

Module – 1

MEDIA IN ADVERTISING

INTRODUCTION:-

The term ‘media’ means “channels of communication”. Advertising media refers to the various media channels through which advertising is done. Advertising media is used for showcasing promotional content which is communicated in various forms such as text, speech, images, videos using TV, radio, online, outdoor etc. Basically these are channels through which companies can advertise their products and services to reach to customers.

Traditional media has been used in the advertising world for years. These include newspaper, magazines, radio, television, outdoor, cinema advertising, and direct mail and so on. Traditional media are the most common form utilized by advertisers since decades. Over the course of last years, more businesses are making use of new age media to reach target audience. The new age media is said to be the future of advertising, social media advertising, mobile advertising and so on. Each of these are means in which businesses have the capability to reach consumers and other businesses with ease.

PRINT MEDIA:-

Print media refers to paper publications circulated in the form of physical editions of books, magazines, journals and newsletters. Print media advertising is a form of advertising that physically printed media, such as magazines and newspapers to reach consumers, business customers and prospects.

NEWSPAPER ADVERTISING:-

Newspapers have always been one the most important advertising media. These are the earliest forms of press advertising. Even though we are living in the technologically advanced time, the daily newspapers are still very effective and powerful print medium of advertising. Advertisers spend a sizable share of the total advertising budget in newspapers. In our country, newspapers virtually reach most of the homes in the cities and many members of the family read them. There are national, regional and local newspapers cover short stories, editorial contents and of course a number of advertisements. Newspaper advertising is gaining importance

Features of Newspapers:-

- **Newspapers are printed in two sizes i.e. standard size and tabloid size.** Newspapers like the Time of India, Indian Express, the Economic times etc. are available in standard size. While Mid-day and daily are available in tabloid size.
- **Newspapers are published in the morning, afternoon and also in the evening.**
- **Most newspapers present a variety of material to the readers.** A typical newspapers has news columns, sports, financial pages, society news, international news, shopping columns, entertainment columns and so on.

- **Newspapers are available at the national level, regional level, as well as local level.** Thus newspapers offer selectivity. They make it possible to communicate in a specific language or in a specific area.
- **Newspapers may be general or specific in nature.** For instance, newspapers like The Times of India and Indian Express are read by the general community. On the other hand newspapers like The Economic Times, Financial Express and Business Standards are preferred by the business community.
- **Newspapers offer flexibility.** It permits last minute changes. This feature is especially useful while launching new products or making public announcements. The advertisements can thus have a powerful news emphasis.
- **Newspapers have a high penetration among literates.** Most of the literates read morning newspapers. Further, the readership is more than the circulation.

Advantages of Newspaper Advertising

1. Detailed information

Through newspapers advertisements, detailed information can be given about product features, use merits, addresses of the retail outlets where the product is available etc.

2. Wide coverage

Newspapers serve local, regional and national markets. They reach people of all age groups and all income levels, both in cities and rural areas. Further, since regional newspapers cater to specific regions, they offer geographic selectivity.

3. Quick response.

Newspapers are the carriers of current news. People read them to find out the various developments that take place daily. Newspapers advertisements have a sense of urgency. The Public response to the advertisements is immediate as it reaches them while they are fresh and are in a receptive mood.

4. Flexibility

Advertisements can be inserted or changed practically overnight. Retail advertisers often make last minute changes in their newspapers advertisements to take full advantages of newly arrived products, last minute concessions to boost the sales – Hence, flexibility is an unique aspect in newspapers advertising.

5. Economical

Newspaper advertising is economical due to wide circulation and large readership.

6. Split Run Facilities

The media owner allows the advertiser the same space for two or more copy variations.

7. Keying the Advertisements

It is possible to key the newspaper advertisement and attach a mail order coupon in order to measure its effectiveness.

8. Prestige

The prestige and respectability of the newspapers is transferred to the advertised product.

9. Editorial Support

Most newspapers present a variety of material to the readers. Advertising is a part of it. If newspapers contain only advertisements, only a handful of people would read it.

10. Repetition

Many of the newspapers are published daily. This makes it possible to repeat advertisements several times over a period in the newspapers.

11. Reference Value

Newspapers can be stored and preserved.

12. Easy Measurement of reach

In India, the Audit Bureau of Circulation (ABC), provides the readership and circulation figures.

13. Mobility

It is convenient to carry newspapers from one place to another.

Disadvantages of Newspaper Advertising**1. Limited Coverage**

Newspaper advertising can make an appeal to the literates only.

2. Short Life

A newspaper has very limited life and therefore advertising has little impact beyond the day of publication.

3. Hasty Reading

People go through the newspapers in a quick and casual manner.

4. Expensive

Newspaper advertising is becoming expensive due to increase in the rates by newspapers.

5. Lacks quality reproduction

The paper in which newspapers are printed are of low quality.

6. Demonstration

Product demonstration is not possible in newspapers advertising as in television commercials.

7. Limited readership

As illiterate people cannot read the newspapers; the reach of the advertisement is confined only to the educated persons.

MAGAZINE ADVERTISING

Magazine advertising is another form of press publicity. **Magazines are periodic publications.** They have a longer life. Magazines may be weekly, quarterly fortnightly or monthly publications. Magazines are of different types. There are, magazines for general public or for special class. Some of these include:

- General consumer magazines such as Readers Digest, The Illustrated weekly, India Today etc.
- **Women magazines** such as femina, women's Era, Eves Weekly etc.
- **Film magazines** such as stardust, star and style etc.
- **Sports Magazines** such as Sports Star, Sports Week etc.
- **Business magazines** such as Business Week, Business India, Business World etc.
- Other **specialized magazines** such as children's magazines, computer magazines, fashion magazines, investment magazines, automobile magazines etc.
- There are also some magazines devoted to religion, education, health, medicine, art, agriculture and so on. The use of colour, glazed and art paper, off-set printing etc. has improved the quality of magazines. This makes magazine advertising attractive.

Advantages of Magazine Advertising

1. **Longer Life**

Magazines have a longer life than newspapers as they are published at periodic intervals which may be a week, fortnight, and month and so on.

2. **Better Quality**

The quality of newspapers is poor. On the other hand, magazines can use glazed or art paper. Therefore, the advertisements look better in a magazine than in a newspaper. Hence magazines are extensively used in fashion advertising.

3. **Colour Printing**

Also, due to superior quality of paper, colourful illustrations can be reproduced. This makes the advertisements attractive and appealing.

4. **Selectivity**

Magazine advertising offers high selectivity as the advertising message can be directed to a particular section of the society.

5. **National Coverage**

Most of the leading magazines offer national coverage. They provide a wide coverage.

6. **Longer Copy**

It is possible to give a detailed description of the product in magazine advertisements.

7. No Hasty Reading

Magazines are used at leisure. Therefore, readers can go through the advertisements carefully and in detail.

8. Secondary Readership

Magazines have a considerable amount of secondary readership. They are read by family members and also borrowed by friends, relatives and neighbors.

9. Reference Value

Like newspapers, magazines too provide editorial content. Advertisements are just a package of it. Along with the informative material, advertisements get noticed by the readers.

Disadvantages of Magazine Advertising

The following are the disadvantages of magazines advertising:

1. Expensive

Magazines advertising is costly due to use of superior quality paper and advanced printing technology. Small advertisers find it difficult to make use of this medium.

2. Limited Reach

Magazines do not have the same reach as television or radio. Readers are typically narrow segments of people interested in the given topic of the magazine. Hence, general audience of customers. Further, magazines are expensive. This limits the extent of the target market.

3. Long lead times

Magazines are normally published weekly or monthly. The advertisement has to be given to the publisher couple of days before the magazines are printed.

4. Less Flexibility

Magazines advertising lacks flexibility as last minute changes are not possible.

5. Frequency of Insertions

In a newspaper, advertisements can be placed on consecutive days to have a greater impact. On the other hand, magazines have a lesser periodicity and therefore it has a limited impact of frequency insertions.

6. Scope Limited to Literates

Illiterates cannot be reached through magazine advertising.

7. Current Events

Since the copy of the advertisement has to be submitted well in advance, advertisements based on current events cannot be published through magazines. Similarly, information about latest products cannot given through magazines.

8. Clutter

These days, along with other media the problem of clutter is found in magazines. Due to too many advertisements, readers may ignore them.

RADIO ADVERTISING

Radio broadcasts started in India in **1927** with two privately owned transmitters at Bombay and Calcutta. In 1930, the government took them over and started operating under the name of **Indian Broadcasting Service**. Thereafter, in 1936 the name was changed to All Indian Radio (AIR). **Commercial broadcasting** on the radio was introduced in May 1970 and commercials were introduced from 1st April '1982'. As an advertising medium, radio witnessed a decline after different. Radio has once again regained popularity especially with privatization (introduction to FM channels).

Radio advertising takes the form of spot announcements and sponsored programmes. Spot announcements are short-advertisements of a duration for 15seconds to one minute. They are repeated time and again. They are introduced in the interval between two songs or programmes. **Sponsored programmers** are interviews, plays stories, songs, and listener's request and so on. Advertisements are inserted and repeated during the programmes. Commercial advertising on radio gives substantial revenue to the government.

Advantages of Radio Advertising

1. **Personal Touch**

Radio advertising gives personal touch because of the impact of human voice. The radio jingles have a more personal touch that immediately involves the listeners.

2. **Better Recall**

Radio advertising has a better recall value. A message that is heard is better remembered than a message read.

3. **Variety**

Radio announcements can take the form a spot announcements, sponsored programmes and may use different languages. Moreover, radio advertising is entertaining due to film songs, background music, dialogues etc.

4. **Suitable to illiterates**

Radio advertising is most suitable in area where the level of literacy is low. Illiterate people who cannot read the printed message can be approached through radio commercials.

5. **Demographic Selectivity**

Local radio stations are able to appeal to specific target group. Use of local language can be effectively made to communicate the advertising message.

6. **Relatively Low Cost**

Radio advertising is much cheaper than television advertising.

7. **High penetration**

In India, radio has the maximum reach as it covers around 99% of the population. Radio is especially popular in rural areas.

8. **Flexibility**

The copy of the advertisement can be modified as per the changing environment. Radios permit last minute changes. This has made radio a flexible medium.

9. Mobility

Radio is extremely mobile. A radio can be heard at home and outdoors.

10. Divided Attention

Radio can be listened i.e. while cooking, driving, playing, eating, relaxing etc.

11. Repetition

It is possible to repeat advertisements on radio. This improves memorability of advertised product.

Disadvantages of Radio Advertising**1. Short Life**

Radio advertising has a short life. It lasts for a few seconds. Further like press advertising, radio advertising cannot be stored.

2. Brief Information

It is not possible to give detailed information about the product through radio.

3. Lacks Visual Effect

Radio advertising lacks visual impact. Hence products requiring visual demonstration cannot be advertised through radio.

4. Clutter

Too many advertisements in between programmes may irritate listeners.

5. Repetition

The frequent repetition of these may create boredom and irritation on the part of the listeners.

6. Suitability

Radio advertising is not suitable for all types of products. It is not suitable for industrial products, financial products and corporate advertising. This medium can be used effectively only for consumer goods of daily use.

7. Wastage

Radio advertising results in substantial wastage as listeners ignore the advertisements. Moreover, wastage is also caused when the advertisements have only a sectional appeal.

8. Perishability

Radio advertising is highly perishable as compared to press advertising. A listener gives limited attention to radio advertising.

9. Effectiveness

Testing the effectiveness of radio advertising is difficult. It is not easy to assess the degree of response to radio advertising.

TELEVISION ADVERTISING

Television is a fast growing medium of mass communication in India. It is being used extensively for advertising for advertising. It is the most effective medium of advertising **due to both audio and visual impact**. It is extremely popular with the advertisers and viewers. Due to its wide coverage, it has low cost per reach. In India, Doordarshan started its transmission of 3 days in a week as an experimental service in Dec 1959 was transmitted on 1st January 1976. Doordarshan, the national channel of India reaches over 90% of the population. Television in India is are more than 1000 television channels of India. India also has a strong network of cable TV. Cable TV advertising allows advertisers to reach out to local audience.

Viewership data for TV in India is reported by Broadcast Audience Research Council (BARC). (BARC) is a consortium of broadcasters, advertisers, and advertising and media agencies, via their apex bodies.

TV advertising takes the form of short commercial as well as sponsored programme. It is an expensive means of mass communication. Hence, the only big advertisers with a sound financial position can make use of this medium.

Advantages of Television Advertising

- 1. Dramatic Impact**
Television is a medium that combines sound, vision and that too in colour. It brings life to product features in the most attractive manner.
- 2. Demonstration of Goods**
The products can be demonstrated its use can be illustrated. This helps an advertiser to explain features and uses of his products in an effective manner.
- 3. Entertainment**
Viewers especially Children find television advertising entertaining. Further, TV advertisements get program support.
- 4. Personal Touch**
There is an element of personal touch in television advertisements. It is like a sales person talking to the consumers, explaining and demonstrating the product.
- 5. Introducing New Products**
Television gives quick recognition to the brand and arouses curiosity about its performance.
- 6. Penetration**
In India, television has penetrated not only in urban areas but also rural areas. Television has reached more than 90% of the country. Moreover, the TV network has expanded expressively. This indicates its increasing popularity.
- 7. Low Per-Person Cost**
TV advertising is expensive but due its wide coverage, the per person cost is low.

8. Prestige

Television commands prestige in the minds of the consumers. The prestige of the channel is passed on the advertised product. Advertising on television is considered as status symbol.

9. Selectivity

An increase in the number of channels allows advertisers to be selective in booking time slots. Depending upon the profile of audience and their target market. They can choose the channels for advertising.

10. Popular Personalities

The use of popular personalities like film stars, sports stars etc. Make TV advertising to the media owner.

11. Flexibility

TV is a flexible medium. The advertising message can be modified giving a short notice to the media owner.

12. Family Coverage

TV addresses to the family as a unit. It is an excellent medium for products, the purchase of which requires decision making.

13. Appeals to All

TV advertising reaches all classes of people, literates as well as illiterates irrespective of their age, sex, income, levels, religion, etc.

14. World Market

Satellite television has given Indian advertisers an opportunity to reach out to the world markets. Indian products are now advertised world-wide.

15. Research Facilities

Several agencies specialize in researching the television viewership pattern rating of the various programmes help the advertisers in booking time slots.

Disadvantages of Television Advertising**1. Expensive**

Advertising on television is very expensive. Apart from media costs, the cost of producing television commercials is also high. Hence small advertisers find it difficult to advertise on television.

2. Clutter

This is a serious drawback of television advertising. The popular programmes have too many advertisements. This irritates the viewers. These days with too many channels available, viewers prefer to change the channel when advertisements are shown.

3. Short Life

The life of TV advertising is short. It is restricted to a few seconds.

4. Lacks Reference Value

TV advertising does not provide reference value to the prospects. Those who are interested in the advertisement in the advertisement have to wait for the next repetition of the advertisements.

5. Government Control

In India, Doordarshan has no autonomy. The Government exercises control over this media. For instance, it does not permit advertisements of cigarette and alcoholic drink on television.

6. Lacks Flexibility

TV advertising lacks flexibility as last minute changes may prove very expensive. For instance if an advertiser withdraws his advertisements at the last minute, has to pay the full TV rate even through his advertisements might not have been telecast on television.

7. Wastages of Commercial Message

Several television channels broadcast variety of programmes at the same time. Hence audience is divided. The message of any advertiser can reach only to that portion of the total viewing audience turned to a particular channel at that time. Further, the moment advertisements are telecast on a particular channel, viewers change the channels. Hence advertisements messages go unnoticed.

8. Difficulty of Getting Suitable Timing

Time on television has to be booked well in advance. There is a lot of competition among advertisers. Hence they may not get the desired time slot on a particular television channel.

9. Not Suitable For All Types Of Products

Television advertising may not be suitable for all types of products. For instance, industrial products cannot be effectively advertised on television. Television advertising is suitable for products of frequent demand and rapid consumption.

10. Difficult to Study Effectiveness

It is difficult to find out the degree of response to television advertising.

11. Lacks Mobility

Television is not carried from one place to another. Hence, television advertising does not offer mobility.

OUT OF HOME / OUTDOOR ADVERTISING

Meaning

Outdoor advertising is also known as out of home advertising. **Outdoor advertisement are the advertisements which attract the customers when they are out of their homes. Outdoor media is the oldest means of communication. Advertising began around 3200 B.C. When Egyptians stenciled**

inscriptions of the names of the kings on the temples being built. In fact the history of outdoor media is as old as the history of advertising itself. Initially, outdoor media was used in the semi-urban and rural areas where the reach of the other media was negligible. However, today **no advertisement campaign is complete without the support of outdoor media, even in major towns and cities.**

Outdoor advertising is also called mural advertising. It includes posters, painted displays, neon signs, kiosks, electric displays, vehicular ads and so on.

Features of Outdoor Advertising

1. Out of Home

Outdoor advertising give advertising to the prospects when they are out of their home.

2. Different Forms

Outdoor advertising is possible through various forms such as posters, painted signs, electric and neon signs, cloth banners, transit advertising, balloon advertising, sandwich boards, kiosks etc. Outdoor advertisements are put up on highways streets, railways stations, bus stands, gardens, building, bridges, airports and so on.

3. Brief Copy

Outdoor advertising is generally brief. The copy of outdoor advertisement generally includes the brand name, a short headline and a catchy slogan.

4. Attractive

Outdoor advertising must be made attractive and appealing. This can be done by making use of attractive letters, colors, illustrations, lighting arrangements and so on.

5. Illustration

Illustrations are widely used in outdoor advertising. The major portion of the outdoor advertisement must be occupied by illustration. This is because normally people do not read the outdoor advertisement. They just take a glance at it. Attractive illustration can communicate the advertising message effectively.

6. Size

The poster/bill board must be of large size. Smaller posters go unnoticed by the commuters. The size depends upon the location of the site and the advertising budget available.

7. Location

In order to get maximum viewership from the passer-by, outdoor advertisement must be placed at busy centers such as railway platforms, bus stops, street junctions, highways, gardens, sports stadiums and so on.

8. Proper maintenance

Outdoor advertisements must be maintained regularly. These advertisements may get faded due to dust or heat. Also, they may be worn and torn out due to rains and winds. Hence proper maintenance of advertisements is necessary for attracting attentions of passengers-by in a continuous manner.

9. Correct Presentation

The advertiser must ensure that there are no mistakes such as grammatical or spelling mistakes in outdoor advertisements. Mistakes may create poor impression of the advertiser. Further, rectification of such mistakes is difficult.

10. Supplementary

Newspapers, Magazines, radio and television are considered as primary media for advertising. Outdoor advertising acts as a supplementary media to these primary media.

Advantages of Outdoor Advertising**1. Attention Grabbing**

The combination of size, color, and illumination attracts attention. Advancements in billboard technology including vinyl and computerized painting, 3-dimensional effects, backlighting, digital & LED technology, computerized lighting etc. have the ability to capture viewers' attention.

2. Local Advertising

Outdoor advertising results in advertising in a focused manner to a targeted audience. Due to the localized nature of the medium, this medium turns out to be relatively cheaper and cost-efficient for local advertisers. In other words, it is best suited for local advertising. Even regional and national advertisers make use of outdoor advertising.

