

MEDIA IN ADVERTISING

Unit structure:

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Print Media
- 1.3 Broadcasting Media
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1.0 OBJECTIVES

After studying the unit students will be able to:

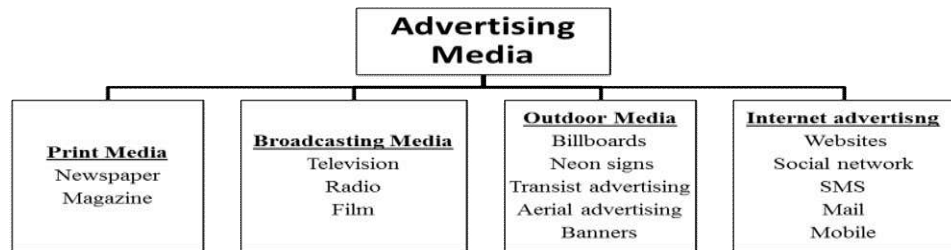
- Know different media traditional media along with its advantages and limitations
- Explain forms of internet advertising along with its significance and limitations
- Analyse importance of media research
- Understand the Audit Bureau of Circulation (ABC) and Doordarshan Code

1.1 INTRODUCTION

Media refers to a platform or medium through which a message can be sent to a large audience at a same time. It is a tool used widely to communicate to the viewers, listeners and consumers. Advertising media refers to various advertising vehicles or medium used to promote about product and services offered by advertiser. When a combination of media is used to deliver the message to a target audience it is called as media mix. The objectives of advertising media are as follows:

1. To inform and educate the general public
2. To promote about goods and services offered
3. To capture the target audience by selecting appropriate media
4. To select the suitable media vehicle for promoting the goods

Different forms of media are as follows:



1.2 PRINT MEDIA

1.2.1 Meaning

In print advertisements, the promotion of goods is done through print form i.e. on paper. It includes advertisements published in newspaper, magazines, journals, books etc. Among all print media newspaper is most popular one followed by magazine advertisement. The advertiser prefers print advertisement as it reaches majority of the houses.

1.2.2 Newspaper Advertising

Newspaper gives a complete package to a reader, which gives them a combination of news, views, opinion, comments etc. They are also available in various languages which makes them more popular especially among urban areas.

• Advantages of Newspaper Advertising

- 1) **Economical:** The rate of newspaper advertisement is cheaper as compared to broadcasting media. The rate of newspaper advertisement will vary depending upon following factors:
 - Popularity of the newspaper
 - Size of the advertisement
 - Which section of the newspaper advertisement appears.
 - Creativity of colours used.
- 2) **Mobile in nature:** Newspaper can be easily carried from one place to another. Therefore, the advertisement published in newspaper can have wider scope. For instance, the advertisement placed in newspaper can be read by many. Thus, by purchasing one newspaper all family members and even neighbors or guest can also read.
- 3) **Effectiveness of advertisements:** The effectiveness of advertisement can be checked by conducting pre and post sale analysis. For instance, the sales prior to the advertisement must be recorded and same can be

compared with the sales after giving the advertisement in the newspaper. If the results are not as per expectations, corrective steps can be taken.

- 4) **Longer life:** As compared to other media newspaper advertisement has longer life.i.e. for 24 hours. This will help advertiser to reach out at larger scale readers at a same time. Hence, reader can read newspaper at any point of time.
- 5) **Detailed information:** A detailed advertisement can be given in newspaper. The features, price, terms and conditions etc can be written in detail. The advertiser can also give details about other products offered by company.
- 6) **Wide coverage:** Newspaper capture certain geographical areas i.e. it reaches from local to regional and then to national level. Thus, having wider coverage at different age groups, income levels and rural as well as urban areas.
- 7) **Flexibility:** The editorial team accepts changes to be made in newspaper advertisement even one-day prior. Therefore, it gives the advantage of flexibility to advertiser, where a last minute changes are accepted.
- 8) **Reference value:** Newspaper advertisement provides reference value to the readers. Readers can cut it and keep it for reference in future. The same cutting can be shared with relatives, friends etc.
- 9) **Reliability:** The advertisement placed in newspapers is highly reliable as it is monitored by ABC (Audit Bureau Circulation). It generates confidence in the minds of advertiser and customers rely on the ad given.
- 10) **Status:** Every newspaper, holds a particular status in the market, hence, depending upon the popularity of the newspaper, ad can be placed. It will help advertiser to get good response from the readers.

• **Limitations / Disadvantages of Newspaper Advertising**

- 1) **No demonstration of the product:** It is not possible to display the demonstration or the usage of the product in the newspaper ad. Whereas, certain products need to have a demonstration. Therefore, newspaper advertising is not suitable for all the products.
- 2) **Reducing interest:** Nowadays, the demand for newspaper is declining because of instant news, messages which are sent through social media and other applications. Since the demand is reducing the promotion of goods will not be reaching at mass level.
- 3) **High competition:** The competition among media is high and newspaper advertisement faces lot of difficulty to cope up with the

competition. The broadcasting media attracts huge audience as they have audio and video effects.

- 4) **Quick reading:** The main objective of newspaper is to spread current news, stories etc to readers. Reading advertisement is a secondary part of newspaper. Thus, people may miss out on advertisement while reading news.
- 5) **Clutter:** The number of advertisements in the newspaper is increasing and therefore advertisers are facing the problem of clutter. It involves when there are too many advertisement readers do not read but neglect it.
- 6) **Limited coverage:** Although, newspaper has wide coverage, it cannot be read by all masses. Especially, newspaper advertisement is not suitable for illiterates as they cannot read and understand. Thus, it reduces its scope.
- 7) **No much scope for creativity:** The usage of audio and video cannot be done hence there is no much scope for creativity. However, colorful pictures and photos of celebrities can be used to attract the audience.
- 8) **Not suitable for all products:** The newspaper advertising is suitable for those products which are to be explained in detail. Therefore, newspaper advertisement is not suitable for all products.
- 9) **Average print quality:** Advertiser will not have choice to decide the quality of paper. Most of the newspaper advertisement suffers due to poor quality of paper. It makes ad very routine and not attractive.

1.2.3 Magazine Advertising

Magazine advertising has long been considered one of the best ways to use print media to promote a business, a product, or even just an exciting opportunity. Magazine, both trade and business journals, are a major medium for business to business marketing. Magazines and Journals may be weekly fortnightly, monthly or quarterly publications. Special magazines for women and children are also published. Special issues are made during festivals. Magazines like India Today, Business India, Business World, etc., are some of the popular magazines in India.

