

Chapter 2

Global Airline THY's Advertising and Corporate Communication Activities on YouTube During COVID-19 and After

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ABSTRACT

During the COVID-19 pandemic, which has been going on since March 2020, advertising and corporate communication activities had to aim to influence the masses with more effective and creative methods than before. In this process, advertising not only introduces the features of the product or service, but also aims to increase the purchase and consumption of the product by finding the common point of the product and the consumer and has made an effort to persuade the consumer to buy by ascribing a cognitive meaning to the product or service. When considered in terms of civil aviation, advertising is both a promotional tool and a source of income that ensures the survival of the business. Civil aviation organizations make their advertisements on a corporate basis by using advertising channels such as newspapers, magazines, and television. From this point of view, advertising is considered one of the important components of the marketing mix.

MARKETING IN BRIEF

Marketing is a process that enables the product or service to reach its buyer and is a combination of advertising and public relations. Rose and Miller (1994) define marketing as the whole of activities that include promoting, packaging, training sales personnel, identifying and meeting market needs in order to improve the sale of a product, a good or a service. It is clear that this definition has changed a lot

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thanks to social media platforms. By definition, marketing communication includes a mixture of various communication tools such as promotion, advertising, sales promotion as a single whole (Grove et.al. 2002). “Integrated Marketing Communications”, which has been translated into Turkish as the English Integrated Marketing Communications (IMC), functions as an activity that also activates the consumer and behaviorally moves towards purchasing.

Tokol describes the role of the marketing unit as identifying target consumers, understanding their lifestyles and thoughts, and directing all business resources to satisfy consumer needs profitably (Tokol, 1996, s.3). In this state, marketing is not only one of the newest movement sciences of mankind, not only in crisis and normal times, but on the other hand, it is one of the oldest professions in the world (Kotler, 1972:4).

ADVERTISING IN BRIEF

It is the work done to promote a certain product or service to the public through mass media, the price of which is determined in advance by whom (Özkan, 2014:37).

The concept of advertising is handled in two ways, from the perspective of the consumer and the producer. Advertising for the consumer; It is the transfer of information and data at sufficient levels through various communication tools in order to create attitudes towards consumers to buy a certain product or service. In terms of the manufacturer, the advertisements are; It is the transmission of video or audio messages through communication tools in order to inform consumers about the existence of a certain product or service and to awaken positive behaviors in the light of this information (Aizezi, 2017:12).

When we look at the Turkish Language Institution, we can see that even if different definitions are encountered, we can see that advertising is generally defined as all the ways tried to bring any product to the public, to introduce it to them, to offer them to their liking and to purchase them (Dölkeleş, 2019:5).

Although similar to the definitions above, there are many definitions on the concept of advertising. According to these definitions, the features of the advertisement can be listed as follows (Topsümer, Elden, 2015:13).

1. It is one of the elements of marketing communication.
2. It is done for a certain price.
3. It is a series of communication processes that occur between the advertiser and the consumer.
4. It is carried out through mass media.
5. The person, institution or organization that makes the advertisement is known.
6. Consumers are informed through advertisements and they are tried to be persuaded to buy the product or service.
7. Advertising messages consist of products, services, promises, rewards, and solutions to problems.

The purpose of the advertisement is handled in two stages. While directing the aforementioned products or services in line with the predetermined targets to be received by the society constitutes the general purpose dimension, the main purpose of the advertisement is to prepare the messages to be delivered to the consumer in parallel with the type of advertisement, instead of creating a complete and perfect art (Aizezi, 2017:14).

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