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36. *ATL, BTL, TTL Advertising*

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Introduction: Below the line (BTL), Above the line (ATL), and Through the Line (TTL), in organizational business and marketing communications, are advertising techniques. The term comes from top business managers and involves the way in which Procter and Gamble, one of the world's biggest advertising clients, was exalted for its media in the 1950s and 1960s.

Resources and methods: In this paper were used internet sources and modern literature. These advertising techniques were investigated by the method of observation and analytical methods.

Results: What are ATL and BTL activities? They seem simple enough. Above The Line (ATL) advertising is where mass media is used to promote brands and reach out to the

target consumers. These include conventional media as we know it, television and radio advertising, print as well as internet. This is communication that is targeted to a wider spread of audience, and is not specific to individual consumers. ATL advertising tries to reach out to the mass as consumer audience.

For some retail giants the definition of the line is "their floor space" where they convert footfall to purchase. Loosely put, everything done prior to a customer's actual entry into a retail outlet is ATL for some retailers, as they define shop-floor activities as the true BTL set of activities which decide on which brand sells eventually.

Below the line (BTL) advertising is more one to one, and involves the distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and placards. It could also involve product demos and samplings at busy places like malls and market places or residential complexes. For certain markets, like rural markets where the reach of mass media like print or television is limited, BTL marketing with direct consumer outreach programmes do make the most sense.

Other BTL activities could include roadshows, or moving hoardings with the ad of the product, and vehicles with promotional staff interacting with people demonstrating the product and distributing literature on the product. BTL advertising is advertising that uses less conventional methods of advertising than the specific channels of advertising that may or may not be used by ATL advertising to promote products and services. [1]

BTL promotion might include direct mail promotional campaigns, PR and sales promotions which are handled directly by the company itself or outsourced to specifically PR agencies and sales promotion agencies and may or not be related to the advertising campaign. BTL advertising might include email campaigns, telemarketing, etc with targeted groups of potential clients. Companies prefer adopting BTL as a means of reaching out to their target consumers when their product is something they need to engage the consumer in a touch and feel experience with.

Below the Line uses less conventional methods than the usual specific channels of advertising to promote products, services, etc. than Above the Line strategies. These may include activities such as direct mail, public relations and sales promotions for which a fee is agreed upon and charged up front. Below the line advertising typically focuses on direct means of communication, most commonly direct mail and e-mail, often using highly targeted lists of names to maximize response rates. [2]

In addition, above the line is much more effective when the target group is very large and difficult to define. But if the target group is limited and specific, it is always advisable to use BTL promotions for efficiency and cost-effectiveness. Some people would consider ATL and BTL antiquated terminologies in an era which uses the internet and lightening speed changes in modes of communication to reach out to the consumer.

Interestingly, there is a new phrase called Through the Line, or TTL, which integrates both ATL and BTL activities. BTL communications from brands is rapidly becoming a dying form of reaching out to the audience with agencies and clients going adopting the Integrated Communication approach. [1]

Conclusions: ATL, BTL and TTL are the acronym for Above The Line, Below The Line and Through The Line advertising strategies for promotion and penetrating the potential market to reach to its maximum customer. ATL includes Television, Radio and Print media like magazines, Newspapers etc. and it covers a lot of mass through its huge reach.

BTL includes the strategy of advertising to non- media communication like print the posters, Handouts, Organising exhibitions, Roadshows, Reducing the price, PR etc. TTL is

the mixture of both the advertising strategy. TTL refers to an advertising strategy involving both above and below the line communications in which one form of advertising points the target to another form of advertising thereby crossing the 'line'. [3]

References

1. TTL Advertising [Electronic source] // Mode of access: <http://www.slideshare.net>
2. The Advertising Club [Electronic source] // Mode of access: <http://theadvertisingclub.net>

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