• Advantages of Magazine Advertising

- 1) **Suitable for specific demographic audience:** Magazine reaches out to a customer within targeted demographics, and thus the marketing efforts will have exposure to many potential prospects. Especially it is suitable for office goers.
- 2) **Long life span:** A magazine is more than a simple news source or bit of entertainment. It's a periodical piece of literature that many

subscribers save to review more than once. This gives the advertisement potential for repetitive exposures.

- 3) **Mobility:** People read magazines at doctor's offices while they are waiting. Friends give magazines to each other to read. Magazines may be read at coffee shops, bookstores, or even at the beach. Some customers read magazines while waiting in a checkout line at the grocery store.
- 4) **Status:** Magazine titles are well respected in their field, so an advertisement in these will increase the prestige of product/service. Eg: the advertisement of cosmetics can be given in women era magazine which has high demand among females.
- 5) **Visual quality:** The visual quality of magazines tends to be excellent because they are printed on high quality paper that provides superior photo reproduction in both black and white and colour as fashion advertisers in particular.
- 6) **Creativity:** Ads in magazines look better and so is the product, because of better quality paper, colours, fonts, sizes, inserts, etc. This medium can be used more thoroughly to distribute attached promotions, coupons, samples etc. For example, a cologne advertisement in magazines usually attached to a sample paper with its smell.
- 7) **Audience receptivity:** Magazines have a high level of audience receptivity. The editorial environment of a magazine lends authority and credibility to the advertising. Many magazines claim that advertising in their publication gives a product prestige.
- 8) **Sales promotion:** Advertisers can distribute various sales promotion devices such as coupons, free samples and information cards through magazines. The readers can take the benefit of it by redeeming it in nearby store.

- **Limitations / Disadvantages of Magazine Advertising**

- 1) **Limited flexibility:** Ads must be submitted well in advance of the publication date. In some instances, advertisers must have full advertisements ready at the printer more than two months before the cover date of monthly publications.
- 2) **No demonstration:** Certain product requires product demonstration which is not possible with magazine advertisement. No matter the ad can be made creative and attractive but demonstration of the product has a different impact on consumers and encourages them to purchase it.

- 3) **High cost:** For a general audience magazine such as India today, advertising rates are quite high and magazines of this type do not compare favorably with other media such as network TV in terms of the cost to reach a broad mass audience.
- 4) **Clutter:** Each magazine advertiser hopes readers will notice its professionally prepared ad, will stay on the page long enough to absorb the message and gain a favorable impression that results in a purchase decision. A reader flipping through multiple ads while searching for a feature story might pay little attention to each ad's content or might decide not to read any ads at all.
- 5) **Not suitable for small traders:** Smaller advertisers don't get the best positioning in the magazines and are usually crowded together in the back. Space and ad layout costs are higher. The slower lead time increases the risk of ad getting overtaken by events. There is a limited flexibility in terms of ad placement and format.
- 6) **Limited reach:** Magazines don't have the same reach as television or radio. Readers are typically narrow segments of people interested in the given topic of the magazine. This means that magazines aren't the best option if you want to reach a sizable, broad, general audience of customers.
- 7) **Long processing times:** Magazines are normally published weekly or monthly. Because of the significant amount of content, pictures and ads included in a typical issue, it takes weeks to lay out one issue. Publishers usually require that advertiser fixes the ad in four to six weeks ahead of when they want to run. Discounts for earlier submissions are common.

1.3 BROADCASTING MEDIA

Broadcasting is the distribution of audio or video content to a dispersed audience via any electronic mass communications medium which broadly includes Radio and TV.

1.3.1 Radio Advertising

In India, radio broadcasting was started in 1927 with two privately owned transmitters at Bombay and Calcutta. Government took them over in 1930 and started operating under the name Indian Broadcasting Service. In 1936, the Indian Broadcasting Service was renamed as All India Radio. Commercial broadcasting started only in 1967 on Bombay, Nagpur and Pune stations on experimental basis.

- **Advantages of Radio Advertising**

- 1) **Target audience:** The most important advantage of radio offers is its ability to reach specific audiences through specialized programming.

In addition, radio can be adapted for different parts of the country and can reach people at different times of the day.

- 2) **Affordability:** Radio may be the least expensive of all media. The costs of producing a radio commercial can be low, particularly if a local station announcer reads the message. Radio's low cost and high reach of selected target groups make it an excellent supporting medium.
- 3) **Frequency:** Because radio is affordable, it's easier to build frequency through repetition. Media plans that use a lot of radio are designed to maximize high levels of frequency. Reminder messages, particularly jingles and other musical forms are easier to repeat without becoming irritating.
- 4) **Mental imaginary:** Radio allows the listener to imagine. Radio uses words, sound effects, music and tone of voice to enable listeners to create their own pictures. For this reason, radio is sometimes called the theatre of the mind.
- 5) **Cost efficiency:** Cost advantages are quite significant with radio as an advertising medium. Radio time, cost is less than TV and the commercials are quite inexpensive to produce. They require only a script of the commercial to be read by the announcer, or a prerecorded message that the station can broadcast. Advertisers can use different stations to broaden the reach and frequency within a limited media budget.
- 6) **Flexibility:** Among all the other media radio is the most flexible one. Copy can be submitted up to airtime. This flexibility allows advertisers to adjust to local market conditions, current news events and even the weather. Radio's flexibility is also evident in the willingness of stations to participate in promotional tie ups such as store openings, races and so on.
- 7) **Exposure to illiterates:** The radio advertisement can convey the message to illiterates too. The radio channels are available in different languages therefore the message can be easily pass on to illiterates.
- 8) **Portability:** Radio can be taken easily from one place to another and hence the advertisement can be heard by many people at a same time. It gives advertiser an opportunity to cover wider market to promote about the product.

- **Limitations / Disadvantages of Radio Advertising**

- 1) **Poor attentiveness:** A primary drawback is that people listening to it are often engaged in other activities, such as driving, cooking etc. Therefore, the level of attention and engagement towards ad will vary. It can take many impressions before a listener actually hears the message.