3. Less Expensive

Outdoor advertising is less costly as compared to press and television media.

4. Flexibility

Outdoor advertising offers flexibility. Several variations in the physical size and design are possible. It is possible to alter the advertising message in order to take the advantage of seasonal demand.

5. Language Flexibility

Posters and hoardings can use different languages. This makes them versatile.

6. Continuity

Outdoor advertisements enjoy a longer life as compared to other media. While a newspaper advertisement has a life of 24 hours, television and radio advertisement has a life of a few seconds. On the other hand, outdoor advertising is exposed to consumers 24 hours a day, extended to a number of days or even a few months.

7. Reminder Advertising

Outdoor displays are intended to get people's attention while they travel or work. It is an effective way to remind the audience of the product being advertised. This works as an impact medium for national advertisers as it reinforces the impact of a particular brand. Further, when people move outdoors and get exposed to advertisements, it reminds them of certain purchases.

8. Multiple Exposures

Outdoor advertisements are fixed at particular sites. Passers-by are exposed to these advertisements every time they pass by these posters/hoardings.

Thus outdoor advertisements get multiple exposures without any extra cost.

Limitation of outdoor advertising

1. Brevity

The copy of outdoor ads has to be brief and relatively simple. Therefore, it is difficult to communicate product details, competitive advantages, and specific consumer benefits.

2. Maintenance

Maintaining posters/hoardings is difficult. After a while, the posters start fading which may have a negative appeal.

3. Inconsistency in quality

In India, there is hardly any standardization of posters and hoardings. It becomes difficult for advertisers to maintain a high standard of presentation. Many hoardings are hand painted. Hence, the quality of work varies.

4. Spoils the Beauty of Environment

Outdoor advertising spoils the appearance of the areas where these are displayed. Posters, banners, hoardings etc. spoil the look of the street, highways, buildings, gardens and so on.

5. Clutter

When there are too many outdoor advertisements, these go unnoticed by the passers-by. Unless the poster is made exceptionally appealing or different, it fails to attract the attention of prospects.

6. Response

Measurement of audience response is difficult in case of outdoor advertisements. In other words, it becomes difficult to measure the effectiveness of these advertisements.

7. Problems of Placement

In order to get attention of commuters, outdoor advertisements must be put up at appropriate sites. However, it becomes difficult to get the appropriate site. In such case, the advertisement gets unnoticed.

8. Obstructs Traffic

When people look at advertisement displayed on busy streets, it may lead to traffic jams. Further, outdoor advertisement also distract the drivers. For instance neon signs distract drivers during the night.

CINEMA/FILM ADVERTISING

Cinema advertising refers to advertising at cinema theatres. It takes the form of slides or short film of products that are screened at cinema houses. These are screened before

the commencement of the movie shows or during the period of intermission. With a spurge in the number of multiplexes and the arrival of state-of-the-art movie screening technology, advertising in cinema houses has become an attractive option for advertisers. From almost nothing, national brands are now spending upto one per cent of their advertising budgets on cinema advertising.

Advertisers often make film advertisements in regional languages. It is best suited for local advertising.

Advantages of film advertising

1. Greater Impact

Cinema advertising has a deep impact on the viewers because of large screen size and the fine picture presented to the viewers combined with sound. Color motion and version. Viewers find film advertising attractive.

2. Less Expensive

Film Advertising is less expensive than television and press advertising. Once produced, the slides/ films can be used at various cinema house.

3. Mass Appeal

Film advertising appeals to all types of people- literates and illiterates, young and old, males and females etc.

4. Demonstrative Effect

It is possible to give products demonstrations in film advertising. This medium is especially useful when a complicated or a sensitive subject.

5. Local Selectively

Film advertising offers local selectivity. The advertisers can select cinema houses according to the market they wish to approach.

6. Innovation

Film advertising is screened on a 35mm or 70 mm cinema screen. This offers better scope than a small television screen. Also innovation are taking place in film advertising. Computer graphics, dolby – digital sounds etc. makes film advertising appealing.

7. Supplementary Medium

Film advertising acts as supporting medium to other forms of media.

8. Popularity

Even today, India's most popular form of advertising is movies. There has been a period of growth in multiplexes where footfall is growing with film releases. Cinema advertising has witnessed a growth of 30% in the last five years due to its increasing popularity.

Limitations of Film Advertising

1. Indifference

The audience may be indifferent to the film advertisements. They are basically interested in feature film than advertisements. Most of the audience resent such and messages during the entertainment.

2. Limited Audience

Appeal is made to certain limited numbers of people in cities and industrial centers. Further, the message appeals to only those people who visit cinema houses.

3. Short life

The life of film advertising is very short i.e. a few seconds or minutes. Unlike the print and television media that offers the possibility of frequent insertions, film advertisements may be watched by the consumer just once in a couple of weeks. Thus, there is less continuity in the advertisement campaign which reduces its impact and memorability.

4. Expensive

It is an expensive medium of advertising as the cost of making a film and screening it in cinema houses is high. Only large advertisers can afford to undertake film advertising.

Advantages of internet Advertising/ Online advertising

1. Wider Coverage

The online advertising gives advertisements a wider coverage and this global wider coverage helps in making the advertisements reach home more audiences, which may ultimately help in getting better result.

2. More Interactive

By using web analytical tools, advertisers can track, measure and test nearly all the aspects of the internet advertising. In other words they can find out exactly how much people see their ad, how many people click on it and how many people buy items as a result of the advertisement. That's something that is impossible to do with each other forms of advertising.

3. Greater Control

Online advertising also gives greater control to the advertiser. Web analytic tools provide quick analysis on the response to an advertisement and according to results, advertisers can modify their ads.

4. Affordable

Another main advantage of online advertising is the much affordable price when compared with the traditional advertising costs. With a much lesser cost, an advertiser can advertise on the net for a wider range of audience and geographical locations.

5. Informative

In online advertising, the advertiser is able to convey more details about the advertisement to the audience and that too at relatively low cost. Most of the online advertising campaigns are composed of a clickable link to a specific landing page, where users get more information about the product mentioned in the ad.

6. Selective Audience

Online advertising is very audience specific. Advertisers are able to tailor advertising message content to very narrow target audiences the online world. The ads can be addressed to specific interest or behavior group, gender, and age group etc.

7. Flexible Payments

Payment flexibility is another added advantages of online advertising. In offline advertising, the advertiser has to make the full amount to the advertising agency irrespective of the result. But in online advertising, there is flexibility of paying for only qualified leads, clicks or impressions. For example, in case of pay-per click advertising pay only for the click of their ads.

8. Cost-effective

Internet advertising is more cost-effective than other forms of advertising. There is just a startup cost of creating a website. The hosting costs are minimal. There are no associated costs like postage, storage, or repeated design fee for each promotion. There are no physical or geographical limitations, and the website is available to anyone who has a computer and an internet connection.

9. Affluent Market

Most of the buyers on internet belong to middle-upper class or upper class. Hence, internet advertising enables to reach the affluent market of the society.

10. Reference Value

Internet as an advertising medium has a reference value. The consumer can refer to the concerned site again and collect necessary information.

Limitations of Internet Advertising / Online advertising

Even though internet advertising is a very good way to reach many people and is fairly inexpensive, there certainly are limitations. There are explained as under:

1. Problem of Trust

Inevitably, some consumers always have doubts about certain services internet is often looked upon with suspicion as it is associated with scams, frauds, manipulations etc. Ethics is still often missing in internet marketing. Security concerns for financial transactions discourage online purchases.

2. Costly Medium

Internet is a costly medium as compared to other media. Targeting cost per person is comparatively high.

3. Low computer Penetrations and connectivity problems

The penetration of computers is comparatively low in India. This automatically hinders the growth of internet advertising. Further, due to infrastructure related problems, there exists connectivity problems and slowness of downloads. This discourages users.

4. Receptiveness

Consumers are suffering from advertising fatigue. While news technologies can provide great results, as soon as the market moves mainstream, it can be saturated. Consumers are increasingly ignoring online ads. Many times, the ad messages fail to connect with the viewers. They find such ads as nuisances rather than added value.

5. Limited Scope

While more and more number of people every day are now using technology and suffering the world wide web, there are quite a few of the average consumers who still prefer traditional forms of advertising as a means to gather information on certain products and services.

6. Technical Obstacles

Internet users get irritated with advertisements. Hence, many browsers now block pop-ups. There are also extensions on web pages. Technologically savvy consumers are increasingly using these methods to limit the advertising that they see.

7. Complex

Online advertising is quite complex as compared to other forms of advertising. Developing websites, ad banners etc. on web require a lot of creativity and talent.

8. Measuring effectiveness

It is difficult to measure the reach and effectiveness of online advertising. Such an evaluation is a time consuming and statistical savvy activity.

9. Absence of Personal Touch

Many consumers like to physically inspect the goods before buying. Hence, they are not ready to place order online. Further, they look upon Internet as an unsafe place for financial transactions.

10. Problem of Spam

Internet is full of junk mail. Therefore, email users tend to ignore genuine advertisements.

MEDIA RESEARCH

Medium research is a systematic way of collecting information related to media related aspects such as development of media, their achievements and effects, media consumption habits of people, media trends and so on. It helps in seeking answers to questions such as:

- How much time do people spend with a particular medium?
- Whether it has the effect of bringing about changes in the perspectives of people?
- Does the use of medium have any harmful effects?
- Whether these effects are because of technology or the programme contents?
- What the media users want and expect to hear or read or see and experience?

Media Research is also called “Audience Research”. It is conducted to investigate what segment of consumers read which periodicals and / or listen to or watch which radio television programs. It helps to segment people based on what television programs they watch, radio they listen and magazines they read. It provides information regarding the popularity and effectiveness of advertising media and the comparative position of the cost of

advertising in media. This facilitates the selection of the most suitable media mix for the benefit of the advertiser. Media research is useful for making advertising purposeful and result-oriented. It helps to understand the ways in which media can meet the needs of the audience. For example: Time a person spends with a particular medium.

Importance of Media Research

Media Research is a scientific way of gathering media related information. Media Research helps in finding out the most suitable combination of media that can communicate the advertising messages in cost-effective manner.

1. Media Consumption habits

Media Consumption refers to the sum of information and entertainment media used by an individual. It includes reading books & magazines, listening to radio, watching television & films, interacting with new media and so on.

2. Profile of media audience

Media Research helps to understand the profile of media audience i.e. readers, listeners and viewers. It provides information about demographic and psychographic characteristics of the media audience. While demographic factors include age, gender, education, level, income, etc; psychographics include personality, attitudes, values, and lifestyle and so on. Such a study helps to draft and deliver effective advertising messages towards them.

3. Selection of media

By media research activities, it is possible to gather information about popularity of media, media trends, media packages, media consumption habits and so on.

4. Booking time and space

The media department of the advertiser books time and advertising space in media. This decision is based on readership, viewership and listenership figures which is made available by media research. Further, such information helps the advertiser to negotiate for the best rates for optimal placement of ads.

5. Benefit to media owners

Commercial media owners want to attract advertisers on their medium. Media research helps to get showing the size, demographics and interests of their media audience. The research data about the audience can be used by media owners to generate content for their programmes.

6. Advertising rates

Media research helps media owners in finding out popularity of their media vehicle. It helps them to understand the circulation trends of newspapers and magazines through Audit Bureau of Circulation.

7. Benefits to advertisers

Media research helps the advertisers to select the most suitable media mix. This in turn helps them to get more advertising mileage and thereby better returns open their advertising budget.

8. Competition

A major share of media revenues come from ads which in turn depends on audience measurement. This had led to a growth in media research activities.

9. Benefits to audience

In order to attract of audience, the media has to offer good editorial content and programmes. Media research findings helps the media owners to shape new products, broadcast quality programmes and so on. The ultimate beneficiary is the audience who is then exposed to quality content through editorials and programmes.

10. Others

- Media research is required to keep the activities of research organizations going.
- It helps in media planning, designing media strategies. Media buying and media selling
- It helps to design effective communication messages to create awareness and to persuade target audience to try the product.

AUDIT BUREAU OF CIRCULATION

The Audit Bureau (ABC) of India is a non-profit circulation-auditing organization. **It certifies and audits the circulations of major publications, including newspapers and magazines in India.** ABC is a voluntary organization initiated in 1948 that operates in different parts of the world. ABC is an association of publishers, advertisers and advertising agencies. ABC's membership today includes 562 Dailies, 107 Weeklies and 50 magazines plus 125 Advertising Agencies, 45 Advertisers & 22 New Agencies and Associations connected with print media and advertising. It covers most of the major towns in India.

Some of the highlights of ABC are:

- The main function of ABC is to evolve, lay down a standard and uniform audit procedure by which a member publisher shall compute its Qualifying copies.
- The circulation figure so arrived at its checked and verified by a firm of chartered accountants which are empanelled by the Bureau.
- The publisher should be a Member of Indian Newspapers Society (INS) and the Publications should be registered of Newspapers for India (RNI)
- Publisher member must maintain essential books and records to facilitate a proper ABC audit and also appoint an independent firm of Chartered Accountants from amongst the approved panel of auditors named by ABC.
- Admission of publishers to ABC membership is subject to a satisfactory admission audit.
- ABC has a system of recheck audit and surprise check audits of publications to be carried out as and when ABC deems appropriate.

- The Bureau certifies audited New Paid circulation figures of publications enrolled with it for a continuous and definite six-monthly audit periods and supplies copies of the ABC Certificates issued for such publications to each member.
- Free distribution and bulk sales are also shown on the certificates provided the relevant records are adequately maintained. Such records are checked and facts and figures are scrutinized by impartial Auditors, and only then is the Certificate of Net Paid Circulation issued.

Benefits of ABC certification

An ABC certificate is full of valuable information for media buyers and media owners. ABC aims to provide buyers of advertising space with a benchmark. To help them choose between competing media and to provide media owners with an effective sales, marketing and promotional tool. This is achieved through industry-agreed standards of auditing and record keeping. Which lead to the universally recognized ABC certification

For Media buyers (advertisers)

Circulation figures that are checked and certified by an independent body are an important tool and critical to the advertisers. An advertisers would like to know the facts and figures before investing his money in advertising. He is therefore interested in knowing how many people buy a publication and in which area. The ABC gives all these vital statistics every six months. Based on this, he can take his decision regarding booking of advertising space in the publication space in the publication. Further, ABC offers accurate and comparable data. Based on this data, the advertiser can compare the popularity and rates of several publications when making buying decisions.

For Media owners (publishers)

ABC findings are also beneficial to the particular. Depending upon the circulation figures, it is possible to find out the popularity of the publication. This enables him to fix advertising rates. ABC data is an effective sales tool for attracting advertising the added credibility that his circulation claims have been independently audited to industry agreed standards.

DOORDARSHAN CODE

Doordarshan, established in 1959 is an autonomous public service broadcaster founded by the Government of India. It is owned by the broadcasting Ministry of India and is one of two divisions of Prasar Bharati. It is one of India's largest broadcasting organizations in terms of studio and transmitter infrastructure. It also broadcasts on digital terrestrial transmitters. DD provides television, radio, online, and mobile services throughout metropolitan and regional India, as well as overseas, through the Indian Network and Radio India.

The Content on television is presently regulated by a number of regulations and self-regulatory mechanism. Doordarshan has its own code of conduct relating to broadcasting, social objectives and advertisements for production, transmission and telecast of programmes on Doordarshan.

The All India Radio and Doordarshan Broadcasting Code is applicable on the programmes transmitted on Doordarshan and prohibits criticism of friendly countries; anything against

maintenance of law and order; anything amounting to contempt of court; and anything affecting the integrity to the nation etc.

Further, general rules for commercial advertising on Doordarshan have been set-forth in its own code of conduct for advertising which provides that no advertisements shall be accepted in case it violates the All India Radio and Doordarshan Broadcasting Code.

1. **THE CODE**

Advertising is an important and legitimate means for the seller to awaken interest in his goods and services. The success of advertising depends on public confidence. Hence no practice should be permitted which tends to impair this confidence.

The following standards of conduct are laid down in order to develop and promote healthy advertising practices in Doordarshan. Responsibility for the observance of these rules rests equally upon the Advertiser and the Advertising Agency.

General Rules of conduct in Advertising

1. Advertising shall be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the people.
2. No advertisement shall be permitted which-
 - a) Derides any race, caste, colour, creed and nationality;
 - b) Is against any of the directive principles, or any other provision of the Constitution of India;
 - c) Tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any law;
 - d) Presents criminality as desirable;
 - e) Adversely affects friendly relations with foreign states;
 - f) Exploits the national emblem, or any part of the constitution or respected leaders, state dignitaries, gods and prophets belonging to various religions
 - g) Relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants either directly or indirectly.
 - h) In its depiction of women violates the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. In particular, no advertisement shall be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The portrayal of men and women should not encourage mutual disrespect. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic, and is within the well-established norms of good taste and decency.
 - i) Shows institutions like Armed Forces, Paramilitary Forces, Police, and Traffic Police etc. in poor light.
3. Advertisements messages being presented as news can be accepted provided it carries a super "There is an advertisement" throughout the advertisement. The size of the super shall be of minimum 36 pixel height and it should be in the same language as the audio of the advertisements.
4. No advertisements shall be permitted the objectives whereof are wholly or mainly of a religious or political nature, advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute.

5. Advertisement for services concerned with the following shall not be accepted.
 - a) Unlicensed employment services;
 - b) Sooth-Sayers etc. and those with claims of hypnotism;
 - c) Betting tips and guide books etc. relating to horse-racing or other games of chance.
6. Doordarshan accepts the advertisements of educational institutions / colleges. However, it must be ensured that the institutions /college are genuine so as to ensure that students do not get misled.

Doordarshan will accept the advertisements relating to hotels resorts and hotels.

Doordarshan also accepts the advertisements relating to real estate including sale of flats/land, flats for rent both commercial and residential.

- a. Foreign products and foreign banks including financial services.
- b. jewelers and precious stones;
- c. Mutual funds approved by SEBI;
- d. Hair dyes;
- e. Matrimonial agencies.

However, to ensure that viewers do not get misled by false claims. It has been decided that all such advertisements must carry a statutory message at the end in the form of super imposition or caption as follow:

“VIEWERS ARE ADVISED TO CHECK THE GENUINENESS OF THE CLAIMS MADE”

7. The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.
8. No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or subject-natural property or quality which is difficult of being proved.
9. No advertisement shall contain words “Guarantee” or “Guaranteed”, etc. unless the full terms of the guarantee are available to the purchaser in writing at the point of sale or with the goods. In all cases terms must include details of the remedial action available to the purchaser. No advertisement shall contain a direct or implied reference to any guarantee which purports to take away or diminish the legal rights of a purchaser.
10. Scientific or statistical excerpts from technical literature etc., may be used only with a proper sense of responsibility to the ordinary viewer. Irrelevant data and scientific jargon shall not be used to make claims appear to have a scientific basis they do not possess. Statistics of limited validity should not be presented in a way as to make it appear that they are universally true.

