

Symbols in Marketing

Name

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Introduction

Companies are using the entrenched way of advertising by employing symbols to communicate accurately with their customers. The use of symbols also helps these companies to bring a visible difference between their brands and those of the competitors. Consumers readily associate a symbol with a product or service and in the process they assign the meaning that is intended by the advertiser. The use of symbols has been further enhanced by the current technological trends in website development (Kotler, 2010). This paper discusses symbols in marketing by using specific case study companies.

Jeep Cherokee.

Jeep Cherokee is a motor vehicle brand that has been known for ages for its astonishing strength. It uses a kind of improved way of advertising where the advertiser gives a sound of a slamming door of a vehicle. According to Jeep website, ‘‘the slamming is aimed to communicate that the car is very safe and quiet when compared to the standard vehicles’’.

Jeep also uses photo galleries of vehicles on their website, some of these vehicles are photographed on very rocky and steep terrain. The case purpose of these images is to create an impression in the mind of a customer that Jeep Cherokee is an all-terrain motor vehicle

Jeep Cherokee through the use of digital media advertising has managed to develop superb social evidence and also it has brought visibility to the direct consumers (Kotler, 2010).

Prudential Insurance

Prudential Insurance is an insurance company based in North America. It uses the symbol of a rock to communicate its inbuilt strength plus its state of stability to the clients. The use of a rock is also a symbol that no matter the season, the company's status can never change.

Prudential Insurance also uses an umbrella. Just like an umbrella protects one from weather, it can give its protection from unpredictable events in life. Below the umbrella is a statement reading "Be Safe Always" which is an assurance of safety (Palia, 2014).

An individual will consider being insured by a company where they are assured of protection against misfortunes, Prudential Insurance symbolic advertising has captured all these.

The U.S Army

This army used computers in addition to other very sophisticated gadgets as symbols during its campaign of "Being All You Can". The use of this equipment was aimed to show the modernity that had lately been employed in the force.

Looking at the website of The U.S Army, there is a special jet with high technology guns on the wings. The plane is tilted on one side and is seen to be in a war situation. The jet has inscriptions of be "sharp and look sharp" on every wing that emphasizes their undying desire to combat crime with dedication.

The essence of these symbolic images is aimed to show that The U.S army is rooted in dedication and teamwork. It is equipped with high-end technology to help in serving the nation with the needed equipment and machines.

Conclusion

Advertisers have the power of facilitating sales when they reconsider the use of symbolic representations in order to express the meanings in context to their consumers (Palia, 2014).

When an organization becomes more conscious of the strength of symbols, they can choose the values of whatever they intend to emphasize. Symbols also establish what ideas an advertiser wishes to instill in the mind of a customer. Therefore, the relevance of symbols cannot be underestimated (Perreault, 2014).

References

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