- 2) **Lack of visual appeal:** Whereas television, the other prominent broadcast medium, has multi-sensory appeal, radio can only impact audience through sound. It takes very talented copywriters to instill theater of the mind with the listening audience.
- 3) **Clutter:** With the increasing intensity of advertising, clutter has become a problem in advertising media, and radio is no exception. Commercial channels carry many ad messages every hour and it is becoming increasingly difficult for ad messages to attract and retain audiences' attention. Much depends on the precision of script writing, accompanying sounds and level of distortion.
- 4) **No priority:** Listening to the radio is done when anyone is doing some work. This reduces the amount of attention one can give. Whereas, in case of TV and newspaper advertisement customers are fully focusing on the ad. Therefore, there are chances that people may neglect or give less attention to ads on radio.
- 5) **Clutter:** Like other media, radio advertisement also suffers from the problem of clutter. Nowadays, there are too many ads on radio and therefore many a times the audience is also confused and boredom with same. Therefore, though radio ads are attractive they may not hold the audience for long.
- 6) **Less popular:** As compared to other media, radio advertising is less popular as nowadays all the songs are easily available at YouTube or on various songs app. Therefore, listening to radio has declined up to larger extent. The introduction of news channel has reduced the listening of radio.
- 7) **Not suitable for all products:** There are certain products which require visuals and demonstration for such products radio advertisement is not suitable. It is because there are no video effects and thus it will not attract consumers to purchase the product.
- 8) **Cannot be referred:** Once listened ad cannot be heard again till the time it is played again by the channel. Hence radio advertisement does not have reference value like print media advertisement. However, it becomes difficult to trace the required ad.

1.3.2 Television Advertising

Television provides the ability to communicate sight, sound, motion and emotion. The viewer can instantly see the product, view it in a variety of situations, determine how it can be of benefit to their application and leave them with a lasting impression on the business.

- **Advantages of Television Advertising**

- 1) **Creativity:** The interaction of sight and sound offers tremendous creative flexibility and makes possible dramatic, life like representations of production services. TV commercials can be used to convey a mood or image for a brand as well as to develop emotional or

entertaining appeals that help make a dull product appear interesting. Television is also an excellent medium for demonstrating a product or service.

- 2) **Wide coverage:** Everyone, regardless of age, gender, income or educational level, watches TV at least for some time. Marketers selling products and services that appeal to broad target audience find that TV allows them to reach mass markets. TV is popular medium among companies selling mass consumption products. Companies with widespread distribution and availability of their products and services use TV to reach the mass market and deliver their advertising.
- 3) **Selectivity:** Proper slot must be selected to telecast the ad and it is due to variations in the composition of audiences as a result of programme content, broadcast time and geographical coverage. For example, Sunday morning TV caters to children, Saturday and Sunday afternoon programmes are geared to sports oriented male and week daytime shows heavily to homemakers.
- 4) **Demonstration:** The demonstration of the product can be shown through television advertisement. It will encourage viewers to purchase the product. Eg: Maggi is shown how it is being made in 2 minutes. Easy to cook good to eat.
- 5) **Ability to create humor:** Television advertisement generates humor among general audience. As it ads audio, video and jingles. It attracts the customer and thus they may take a decision of purchasing the product.
- 6) **Can reach illiterates:** The ads shown on television are in different languages and since it has audio effects the illiterates can also be attracted to see and understand the ad. Many of the social advertisements are shown on television to generate awareness among illiterates.
- 7) **Low per person cost:** As lakhs of people watch the ad at a time the per person cost is less. Eg: Doordarshan National Channel is watched by lakhs of people especially in rural areas.
- 8) **Captures international market:** Certain channels are shown at international level and thus the ad can be telecasted to other countries too. Therefore, Indian companies may get the orders and popularity from other countries.
- 9) **Repetition:** The same ad can be repeatedly shown on television. It increases the chances of people viewing the ad and hence the popularity of the product increases. It can also create top of mind awareness.

- **Limitations / Disadvantages of Television Advertising**

- 1) **Costs:** Despite the efficiency of TV in reaching large audience, it is an enormously expensive medium to advertisement. The high cost of TV ads stems not only from the expense of buying airtime, but also from the cost of producing a quality commercial. More advertisers are using media driven creative strategies that require production of a variety of commercials, which drive up their cost. Even local ads can be expensive to produce and often are not of high quality.
- 2) **Lack of selectivity:** Advertiser who are seeking a very specific, often small, target audience find the coverage of TV often extending beyond their market, thus reducing its cost effectiveness. Geographical selectivity can be a problem for local advertisers such as retailers since it rates on the total market area it reaches. Audience selectivity is difficult as advertisers target certain groups of consumers through the type of programme or day and/or time they choose to advertisement.
- 3) **Clutter:** Like other media, television advertisement also suffers from the problem of clutter. Nowadays, there are too many ads on television and therefore many a times the audience is also confused and boredom with same. Therefore, though television ads are attractive they may not hold the audience for long.
- 4) **Lack of clarity of message:** The ad message can be lost in the maelstrom television. Viewers may change the channel or decrease the volume during commercial breaks is a common habit, losing the reception of messages. So, the idea may not be so clear and the objective is not reached.
- 5) **Fleeting message:** TV commercials usually last only 30 seconds or less and leave nothing tangible for the viewer to examine or consider. Commercials have become considerably short as the demand for a limited amount of broadcast time has intensified and advertisers to get more impressions from their media budgets.
- 6) **Negative attitudes:** Many consumers have negative attitude about TV commercials. A number of filters negatively impact the ad, even if it reaches a large audience. Leaving the room, talking to friends, texting, flipping channels, reading and simply spacing off are all things that can distract viewers from watching and absorbing commercial message.
- 7) **Lacks flexibility:** It's not as easy as editing your print ad. Most times, a TV ad will need to be shot again, or at least that part of it will need to be re-shot, and it's difficult to pick up action in the middle of an ad and to come away with the same feel of the ad as the first time.
- 8) **Time consuming process:** Even a 30-second ad or the 10- and 15-second clips of recent years, require a lot of effort. Advertiser needs to

hire a script writer or an ad agency, actors and a director. Rehearsing, shooting and retakes consume an entire day or more. It's time-consuming and stressful process.

- 9) Placement of ads:** The advertiser may not get the right placement of ads during the TV programme. The ads of competitors may appear at the same time and in the same programme. Therefore, the audience may not be responsive to TV advertising.

1.3.4 Film / Cinema Advertising

The beauty of Cinema advertising happens to be in its diversified media options where all kinds of opportunities exist for a brand.

Advertising is an accumulation of print, radio, television and other mediums used in conjunction with each other; but Cinema advertising is one form of advertising that sets itself apart from all other forms of advertising. It provides a 360-degree marketing environment that is uncluttered and finds the consumer in a relaxed and receptive frame of mind, perfect to get the message across.