11. Advertisers or their agents must be prepared to produce evidence to substantiate any claims, testimonials or illustrations. The Director General reserves the right to ask for such proofs and get them examined to his full satisfaction. In case of goods covered by mandatory quality control orders, the advertiser shall produce quality certificate from the institutions recognized by the Government for this purpose.
12. Advertisements shall not contain disparaging or derogatory references to another product or service.
13. Imitation likely to mislead viewers shall be avoided.
14. Visual and verbal representation of actual and comparative price and costs shall be accurate and shall not mislead on account of undue emphasis or distortion.
15. The picture and the audible matter of the advertisement shall not be excessively "loud". This is to ensure that between the programme and the advertisement there is a smooth change-over avoiding jerkiness or shock to the viewers.
16. Information to consumer in matters of weight, equality or prices of products where given shall be accurate.
17. Advertisements indicating price comparisons or reductions must comply with relevant laws.
18. No advertisements shall be accepted which violates AIR and TV Broadcast Code which is reproduced below :
 - General AIR/TV Code:
 - 1) Criticism friendly countries;
 - 2) Attack on religions or communities;
 - 3) Anything obscene or defamatory
 - 4) Incitement to violence or anything maintenance of law and order;
 - 5) Anything amounting to contempt of court;
 - 6) Aspersions against the integrity of the president and Judiciary;
 - 7) Anything affecting the integrity of the Nation; and
 - 8) Criticism by name of any person.
19. Any pretence in advertising copy must be avoided and such copy shall not be accepted by Doordarshan Kendras. The "simulation" or appearance or voice of a personality in connection with advertisements for commercial products is also prohibited unless bona fide evidence is available that such personality has given permission for the simulation and it is clearly understood that stations telecasting such announcements are indemnified by the advertiser or advertising agency against any possible legal action.
20. No advertisements for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organization.

21. No advertisements shall be accepted which leads children to belief that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to be condemned or ridiculed for not owning or using it.
22. Any advertisements which endangers the safety of the children or creates in them any interest in unhealthy practices, shall not be accepted.
23. Children shall not be shown begging or in undignified or indecent manner.
24. No advertisement likely to being advertising into contempt or disrepute shall b permitted. Advertising shall not take advantage of the superstition or ignorance of the general public.
25. No advertisements of talismans, charms and character reading from photographs or such other matter as well as those which trade on the superstition of general public shall be permitted.
26. Advertisements relating to or promoting astrology, numerology, palmistry a similar other forms of predictions shall not be permitted on Doordarshan.
27. Advertising shall be truthful, avoid distorting facts and misleading the public by means of implications and omissions. For instance, it shall not mislead the consumer by false statements, as to :
 - a. The character of the merchandise, i.e. its utility, materials, ingredients, origin etc.
 - b. The price of the merchandise, its value, its suitability or terms of purchase.
 - c. The service accompanying purchase, including delivery, exchange, return, repair, upkeep, etc.
 - d. Personal recommendations of the article or service. The quality or the value of competing goods or the trustworthiness of statements made by others.
28. No advertisement shall be permitted to contain any claim exaggerated as to lead inevitably to disappointment in the minds of the public.
29. Methods of advertising designed to create confusion I the mind of the consumer as between goods by one maker and another maker are unfair and shall not be used. Such methods may consist in :
 - a. The limitations of the trademark or name of competition of the packaging or labelling of goods; or
 - b. The imitation of advertising devices, copy, layout or slogans.
30. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements. This also applies to such advertisements which in themselves are not objectionable as defined above, but which advertise objectionable books, photographs or other matter and thereby lead to their sale and circulation.
31. No advertisement in respect of medicines and treatments shall be accepted which is in contravention of the code relating to Standards for advertising of medicines and treatments as per Annexure-1.

32. Advertisements shall not portray animals or birds in a cruel, insensitive, disturbing or obnoxious manner. Such advertisements shall conform to the prevention of Cruelty to Animal Act, 1960.
33. No advertisement which promotes directly or indirectly production, sale or consumption of infant milk substitutes, feeding bottle or infant foods shall be permitted.
34. For all the advertisements the size of the “Supers” shall be of minimum 12 pixel height and stay not less than 4 seconds duration on the screen for up to 2 lines of “Supers”. For every additional line of “Super” additional 2 seconds of hold time would be required. Script of the “Supers” should be in the same language as the audio of the advertisement.

QUESTIONS

1. Explain the advantage and disadvantages of newspaper advertising.
 2. Evaluate magazine advertising.
 3. What are the advantages and disadvantages of radio advertising?
 4. Explain the advantages and disadvantages of television advertising.
 5. What is out-of-home advertising? What are its advantages?
 6. Discuss the advantages and disadvantages of out-of-home advertising.
 7. What are Internet Advertising? What are its forms?
 8. Explain the significance of internet advertising.
 9. What are the limitations of Internet advertising?
 10. What is media research? Explain its importance.
 11. Explain briefly Doordarshan Code as a tool for regulation.
 12. Write Short notes on :-
 - A) Newspaper advertising
 - B) Magazines advertising
 - C) Radio advertising
 - D) Television advertising
 - E) Film advertising
 - F) Internet advertising
 - G) Doordarshan Code
 - H) Concept of media research
 - I) Audit Bureau of Circulation
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MODULE – 2

PLANNING ADVERTISING CAMPAIGNS

● Advertising Campaign

An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns are spread across through various media in order to promote the main theme by different marketing communication tools.

The critical part of making an advertising campaign is determining a campaign theme. **Campaign or advertising theme refer to the central idea or message which is reflected in all ads in an ad campaign.** The objective of an advertising theme is to position the product firmly into the minds of target customers. Hence, a series of ads are created under an ad campaign having same theme so that customers receive the same message in several ways and record the same thing in their mind. This has proved to be more effective in creating impact than showing individual ads of same product but with different themes.

Advertising campaign can be defined as “a series of correlated and coordinated ads based on same theme, characters, jingles and placing them in various advertising media to communicate a message to the target customer for a particular product for a definite period of time.”

In advertising campaign planning

Steps

An advertising campaign is a short term communication program that has a common theme. Use of various mass media is made in order to communicate to the target audience. The steps involved in planning advertising campaign are as under:

1. Define target audience

The first step in the planning process is identifying the target audience. Target audience refers to the group of people at whom the ads are aimed. The advertiser must gather information such as demographics, lifestyle, behavior etc of the target audience. He must find out answers to the following questions

- Who buys the product/brand?
- When do they buy?
- How often do they buy?
- How do they use the product?
- What are their perceptions or attitude regarding the brand?

2. Setting the advertising budget

The next step is to decide the advertising budget i.e. to allocate financial resources for the advertising campaign. While setting the advertising budget, several factors are taken into account. These include target audience, extent of competition, advertising objectives, media

to be used, and advertising frequency and so on. The budget controls the expenditure by fixing a limit.

3. Deciding the objectives of the campaign

Objectives must be set for the advertising campaign. An objective refers to the specific aim of the campaign. The advertising objectives should be specific and clear. The objective could be to launch a new product in the market, to influence buying decision, to build a strong brand image, to remind consumers about the brand, to give information about sales promotion schemes and so on.

4. Deciding the advertising theme

The next step is to decide on the advertising theme. Advertising theme is the central idea or message which is reflected in all the ads of the campaign. Advertising theme is the heart of the advertising campaign. Some of the common themes include comfort, prestige, economy, health, family values, patriotism and so on.

5. Selection of media

The media to deliver the advertising message is then selected. Several media are available for communication. The media industry has become dynamic. New media options are constantly. Hence, in order to reach the target audience effectively, a combination of media i.e. media mix is used. The selection of media depends of factors such as type of product, target audience, cost of media, media reach, frequency, advertising, budget, media used by competitors and so on.

6. Creation and pre-testing of ads

The teams of copywriters and artists then create ads according to the budget, media plan and the creative strategy. Some advertiser undertake pre-testing of ads. Pre-testing refers to testing the campaign before it is run. The purpose of pre-testing is to defect weaknesses or flaws in the campaign. It helps in avoiding costly mistakes.

7. Execution of the campaign

The campaign is then executed. As per media scheduling the ads are placed in media.

8. Evaluation of the campaign

Post-testing of the advertising campaign is done to evaluate the final result of the campaign. It determines to what extent the advertising objectives have been achieved. It also provided feedback from the audience which helps in future planning.

Advertising Objectives

The objectives are the tasks which advertising is supposed to accomplish within a given time frame. The purpose of advertising is nothing but to sell something- a product, a service or an idea. However, the real objective of advertising is effective communication between producers and consumers. Advertising objectives expressed effectively through DAGMAR model.

Defining Advertising Goals for Measured Advertising Results (DAGMAR)

DAGMAR is a marketing approach used to measure the results of an advertising campaign. This model was developed by Russell Colley in 1961 for setting advertising objectives and measuring advertising results. **According to DAGMAR model, the ultimate objective of advertising involves a communication task, intended to create awareness, impart information develop attitude and induce action.** Colley proposed that the real goal of advertising was communicate, not to sell specifically.

According to DAGMAR, advertising has to perform a particular communication task and the task has to be accomplished among as well defined audience within specified period of time. It is based on the following:

1. Communication Task to achieve Goals

An advertising objective involves a specific communication task. It is recognized that is that advertising is a paid form of mass communication that is intended to create awareness, impart information, develop attitude and induce action.

2. Specific Task

An important concept of DAGMAR approach is that advertising goals should be specific. It consists of:

- **Measurable Task:** As far as possible, the advertising objectives should be quantified to facilitate its measurement.
- **Benchmark:** There must be a standard which can be used to determine the success or failure of an advertising campaign.

3. Target Audience

It is very important to define target audience in precise terms in order to achieve the desired results.

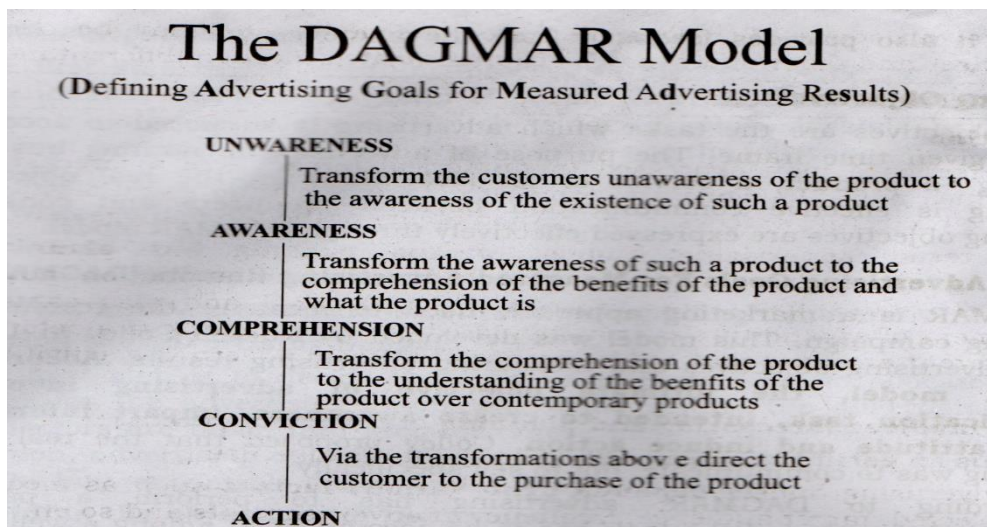
4. Time Period

In setting advertising objectives, time period should be specified. The time period can range from days to a year or more.

Advertising objective is to carry a consumer through four levels of understanding:

- **From unawareness to awareness:** Consumers must be made aware of product or company.
- **Comprehension:** What the product is and its benefits.
- **Conviction:** Mental conviction to buy the product and
- **Action:** finally buy the product.

According to Colley, the purchase process begins at a point where the prospect is not aware of a particular brand. The prospect moves through the following stages before making a purchase decision:



Advertising job, simply put involves communicating to a defined audience the brand related message which might change their attitude and simulate them to take desired action. The process can be explained as under:

1. Unawareness

Before setting the advertising goals, it is necessary to find out how many people are aware of the brand. If there is lack of awareness, then huge promotional effort would be needed to achieve the advertising objectives.

2. Awareness

Communication task involves making people aware of the brand or the company. If people are not aware of the brand, it is unlikely that they would demand the brand. Awareness needs to be created, developed, refined or sustained, according to the characteristics of the market and the particular situation facing an organization at any one point of time.

3. Comprehension

Comprehending involves grasping mentally. Only awareness is not sufficient to stimulate a purchase, sufficient knowledge and information about the product or organization is necessary. This steps involves providing specific information about key brand attributes. For this the advertisement should properly highlight the unique features of the brand.

4. Conviction

The next step is to establish a sense of conviction. By creating interest and preference, buyers are moved to a position where they are convinced that a particular brands should be tried at the next opportunity. At this step communication task of advertising activity is to mould the audience's beliefs about the product and this is often done through messages that demonstrate the product's superiority over others, by repetition of ads, demonstration the product, or by talking about the rewards as a result of using the product and so on.

5. Action

Communication must finally encourage buyers to engage in purchase activity. Advertising can be directive and guide the buyers into certain behavioral outcomes. For example, gifts, discounts etc. may be offered by the advertiser and these may be communicated through different media.

ADVERTISING BUDGET

Introduction

A budget is a plan expressed in numerical terms. It is a forecast of any activity which is put in monetary terms. It acts as a planning and also a control device. The budgeting process is the responsibility of the top management.

The term 'advertising budget' means nothing but planning the advertising expenditure. It is plan that sets limitations on advertising expenditure, states how expenditure will be allocated will be allocated and also controls the disbursement of expenditure over a stipulated period of time. It is a detailed plan of the different amounts that will be spent for different advertising activities.

Features

- It involves forecasting and planning of advertising funds.
- It is an estimate of amount to be spent on advertising
- Advertising budget depends upon various factors such as media to be selected, target audience, frequency of advertisements and so on.
- There are various methods of preparing advertising budget such as Percentage of Sales method, Objective method etc.
- Advertising budget is generally prepared by the advertising agency in concurrence with the advertiser.
- Advertising budget is always pertaining to a specific time frame

Factors determining Advertisements Budget

1. Financial Resources

The advertising budget depends upon funds available with the company. If a company has sufficient funds at its disposal, it can have a high advertising budget. In the absence of surplus funds, limited funds can be provided for spending.

2. Objectives of Advertising Campaign

Advertising Budget depends on the objectives if the advertising campaign. The objective may be to introduce a brand in the market, to face market competition, to create corporate image, to create brand awareness and so on.

3. Nature And Extent Of Competition

Advertising budget is influenced by the nature and extent of competition in the market. If the competition in market is fierce, then the advertising budget would be so high. This is because the advertiser would require to select more media options and increase the frequency of the advertisements in order to increase the visibility of his brand.

4. Stage in Product life cycle

The stage in which the product is in its product life cycle determines the advertising budget. For example, if the product is in introductory stage, then the advertising budget is generally more than if the product is in maturity stage.

5. Type of the product

The advertising budget depends upon the type of the product to be promoted. It will be more for FMCG products like cosmetics, textiles, soaps, detergents etc. due to severe market competition and wider area coverage. On the other hand, budget amount would be less in case of industrial goods due to limited competition. Here, personal selling plays an important role.

6. Type of Audience/ Respondents

Advertising budget is affected by profile of the audience such as their age, sex, income, location, media consumption habits and so on. Advertising media, frequency of insertions etc. has to be adjusted accordingly. For example, advertising budget may be low if the target audience belongs to lower income group.

7. Type of Media

A number of media options are available for advertising. While some media are expensive, others are comparatively economical. The media mix used determines the advertising budget. If the organizational wants to select different media options like TV, radio, newspapers etc. Simultaneously, then the advertising budget would be high. On the other hand, if the advertiser just selects radio as the advertising medium, then the advertising budget would be less.

8. Frequency of Advertisements

If the advertiser plans to have a high frequency i.e. more repetitions of his advertisements, then the advertising budget is likely to be more. Repletion of ads may give better results in terms of sales. Moreover, it helps the brand to be on the top of the mind of the customers.

9. Quality of the Advertising Campaign

Advertising budget is also influenced by the quality of the advertising campaign. If the advertiser wants to make his campaign. If the advertiser wants to make his campaign extremely creative and attractive, he may use popular personalities, computer graphics, electronic media etc. As a result, the budget will be higher. On the other hand, if the advertising campaign is made simple with use of economic media, then advertising budget would be smaller.

10. Size of the Company

Size of the company affects the budget. Larger companies marketing many products have large advertising budgets as compared to smaller companies.

11. Media Availability

Finally, availability of media also influences the advertising budget. If no time/space is available in the media preferred by the advertiser, he is forced to select whichever media is available. Accordingly, the budget will vary.

Methods of setting Advertising Budget

A. Fixed Guidelines method

Here, some arithmetical formula is used to determine the budget. The fixed guideline methods are explained as under:

1. Percentage of Sales Method

This is the simplest and the most widely used method of setting advertising budget. Here, the advertiser takes a certain percentage of sales and apportions the amount for advertising. The percentage is based on:

- Past year's sales.
- Average of last two or three years sales.
- Anticipated sales for the next year.

For example, projected sales of a company is Rs 50,00,000. The advertiser decides to spend of 10% on advertising. Hence, the amount to be set aside for advertising would be $10/100 \times 50,00,000 = 5,00,000$ rs.

2. Unit of Sales Method

Here, the advertiser takes the number of units sold as the base for finalizing advertising budget. The advertiser decides a specific amount to be allocated for advertising for each unit sold. For example, if number of units sold is 1000 units and the advertiser decides to allocate Rs 50 per unit sold, then the advertising budget would be Rs 50,000.

This is a simple method of calculating advertising budget. However, for new product this method may not be useful. In fact, in the initial stages when the product is new advertising has to more but adopting this method would lead to lesser amount being spent.

3. Competitor's Parity Method

Here, the advertiser decides to spend the amount on advertising equivalent to the amount spend by the competitors. For example, if the competitor spends Rs 10 lakhs, then the advertiser would be spend Rs 10 lakhs.

This is an easy method of preparing advertising budget. But this may be an appropriate method due to:

- Differences in the objectives of competitors.
- Different media selected by competitors.
- If more than one competitor exists, then whose budget should be taken as the base.
- There is no guarantee that the competitor might have set his budget properly.

4. Market Share

Here, the advertiser decides his budget on the basis of his share in the market. For example, if brand A has 10% market share, its advertiser would spend 10% of the amount spend in that product category, if brand B has 15% share, the advertiser would 15% and so on.

B. Task Method

This method is also known as 'Objective Method' as it provides a more logical basis for deciding advertising budget. *The steps involved in this method are:*

1. Determining the Advertising objectives

This method is also known as 'Objective Method' as it provide the create goodwill and so on.

2. Calculating the Amount Required to Achieve the Objectives

The next step is to draft advertising plan in order to achieve the objective decided. Further, the amount required for the execution of the plan has to be determined.

3. Determining Whether the Amount is Affordable

The third step is to find out whether the company has the capacity to provide the amount required for the execution of the proposed advertising plan. If not, a new advertising plan has to be prepared.

4. Finalizing the Budget

The advertising budget is then finalized taking into account several factors such as type of the product, target audience, media mix and so on.

5. Executing the Plan

The budget / plan is implemented in order to achieve the pre-determined objectives.

6. Follow – up

The advertiser must find out whether the objectives are achieved. If not, corrective actions can be taken.

