve Gender Equality.



people differently so that they can achieve the same outcome. At times equity is necessary to achieve gender equality, but there are many instances where this is not the case.

Measures to Improve Gender Equality

- 1) Equally treated
- 2) Fairly
- 3) Participation
- 4) Choices
- 5) Explore

The following are the explanation of the points

- 1) **Equally treated:** - women should be equally treated in all the aspect of the streams. Weather big or small.
- 2) **Fairly:** - Fairly role to be played. Justly, equally and cleanly.
- 3) **Participation:** - In all the field. There should be no bar or block system for women's participation.
- 4) **Choices:** - Her choices, preferences, should be considered. And not just let go, but should wisely look forward.
- 5) **Explore:** - Let explore her own world by giving her wings to fly high. to support her. to be with her. to let her grow for the better tomorrow.

Conclusion

I believe that women's should be given importance in every growth of the society. Should be empowered. They should also give equal rights and justice in all their way. We should encourage people to let be united and aware all to treat women fairly, justly.

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