Unlike typical advertising where an audience is made to experience an advertisement, Cinema advertising takes a plunge as compared to other forms by not pushing the audience. This act of not infiltrating the space of an audience creates a positive image of a brand and hence appeals more. In simpler terms, the audience approaches the brand instead of assertive direct marketing, also makes the process of communication unforceful and unique.

Brands can reach out to the audience but the ones that reach out to them in an immersive way takes the lead. And this strategy can only be implemented in Cinema halls and multiplexes where a product can be placed or offered to experience. An air freshener product can be installed in the washroom or sprayed in the theatre before during or after the show. This one of a kind experience to the audience gives more strength to the brand and also opens avenues to different types of ideas and innovation to reconnect with them by breaking the monotony.

Interaction with the audience is another aspect which may deeply effect the consumer's decision to opt or buy a particular brand. In conjunction with experience, interaction opens up whole new types of avenues, the brand can use to its potential to reach out to them. As the interaction is itself dynamic in nature, an interested consumer can explore more about the product in turn giving an added advantage to the brand to earn their trust.

Keeping in mind the target age group which might come to watch a film, the demography where a Cinema is located, a brand can collect the data and information which can help them further improve their product or simply take feedback.

The beauty of Cinema advertising happens to be in its diversified media options where all kinds of opportunities exist for a brand. A brand can

strictly confine it to a branding option i.e. a furniture company will only do branding on the seats of a theatre but can also make itself heard on different media formats available in the Cinema. There aren't any limitations to explore and to make the use of the space in Cinema apart from the aesthetics of the space.

Effective movie theatre advertising can also include one-on-one promotions, partnering with events or sponsorships and can be conducted at the venues themselves, with marketing teams promoting a variety of products to consumers as they are waiting in line or approaching the theatre.

Cinema media reaches a huge target audience each month, and its advertising is approximately four times higher than ads placed on television. Movie theater advertising reaches targeted consumers with innovative messages that engage moviegoers in a highly effective manner.

Effective movie theater advertising can also include one-on-one promotions, partnering with events or sponsorships and can be conducted at the venues themselves, with marketing teams promoting a variety of products to consumers as they are waiting in line or approaching the theater.

- **Advantages of Cinema / Film Advertising**

- 1) It delivers your message to a captive audience.
- 2) On-screen and lobby ads can use full sight, sound and motion to increase ad recall.
- 3) Frequent repetition of the message insures that moviegoers see and remember your ad, building brand awareness.
- 4) Advertiser's company image is often boosted by the association with the movies on the big screen in full color.
- 5) Because movie theaters are located near or in suburban shopping malls and other high-profile retail areas, ads are positioned close to point-of-purchase.
- 6) Campaigns can be targeted by a demographic profile based on the geographic location of the movie theater.

- **Limitations of Cinema / Film Advertising**

- 1) The audience is more interested in watching movie rather than advertisements in theaters. So they reach late to theatre or they move out during intervals. So hardly attention is paid to film advertisements.
- 2) Limited number of audience is exposed to such ads because those who go to watch movie can come across to these ads.

- 3) These ads are having short life as they are screened only for few seconds. Also due to number of ads screened at a time it becomes difficult to remember any particular ad.
- 4) These ads can be expensive. So large firms can only afford it.

1.4 OUT- OF- HOME (OOH) / OUTDOOR ADVERTISING

Outdoor advertising is the oldest form of advertising. Today's outdoor media of advertising are nothing but a refinement of the ancient method of delivering a message to a large group of people. Outdoor advertising is bound to grow due to increase in number of automobiles, dispersion of population to the suburbs, greater mobility of people. The more people travel, the more they are exposed to advertising messages carried by this medium.

Following are the different forms of outdoor advertising:

- 1) **Billboard:** The "bills" were pasted on walls, fences or on boards around the town. The word billboard has its origin in the playbill posted outside the theatre. After automobiles came in and the road network became increasingly extensive, the outdoor poster at the roadside became a useful medium of advertising. The bigger posters, called bleed posters of size 125 inches by 272 inches have also gained popularity.
- 2) **Posters:** They are of great value in developing countries like India with a great deal of diversity of languages and problems of literacy. Mostly posters remain in position for a period of time say several weeks. Therefore, they enjoy 24-hour exposure and long life. The fact is that audience gets only a fraction of second to view the advertisement. But this is compensated by repetition of viewing. It is a mass medium to communicate large number of people at a same time.
- 3) **Neon signs:** Neon signs are electronically controlled, move and form patterns. Once seen in part viewers wish to see the complete one. In neon signs light emitting diodes, computer cards and curtain backgrounds are used. Neon signs are especially useful as ad medium in those cities which have night life.
- 4) **Transit advertising:** It is mainly advertising on the public transport system, such as metropolitan city bus transport, suburban rail system and advertisements placed on railway stations, bus stands and air terminals. The transit advertising operator places and maintains the transit ads on the vehicles for which the advertiser contracts.
- 5) **Print of hoardings:** Hoarding is technically known as single pass poster printing machine and is totally computerized. From single colour transparency or even a print, posters of any size can be printed

as per specifications. There is no upper limit on the length of the picture, but the width, is restricted to 8 feet.

- 6) **Point of Purchase (POP) advertising:** POP advertising has its aim catching the consumer at the moment. Such advertisement can persuade the consumer, especially where low involvement products are concerned. POP advertisements are frequently termed as dealer aids since they are meant to help the dealer or retailer to win customers. Advertisers of consumer products offer retailers huge incentives such as providing containers, ice – boxes, baskets etc.
- 7) **Window display:** The display of products in shop windows so that passerby is attracted to enter the shop and buy the products, or at least be reminded of the products is termed ‘window display’. It is an effective strategy for gaining the interests and attention of passersby. During festival seasons window displays take on the character and the colours of the festival being celebrated. It displays new class of designs, patterns etc.
- 8) **Aerial advertising:** It is effective if a large target audience is gathered near the source of advertising. It includes balloons, skywriting, and banner towing are usually strategically located.