C. Subjective Methods

Under this method, no arithmetic formula or fixed rule is followed. Such methods include:

1. All you can Afford Method

Here, the advertiser allocates that much amount which he can afford. In other words, advertising budget is decided on the basis of whatever money is left over after all over fixed and variable expenses have been allocated. This method is an illogical method but conservative managements use it as it is safe and it ensures that there is no over spending.

2. Arbitrary Method

This is not a rational method of preparing advertising budget. The budget is fixed without any specific advertising plan. In other words, the budget decision is arbitrary in nature.

MEDIA OBJECTIVES

The media planner has to decide on the media objectives. Media objectives are often stated in terms of reach, frequency, gross rating points and continuity

a) Reach

Reach refers to the number of persons or households exposed to particular media vehicle or media schedule at least once during a specific period of time. This can be explained with the help of an example: A sample group of 10 TV homes that may be watching program X over a period of 4 weeks reveal the following:

It can be seen that seven of the ten homes watched program X at least once during the period of 4 weeks. Thus, it can be concluded that the reach of this program was 7 of 10 = 70%.

b) Frequency

It refers to the numbers of times within specified period that the target audience is exposed to the message.

The average frequency is equal to $\frac{\text{Total exposure}}{\text{Reach}}$

In the example discussed above, average frequency = $\frac{15}{7} = 2.14$

c) Gross Rating Points

The concepts of 'reach' and 'frequency' are put together so as to describe the total weight of media effort. The concept used to express this combination is the gross rating point. In quantitative terms,

Gross Rating Points = Reach x Average frequency
 In our example, GRPs = 70 x 2.14
 = 149.8 = 150

d) Continuity

Continuity deals with how the advertising is scheduled over the planning period. In other words, it refers to the timing of the advertiser insertions in the media. For example, an advertiser might allocate the total media budget for 6 months as under:

40% in the introductory month,
 30% in the following two months,
 20% in the next two months,
 10% in the remaining month

The target audience must be exposed to the advertising message on a continuous basis over a period of time so as to achieve the desired media goals.

• MEDIA PLANNING

Media are channels of communication. Advertising media are vehicles used to carry the advertising message from the advertiser to the target audience. Newspapers, magazines, television, radio, posters etc. are some examples of advertising media. Media are dynamic. Moreover, new advertising media are emerging. The advertisers must select the most suitable media to communicate the advertising message to the target audience.

The term media planning refers to the process of selecting the best combination of media for advertising the products. In other words, it means choosing the media which will reach maximum number of prospects at minimum cost. An advertising agency undertakes media planning on behalf of its clients. Proper media planning on behalf of its clients. Proper media planning decides the success of an advertising campaign.

Media planning is a lengthy activity. **Some of the components of media planning include:**

- Deciding the **target audience.**
- Studying their **media consumption habits.**
- Finding out where most of the **target audiences are located.**
- Finalizing the **communication message.**
- Deciding on **media scheduling.**
- Undertaking **media Research** and so on.

Media planning process

The steps in media planning are explained as under:

1. Deciding the media Objectives

Media planning begins with setting the goals. In other words, the purpose of media planning must be decided. These goals must be stated precisely so that it becomes possible to measure the results. The objective could be to introduce a new product in the market, to counter the claim of competitors, to create goodwill, to overcome negative image and soon. Media objectives are stated in terms of reach, frequency, gross rating points and continuity.

- Reach refers to the number of people or households exposed to the media at least once during a specific period.
- Frequency refers to the number of times a larger audience is exposed to the media during a given period.
- Gross rating points refer to the total weight of media efforts.
- Continuity means the timing of the ad insertions in media.

2. Defining the Target Market

Defining the target market is an important step in media planning. The target market can be defined in terms of demographics, geographic, socio-psychological and/ or product usage terms. The media planner must selecting media for communicating the advertising message.

3. Selection of Media

The media planner must select specific media types which include newspapers, magazines, radio, television, outdoor, internet, local cable channels and so on. While selecting the media, the media planner must contain several factors such as type of the product, advertising budget, media restrictions etc.

4. Selection of Media Vehicles

Once a decision is made on media types, specific media vehicles within each medium must be selected. For example, if TV is chosen as the major medium, the media planner has to decide which channel is appropriate. Further he has to decide whether to go in for short announcements, commercials or sponsored programmes. He has to decide the programme before, during or after which the advertisement has to be inserted.

5. Allocation of Funds

The media planner has to decide the allocation of funds to each media type and vehicle selected for advertising. For example, if radio selected as a medium and sponsored programme as a vehicle, the media planner has to decided the total budget for radio advertising and the number of advertisements to be announced during the programme.

6. Media Scheduling

Finally, the media planner has to prepare a media schedule. Media Schedule is a time table showing table showing the date, timing, size, number of advertisements etc. to be placed in the selected media. In other words, media scheduling is programming of media insertions. It depends on factors such as nature of product, nature of sales, nature and extent of competition, availability of funds etc.

7. Implementation of Media Plan

The implementation of media plan requires media buying. Media buying refers to buying time and space in the selected media. Thereafter, the ads are placed in the media. The advertiser has to monitor the ads have appeared in the media as per the schedule.

8. Emulation and follow up:

Evaluation is essential to assess the performance of any activity. Two factors are important in evaluation of media plans:

- How successful were the strategies in achieving media objectives?
- Was the media plan successful in accomplishing advertising objectives?

Factors to Be Considered While Selecting Media/ Media Vehicles

No advertiser can rely only on one medium to reach his target audience. Hence, it is advisable to choose a media mix for advertising products. A combination of media types is known as media mix. The advertiser has to consider the following factors while selecting a suitable media mix:

1. Nature of the product

The type of the product affects the choice of media. Mass media are used for advertising consumer products; while trade magazines can be effectively used to advertise industrial products. Products of daily use can be effectively advertised through newspapers or radio; on the other hand, products having niche markets can be effectively advertised in magazines of special interest.

2. Advertising Budget

It is one of the most important factors to be taken into account while making the choice of the media. In case of limited funds, use of expensive media like television and radio cannot be made. On the other hand when large funds are available, the advertiser can not only make use of a variety of media but also expensive ones.

3. Competitor's Strategy

An advertiser's media decisions are influenced by the competitor's strategy. Since the advertiser tries to reach the same audience as his competitors, he may use the same media mix used by the competitors.

4. Target Audience

The advertiser has to consider the type of consumers to whom the message has to be directed. The media selected must reach the desired group of people. For example, cosmetics can be effectively advertised through women magazines, If the advertiser wants to reach men who are professionals, newspapers such as Economic Times or The Financial Express will be appropriate choice.

5. Advertising Objectives

The advertising objectives affect the choice of the media. For example, if the objective is to create awareness about the brand then the advertiser is likely to go for more media options.

6. Availability of Media Space & Time

Media space and time have to be booked in advance especially in case of popular media slots. This is due to tremendous increase in competitive activity. When an advertisement has to be placed immediately then the advertiser has little choice but to use the available space and time.

7. Media Restrictions

At times, certain restrictions are placed either by the government or by the media itself. For example, in India the government does not permit advertisements of cigarettes and alcoholic drinks and Doordarshan. In such a case the advertiser has to select alternative media for advertising his products.

8. Language

In India, this an important consideration. Depend upon the particular linguistic group to be reached, a particular language newspaper or television and radio programme must be used. For example, if the product has to be advertised in Maharashtra, use of Marathi newspapers can be made. However, for a national market, use of Hindi or English language would be suitable.

9. Prestige of the Media

Prestige of the advertising medium may be transferred to the advertised product. For example, when advertising appears in the Times of India, the image of the newspaper may be transferred to the advertised product. This enhances the status of the advertiser and adds to his goodwill. Sponsoring of prestigious programmes such as World Cup matches, Olympics, the Oscar wards etc. are looked upon as prestigious advertising opportunities.

10. Media Flexibility

Flexibility refers to the ability of the media to adapt to changing needs of the advertisers. Newspaper advertising enjoys flexibility as the advertisements can be changed or withdrawn by giving a short notice to the publisher. On the other hand, Doordarshan Offers little flexibility as it involves a lengthy procedure of getting the story board the TV commercial approved.

Media Scheduling Strategies

Media scheduling is one of the important decisions in advertising programme. **Media scheduling refers to programming media insertions. The media planner develops media scheduling strategies depending upon the advertisement budget, advertising objectives and media consumption habits of the target audience.** Media scheduling is simply a time-table showing

- The time decision-when to advertise,
- The duration/space decision-how much to advertise each time and
- The frequency to advertise the message through different media – how many times in a year (or specified time period) the message should be advertised in each of the media.

Some of the media scheduling strategies include:

1. Bursting

Under this strategy, advertising is undertaken heavily during the initial period and normal advertising during the rest of the plan period. For example, during the plan period of say six months, 50% of the advertising budget amount is spent to the first month and the balance 50% is spread over the remaining 5 months period. This strategy is useful during the introductory stage of the product life cycle i.e in case of the launch of new product in the market.

2. Pulsing

Under this strategy, the advertiser undertakes heavy advertising followed by limited advertising and again heavy advertising. For instance, he may spend heavily for one month, then go in for limited advertising for one month and the again advertise heavily for one month. Pulsing strategy is generally followed during the growth stage of the product life cycle. Such strategy preferred by financially sound companies.

3. Flighting

Flighting is similar to pulsing except that the advertiser does not follow limited advertising during the second period. Instead he drops advertisements altogether during the period. **In other words, periodic heavy advertising is followed by gap in advertising.** In other words, advertisements are given specific intervals. This strategy is generally adopted during the maturity stage of product life cycle.

4. Seasonal

Certain products like umbrellas, woolen clothes, text books etc. have a seasonal demand. The advertisers of such seasonal products follow a seasonal scheduling strategy. Under this strategy, **they undertake heavy advertising as the business season approaches and top advertising when the business season comes to an end.**

5. Teaser step-up

This is similar to seasonal strategy. In this strategy, **advertisements start on low scale when the season begins. As the season picks up, advertising increases and reaches its peak.** Advertisers of product like air-coolers, air conditioners etc. follow this strategy.

6. Step-down

Under this strategy, as the season approaches there is heavy advertising. Advertising is reduced when the season starts declining. For example, when rainy season approaches, lot of companies give ads related to rainy footwear, umbrellas raincoats etc. These ads are reduced when the season starts declining.

7. Steady

Under the strategy, **advertising is done regularly i.e. on a steady and a continuous basis.** This strategy is adopted by many advertisers.

8. Alternate month

As the title suggest, under this strategy, **the advertisers advertises every alternate month of the year.**

QUESTIONS

- 1. Explain the concept of advertising campaign.**
 - 2. What are the steps in planning advertising campaign?**
 - 3. Explain the DAGMAR model**
 - 4. What are the factors affecting budget?**
 - 5. Explain briefly the methods of setting ad budget.**
 - 6. Explain the concept of media objectives with respect to reach, frequency and GRPS.**
 - 7. Write a note on media planning.**
 - 8. Explain the process of media planning.**
 - 9. What are the factors to be considered while selecting media?**
 - 10. Explain briefly media scheduling strategies.**
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HERAMB

MODULE – 3

FUNDAMENTALS OF CREATIVITY IN ADVERTISING

• CREATIVITY IN ADVERTISING

INTRODUCTION

It is an accepted fact that creativity is the heart and soul of advertisement. Creativity gives life to the messages about products and services that may otherwise be boring or insignificant. **In simple words, creativity means being inventive and innovative.** An advertising idea is considered creative when it is novel, fresh, unexpected and unusual. **Advertising creativity is the ability to generate fresh, unique and appropriate ideas that can be used as solution to communication problems.** In order to be effective, the idea must be relevant to the target audience. Generally, behind every effective advertisement there is a creative concept which is attention-getting and memorable.

Definitions of creativity

1. According to John Haefele, creativity is defined as **“the ability to formulated new combination from two or more concepts already in mind.”**
2. According to Albert Wesley, **“Creativity is the ability to develop new useful ideas that produce desired results.”**

In the book **“Creative Strategy in advertising”** the authors say that an advertisement should:

- Needs to contain a persuasive message that convinces people to take action.
- In order to be creative, it must make a relevant connection with audience and present a selling idea in an unexpected way.

Role/ Importance of Creativity In Advertising

1. Attracting attention

Today, media is saturated with advertisements. Creative advertisements can stand out amongst a clutter of advertisements. Creativity can make people stop what they are doing and pay attention to the advertisement. In other words, such advertisements grab the attention of target audience.

2. Increase Recall

The purpose of advertising is to interest potential customers in the product and to get them to remember it. Creativity can push the advertising message into the minds of the target audience. In other words, creative advertisements increase the recall of the brand and the company.

3. Memorable

Creativity makes the advertisement memorable. It can plant associations so deeply that people can't forget them. This increases the recognition of the brand. For instance, people still

remember the advertisement campaign of surf where Lintas came up with a bargain oriented ‘Lalitaji’ with her punch line” Surf ki kharidari mein hi samajdhari hain”.

4. Impressing Consumers

Creative advertising is essential because it shows potential consumers that the company can deliver on its promises. It makes the product likeable. It also ensures repeat purchase by customers.

5. Product positioning

Most products in the same products category deliver more or less the same functional benefits and satisfy the same needs of the customers. With so many products in the market having the same function, one of the way to position a product or company differently is through creative advertising.

6. Brand Image

Creativity in the advertisements helps the advertiser to differentiate himself from others. This helps to create a distinct brand image in the minds of the consumers. For example, Idea Cellular Service used its brand name “idea” and social issues to successfully showcase its message in the minds of the people. “what an Idea Sirji” campaigns raised issues related to caste wars, education for all, democracy, health etc. These campaigns helped them to create distinctive brand image.

7. Increase Sales

Creativity advertising draws the attention of people towards the strong points of the product. It creates desire and motivates consumers to purchase the product. This promotes the sale of advertised product.

THE CREATIVITY BRIEF

In advertising, a creative brief is the outline of instructions for work to be done by advertising agency’s creative team. It is a document that explains the ins and outs of a project for the creative team who will be working on it. It is like a road map or a blue print which gives directions to the creative team in executing the advertising campaign. A creative brief spells out the creative strategy and the execution details of the ad campaign.

Contents of the Creative Brief

Creative brief generally includes the following:

- **Objectives** of the advertising campaign.
- **Profile** of the advertising campaign.
- A **basic schedule and deadlines** for each part of the creative process.
- **Background of the client** and/or ad campaign, if relevant to the project.
- **Client’s contact information** so that the creative team can communication with the client about the ad, if necessary.
- **The theme** for the advertising campaign.
- **The positioning** strategy to be adopted.
- **Unique selling point** to be highlighted in the campaign.
- **Advertising appeal.**
- The **message**, approach and the format to be used.

- **Jingles and dialogue** in audio and audio visual media.
- some large agencies have formal forms that accompany each set of instructions. The necessary information may include the name and signature of the creative director or other employee who wrote and/or approved the brief.
- Metrics for measuring success.
- Supporting data.

Steps in Preparing /creative Brief

The creative brief is the foundation of any advertising campaign. Following are the steps involved in preparing the creative brief:

1. Gathering client's information

A creative brief is an interpretation of what the clients wants. The first step is to obtain information from the client. The ad agency must gather details about the client's company, its product and services. Such information is required to make an effective ad campaign

2. Use of the product or Service

This is a crucial step in preparing the creative brief. The creative team must get samples of the product the company wants to advertise. In case of a service, they must test it out. For instance, if its food, they must go and eat it. If it's a car, they must drive it. In other words the product/service must be experience such an experience helps in getting personal perspective which enables in making a better brief.

3. Making a list of details

In this step, details are highlighted. These, include – the goals of the client, the time line, budget, advertising strategies of competitors, the obstacles which may arise etc. Spelling of details helps in making a good brief. It becomes easier to make potential strategies.

4. Planning the contents

In next step, contents are planned. There is no standard format for making creative brief. Every creative brief is different. However, there are some common contents of a creative brief. Some of these are:

- Target Audience
- Objectives
- Single minded proposition (USP/ key message of the campaign)
- Key benefits
- Reasons to believe
- Audience Takeaway
- Deliverables (Outdoor, Print, TV etc.)
- Budget
- Schedule for media insertions etc.

5. Single Minded Proposition (SMP)

SMP is one of the most important part of creative brief. **It refers to one important thing or key message that has to be communicated to the target audience.** A core principle of writing an effective single-minded proposition is that it is in fact “single method.” SMP is the foundation of the ad campaign. It’s the hardest part of the creative brief to write. The product/service has several features, benefits, research, competitive insights etc, translating all this into one simple statement i.e. SMP difficult. This statement becomes the foundation of the advertising program. Being single method is what makes it powerful and effective. SMP sums up the advertising message.

Here, are some examples of creative SMPs:

- **Avis:** We’re Number Two, So We Try Harder.
- **Nike:** Just Do It
- **DeBeers:** A Diamond Is Forever
- **Domino’s :** You Get Your Fresh, Hot Pizza Delivered To Your Door In 30 Minutes Or Less – Or it’s Free.

6. Summarize the brief

The creative brief must then be summarized i.e. made brief. In other words it must be concise and creativity written. Unnecessary details must be avoided. Ideally, the creative brief must be of one page. Details such as research done, product background, competitive ads etc must not be included in the creative brief. These are all support documents.

7. Feedback From creative Director

The Brief is discussed with the creative director. It is the job of the creative director to check minute details of the Brief. It is advisable to have a personal and face to face discussion with the creative director. Based on the feedback of the creative director, the Brief is finalized. At times, he may suggest changes in the Brief.

8. Approval of the client

Getting the client’s approval is very vital. Based on the approval of the client, the ad campaign can be finalized. At times, the client suggests changes in the Brief Prepared.

9. Presentation of the Brief To The Teams

Once the Brief is approved by the client, it is presented to the creative team. This must be done in the person. Personal interaction gives the team a chance to ask questions, clear up an possible gray areas, and other issues that may come up.

VISUALISATION

Visualization is the most important activity in developing an ad. **Visualization is a creative imagination of ideas, which are converted into effective advertising message.** It is process of screening various ways of expressing and idea. In simple words, it refers to the process of designing the ad. **Visualization means the ability to see images in the mind and to imagine how the ad will look like when it is completed.** Visualization involves forming creative image of the brand. Such an image is created by the creative people i.e. visualisers, copywriters and artists. Visualization is not limited to print advertising. It is also applied to ratio advertising and television commercials. In radio advertising, it involves forming words

and sounds to create and image in the minds of the listeners. In case of television ads, visualisers consider staging of artists, movement, story development, picturisation and so on.

Techniques of visualization:

1. Juxtaposition

Juxtaposition is the act of placing two different ideas together. By such placing, their differences are even more prominent. In advertising it is usually done with the intention of bringing out a specific quality or creating an effect. Use of unrelated concepts draws the attention of the prospects. It arouses element of curiosity in their text. In other words by putting forward unrelated concept, an advertisement can attract the attention of target audience.

2. Brain Storming

Brain Storming is a process of generating creative ideas and solutions through intensive group discussion. Every participant in the group is encouraged to think aloud and suggest as many ideas as possible. This technique of visualization can be effectively used by the visualizer to gather many ideas.