- **Advantages of OOH/ outdoor advertising**

- 1) **Suitable medium to inform the moving population:** Its capacity to create awareness is gigantic, the effects caused always meet the requirement for a simple message to be reached out to a vast number of people.
- 2) **Less expensive:** Out of home advertising can be a lot less expensive as compared to traditional and digital advertising. A billboard on the side of the road and flyers distributed can be of a meagre cost instead of a TV commercial and expensive nationwide marketing endeavors.
- 3) **Displayed at a place where best impact can be created:** Geographic adaptability featured by out of home advertising can be set along motorways, near stores, or on mobile billboards, anyplace that the law allows. Local, regional, or even national markets might be secured.
- 4) **Lasting Impact:** Once an out of home advertisement board is installed at a place, it usually remains there for a fairly longer period. Thus, it creates a lasting impression on the public. Wide coverage is possible for a longer duration. A 100 GRP appearing (the level of identical group of onlookers presented to an outdoor media advertisement) could yield a coverage equal to 100 percent of the commercial center every day or 3,000 GRPs over a month. With appropriate position, a wide base of representation is possible in neighborhood markets, with both day and night nearness.
- 5) **Pictures and paintings enhance the value of outdoor advertisements:** They say one remembers pictures and videos more

than just plain texts, this couldn't be more applicable here as Out of home advertising enables the use of graphics to a large extent.

- **Limitations / Disadvantages of Outdoor Advertising**

- 1) **Create only visual effects:** It does possess creative limitations with high costs attached, especially if out of home advertising is digitally equipped, the chance of passing a lengthy message could be problematic.
- 2) **Tends to lack interaction:** Advertisers and Corporates need to draw in their target market audience. Interaction with customers to make them the final sale is vital. Out of home advertisements make interaction with other interested consumers a lot less significant.
- 3) **It provides attention and memory values; it is doubtful whether it will provide action value:** Out of home advertisement can really comprehend the precise viewership metrics which it has influenced to turn into an actual sale. Yet, to achieve the overall sale value, it may seem to be a bit futile.
- 4) **Costs:** a company needs to spend from the time the billboard is set up to the time it is taken down. Apart from signing a contract with the owner of the space, other costs include maintenance and repairs. If there will be natural disasters like hurricanes that will destroy the structure, this will not be inexpensive. And if there will be destruction to property or injury related to a damaged billboard, the owner might have to face legal issues as well as additional expenses.
- 5) **Cause of distraction:** Another drawback of this traditional advertising medium is that it can be a cause of road mishaps. Since billboards aim to get the attention of people who are driving or passing by, they are big in size and often have celebrities as endorsers. Consequently, these people have the tendency to get distracted and at times, get into traffic accidents.

1.5 NEW AGE MEDIA/ DIGITAL MEDIA / INTERNET ADVERTISING

Online is the fastest growing medium in today's era. It is a powerful tool to use for advertising and promotions. The advertisers have understood the importance of the digital medium and they are increasing their advertising budget for digital media.

- **Various forms of digital media Advertising are as follows:**

- 1) **Direct mail:** It is a common form of advertising and is done through pamphlets and brochures, which is considered as junk by the recipients. This is the most personalized form of advertising and reaches through postal mail. It is very cost effective mode of advertising and helpful to provide complete information to the target

audience on a piece of paper. Direct mail is mostly distributed at the event or from home to home.

- 2) **Mobile advertising:** It is a subset of mobile marketing. It has emerged as an integral part of any brand's marketing campaign today. It has become an important engagement tool for brands, and aims to fulfill the gap that traditional media has been unable to bridge. With the increasing popularity of mobile internet, this form of marketing is soon poised to achieve a significant reach.
- 3) **SMS advertising:** Advertiser establishes direct relationship through mobile phones with customers opting to their programmes. SMS advertising is not very exciting, and the potential is limited. Not to mention, that consumers who participate often will not have any special affinity for the marketer.
- 4) **WAP banner ads:** A banner advertisement in WAP sites is known as WAP banner ads, which are in JPEG or GIF format. Usually they are of two types clickable banners and non clickable banners. Clickable banners take the viewer to the another WAP page after clicking on it so that other details of the product are shown.
- 5) **Location based advertising:** It works on location tracking technology in mobile networks, to target consumers on location specific advertising. Mobile advertising companies send customers offers on their phones when they are near the store of a particular brand. The privileges, royalties and innovative services of location based mobile phone services attract many customers.
- 6) **Video ads on cell phones:** Interactive video adverts are coming on iPhone through mobile platform. Text messages were sent to consumers asking them to download the new commercial on their mobile phones. This was the first time that mobile phones were used as a vehicle to view, download, share and comment.
- 7) **Mobile coupons:** We all are aware of paper coupons, now it is time for online coupons. People carry their phones and their mobile coupons along and this is the advertising space that holds considerable promise.
- 8) **Interstitial ads:** They are ads that pop ups on the screen while the computer downloads a website that the user has clicked on. There are now many types of interstitials including popup windows, splash screens, superstitials etc.

- **Significance / Advantages of Internet Advertising**

- 1) **Less expensive:** A main benefit of online advertising is that it is at a much affordable price when compared with the traditional advertising

costs. On the internet, advertiser can advertise at a way more inexpensive cost for a much wider audience.

- 2) **Wider geographical reach:** Online advertising gives your campaigns global coverage, which helps your online campaigns reach more audiences. This will definitely help you achieve superior results via your online advertising strategy.
- 3) **No rigorous payment:** This is another appealing benefit of online advertising. In traditional advertising advertiser has to pay the full amount of money to the advertising agency, no matter the results. In online advertising however, advertiser has to pay only for the qualified clicks, leads or impressions.
- 4) **Easy result measurement:** The fact that it's so easy to measure makes online advertising more appealing than the traditional advertising methods. There is lot of effective analytics tools in order to measure online advertising results, which helps to know what to do and what not to do in ad campaigns.
- 5) **More targeted audiences:** In comparison with traditional advertising, online advertising helps advertiser to easily reach the targeted audience, which leads to ad campaign's success.
- 6) **Speed:** Online advertising is faster than any of the offline advertising activities and advertiser can start sending out their online ads to a wider audience, the moment they start advertising campaign. So if they have a large targeted audience online at the time of triggering the online advertisements, then ad will be served to majority of the audience in no time.
- 7) **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 click-able link to a specific landing page, where users get more information about the product mentioned in the ad.
- 8) **Better Branding:** Any form of advertising helps in improving the branding and online advertising stands a notch high in improving the branding of the company, service or product. If digital advertising campaign is well planned, company has the chances of getting brand name spread virally over a larger audience.

- **Limitations / Disadvantages of Internet Advertising**

- 1) There is a high dependency on electronic devices and thus there is always a fear of slow downloading or lack of connectivity.
- 2) In India very small group of people are well versed with operation of computer and usage of internet, hence not many will be able to purchase via internet.

- 3) There are so many websites out there that it can be hard to identify the ones that will most effectively target your audience.
- 4) Every advertiser wants consumer attention, and often there is simply too much information to digest.
- 5) The problem of clutter is very common among all media and hence it affects internet advertising too.
- 6) Some advertisers cleverly create misleading impressions of their goods—they present a very rosy picture of their products with the object of increasing their sales. In reality, their item is of inferior quality.
- 7) Not suitable for small traders and products which requires demonstration.

1.6 MEDIA RESEARCH

1.6.1 Meaning

Media research includes the steps undertaken to select a proper media for advertisement and to an appropriate audience. The goal is to select a media schedule from among the many alternatives that will maximize same combination of the number of people reached and the frequency with which they are reached. This decision assumes the advertisers have specified the market segments they want to reach. The information collected through media research shall be able to provide answer to the following questions:

- What class of media should be used?
- What media vehicle and media option should be used?
- What should be the exposure level and how schedule it?

1.6.2 Following steps can be adopted

- 1) **Audience:** Research helps to understand the profile of the readers, listeners, and viewers. Target audience profile relates to the data on the demographic features of the audience like age, income etc. These information helps advertiser to frame the message and make the ad in a manner which will be liked by such audience.
- 2) **Selection of media:** Though there are several media available an advertiser has to decide either to put the ad in one media or several. The selection of media can be done based on following factors:
 - Audience
 - Ad budget of the company
 - Features of the product.
- 3) **Finalizing the time and space:** Media planning department needs to book a specific time and space for the ad. It will be decided mainly upon how many people are exposed to this ad.

- 4) **Sponsorship of programmes:** It helps the advertiser to select a particular programme for sponsorship. The advertiser may select the sponsorship of that programme which is of interest to the target audience.
- 5) **Implementation:** After making a proper study, one needs to implement the framed advertisement in a proper media and on given time.
- 6) **Feedback:** A proper feedback must be taken stating whether the ad was suitable or not. It can be analysed based on sales turnover.

1.6.3 Importance of Media Research

- 1) **To know the audience:** Advertisements are prepared for audience to see, hear and finally purchase the product. Thus, research is conducted to understand the behaviors, likes and dislikes purchasing power, etc. of the audience. Not every media will be suitable for all type of audience and hence, an appropriate media must be selected for proper audience.
- 2) **Prices:** The rate of media will vary depending upon its popularity, expense, authenticity, etc. However, before finalizing any media a pricing structure must be taken care of. In fact, even in television advertising different channels will have different rates Therefore a proper research is needed before selecting a media.
- 3) **Competition:** The competition among media is increasing day by day. New media options are increasing Eg:- Internet advertising, Mobile advertising, etc. A major share of media revenues comes from ads which in turn depend on audience measurement. This has led to a growth in media research activities.
- 4) **Selection of media:** A best suitable media must be selected and research plays vital role for same. Selecting media depends upon following factors:
 - Media trends.
 - Media packages.
 - Media popularity.

Advertiser can also take a call if they want to go for media mix.

- 5) **Booking time and space:** The advertiser also needs to book a proper time and space in media for their ad. This decision is based on readership, viewership and listenership figures which are made available by media research. Further, such information helps the advertiser to negotiate for the best rates for optimal placement of ads.

6) Benefits:

- **To Audience:** It helps media owners to shape new products, broadcast quality programs and so on. Thus, consumers get better quality products.
- **To Media owners:** Media research gathers data showing the size, demographics and interests of the media audience. It helps them to improve upon their editorial content or the creative side.
- **To Advertisers:** It helps them to select the most suitable media mix, which in turn helps to get more advertising mileage and thereby better returns on their ad budget.

1.7 AUDIT BUREAU OF CIRCULATION (ABC)

Audit Bureau of Circulations (ABC) is one of the several organisations of the same name operating in different parts of world. ABC founded in 1948 is a not-for-profit, voluntary organisation consisting of publishers, advertisers and advertising agencies as members. 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 is checked and verified by a firm of chartered accountants which are empanelled by the Bureau. The Bureau issues ABC certificates every six months to those publisher members whose circulation figures confirm to the rules and regulations as set out by the Bureau.

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. Circulation figures that are checked and certified by an independent body are an important tool and critical to the advertising business community.

Bureau's Council of Management functions as the Board of Directors which the main policy is making body. Council members meet frequently at least once in two months. ABC comprises of

- 8 elected representatives of Publisher members
- 4 elected representatives of Advertising Agency members
- 4 elected representatives of Advertiser members

The position of Chairman of the Council of Management rotates every year between the senior most publisher member and senior most non publisher member on the Council (Advertising Agency and Advertiser). Chairman is elected by the Council of Management every year.

The Bureau (ABC) certifies circulation figures of member publications every six months i.e. for the audit periods January to June and July to December. The Audits of circulation figures are carried out by empanelled

firms of Chartered Accountants as per the prescribed Bureau's audit guidelines and procedures.

Bureau also has a separate panel of Bureau auditors to undertake surprise checks and surprise recheck audits as deemed essential by the Bureau. The certified circulation data is primarily used for media planning purpose by various media agencies, print media advertisers and government publicity departments.

1.8 DOORDARSHAN CODE

Doordarshan was established in 15th September 1959. It is an autonomous public service broadcaster founded by the Government of India, owned by the Broadcasting Ministry of India and one of Prasar Bharati's two divisions. It is one of India's largest broadcasting organizations in studio and transmitter infrastructure.

Doordarshan has laid down certain standards of conduct in order to develop and promote healthy advertising practices. No advertisement shall be accepted if it violates this code.

The standards of conducts are as follows:

- 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-
 - i. derides any race, caste, colour, creed and nationality;
 - ii. is against any of the directive principles, or any other provision of the Constitution of India;
 - iii. tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way;
 - iv. presents criminality as desirable;
 - v. adversely affects friendly relations with foreign States;
 - vi. exploits the national emblem, or any part of the constitution or respected leaders, state dignitaries, Gods and Prophets belonging to various religions
 - vii. Relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants either directly or indirectly.
 - viii. 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 permitted which projects a derogatory image of women. Women must not 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.

ix. Shows institutions like Armed Forces, Paramilitary Forces, Police, Traffic Police etc. in poor light.

3) Advertisement for services concerned with the following shall not be accepted.

i. Unlicensed employment services;

ii. Sooth-sayers etc. and those with claims of hypnotism;

iii. Betting tips and guide books etc. relating to horse-racing or other games of chance.

4) Doordarshan accepts the advertisements of educational institutions/ colleges. However, it must be ensured that the institutions/colleges are genuine so as to ensure that students do not get misled.

Doordarshan will also accept advertisements relating to holiday resorts and hotels.