3. Observation

Observation is a process of watching something or someone carefully for period of time. The visualizer may observe people at places such as bus stop restaurants, railways stations, shops, at social gatherings etc. Different people behave differently at a given point of time. Such an observation may enable him to generate ideas for the advertisement.

4. Analyzing competitors advertisements

At times, visualizers also analyze advertisements of competitors to study the ideas behind their advertisements. Analyzing competitor's advertisements gives an idea as to what the competitors are focusing on. By analyzing such ads, a new idea can be generated.

5. Meditation

To meditate means to be in a state of deep concentration. Meditation requires peaceful environment. In this technique, the visualizer meditates or focuses his entire attention on the advertisement and its layout. He concentrates fully on developing advertising ideas.

6. Divergent thinking

Divergent thinking refers to the ability to come up with multiple solutions to one problem. In other words, it is process of idea generation. Divergent thought is critical for creativity and problem solving. At times, divergent thinking leads to surprising alternatives.

CREATIVE ASPECTS

Buying Motives

A motive means a inner urge that moves and prompts a person to action. **Buying motives refer to the intentions behind purchases.** It is the reason why a person purchases the products. These simply means why people purchase certain products. It refers to the throughout, feelings, emotions and instincts, which arouse in the buyer's a desire to purchase. Behind every purchase there is a buying motive. A buyer does not buy because he has been

persuaded by the salesman, but he buys the products. Knowledge of buying motive of customers is important for the producers. This helps them to take proper steps in drawing their attention and thereafter sale of goods. After analyzing and evaluating the buying motives, the producers can effort to develop the product and advertisement creativity.

Buying motives can be defined as “those influences or considerations which provide the impulse to buy, induce action or determine choice in the purchase of goods or service”.

Types of buying motives

Some of the buying motives that affect consumer behavior are explained as under:-

1. Love and Affection

This is one of the strongest emotional buying motives influencing the purchasing decisions of the buyers. Many goods are purchased by the buyers because of their affection of love for others. For instance, a husband may buy a mobile phone hand set of his wife or a father buy a costly watch for his son or daughter out of his affection and love.

2. Comfort and Convenience

Desire for comfort is an important emotional buying motive. In fact, many products are bought because they provide comfort. For instance, purchase of fans, refrigerators, washing machines, cushion beds, etc.

3. Safety and Security

Desire for safety and security is an important rational buying motive influencing many purchases. For instance, iron safes or safety lockers are bought by the people because they want to safeguard their cash and jewellery against theft. Similarly, vitamin tablets, tonics, medicines, etc., are brought by the people because of this motive, i.e. they want to safeguard their health and protect themselves against diseases.

4. Pride or Prestige

Pride is one of the most common and strongest emotional buying motives. Many buyers are proud of possessing some product i.e. they feel that the possession of the product increases their social prestige or status. Due to pride and prestige in society, customers purchase expensive and luxury product in order to maintain their status. For example, designer watches, cars, diamonds, and so on.

5. Emulation or Imitation

Emulation, i.e. imitating others, is one of the important emotional buying motives. For instance, a child may like to have a particular toy or game simply because his classmates have such a toy or a game.

6. Economy

Economy, i.e. saving in operating costs, is one of the important rational buying motives. For instance, Hero Honda bikes are preferred by the people because of the economy or saving in the operating cost, i.e. petrol costs. Further, many buyers compare the prices of competing products and buy things, which are relatively cheaper.

7. Sex appeal

Buyers buy and use certain things, as they want to attract people of the opposite gender. Men women buy cosmetics, perfumes, garments etc., because of this emotional motive, i.e., sex appeal.

8. Recreation or pleasure

Desire for recreation or pleasure is also one of the emotional buying motives. For instance, radios, musical instruments, etc. are bought by people because of their desire for recreation or pleasure.

9. Habit

Habit is one of the emotional considerations influencing the purchasing decision of the customers. Many customers buy a particular thing because of habit i.e. because they are used to the consumption of the product. For instance, many people purchase cigarettes, liquors, etc. becomes of sheet habit.

10. Curiosity

Curiosity is the desire for new experience which motivates the people to buy a specific product. Thus, to get the new experience, customers purchase this goods.

11. Distinctiveness or individuality

Desire to be distinct from others, is one of the important emotional buying motives. For example, purchasing and wearing a designer by a women is because of her desire for distinctiveness or individuality.

12. Style and fashion

At times, some purchases are made on the basis of style and fashion. Some people try to copy particularly the movie stars, sports stars and so on.

13. Fear

People are generally afraid of losing their health, wealth and life. Thus, it motivates them to purchase goods such as insurance policy, health related products, insurance policy, membership of health club etc.

SELLING POINTS

Selling points refers to the features or uses of the product or service which are used by the manufacturer to sell his product. These selling points help in positioning the product. It also helps in creating a separate image for the brand. The manufactures have to understand the buying motives of the consumers and adjust the selling points of the product accordingly.

Instead of highlighting all the selling points of the brand, advertisers highlighted one among these in their ads. Such as selling point is called Unique Selling Point.

An effective selling point is one that:

- Is exclusively offered by the product
- Can be communicated effectively
- Attracts the attention of the target audience
- Persuades target audience to buy the product.

Selling points include:**1. Size of the product**

Here the size, which could be either bigger size or smaller size is used to promote the brand. For example in the ads of cars, space inside the car is highlighted to show how comfortable the sitting in the car would be.

2. Price

Price is an important selling point of the product. Many advertisers highlighted on low price of their products. Such a selling point appeals to price-conscious people. Grand sale offered by Amazon has effectively used price as selling point to sell their product.

3. Technology

Advanced technology is used by some sell their products. For example, in products such as consumer durables, technology used is highlighted by the advertiser.

4. Style

Here the manufacture focuses on the style offered by the brand. For example Raheja Builders emphasis on how one can enjoy a stylish living.

5. Warranty

Product warranty can also be used as effective selling points. Some advertisers mention about extended warranty in their ads. For example Nirvana diamond jewellery assures a Lifetime warranty, Lifetime exchange and Lifetime buyback.

6. Quality of the product

Here the manufacture focuses on the superior quality of his product vis-à-vis his competitors. For example Duraflex mattresses- The highest standards of international quality, certified by ISO 9001:2000.

7. Uses of the product

The specific uses of the products are also highlighted by some manufactures. An advertisement by Aditya Birla for selling shops at a shopping mall states: New age shopping mall with 14ft high, ultra modern amenities, a triple height atrium, double glazed glass elevation, centrally air conditioned with escalators and high speed lifts from lower ground.

8. Image of the company

Sometimes the selling points can be the name and image of the company. For example, Raymonds since 1925.

9. Others

Others selling points include environmental friendly product, safety offered, uniqueness, age of the company, awards and recognitions, after sale service offered.

ADVERTISING APPEALS

An appeal is the earnest request or a plea to the product. Every advertisement is in the form of appeal. Through his advertisement, an advertiser makes an appeal to the prospective consumers and the people at large to act on the advertising message. By using different kinds

of appeals, advertising attempts to communicate and influence the purchase and consumption behavior of existing and potential customers. In order to be effective, an appeal must match with the buying motives of the customers and the selling points of the advertiser.

The purpose of an advertising appeal is:

- To **influence the feelings** of customers towards products, services concepts.
- To **persuade people** to buy the advertised brand.
- To **create a positive image of the brand and the company** in the minds of people.
- To **influence the purchasing decisions** of people.

Following are essentials of an effective appeal:

- It should be **simple to understand**.
- It should be interesting enough to hold the attention of the target audience.
- It must be exclusive or unique. Consumers must be able to distinguishing the advertiser's message from the competitor's message.
- It should **revolve around** the USP of the product.
- It should be **creative and appealing**.
- It must be **believable**. It should not make extravagant claims.
- It should **not be controversial**.
- It must be rightly used **in conjunction with the product**. Being advertised.

Types of Appeals

1. Rational appeal

Rational appeals are those directed at the thinking process of the audience. These are **logic based appeals**. Rational appeals as the name suggests aim to focuses on the individual's functional, utilitarian or practical needs for particular products or services. **Such appeals emphasize the characteristics and features of the product and the service and how it would be benefits to own or use the particular brand**. Rational appeals are suited for industrial products and for consumer products that are suited for industrial products and consumer products that are the complex and that need high degree of attention and involvement. Some of the tactics used by the advertisers in marketing communication based upon the logical approach includes:

- i) Listing Product Benefit:** The advertiser emphasis on benefits of the product like quality, economy, convenience, comfort, health, performance, durability etc. For example advertisements of Aqua guard highlighted the "purity of water" aspect giving consumers a rational reason to buy the product.
- ii) Convincing Proof:** This approach is based upon the premise," seeing is believing" Ads or commercial take the form of a product demonstration.

2. Emotional Appeal

Emotions are the states of feelings which prompt us to act in a particular manner. **People have various emotions like love, jealousy, pride, liking etc**. Some advertiser believes in appealing to these emotions in order to attract prospects. An emotional appeal is related to an

individual's psychological and social needs for purchasing certain products and services. Many consumers are emotionally motivated or driven to make certain purchases. Hence advertisers aim to cash in to the emotional appeal. **Emotional appeal includes:**

- i) **Personal appeal:** Some personal emotions that can drive individuals to purchase products include safety, fear, love, humor, joy, happiness, sentiments, stimulation, pride, pleasure, comfort, ambition etc.
- ii) **Social Appeal:** Social factors cause people to make purchases and include such aspects as recognition, respect, involvement, affiliation, rejection, acceptance, status and approval.

Emotional appeals can also be divided into two broad categories:

Positive emotional appeals and negative emotional appeals depending upon the kind of emotions triggered. These are explained as under:

a) Positive Appeals:

Here, the advertisers uses positive emotional appeals such as love, joy, pride, humor etc. to influence the behavior of consumers. Many food products use a mother's love appeal. For example, the advertisements of Johnson's baby products show a mother's love for her baby and the care that a Johnson's baby product will provide just as a mother does. The love appeal is also used by advertisers during special occasions such as Mother's Day, Valentine Day, Father's Day, Friendship Day etc. Fevicol advertisements convey their messages in a humorous way.

b) Negative Appeals:

At times, advertisers make use of negative appeals such as fear, guilt, shame, embarrassment, rejection, etc. to get the desired response or behavior form the target audience. Use of such appeals can get people do things that they should do for instance brush their teeth regularly or stop doing things they should not do. For instance, chewing tobacco smoking etc.

One of the most important emotional appeals used by advertisers is the fear appeal. Fear appeal is used to motivate the audience to take certain action in order to remove fear. Some of the product categories that generally use fear appeal are life or general insurance, mediclaim policies, edible oils etc. Advertisements issued in public interest for the use of seat belts while driving, helmets while riding two-wheelers, prevention of aids, drug abuse etc. have focused on the fear appeal.

3. Moral Appeal

Moral appeals attempt to draw audience attention to what is "right". These appeals are generally used to urge people to support or show concern to social causes such as polio eradication, AIDS prevention, environment protection, donation to support victims of natural calamities, prevention of child labour etc. In the same league is the "Save the Girl Child" campaign which insists that it is our moral duty to stop female foeticide and to save the girl child.

CONCEPT OF UNIQUE SELLING PROPOSITION (USP)

Also known as unique selling point, a Unique Selling Proposition (USP) is a specific characteristic that makes one product, company or person stand out from its competitors. A unique selling proposition is a single, concise statement indicating competitive advantage. More distinctly, it is a simple and short sentence which tells prospective customers why a product service is different and superior from its competitors.

The target audience generally does not remember much of advertising material. Hence, the advertiser must provide a memorable statement which tells them why they should purchase his product or service. **The goal of the USP is to capture the customer's attention with one catchy sentence – which may persuade them to purchase the product or service.**

USP can be defined as “the particular quality, feature or benefit of a product which a competitor's product, although similar, cannot or does not offer.”

Rosser Reeves, a well-known advertising guru, created this concept to explain a behavior among successful advertising campaigns. Reeves indicated that successful campaigns made unique propositions to the customer and this alone convinced them to switch brands. **The concepts says that advertising must offer the consumer a logical reason for buying a product that separates the product from its competitors. According to this concept, all successful advertising campaigns are based on a product's unique selling proposition. There are three views to the concept.**

- Each advertisement or **commercial must offer a special benefit** to the consumer.
- The benefit must **be unique** to the advertised brand.
- The benefit must be **strong enough to pull customers** toward the brand.

Unique Ways

There are different ways to seek uniqueness. Some of these are:

1. By offering the lowest price

For instance, Big Bazaar claims to offer lowest price for the products.

2. By offering the highest quality

This is the Rolls- Royce approach to selling

3. By offering the best customer service

Domino's Pizza became the bestselling brand in the United States on the basis of its USP: “Fresh, hot pizza delivered in 30 minutes or less, guaranteed.” It did not promise high quality or low price, just fast delivery.

4. By offering the best customer service

This is particularly important to niche markets. For example, a specified cake shop can claim to offer a wider selection of cake than other shops.

5. By giving the best guarantee

This is particularly important in industries such as travel and catalogue selling, where customers pay for something upfront and then expect that what they have bought is everything delivered.

In order to successfully, develop a unique selling proposition, **the advertisement must be aware of the buyer's needs and behavior.** He must find out what a are willing to pay for. Further, **a unique selling proposition offers a business a command a premium price** for its product or service, increase the unit sales as a result of customers connecting to the differentiating features; and gaining customer loyalty to the brand.

CREATIVITY THROUGH ENDORSEMENTS

Endorsers

An endorser refers to a person who recommends a product in advertisements. Generally for endorsements, endorsers charge fees. In other words, endorsements are done in exchange of some payment. There has been plenty of examples of endorsement advertising over the last hundred years. From athletes and movie stars, to doctors and mechanics, endorsements are a major part of the advertising and PR industries. The main purpose of endorsements is to influence the target audience favorably.

Generally, endorsements use famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people. Such people advertise for a product lending their names or images to promote a product or service.

Message delivered by highly credible endorsers are more persuasive. The factors affecting credibility are expertise and trustworthiness. Any information coming from an expert influences beliefs, opinions, attitudes and behavior because the audience believes that the information coming such as source is accurate. For instance, a doctor may be considered as an expert in recommending a drug. The customers must be convinced about the expert's trustworthiness.

Types of endorsers

1. Celebrities

The use of celebrities in advertisements has become a trend. In simple words, celebrity refers to well known person. A celebrity is someone who is famous, especially in areas of entertainment such as films, music, writing, or sport. Celebrities are used for endorsing products, services or even raising environmental and social issues. Advertisers use celebrity endorsers as celebrities have the advantage of publicity and attention-getting power. Large segments of the audience can instantly recognize and identify with the famous celebrity. The goodwill associated with the celebrity can be transferred to the product.

2. Experts

An expert is the best choice when the product is technical in nature or even in case of high involvement products. Doctors, lawyers, engineers and other kinds of expert can be chosen to endorse the products. For instance, a doctor recommending Colgate and announcing that Colgate has been approved by Indian Dental Association reinforces the belief of consumers on Colgate toothpaste.

3. Satisfied customers

A satisfied consumer is often the best choice when there is a strong audience identification with the role involved and the person is similar to many members of the target audience. For example, VLCC uses a typical satisfied customer for its weight-loss programme. Harpik and swim bar use a typical housewife to explain how these products can be helpful to a housewife.

4. Announcers

Radio advertising uses an announcer spokesperson as the manage source. The announcer's ability to bring about persuasive impact can make a radio ad successful. Likewise TV announcers could also be used to talk favorably about the product.

5. Company CEO

Sometimes use company CEO as the spokesperson. For instance Anil Ambani was seen in the ad of Reliance. A CEO may also be used as the spokesperson when some important message has to be communicated like enhancing the belief in the company, for instance after the coke pesticide issues or how a company has grown over a period of time. For example, the Reliance ad which staged "EkSochThi", "EkSpanaTha".

CELEBRITY ENDORSEMENTS

MEANING

Celebrity endorsements now appear in advertisements for almost any type product or service available. **The uses of celebrities in order to increase the sales and / or the recall value of a brand are called celebrity endorsement.** Celebrity endorsers, in general, are defined as "any individual who enjoy public recognition and who uses this recognition on behalf of a customer goods by appearing with it in an advertisement."

In India today, the uses of celebrity advertising for companies has become a trend and a perceived winning formula of corporate image building and product marketing. As existing media get increasingly cluttered, the need to stand out has become paramount- and celebrities have proved to be ideal way to ensure brand prominence. **The glamour of celebrities seldom goes unnoticed** ". Studies show that using celebrities ca increase consumer's awareness of the ad, capture their attention and make ads more memorable. Celebrities can catalyze brand acceptance and provide the enormous momentum that brands require by endorsing the intrinsic value of the brand.

Preferred celebrities

Celebrities who have endorsed products include:

- Actors (e.g Amitab Bachan, Shahrukh Khan, Aamir khan).
- Models (e.g. Navneet Kaur dhillionzoya Afroz).
- Television Personalities (Hussain, SiddarthShukla).
- Sports figures (e.g. Suresh Raina, M.S Dhoni),
- Entertainers (e.g. Cyrus Broacha),
- Pop stars (e.g. Akon)

Endorsements by celebrities have started since a long time. The late '80s saw the beginning of celebrity endorsements in advertising in India. Hindi film and TV stars as well as sportsperson began encroaching on a territory that was, until then, the exclusive domain of models. There was a spurt of advertisement featuring stars like Tabassum (prestige pressure

cookers), Jalal Agha (Pan Parag), Kapil Dev (Palmolive Shaving Cream), and Sunil Gavaskar (Dinesh Suitings).

When it comes to celebrity endorsement, the first brand that comes to the Indian mind is that of Lux, the Beauty Bar of the stars. Since its inception, Lux the brand has grown positioning itself thus. One of the first sports endorsements in India was when Farokh Engineer became the first Indian cricket to model for Brylcream. Today, many cricketing stars like Virat Kohli, M.S Dhoni, etc. are endorsing several brands. Advertisers spend huge amount on celebrity endorsements as there is a huge impact of celebrity endorsements on people.

Advantages of Celebrity Endorsements

1. Credibility

The most important aspect and reasons for celebrity endorsements is credibility. Celebrities are a credible name, face or voice. The adulation that they receive in their fields gets transferred to the product they are endorsing. Approval of a brand by a star fosters a sense of trust for the brand among the target audience. One of the most obvious reasons of Amitabh Bachchan endorsing huge number of brands is his credibility and recognition across consumers.

2. Social Awareness

Celebrity endorsers can be used effectively for spreading general awareness about issues of concern to the society. When Amitabh Bachchan, Shahkruh Khan and Sachin Tendulkar plead parents to get their kids vaccinated against polio, their advice is taken seriously. When Aishwariya Rai asks the nation to donate eyes, there is an overwhelming number of people who pledge their eyes for the cause.

3. Ensured Attention

In this age of intense competition, celebrities ensure attention of the target group by breaking the clutter of advertisements and making the advertisement and the brand more noticeable. For example, TATA Sky, Titan ads by Amir Khan, Nakshatra by Ashiwariya Rai, Dish Tv by Shahkruh Khan and so on.

4. PR Coverage

This is another reason for using celebrities. Advertisers perceive celebrities as topical, which create high PR coverage.