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

Doordarshan has also allowed the telecast of:

i. Foreign products and foreign banks including financial services;

ii. Jewelry and precious stones;

iii. Mutual funds approved by SEBI;

iv. Hair dyes;

v. 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 follows:

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

5) The items advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.

6) No advertisement shall contain the words Guarantee or Guaranteed, etc. unless the full terms of the guarantee are available for inspection by the Director General, Doordarshan, and are clearly set out in the advertisement and are made 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.

- 7) 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.
- 8) 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.
- 9) Advertisements shall not contain disparaging or derogatory references to another product or service.
- 10) Visual and verbal representation of actual and comparative prices and costs shall be accurate and shall not mislead on account of undue emphasis or distortion.

1.9 SUMMARY

This unit enables you to understand know the various traditional media and their advantages and limitations. Various media includes as print media (newspaper and magazine), broadcasting media (radio and TV), out-of-home media (Billboard, Posters, Neon signs, Transit advertising, Print of hoardings, Point of Purchase (POP) advertising, Window display, Aerial advertising. New age media such as digital media or internet, which include its forms, significance and limitations also discussed in this unit.

Further this unit includes concept of media research which refers to the steps undertaken to select a proper media for advertisement and to an appropriate audience.

Finally, this unit include about Audit Bureau of Circulation (ABC) and Doordarshan Code which are important tools for regulation of advertising.

1.10 EXERCISE

State whether following statements are True OR False

1. Radio advertising offers mobility.
2. Interstitial ads are found on internet.
3. Magazine ads have a higher reference value.
4. Television is the fastest growing medium of mass communication in India.
5. Out of home media is the oldest media of communication.

6. Internet is the fastest growing medium for advertising.
7. Commercial promotion is undertaken through social media.
8. Television ads have a long life.
9. Film advertising offers only audio impact.
10. Website is a form of outdoor advertising.
11. Out of home is a form of new age media.
12. It is mandatory to get circulation figures certified by ABC.

DEFINE/EXPLAIN THE FOLLOWING TERMS

1. Print media
2. Broadcasting media
3. Out-of-home advertising
4. Film / Cinema advertising
5. Digital media

ANSWER IN BRIEF

1. Explain the advantages and limitations of Print media.
2. What are the advantages and disadvantages of TV advertising?
3. What is out-of-home advertising? Explain its limitations
4. List down and explain advantages of film advertising.
5. Explain different forms of internet advertising.
6. Write a note on ABC.
7. Write a note on Doordarshan code.

1.11 REFERENCES

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PLANNING ADVERTISING CAMPAIGN

Unit Structure:

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Steps in Planning Advertising Campaign
- 2.3 Steps in determining advertising objectives
- 2.4 Dagmar Model
- 2.5 Advertising Budget – Factors determining ad budget and methods of setting ad budget
- 2.6 Media Objectives – Reach, Frequency and GRP
- 2.7 Process of media planning
- 2.8 Summary
- 2.9 Exercise
- 2.10 References

2.0 OBJECTIVES

After studying the unit students will be able to:

- Understand and write steps in planning advertising campaign
- Understand and write steps in determining advertising objectives
- Discuss DAGMAR model
- Explain factors determining advertising budget and methods of setting ad budget
- Determine Media objectives – Reach, Frequency and GRPs
- Understand and write process of media planning
- Analyse factors considered while selecting media
- Explore media scheduling strategies

2.1 INTRODUCTION

We don't remember all the advertisements which we see, read or hear, on the other hand we ignore some advertisements. So money spent by advertiser on these advertisements is wasted and ad message which advertiser intended to convey to target audience is not reached. It is necessary to have a well-planned strategy to promote a product or service.

Ad agency helps advertiser to plan effective ad campaign. Well planned ad campaign helps advertiser to measure where his business stands in the market, by comparing his advertising campaigns with competitors, thereby also helping advertiser to assess the strengths and weaknesses of his product or service.

2.2 ADVERTISING CAMPAIGN

2.2.1 Meaning and Definition

Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of medias at some fixed times. In other words, it refers to the central idea or message which is reflected in all the ads in an ad campaign.



In the year 2006, Apple launched its first 'Get a Mac' commercial in which two actors representing 'Mac' and 'PC' respectively have a conversation in which PC ends up embarrassing himself. By the end of the year, Apple had launched 19 commercials under the 'Get a Mac' campaign. This humorous, but aggressively competitive advertising campaign fascinated the consumers immediately

Watch Ad Campaign of 'Get my Mac :

<https://www.youtube.com/watch?reload=9&v=1rV-dbDMS18>

According to Dunn and Barban "An advertising campaign includes a series of ads placed in various media that are designed to meet objectives and are based on an analysis of marketing and communication situation."

2.2.2 Steps in Planning Advertising Campaign



- 1) **Market Research:** The advertiser / ad agency should undertake market research for the product to be advertised. Market research helps to find out the customer, product, market condition, competition, etc. It will enable to design effective advertising campaign.
- 2) **Define target audience:** The advertiser / ad agency need to know who are going to buy his product and who should be targeted. He should gather information about demographic and purchase behaviour of target audience. Accordingly, ad campaign is designed to influence buying behaviour of target audience.
- 3) **Define objectives of ad campaign:** The advertiser should define clear objective of ad campaign. The objectives of ad campaign can be to create awareness, develop brand image, increase market share etc. These objectives guide in planning process of ad campaign.
- 4) **Setting the ad budget:** At this stage, an advertiser allocates funds for the advertising campaign. While allocating funds for ad campaign, the advertiser needs to consider various factors such as target market, type of media, competition, past budget, availability of funds etc.
- 5) **Deciding the advertising theme/message:** The advertiser / ad agency needs decide ad theme/message. It should get popular among target audience. They consider the story board of the ad. Eg.: In Santoor Soap ad, a young girl plays a musical instrument and her daughter passes by and calls her 'Mummy' and everyone is surprised about her young skin being mother of a of 9-10 year's old girl. They decided the

colors, graphics, music and voices, language, jingles, etc. to be used in the ad.