5. Higher Degree of Recall

In the midst of the advertisement clutter, the ads that celebrities endorse achieve high recall rates. People tend to commensurate the personalities of the celebrity with the brand thereby increasing the recall value. The recall value for Nakshatra is only due to Katrina, Kareena, Bipasha, Anushka and so on.

6. Improving Tarnished Image

Celebrity endorsement helps in improving soiled image of the brand. Cadbury India wanted to restore the consumer's confidence in its chocolate brands following the high-pitch worms controversy. So the company appointed Amitabh Bachchan for the job. When the controversial pesticide issue shook up Coca-Cola and Pepsico and resulted in much negative

press, both soft drink majors put out high-profile damage control ad films featuring their best and most expensive celebrities.

7. Brand Building

Celebrities can help the corporate in brand building. Celebrity association strengthens the brand's core values. For instance Sachin Tendulkar's endorsement for Boost helped the company to associate "Boost" with "energy". "Boost it the secret of my energy" campaign was a big hit

8. Psychographic Connect

Celebrities are loved and adored by their fans and advertisers use stars to capitalize on these feelings to sway the fans towards their brand. For example, John Abraham for Garnier.

9. Associative Benefit

A celebrity's preference for a brand gives out a persuasive message – because the celebrity is benefiting from the brand, the consumer will also benefit. For example, Shilpa Shetty for pantene Pro-V shampoo.

10. Mass Appeal

Some stars have a universal appeal and therefore prove to be a good bet to generate interest among the masses. For example Ranbir Kapoor for Lenevo Tablet.

11. Repositioning

Celebrities can refuse fresh life into a stagnant brand. For instance, Dabur India roped in Amitabh Bachchan to endorse Chyawanprash.

12. Compensate

Celebrity endorsement can sometimes compensate for lack of innovative ideas. For example Salman Khan for yatra.com.

Disadvantage of celebrity Advertising

The celebrity approach has a few serious risks:

1. Short Lifecycle

The shine of most stars is short lived. This is seen more in case of sports stars. A celebrity signed as a brand ambassador may prove to have a shorter lifespan than the brand itself, as was the case with cricketer Parthiv Patel who endorsed like Britannia Little Hearts and Avon cycles. Such as celebrity endorsement is not suitable in the long run.

2. Improper Positioning

If the positioning of the brand is not proper, associating it with a celebrity however big he may be, does not help in its promoting. For instance, in case of Maruti Versa car, inspite of Amitabh Bachchan and Abhishek Bachchan being brand ambassadors, the brand's sales remained sluggish.

3. Multiple Endorsements

The novelty of a celebrity endorsement gets diluted if he does too many advertisements. At times, consumers get confused about the brand endorsement when a single celebrity endorses numerous brands. The recall then gets reduced and reduces the popularity of the brand. For example, shahrukh Khan endorses number of brands simultaneously.

4. Celebrity Controversy Risk

Scams, scandals or negative press about celebrities can harm the produce they endorse. For example, Salman Khan was replaced as Thumps Up ambassador by Akshay Kumar after the blackbuck case and his rash driving. Many advertisers cancelled their contracts with Fardeen Khan when he was nabbed for drugging.

5. Vampire Effect

The concept of celebrity becoming bigger than the brand is known as vampire effect. In other words, the celebrity overshadows the brand. Often consumers focus their attention solely on the celebrity. They do not remember the brand endorsed by the celebrity.

6. Does not Guarantee Sales

A celebrity endorsement does not guarantee sales. A marketer cannot sell an ordinary product just by making a celebrity endorse it. A celebrity can only arouse interest of the target audience in the brand advertised. He cannot come to the rescue of marketer if the product fails to deliver performance. Sachin Tendulkar's endorsement of Fiat Palio was a success initially but due to the poor fuel efficiency of Palio, its sales were adversely affected.

7. Expensive

Celebrity endorsement is an expensive affair. It costs the advertiser a fortune. Small companies are not in a position to afford celebrities for endorsing their brands. Moreover, some companies who rope in celebrities as brand ambassadors find it difficult to recover the celebrity costs.

8. Celebrities endorsing one brand and using another (competitor)

Celebrities in actual life may be seen using another brand than the one they are endorsing. This may cause a huge embarrassment to the advertiser of the brand.

9. Shifting Loyalties

At times, celebrities are seen shifting their loyalties. Amir Khan and Aishwarya Rai, once Pepsi endorsers have also campaigned for Coca – Cola. Shahrukh Khan too has shifted loyalty from Omega to TagHeuer watches.

10. Mismatch between the celebrity and the image of the brand

Each celebrity portrays a broad range of meanings, involving a specific personality and lifestyle. There must be a congruency between the persona of the celebrity and the image of the brand. In case of a disconnect between the brand and the celebrity, the audience may reject the proposition. For example, the commercial showing Shah Rukh Khan in a bath tub, endorsing Lux soap, was difficult to digest for audience.

11. The Celebrity Tarp

Once into a celebrity, it is hard to get out of it. If the board has done even moderately well after the break of a celebrity campaign, it becomes difficult to separate the role of message and role of the celebrity in selling brand. For example brand Ddmas.

12. Distrust

Celebrity credibility is coming under question. Many people think that celebrities endorse products only for money and may not even be using the product in reality. It becomes hard to believe that the celebrities who are rich and afford the best are actually using a mass product being advertised on television.

Conclusion

Celebrity endorsement if used effectively, makes the brand stand out, galvanizes brand recall and facilitates instant awareness. To achieve this, the marketer needs to be really disciplined in choice of a celebrity. Hence the right use heights. A celebrity is a means to an end, and not an end in himself / herself.

LUX ADVERTISEMENTS OVER A PERIOD OF TIME WITH LEADING CELEBRITIES OF THAT PERIOD LOW INVOLVEMENT AND HIGH INVOLVEMENT PRODUCTS

On the basis of the level of involvement of consumers while buying products, products can be broadly classified as high involvement products and low involvement products.

1. High involvement products

High involvement products are those where the customers are **emotionally & physically more involved in the purchase of the product.**

Following are the peculiarities of high involvement products:

- High – involvement goods are those **which generally tend to be higher in price** and are purchased relatively infrequently.
- The buyer is prepared to **spend considerable time and effort** in searching for the right and most suitable product.
- Consumers seek for **in-depth information** about the product.
- The products are **mostly found at specific locations** such as showrooms, specialized guide books/ booklets/ magazines and own website.
- **Relatively fewer buyers** exists as compared to low involvement products.
- **Some examples** of high involvement products are automobiles, jewelleryes, houses, holiday travel plans etc.

2. Low Involvement Products

Low involvement products are those where the customers are **emotionally & physically less involved in the purchase of the product.**

Following are the peculiarities of low involvement products:

- Low involvement goods are those which are of a **relatively low price and purchased frequently** by the customers.
- **Minimum thought and efforts** are required because they are not of vital concern nor have any great impact on the customer's lifestyle.

- Here consumers require **minimal product information**. They do not associate any risk while purchasing these products as it is often habit buying these products.
- Low involvement products are **widely available** as compared to high involvement products.
- **Relatively more number of buyers** exits as compared to high involvement products.
- **Some examples** of low involvement products are bread, toothpaste, stationeries, chewing gums, candies, etc.

Advertising strategy should take into account the level of involvement that a consumer has with the product.

- a) **Advertising for high involvement products** contains more information and must be placed in media where the information can be processed. Hence print advertising is preferred. Emotional and visual appeals are used in the advertisements. Lots of celebrity endorsements are used.
- b) **In case of low involvement products**, the role of advertising is to get consumers to sample or switch products. The purpose of advertising such products is to remind people about the product's existence. The gathers. Hence television should be the primary medium as it allows passive learning. Tactical approaches like coupons, sales / discount promos or any other incentives are often used.

Celebrity endorsements – examples

Questions

1. What is creativity in advertising? Explain its importance.
2. What is a creative brief? What are the steps in creative brief?
3. What are visualization? What are the techniques of visualization?
4. What are buying motives? Explain briefly different types of buying motives?
5. What are advertising appeals? What are the types of buying motives?
6. What do you mean by endorsers in advertising? What are the different types of endorsers?
7. What are the celebrity endorsements? What are its advantages?
8. What are the celebrity endorsements? What are its limitations?
9. Evaluate celebrity endorsements in ads.
10. What are the high involvement products? What are its features?
11. What are the low involvement products? What are its features?
12. Distinguish between High Involvement and Low Involvement products.
13. Write short notes on:
 - a) Creativity in advertising
 - b) Creative brief
 - c) Selling points
 - d) Unique selling proposition
 - e) Endorsers in ads
 - f) High involvement products
 - g) Celebrity endorsements
 - h) Low involvement products

MODULE - 4

EXECUTION AND EVALUATION OF ADVERTISING

• PREPARING PRINTS ADS

Print advertising is a widely used form of advertising. These advertisements appear in newspapers or magazines. These are also found in newsletters, booklets, flyers, direct mail and so on. Anything written in the print media to grab the attention of the specific target audience comes under the purview of print advertising. In order to attract the attention of readers, ad copy must be effective. Broadly, the whole ad is called a copy but specifically, the matter written is called copy. The rest of the ad may have visual elements like photographs, pictures, illustrations etc. copywriting plays a very important role in preparing print ads.

COPY WRITING

Meaning

Copywriting is the soul of advertising. Copywriting is the process of writing advertising promotional materials. It is act of writing copy or text or content for the purpose of advertising. It is an art of writing selling messages. **Advertising copywriting** is writing for the purpose of advertising products, services and businesses in a variety of media including newspapers, magazines, flyers and brochures, television, radio and theatre, the internet, and even mobile phone advertising. Unlike news or editorial writing, copywriting is all about getting the reader to take action. The action could be to purchase, create awareness, change perception, or engage with a product, service; or product.

Essentials of Copywriting

Copywriting is an art. Copywriters are those who write the copy of ads. They help in establishing link between advertisers and their prospects. A good or effective copy is one that succeeds in reaching the target customers to create favourable attitudes towards the product and the advertisers, impelling an action on their part to buy the product. Essentials of effective copywriting are explained as under:-

- 1. Simple:** a copy must be simple and easy to understand. A copywriter must use simple, short and understandable words and sentences. Complicated messages in the copy may get unnoticed.
- 2. Information:** the copy give the information which the reader wants to know about the products in order to buy. The information must be straight forward. It must avoid exaggerations. It must make people read the advertisement.
- 3. Brief:** The copy must be brief. Most readers are interested in shorter advertisements. Being brief does not mean dropping words or chopping sentences. It is the art of eliminating and substituting the words without jeopardizing the meaning. The copywriter must convey in brief information related in the product.

4. **Clarity:** The copy must be clearly. A clear copy is one which is easily and quickly read and grasped by the readers. It is unambiguous and self and self- explanatory. Clarity helps in proper interpretation of the advertisement message.
5. **Honesty:** The copy must be truthful. If the copy is untrue or includes exaggeration, the public confidence in the product goes down. The consumers should not be cheated by misleading copy. If inferior products are sold through false advertising, they have a short life. Further, misrepresentation of facts made in the copy damages the image of the product and the advertiser.
6. **Apt:** The copy must be apt i.e. it should match to the needs of the prospects. Writing an apt copy is the art of putting in the words that create strong desire among the prospects to buy the product. The copywriter must place himself the position of a customer to make it apt.
7. **Conforming:** Every ad copy must conform to the standards, rules and regulations acceptable to the advertising media and the laws of the land. For instance, no copy is acceptable that offends the morality, declines decency and harms religious sentiments of the people.
8. **Personal :** The copy must follow ‘ You Approach’. It must be centred on the prospect. It must be an individualized appeal copy.
9. **Unique selling point(USP):** The copy must be highlight the USP of the product. USP is the factor that differentiates the brand from its competitors. USP could be quality, price, extended warranty and so on.
10. **Enthusiastic:** Copy is nothing but salesman;s talk in written form. The copy must tell the reader what the product will do for him and how he will be benefited after using it.

Thus, a copywriter must take people:

- Notice the ad
- Read it
- Understand it
- Believe it
- Buy the product

Elements of copy

An advertisement copy refers to the textual element in an advertisement. In print advertisements, it consist of the script. A copy has several elements such as the headline, sub-headline, the body copy, caption, slogan, logo etc. However, copywriter may not use all the elements in his advertisements. Further, he may not place equal emphasis on the various elements used in the advertisements. Strictly speaking, written content of an copy is the product of the collective efforts of copy-writers artists and the layout-men.

The elements of copy are explained as under:-

1. The Headlines

The headlines and one of the most important elements is the headline. It is a phrase or a sentence that serves as the opening to the ad. It is normally placed in the centre and at the top of the advertisement.

2. Over lines and Underlines

These are phrases or sentences that appear above or below the headline. They are usually set in smaller font than the headline.

3. Body Copy

It is written in multiple lines or paragraphs. Its purpose is to explain the idea or selling point.

4. Caption

Caption give meaning to the illustration or the picture in the advertisement.

5. Slogan

Slogan is small catchy phrase that sums up the advertising message. It serves as a motto for a campaign, brand or the company. The gist of the advertising theme is effectively conveyed through the slogan. It is used across a variety of marketing communication messages and over and extended period of time. For example, Thanda Matlab Coca- Cola, The engineer's choice – L & T Ultratech Cement, Just do it – Nike, A Diamond is forever – De Beers etc.

6. Taglines

It is short phrase that wraps up the key idea or creative concept.

7. Signature / Logotype

Logo is symbolic representation of a company. It can be a picture, letter or combination or both. It is also referred to as signature.

8. Illustration

An illustration in an advertisement is a picture in it which helps in understanding the advertising message. A picture can convey the message effectively and quickly.

9. Call to Action

This is a line at the end of an ad that encourages people to respond and gives information on how to respond. It mentions an address, a toll-free phone number, an e-mail or web address.

Headlines

The headline is the most important element in print advertisements. **A headline is a line which generally appears at the top of an advertisement. **

Harold Lloyd defines a headline as 'a name given to the display line which appears at the top or near the top of the advertisement and acts as a sign-post, stopping the reader and impelling him to read the message.'

Functions of the headlines

1. To attract attention

The main objective of the headline is to attract the attention of the readers towards the advertisement. The headline helps them to decide whether or not to read to the advertisement. A headline must be interesting. It must provoke the readers to read the body copy. Hence the headline must be creative. It must include a unique benefit, gift or offer.

2. Gives idea about body copy

Headlines give an idea about the body copy. For example when the headline says "Attention Tax- Payers", it gives a rough idea about what the copy would be all about; the benefits of filing tax returns on time, guidelines regarding the same and so on.

3. Generates interest in the advertisement

The headline must develop interest in the ad. For example, one headline says, JIO DHANDHANA DHAN OFFER- such headline makes people curious to know what the benefits offered by the product would be.

4. Conveys Unique Selling Point (USP)

Headline can also convey the USP of the product effectively. For example the headline of Big Bazaar which says 'ISSE SASTA AUR KHAN' highlights low price as its USP.

5. Attracts potential target customers

Headlines are useful for attracting attention of the potential customers. For example 'Pest Control, now made non-messy and non-smelly'. Those interested in getting pest control done may be attracted towards such headline.

6. Provides meaning target customers

Headlines also provide meaning to other elements of the i.e. illustration, copy text, etc. it also makes the copy more meaningful.

7. To differentiate interesting and non-interesting ads

The headline allows the readers to sort out which ad is of interest and which is not.

8. Brand identification

The headline makes the product category clear to the readers. It brings product and brand identification.

9. To induce action

At times, headline can secure direct action on the part of the readers. For example, a headline may say HURRY UP, LAST TWO DAYS OF SALE DHAMAKA, interested customers may go for purchase within the deadline.

Types of headline

1. News headline

This headline is in the form of news to the people. It makes use of words such as 'introducing', 'for the first time', etc.

2. Question headline

Here a question is asked in the headline. The answer may be in the advertisement itself. The objective of question may be to arouse curiosity in the minds of the consumers. For example in the advertisement of Dolphin Trump prepaid card, the headline is “Heard it?”

3. Caution headline

The copywriter here cautions the prospects about how he has to be careful in selecting the brand, bad effects of certain products etc. For e.g. headline of advertisement by SEBI cautioning the bond holders of a company states, “DON’T BE FORCED!!! DON’T BE MISGUIDED!!!”

4. Occasion headline

Here an occasion or a festival is used by the copywriter to draft the headline. For e.g the headline of D-Mart advertisement “Sparkling Diwali offers”.

5. Command headline

The type of headline uses command phrases. It aims at getting immediate action from the readers. For e.g. Headline of advertisement by IEC division of Ministry of health & family welfare, Govt. of India on use of antibiotics says, “STOP unnecessary antibiotics usage.”

6. Advice headline

This headline is a sort of an advice given to the readers. The advice may be education in nature. For example, the headline of the advertisement of CAT gives an advice ‘If you would like to go places in the world like to go places in the world of IT, get the directed here’.

7. Selective headline

Here the headline is directed at a specific class of user. For example Dr. Batra’s super specialty homeopathy advertisement, the headline is ‘Get a permanent solution for you skin disease.’

8. Gimmick headline

Gimmick is a tracky idea used to attract the attention of people. Here, the headline may not have direct relationship with the product or other elements copy but is effective in attracting the attention of readers. For e.g. Advertisement of MILTON thermo steel range of products uses Gimmick headline as “kabhi Thanda Kabhi Garam, Saath Nibhana iska Dharam.

9. Benefit headline

The headline here includes the benefits the product offers to the prospects. For e.g. Headline of ICIC bank says-“Enjoy additional discounts with ICIC bank Credit and Debit Card”.

10. Name headline

Here the name brand is used as headline. For eg. “Notandas Jewellers”

LOGO

Meaning

Logo refers to a graphical mark used to identify an organization product or brand. Also called a logotype, a logo is a symbolic, identifying mark that conveys origin, identity, or ownership. **The main function is to elicit recognition.** It is affixed, included, or printed on all advertising, communications, literature, products, stationery, and vehicles. A thought-provoking logo design can strengthen brand image and corporate identity.

Logo could be

- **Iconic / symbolic:** Such logos make use of icons or symbols. In other words, use of text is not made.
- **Logotype / word Mark:** it incorporates company or brand name into a uniquely style type font treatment. For instance:
- **Combination Marks:** combinations Marks are graphics with both text and a symbol/ icon that signifies the brand image. For instance,

Role of Logo

- It is the **corporate signature.**
- It **facilitates identification** of the brand and its differentiation from competing alternatives.
- **It gives distinctive identify to the organization**
- It acts as the **primary visual representation of a brand's general image and meaning.**
- It **protects the manufactures and the consumers from duplicate products.**
- It can also be used to **communicate the brand name**
- It can also be use used to **communicate the philosophy and ideology of the organization.**

COMPANY SIGNATURE

Company signature is a design is a sign of the company which is given in the advertisement for creating distinctiveness and providing sanctity to the advertising appeal. Its role can be highlighted as:

- **It gives distinctive identify to the organization.**
- **It gives sanctity to the advertisement**
- **It helps in easy identification of the brand.**
- **It can be used instead of logo.**

SOLGAN

Slogan are short catchy phrases or series of words used to help consumers remember a company, brand or product. These are crisp and catchy statements that are quick and effective in attracting the audience. Slogan's are shorter phrases used in advertising campaigns. Advertisers have been making a creative and intelligent use of slogans to promote their products and service.

They are often easy to memorize and are regarded as the most effective means of gaining mass appeal. They enable in drawing attention to one or more aspects of product. Hence slogans must be memorable. They must be give people an idea of what the company or product does.

Some of the popular slogans are :

- just do it –Nike
- Impossible is nothing – Adidas
- A diamond is forever –De Beers
- I'm loving it – McDonald's
- Have a break, have a kit-kat-kit kat chocolate

An effective slogan usually:

- **States the main benefits** of the product or brand for the potential user or buyer
- **Implies a distinction** between it and other company's products
- **Makes a simple, direct,** concise, crisp, and apt statement
- **Gives a credible impression** of a brand or product
- **Makes the consumer feel or desire** or need
- **Its hard to forget-** its adheres to one's memory

Role of slogan

1. Delivery of the Core Message

The purpose of an advertising slogan is to deliver the core advertising message. It summarizes the advertising message. This message is the most important aspect of the product, service, or idea that the idea that the company is trying sell.

2. Message Value

The main function of slogan is to aid memory. Companies create slogans use in various marketing efforts in hopes that the phrases will stick in people's minds. When a consumer will choose the product or service offered by a variety of companies, that consumer will choose the product or service that is top-of-mind from slogan recognition.

3. Marketing Communication

A Slogan is one the most important communication tools in which triggers the feelings and shows the product or brand's claim and philosophy. Advertisement slogans can be used anywhere like TV, radio, posters, websites, direct mail, sales letters, tradeshow etc. thus making it a great promotional tool.

4. Remind customers

Slogans play an important role in grabbing the attention of the target audience. Slogans not only help the advertiser to sell and market his product customers, but also make a deep impression on their minds and help to form a "recall value" of product or brand.

5. Differentiation

in today's media-saturated environment, consumers receive thousands advertising messages. From television and print advertising to social media and blogs, consumers are bombarded with information about products and services almost every minute of the day. Developing an effective advertising slogan helps companies cut through the clutter and get consumer attention quickly. An attractive slogan cuts through the clutter and creates a memorable image in the customer's minds.

6. Branding

An effective and memorable slogan gives a clear picture of what the company or the product is all about. The slogan becomes an important part of the brand. It reveals a lot about the prices, services or what customers can expect. For example, the slogan of Big Bazaar which says "Is Se sasta aur Kahan?". It is clear from the slogan that Big Bazaar offers products at lower prices. Slogan help in building a brand identity.

7. Consistency

Companies marketing their products or services often develop a marketing plan that includes a variety of tactics, including print and electronic advertisements. A strong advertising slogan ties all the elements of the campaign together, creating brand recognition in customer's minds. The same slogan can appear not only in the advertising, but also on promotional items such as T- shirt and caps, public relations materials and on the actual product packing. All this serves to create brand recognition in the minds of customers.

Basis of writing Slogan

1. Based on comfort and convenience

Comfort is highlighted by some advertisers in their slogan.

For example Tavera from Chevrolet Optra – 'The comfortable family car'.

2. Based on utility

Slogan might also be based on the utility of the product. Generally if the product is new, its utility might be highlighted in the slogan.

For example Slogan of EMS speed post is Everywhere, Always.

3. Based on range of products

Slogans may emphasize on the range or variety of products and brands that are available in the company's portfolio.

For example Vijay Sales – 'the India No. 1 for the widest choice'.

4. Based on style

Style and fashion can also be used by the advertiser to show how contemporary their brand is. Style may be used for trousers, shirts, cars, etc.

5. Based on technology

Here the slogan emphasizes on the advanced technology used in manufacturing the product.

For example – Mercedes-Benz- The future of the automobile.

6. Based on quality

Quality is effectively used by some advertisers in their slogan. Quality should however be used if it is distinct and better than the competitor's

For example – Zodiac-Finest quality shirt makers'.

7. Name of the company

If the organization is reputed one, then the corporate name might also be used by the company to create a positive image or brand.

For example – Whirlpool- ‘You and Whirlpool, the world’s best homemakers’.

8. Based on ranking

Global or national ranking might be used by some advertisers to show where they are placed nationally and internationally.

For Example GM –world’s no 1

9. Based on specific class of audience

Slogans might also be written showing the specific class of users of the brand.

For example – L & T 9- Ultratech Cement – The engineer’s choice’.

10. Based on origin

Slogans are also based on the country of origin of the brand. Each country has certain image which might reflected in the brand.

For example G – Hanz – Modern German brand’.

11. Based on the price

Indian customer is price sensitive. So lower price may be conveyed through some slogans.

For example –Big bazaar- ‘Is se sasta our accha kahin nahi’!

12. Based on pride and possession

Pride in owing the brand can be used by advertisers in their slogan.

For example – Ondia – Neighbours envy, owners pride’.

13. Based on love and affection

Love and affection is a very strong emotional appeal which is highlighted in some slogans.

For example – LIC – ‘Zindagi ke Sath bhi, Zindagi ke Baad bhi’.

14. Based on life of the company

Successful existence of the company over number of decades can be highlighted in slogan to create a positive image about the company.

For example – ‘Raymond’s – Since- 1925’.

15. Based on trust and confidence

Trust in the brand or the company can be used in some slogan.

a) For example – Dena Bank – “Trusted family bank.

b) For example – Godrej secure – “Take no chances”.

c) For example – Scorpio – ‘Nothing else will do’.

Generally financial products or consumer durable products do emphasize on trust.

16. Based on moral/ ethical values

A company may want to highlighted the moral or ethical practices followed by it in order to create goodwill amongst consumers.

For example – Institute of Clinical Research – ‘promoting ethical research’.

TAGLINE

A tagline is a short phrases used in advertising to create product identify **consists of a few short words that communicate to the audience what the company does and how it is different from competitors.** A tagline is created for his product, brand or corporate and it lasts forever. A company rarely changes its tagline, as it is a part of its identify. A good tagline should indentify benefit in a way that the audience can relate to. A great tagline uses creative phrasing and its creates a personality.

Taglines are typically simple, memorable phrases that are easily repeated. They normally accompany company logos and are written to stand the test of time. Quite often slogans and taglines are considered synonymous. However there is a difference in these terms. Slogans are for short term marketing objective and are used to define any one or some aspects of the product. One the other hand, tagline is used to define the position

Examples of Taglines

- “Utterly, butterfly, delicious”- Amul
- I’m complan boy. I’m Complan girl”- Complan
- “There is some things money can’t buy for everything else there is MasterCard”- MasterCard.
- “Connecting People”- Nokia.
- “Thanda, matlab Coke Cola”- Coke Cola.
- “Impossible is nothing”- Addidas.
- “The complete man”- Raymond
- “Is se sastaaur Achakaheenaemilenga”- Big Bazaar
- “The Magazine of the corporate World”- Business India
- “The joy of flying”- Jet airways

Role of Taglines

1. The basic aim of any company is **to create an impression** about its brands that gets imprinted on the minds of their consumers. This goals is mostly achieved by the use of catchy taglines this gives particular identify to any brand. Tagline helps in differentiating company’s brand from its competitors.

2. Further, **tagline helps in effective branding** as its creates a recurring identify across ads for the product/ company. It plays an important role in marketing campaigns.

3. It **minimizes confusion in the minds** of the audience by clearly stating what the company stands for.

4. A catchy tagline helps in **building image** of the company in the minds of consumers.

5. A tagline is important on account of the fact that **it inspires interest**. It not only grabs the attention of the potential client, but also makes them think.

6. A tagline **gives an idea about what a particular company or product is all about**. Instead of walking a client through mission and vision statements of an organization, a tag line, in a nutshell, surmises what the product represents or what the ability philosophy of the company is all about.

7. it **Simplifies buying decisions** as the customers know what the company is and what it offers.

Types of Copy

1. Reason why copy

Reason why copy, also known as hard sell copy explains reasons as why the readers should buy the advertised goods. It aims at answering the questions raised about a product as to why, how and when the product is to be purchased. It appeals to the intellect or the judgment of an individual rather than emotion or impulses. It attempts to prove the product superiority by means of evidences in the forms of performance test, records, testimonials, guarantees etc.

2. Descriptive Copy

This type of copy describes the important and relevant characteristics, uses and other aspects of the product. Such a copy is simple and of non- technical nature. It is very much similar to a press account or news item simply giving relevant information to the public without any stylish touch.

3. Scientific Copy

Such types of copies are technical in nature. These kinds of ads are generally used by drugs and pharmaceutical firms elaborating the technical details of the product. This type of copy is usually meant for professional or for those who are interested in such types of information.

4. Institutional Copy

Institutional copy does not aim at selling the products of the institution but the name of the institution. Also known as corporate advertising, this type of advertisement is used to present the company's image. It seeks to build goodwill through its philosophy, objectives, and policies towards public so that the prospects remember it. It induces prospects to make a purchase relying on the trust that the brand has created over years in the market.

5. Topical Copy

Here the copywriter makes use of current events or topics in his copy. He makes an attempt to appeal to the general public by linking the theme of the copy with some current event. Topical copy can reinforce a customer's connection to a brand, or help potential customers to re-evaluate and think differently about a brand. The advertisements of Amul make use of current events to promote their products.

6. Human interest Copy

Human interest Copy makes appeals to the emotions and the senses rather than to the intellect and judgment. Sympathy, affection, love, fear, humor, curiosity and other emotional appeals are used in such a copy. Such a copy presents the product in relation to people instead of confirming to facts about product. As emotions are many and always changing, such copy can be made more exciting and creative as compared to reason why copy.

7. Educational Copy

It aims at educating the public regarding the features, uses of the product the operations of the product and so on. Usually introducing appeal is made this style when the appeal is made in this style when the product is introduced in the market for the first time. This type of ad copy is effectively being used by water purifier brands (pure-it, acquaguard), toothpaste brands (Colgate), shampoo brands (Sunsilk) and so on.

8. Colloquial copy or Conversational Copy

The colloquial copy presents the message in the way of conversation. It uses an informal language and conversation takes place in terms of "I" and "You" with personal reference to reader and the advertiser.

9. Suggestion Copy

A suggestion copy tries to suggest or convey the message of the advertisement directly or indirectly to the readers to the readers directly or indirectly to pursue them to product. It is useful where the reader is confused about the quality of a product brand and is not in a position to take a decision about the purchase of the product. In this copy, suggestive language is used where the hidden meaning is to be picked by the readers.

10. Narrative Copy

Such an ad copy narrates a story or an incident to give the information about the brand. It also tried to tell how the brand can be useful to the readers by narrating an incidence. Ads of dental creams use such type of ad copies. Such ads may have common- mans' pre and post use interviews emphasizing how the product has benefited the user as part of the ad.

11. Comic or humorous Copy

Such an ad copy uses humor to dramatize a situation. The ad carries a comic effect through use of exaggeration or caricature. Fevicol ads make use of such copy.

12. Questioning Copy

Questioning copy makes use of a series of questions expected to be answered by them readers. The advertiser puts no narration, statement or reason of its own In order to pursue the readers to buy the product. The question arouses the curiosity in the minds of the readers and makes them think of it.

Layout

Layout is the visual plan for arranging the elements of an advertising message in printed form. Layout refers to the arrangement of various elements of advertising such as headlines, illustration, logo and so on. While a copywriter is responsible for the words i.e, the copy, the art director is responsible for the illustrations and the layout. The copywriter and the art director must therefore work closely to make effective ads.

Principles of effective layout

1. Focus on dominant element

Layout must focus on the dominant element. Dominant element is the most important part of the advertisement. It may be the headline, the illustration or the slogan. The dominant element must be highlighted. It must be large and shown in bright color. It must look better than the other parts of the ad. The dominant element must attract the attention of the readers.

2. Unity

The advertisement consists of many elements such as headlines, slogans, body copy, logo and so on. All these must work together. There must be unity in the elements. An effective layout is one which brings about proper synchronization of these elements.

3. Use of contrast

Contrast ads stand out because they appear different. For example, if all the ads in a magazine are colored and if one ad is the black and white, the black and white ad will stand out in contrast.

4. Balance of elements

The advertisement must have a right balance. Balance means the relationship between right-hand side and left-hand side of the ad. There are two types of balance:

- a) **Formal balance:** Here, the words and pictures on the right side are equal to the words and images on the left-hand side of the ad. In other words, the right-hand side and the left side matches each other in size, shape and other colour. They are placed exactly on the opposite side of each other.
- b) **Informal balance:** Here, is no balance between the right hand side and the left hand side of the copy. The various element of the ad are placed at random. Informal balance is quite difficult to achieve. It requires more imagination and a high level of creative skill.

5. Proportion of Space

The advertisement must maintain proportion. The entire space must get divided among the different parts of the ad. The division must not be equal. If all the parts have some space, then the ad will not look good. More space must be provided to the dominant (important) part of the ad. Less space must be given to the less important parts.

6. Eye movement

An effective layout covers the movement of the eye. The movement of the eye is from the left to right. A person first looks down. So, in the ad, the advertising message must move

from left to right and from top to bottom. The advertiser can control the eye movement by using the following points:

- **Gaze movement:** Studies show that a person's eyes follow other eyes. There is a mutual tendency to follow the gaze of people or animals in illustrations.
- **Size:** Most people are attracted by the largest and most dominant matter on the page
- **Pointing devices:** These include hands, fingers, arrows, rectangles, triangles or lines of type
- **Cartoons or picture with captions:** The reader must start at the beginning and follow the sequence to get the point.

7. Simple

The layout must be simple. It must have very few elements in it. The lesser the elements, the stronger will be the impact. Too many parts of the ad will make it congested. The ad must have enough of empty spaces. It must not look very crowded and complicated.

8. Ease of readability

The reader must be able to read the advertisement easily and quickly. The font size must not be small. Use of capital letters must be avoided for full paragraphs. Only significant words or sentences must be written in capital letters.

9. Use of whitespace

The advertisement must not appear crowded. There must be enough white (blank) space to make it look uncluttered and pleasing. White space attracts the attention of the readers.

10. Good ad atmosphere

The surrounding of an ad is also essential to make the ad appear attractive and pleasing. A shabby background or atmosphere makes even an attention-grabbing ad less appealing.

ILLUSTRATION

Meaning

An illustration in an advertisement is a picture or a photograph which is used to convey the advertising message. A picture can convey the message effectively and quickly. It is rightly said "A picture is worth a thousand words." It also helps in creating a right atmosphere for the product. Illustration of the product, its use or a personality promoting the product helps in the advertisement being noticed immediately. Furthermore, illustration brings clarity in the message. Even the illiterates by seeing the picture are in position to identify the product quickly.

Importance of Illustration

Illustration performs various functions. These are:

1. Attracts Attention

The main objective of illustration is to attract the attention of the customers. Colorful pictures of beautiful scenes, attractive lifestyle, famous personalities etc. help in attracting the attention of the people. Without an illustration, the copy may look dull.

2. Conveys Message Quickly

An illustration communicates an advertising message quickly. For example a picture of building helps to convey the message about the residential complex and the various flats or sale.

3. Conveys Message Effectively

Illustration helps in conveying the message not only quickly but also effectively. For example, in advertisement of 'Dr. Batra's Homeopathy Clinic' where compare and contrast theme is used. Two pictures, one of bald person having lot of hair after using the product is shown. Thus the message can be communicated effectively.

4. Dramatizes the Headline

Illustration can help in dramatizing the headline. For example the headline of advertisement of 'Department of Consumer Affairs' is 'Open your eyes to misleading advertisement', while the illustrations is a person closing his eyes with his palms on eyes.

5. Dramatizes the story

Illustration dramatizes the story of the product. The picture itself gives details of the product and words are not required.

6. Supports the Copy

Illustration is part of copy. Its purpose is to support the message given by the other elements of the copy.

7. Demonstrates the product

Illustrations can be effectively used to demonstrate products. Visuals can be used to show how to use the product.

8. Symbolizes the quality

Illustration can be effectively used to depict equality. For example, Ceat Tyres –Rhino.

9. Creates Lasting Impact

Illustrations can create lasting impact on human mind. The text in the message may be forgotten but the picture in the advertisement remains in the minds of the readers. Pictures represent reality.

10. Communication to Illiterates

Illustrations in the advertisement are useful to both literates and illiterates. Further, in a country like India, where many language are spoken, pictures help to overcome language barrier.

BROADCAST ADS

Generally speaking **broadcast advertising is radio, television, and Internet advertising.** The commercials aired on radio and television are an essential part of broadcast advertising. As broadcast media have audio and/ or audio visual impact, jingles, and music play an important role in broadcast advertising.

Execution Styles of ads

Advertising message can be presented in different execution styles. Execution style refers to the manner in which advertising message is presented to the people. The impact of the message depends not only on what is said but also on how it is said. Following are the execution styles used to convey advertising messages:

1. Straight sell or factual message

Here, the focus of the message is the product or services and its attributes. In such ads, use of rational appeals is made. This style relies on a straight forward presentation or information.

2. Scientific or technical evidence

This style of execution uses research or scientific evidence to prove superiority of the brand superiority over competitors. Advertisers often cite technical information, results of scientific or laboratory studies to support their advertising claims. For example, in the advertisement of 'Renault Duster petrol' the ad focuses on new 1.5 L petrol engine which is a revolutionary engine, which gives superior mileage.

3. Demonstration

This execution style illustrates the key advantages of the product by showing it in actual use or in some staged situation. It is an effective style of convincing consumers of product's utility or quality and of the benefits of owning or using the brand. For instance, an advertiser of detergent powder can demonstrate how his product will clean clothes whiter and brighter.

4. Comparison

This type of execution involves a direct or indirect comparison of a brand against the competitor. In direct comparative ads, the competing products either are explicitly named or can be precisely identified by photos, images or trademarks. Indirect comparative ads do not directly make reference to competing brand names.

5. Testimonials

Many advertisers present their marketing communication message in the form of a testimonial whereby a person speaks on behalf of the product based on his or her personal use and experiences within it. Many film stars and sports persons are shown in ads endorsing the product.

6. Slice of life

This style depicts people in normal settings, such as at the dinner table or in their car. The advertiser tries to fit his product in this normal setting. McDonald's often uses slice-of-life styles showing youngsters munching French fries and persons Meals on family outings.

7. Real or animated

This technique uses animated characters that represented the products in ads. For instance, in the ad of High Street Phoenix "Palladium", esaclar is shown attached to plane. The ad mentions "Shop your way to International Holiday".

8. Personality symbol

This type of execution involves the use of a central character of personality symbol to deliver the marketing communication message and with which the product can be identified. The personality symbol can take the form of a person who is used as a spokesperson, animated characters or even animals.

9. Imagery

This style is used for marketing communication by showing an imaginary situation or illusion involving a consumer and the product.

10. Dramatization

Dramatization often use the problem/ solution approach as they show location the advertised brand can help resolve a problem. This execution technique creates a suspenseful situation in the form of a short story.

11. Humor

Humor can also be used as a way of executing the message. For example, the ads of Five stars Chocolates.

12. Fantasy

This creates a fantasy for the viewer built around use of the product. Carmakers often use their style to let viewers fantasize about how they would feel to be spelling around tight corners or down long country roads in their cars.

13. Mood

Here, the advertiser builds a mood or image around the product such as peace, love or beauty. For instance, the ad of Kidzania Mumbai, a Global Indoor Theme Park.

14. Life style

The style shows how well the product will fit in with the consumer's life style. For example, the ad, "FBB- India's Fashion Hub, 'Desi swag'".

15. Musical

Here advertising message is conveyed through song or jingle, For example the ads of Thumps Up or Coca Cola.

JINGLE

A jingle is a short song or tune used in advertising and for other commercial uses. **A jingle is a memorable slogan set to an engaging melody, mainly broadcast on radio and television commercials.** It can be a short song or a tune which is used in either radio or television advertising. Advertising jingles are challenging to create. The challenge is that the advertiser does not have the time for an elaborate music piece.

The jingle has to be short and yet powerful. An effective jingle says in the memory of the target audience. **A well-crafted tune can make people remember not only the jingle but also the brand for a long time.** Hence, the brand name of the product must be creatively used in the jingle so that the consumer automatically remembers the brand name as he sings the jingle or gets reminded by one.

Importance of jingle

1. Memory

A good jingle is memorable. It helps people to remember the commercial. In this clutter of ads, ad messages get lost in the crowd. A jingle with some identifying feature, company name or phone numbers it easier for listeners to remember the advertisement. It increases the recall of the ad. Simple tunes with simple increase the recall of the ad.

2. Attract Attention

A catchy jingle attracts the attention of the listeners. A clever and memorable jingle can create a bond with a listener, making him/her feel an emotional connection with brand or the company. When the jingle is pleasing to listeners to and full of vital information listeners want to know, it becomes easy for the advertiser to create a new customer base with a few simple lines of song.

3. Differentiate brand from competitors

An effective jingle tells the world what the brand offers to the target audience that the competitors do not. The USP of the brand is incorporated in the jingle which helps in differentiating company's brand with its competitors. As a memorable and attraction-grabbing song, the right kind of jingles enhances what the advertiser has to offer. It also makes a statement about what makes the brand or the company unique.

4. Repetition

A good ad campaign involves repetition so that the target audience gets associated with the product and with the company. Jingles take repetition a step further. After hearing a jingle several times a part of a marketing campaign, consumers often creates their own repetition, humming the true or singing the words in their mind. The result is additional product promotion at no cost to the company.

5. Branding

Branding is all about creating an image of the brand and the company in the minds of the target audience. Jingles can be used as an effective tool for branding. People may not remember the logo or the details of the product. They may remember a catchy tune. By

putting the name of the brand or the company in the jingle, the advertiser gets associated with the accompanying words, as long as listeners are exposed to the jingle enough times.

Thus, it can be said that effective jingles work. Commercials that make use of jingles are often effective. Not only do people remember jingles, but they are likely to choose the advertised product over competitors products.

Examples of the Memorable Jingles of Indian Advertisements

- **Lifebuoy:** Tandurusti Ki rakshakarta hai Lifebuoy, Lifebuoy hai jahan, tandurusti hain wahan, Lifebuoy.
- **Nirma:** washing powder Nirma, washing powder Nirma, doodh si safedi, Nirma se aaye, rangeen kapda bhi khil khil jaaye, sabki pasand Nirma.
- **Vicks:** Gale mein khich khich gale mein khich khich... Vicks ki goli lo khich khich door karo.
- **Hutuch:** You and I in this beautiful world, green grass blue sky in this beautiful world.
- **Zandu Balm:** Zandu balm, Zandu balm, peera hari balm, sardi sardard peera ko pal mein door kare, Zandu balm, Zandu balm.
- **Bajaj:** Buland bharat ki buland tasveer, hamara Bajaj, humara Bajaj.

MUSIC

Music is a part of emotional and cultural framework of our lives. It is important to peoples' memories. Hence music is used extensively in advertising. The music style depends upon the product and the target audience. Music can be employed in the background of the commercial. The following suggests the importance of music in advertising:

- Good music can contribute to the effectiveness of an ad by making it more attractive. It has the ability to hold the attention of listeners.
- Most listeners do not pay much attention to narrations alone. In such case, music can convey advertising message effectively. Music in the background makes the commercial appealing.
- Music makes ads more enjoyable. It helps the listeners emotionally connect with a brand.
- Music enhances memory value. It lingers in listeners mind for a long time.
- Association of music with identity of a certain product may increase product recall.
- Music in ads helps in sequencing visual images, narrative voice-overs product appeals.
- Music in ads can be used to convey feelings and moods such as joy, fear, nostalgia, patriotism, love and affection etc.
- Music also helps to enhance an ad's credibility.
- Music videos have become popular these days. Many advertisers insert ads into music video formats.

The Concept of Story Board

Story boards are used in television, film, cartoons and even advertising. It is the part of the pre-production process in which artists draw comic book-like representations of what the advertisement will look like. It provides a series of panels that represent the planned

shots of the commercial that will eventually be filmed. A storyboard functions similarly to an outline of a story. It is a shorthand version of the final ad that is planned. It often looks like the panels of a comic, strips, and it shows the key scenes of a video, commercial or movie shot by shot. A storyboard captures events, sets and characters that will appear in the video. It tells who or what will be on camera. Its major purpose is to map out flow of the final production. So the storyboard is usually a preparation of the actual video shoot.

Benefits

1. Elements

The storyboard illustrates the different elements to be used in the finished commercial, including video, still images and animation. It also includes details of the audio, including script, sound effects and music.

2. Approval

The creative teams submit its storyboard for internal review. Producer's directors and other team's members can easily see, discuss and test the story scene by scene. If there are disagreements, they are easy to resolve before actually producing the ad. The storyboard is sent to the client for approval.

3. Develop ideas.

A storyboard is a fast and easy way to show and share the advertising idea. It's a visual way to present a story, before actually producing a real video. It gives a base to work out, or further develop an idea.

4. Planning

Storyboards are also important for planning production of the commercial. Television commercials are available in slots of five, 10, 15, 30, or 60 seconds. The creative team calculates how many scenes it will need to tell the story within the available time, together with the approximate length of each scene.

5. Production

Storyboards are used as visual reference guide throughout the filming process. The director uses the storyboard to identify the number of actors needed, together with the type of location and props required. The director also checks the storyboard sequence to ensure there are no missing elements or scenes that would be difficult to shoot.

EVALUTION

Measuring Advertising Effectiveness

Companies spend huge sums of money on advertisers. Hence it becomes important to determine how well the advertising campaign is working and to measure its performance against predetermined advertising objectives. **Measuring advertising effectiveness refers to evaluation of advertising results against the pre-determined standards of performance or objectives.**

Measuring advertising effectiveness is one of the most difficult tasks in advertising. Advertising effectiveness can be measured either before launching the advertisement (pre-testing) or after launching the advertisement (post-testing).

PRE-TESTING METHODS OF EVALUATING ADVERTISING EFFECTIVENESS

Meaning

Pre-testing of advertising campaign is done prior to running of the campaign in the market.

Objectives of Pre-Testing

- It helps in finding out any **grammatical and conceptual errors** in the advertising copy.
- It can help in taking **corrective steps** before launching the advertisement. If pre-test results advertising campaign are not encouraging the necessary modification can be made in the advertisement campaign.
- It helps in making the **advertisement more impressive** and effective.
- It helps in finding out whether **the central idea** in the advertisement is expressed properly.
- It gives an idea whether **the advertisement would be understood** by the target audience.
- It helps in **avoiding costly mistakes** at a later stage.
- It helps in **reducing the wastage** in advertising.

Pre-Testing Methods of Evaluating Advertising Effectiveness

1. Checklist Method

It is a method of testing to find out the omitted items from the advertisement. Its purpose is to ensure that all elements of the advertising copy are included with due importance in the advertisement. Here, the researcher prepares a list containing items that are commonly found in advertisements. He then compares the advertisement to be tested within checklist and ticks the items present in the copy. Thus omissions can be found out and suitable changes can be made in the advertising copy.

2. Dummy Magazine

Here the advertiser prepares "dummy" magazines which resemble on actual magazines. Various dummy articles along with various dummy advertisements are inserted in the dummy magazines. The advertisement which the advertiser plans to launch in the market is also included. The respondents are asked to read the magazines as they would have read an actual publication. They are then asked various questions on both the editorial content and the advertisements. Advertisements can be evaluated in terms of recall, the extent to which the copy was read and whether product interest was created by the advertisement.

3. Consumer Jury Test

Here, a small group of consumers are selected as jurors. They are shown various advertisements relating to the same product. Generally five or six advertisements emphasizing on different aspects like headline, slogan, copy text, illustration etc. are prepared and are shown to the jurors for their opinion.

Consumer Jury Test can be undertaken for testing press advertisements as well as for T.V advertisements.

Jurors are generally asked various questions like:

- Which of these advertisements can be easily understood?
- **Which advertisement do you find more interesting?**
- Which of these advertisements can easily understood?
- Do you find these ads believable?

Consumer Jury test can be conducted in two ways:

a) Order of merit rating: Under order of merit rating the respondents are shown a series of advertisements and are asked to place them in rank order based on criteria such as clarity of message, consistency amongst different components, liking etc. Each rank is assigned certain score. Higher the rank more is the score. After all these advertisements have been ranked by each respondent, a composite score is obtained. The advertisement which gets maximum score may be selected and launched in the market.

b) Paired comparison test: Paired comparison test involves judging only two advertisements at a time. A respondent is shown two advertisements and asked to choose the better one. The process continues until each advertisement has been paired with each of the others.

4. Theatre Type Test

This test is useful for testing radio or audiovisual advertisement. Here, the respondents are made to sit in a theatre. A programme, including commercials is presented to them. They are provided with two buttons on their seat, one button to be pressed if they like the advertisement and another if they dislike the advertisement. A profile of the viewer's reaction is noted and subsequently analyzed

5. Attitude Test.

an attitude is a person's basic feeling for against some object or idea. In this test, the advertiser tries to find the attitude of respondents towards the product in general and the brand in particular. He further tries to find whether the advertisements to be launched have the capacity to convert attitude into positive one.

6. Physiological Measure/Tests

These are conducted in a laboratory. These tests measure the receiver's involuntary response to the advertisement. Involuntary response means response over which an individual has no control. For example heartbeat, blood pressure reflexes etc. Following are the various physiological tests.

a) Pupillometrics: Pupillometrics deals with eye dilation. Eyes widen when something interesting or pleasant is seen and contract when unpleasant or uninterested things are seen. Pupil dilation helps in testing the advertisement. For example, widening of eyes at the time of watching the advertisement indicates a stronger interest or attention getting capability of the advertisement.

b) **Galvanic Skin Response Test:** Galvanic means stimulating; Galvanic skin response test tries to find skin's response or reaction to advertising. This test may help in knowing the attention paid by the respondent towards the advertisement.

c) **Eye camera:** The eye camera photographs eye movements. A sensor aims a beam of infra red lights at the eye. The beam follows the movement of the eye and helps in knowing in which aspect of the advertisement the viewer is focusing on.

7. Depth Interview

This is an unstructured sort of discussion. The respondents are given the advertisements which the advertiser plans to launch and are told to express their opinions freely. This helps the advertiser in finding out which aspects in the advertisements are effective.

8. Word Association

It is a structured test. The respondent may be shown an advertisement and asked one word or thought that comes to his mind.

9. Sentence Completion

Here, the respondent is shown an incomplete sentence and is asked to complete it.

10. Inquiry Test

Here the advertisement may be run on a trial basis. Inquiry test involves finding out the number of enquiries made by the people about the brand. The advertisement includes a coupon which has to be mailed back. The respondent may be offered some gift on mailing back the coupon.

Another way is to include the phone number of the advertiser in the advertisement for further information. If many people mail back the coupon or call their advertiser after seeing the advertisement, the advertiser can presume that the advertisement which he plans to give is quite effective.

A variant of inquiry test is split run where half on newspapers may contain one advertisement and other half would contain another advertisement. The advertisement that creates more inquiries is perceived as successful and is run in the entire market.

POST-TESTING METHODS OF TESTING ADVERTISING EFFECTIVENESS

Meaning

Post-testing of advertising campaign is undertaken after the advertisement campaign is launched in the market. This is done to find out whether advertising has succeeded in achieving its objectives.

Objectives of Post-Testing

- It helps in finding out the **impact of advertising on the target audience** in terms of being noticed and read.
- It helps in finding out whether the **advertisement were understood.**
- It helps in finding out whether the **consumers recall the brand name is credible.**
- It helps in knowing whether the **advertisements are informative.**

- It helps in finding out the contribution of the advertisement in **achieving the pre-determined objectives**.
- It helps in **increasing the efficiency of advertising** in future on the basis of experience gained.

Post-Testing Methods

1. Sales and response Test

It is designed to evaluate the effects of advertising on the purchase behavior of the consumer. It is successfully applied to examine the consumer behavior to advertisements of consumption goods. Sales are affected after creating an image of an interest in, the product. With the help of sales audit and audience response, it is possible to evaluate the effects of advertising on sales. **Sales test can be conducted in following manner, viz.**

i. **Measure of Past Sales:** Advertising and sales are correlated by using the past sales data. The past data on sales are diversified and their advertising expenses are correlated to establish their relationship. Sales data for the say past ten years as well as the advertising expenses are collected and tabulated to establish the correlation between the sales volume and advertising expenses. All other factors influencing sales also correlated with sales. The difference between their correlations shows the importance of each individual factors influencing sales.

ii. **Field Experiments:** Field experiments may show the extent to which a particular advertising campaign has affected sales. **The whole market may be divided into test and control areas.** One treatment may be randomly administered to each area to know how a particular factor has influenced the sales in that area. The different treatments may be used to eliminate irrelevant variables. These figures give the total Impact of advertising on sales.

Here the new advertising campaign may be run on small scale to find out its effectiveness before running it over the entire market area. The impact of the campaign is evaluated by actual sales in the test market. If the campaign is evaluated by actual sales in the test market. If successful. On the other hand, it is unable to generate sales, suitable changes are made in the advertising campaign and then run all over the country.

2. Recall Test

The recall test is based on the memory of the respondents. It is undertaken for finding recall of a particular advertisement in a magazine. Test magazines are given to the respondents and are requested to read the same. The researcher then tries to find out whether people are able to recollect the advertisement. The respondents on the basis of responses are classified into three categories.

- **The number of people who can recall the features or benefits of the product.**
- **The number of respondents who can accurately recall the advertisement.**
- **The number of people who have developed a favorable opinion about the brand.**

The recall test is conducted to find out the actual penetration of the advertising message. It focuses on the attention value of an advertisement. Like the recognition test, it provides for comparative rating of different advertisements.

It is classified in two types – **aided recall and unaided recall**. Some have combined the two and made it a combined recall test.

- i. Aided Recall:** Here the advertiser gives some clue or aid to recall the advertisement. It may be about say product category or personality used in the advertisement. It is used to measure the reading memory of magazines advertising impressions. It is necessary to use a large sample television advertisement. The aided test can also measure recall about television advertisement. The interviewer may approach the respondents over the telephone or in person to find out something about their recall of the commercial.
- ii. Unaided Recall:** under this method, no aid is given. The purpose is to measure the penetration of the advertisement. Respondents are asked whether the advertisements included a particular picture or message. The name of the product is not given to the audience. They have to recall it themselves. If they remember, it is established that there was some impact of the advertisement.

3. Recognition Test/ Readership Test

This is the most common post-testing method for testing print advertisements. This test was first developed by Daniel Starch in the U.S.A. It is conducted to find out the impact of an advertisement given the magazine. The respondents are asked to identify advertisements they have seen in the publications they read. They are asked to categorize the ads as 'Noted', 'Seen- Associated' and 'Read Most'.

- a) Noted:** it includes all the respondents who remember seeing the advertisement.
- b) Seen-Associated:** it includes all those respondents who have not only seen the advertisement but have also read a part of it which has enabled them to identify the brand.
- c) Read Most:** it includes the respondents who have read 50 percent or more of the reading material in the advertisement.

The above classification helps the advertiser to know whether the respondents have noticed the advertisement and whether they have read it. If most of the respondents falls in the read most category then it can be inferred that the advertisement is effective.

The advantage of this method is that it provides ratings of different advertisements. It helps in finding out the attention getting value of the advertisement. Further, it is quite simple to administer. However, this method does not measure the sales penetration of the advertised product.

4. Attitude & Opinion Test

The attitude is closely related to advertising effectiveness. Respondents are asked to give answers to the questions on a seven-point bipolar scale about their feelings about a particular advertisement. The semantic differential rating scale has been used extensively to measure advertising effectiveness. **If the attitudes of potential customers are changed towards the products, the advertisement is considered effective.**

The attitude of potential customers or respondents can be measured accurately on the attitude scale. This scale measures the position of the consumers attitudes on a continuum, varying from favorable at one end and to unfavorable at the other end. This test is applied before the use of the advertising media, messages and campaign to find out how far they would influence consumer attitudes.

There are several techniques for the measurement of attitude change after the advertising has ended: These techniques are as follows:

- i.Semantic Differential:** it is used to measure attitude in the field of marketing and advertising research. It uses a bi-polar(opposite) adjective statement about the subject of evaluation. The attitude is measured in the light of some objectives. Two-way scale is used for the purpose. The neutral is mid-point, while the three points on both the sides of the neutral point, on the same scale, provide the degree of favorable and unfavorable characteristics. For example one end could be Trustworthy while other end could be Not Trustworthy
- ii.The Likert Scale:** The Likert scale is used to measure audience attitude to advertisements. A series of statements are described to measure the attributes of the advertisement. Only the relevant statements are used for the purpose. Each statement is measured on five-point scale.
- iii.Ranking Techniques :** The preferences to several types of advertisements are ranked to find out the place of a particular advertisement among the several advertisements. An advertisements of one product can be measured with the advertisements of other products taken together. This is done find out the effectiveness of the advertisement in a competitive atmosphere. The winner may be rank 1 and loser is given rank 5. The ranking is based on awareness, interest, attitude change, attractiveness, usefulness, entertaining respect, effectiveness, etc. The overall rank is summed up to determine the final rank of the advertisement of the brand.
- iv.Projective Techniques:** It is used to measure attitude change. Association techniques, completion techniques, construction techniques and expressive techniques are used to measure the change in attitude.

Questions

1. **What is copy in advertising? What are its elements?**
2. **Discuss the essentials of copywriting.**
3. **Explain briefly the types of copy.**
4. **Explain the principles of effective layout.**
5. **Explain the importance of illustration in advertising.**
6. **Explain the terms copy, layout and illustrations in ads.**
7. **What are the various execution styles of ads?**
8. **Explain the importance of jingles and music in broadcast ads.**
9. **Explain concept of story board.**
10. **What is pre-testing of advertising effectiveness? what are its objectives?**
11. **What is post-testing of advertising effectiveness? What are the objectives?**
12. **Explain briefly the pre-testing methods of advertising effectiveness.**
13. **Explain briefly the post-testing methods of advertising effectiveness.**

14. Write short notes on:

- a) Story board
 - b) Jingles
 - c) Logo
 - d) Slogan
 - e) Layout
 - f) Illustration
 - g) Consumer-Jury test of advertising effectiveness.
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