- 6) **Selection of media:** Media refers to a channel through which ad message is conveyed to target audience. Various ad media includes TV, radio, newspaper, magazine, outdoor, internet etc. Selection of media is depending on number of factors such as reach of media, budget, competitor's media, media restriction, objective of ad campaign etc. Advertiser can select any one media or combination of media to advertise his product.
- 7) **Media scheduling:** At this stage, the advertiser decides time and frequency of inserting ad in each media. Various media scheduling strategies can be used which includes flighting, bursting, pulsing, steady, alternative month etc. Eg.: In bursting strategy, advertising is undertaken heavily at initial period and normal advertising during rest of the period. In pulsing strategy, advertiser undertakes heavy advertisement for particular period, then limited advertising for particular period and again heavy advertising for particular period.
- 8) **Executing the campaign:** At this stage, ad agency prepares ad campaign as per plan. It is necessary to get pre-testing of ad campaign done before it is run in media. Pre-testing enables to find out the technical errors in the ad campaign which can be corrected in timely manner. Then the ad campaign is run as per schedule. After that post-testing of ad campaign is also done. It enables to find out whether ad message is properly understood by the target audience and its impact on the buying behaviour of target customers.

2.3 ADVERTISING OBJECTIVES

Before carrying out specific advertising strategies and implementing advertising campaigns, objectives must be set. Without clearly defining the aims of advertising, it will be hard to attain effective advertising campaign. The advertising objectives can be:

- To increase sales and profits
- To create awareness about brand,
- To develop brand image,
- To face competition in the market
- To develop positive attitude towards brand
- To persuade customers
- To develop brand loyalty
- To remind customers about product/service

Steps in determining advertising objectives

- 1) **Identify target audience:** The advertiser must identify target audience to convey advertising message. Advertiser can select target audience

based on demographics, psychographic, sociographic, and geographic location. Proper identification of target audience will enable to design advertising offers that will meet requirement of customers and result into customer satisfaction. For instance, to attract youngsters, latest style can be shown in ad. Likewise to attract housewives some sales promotional offers such as discounts, combo offers etc. can be shown.

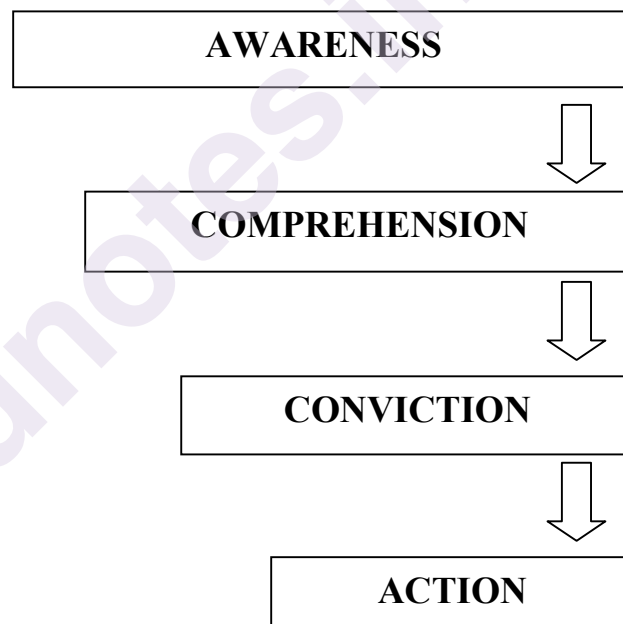
- 2) **Setting advertising objectives:** At this stage advertiser needs to set advertising objectives. The objectives can be to create awareness, to develop brand image, to increase sales and profits etc. The objectives can vary from advertiser to advertiser. At introduction stage of product/service, objective can be to create awareness about new product. At growth stage the objective can be to develop brand image or remind about product/service. Eg. Indulekha Bringha Hair Oil was launched recently in the market with objective of creating awareness among target audience. Limca undertakes advertising to remind their target audience about the product.
- 3) **Deciding ad budget:** After setting advertising objective, advertiser needs to decide ad budget also. Advertising objective influences ad budget. For instance, if objective is to create awareness in national and international level, more budget is required and if awareness is to be created in local area, less ad budget is required.
- 4) **Designing creative strategy:** The advertiser should design creative strategy for advertising. At this stage ad agency plays an important role. The creative team of ad agency consisting of copy writer, art director, layout designer etc. helps to design creative ad campaign. For instance, “Daag Achhe Hai” – Surf Excel, “Fevicol ka Majboot Jod” – Fevicol etc. are some of the examples of creative ad campaign strategies which has made enable them to achieve their objectives.
- 5) **Media selection:** The advertiser needs to select right media to promote his product/service. Media selection is also affected by various factors such as ad budget, advertising objective, competitor’s strategy, area coverage. For instance, if advertiser wants to target housewives for his product/service, he may select TV media. Likewise, to target office goers, outdoor media is the best option.
- 6) **Implementation of advertising campaign:** The ad agency implements ad campaign to achieve advertising objectives. The campaign is implemented as area wise, period wise and media wise. Eg., Boroplus body lotion ad is run in India (area wise) in winter season (period wise) in various media.
- 7) **Measuring its effectiveness:** After implementing ad campaign, the advertiser and ad agency together measure the effectiveness of ad and whether advertising objectives which were decided, are achieved or not. If objectives are not achieved, then reasons for the same are found out and suitable corrective action is taken.

2.4 DAGMAR MODEL

DAGMAR is an advertising model proposed by Russell H. Colley in 1961. DAGMAR stands for “**D**efining **A**dvertising **G**oals for **M**easured **A**dvertising **R**esults” He developed a model for setting advertising objectives and measuring the results of an ad campaign.

According to DAGMAR model the ultimate objective of advertising involves a communication task, create awareness, provide information, and develop attitude and securing action for product from target audience. This model suggests that there are series of steps involved through which a brand must pass in order to get acceptance for product by target audience. DAGMAR attempts to guide customers through ACCA model. According to this approach, every purchase encounters four steps; Awareness, Comprehension, Conviction, and Action.

The DAGMAR Model



- 1) **Awareness:** Before the purchase behaviour is expected from target audience, it is necessary to make them aware about product and company. The initial communication task of the advertising activity is to increase awareness about product/service.
- 2) **Comprehension:** Awareness on its own is not sufficient to stimulate purchase behaviour of target audience. Information and understanding of product and the organization is essential. Here communication task of advertising activity is to make customers understand the features of product and benefits of using the product. Eg. In order to persuade target audience to budge for Patanjali toothpaste brand, they highlighted that it is herbal in nature and more effective. This helped them to attract more customers.

- 3) **Conviction:** At this stage sense of conviction (faith) is established. By creating interest and preferences, customers are convinced that a certain product should be tried at the next purchase. Here communication task of advertising activity is to mould audience's belief and persuade them to buy it by conveying superiority of the product.
- 4) **Action:** This is the final step which involves the final purchase of the product. The objective is to motivate the customer to buy the product. It involves some action from customers such as visiting to stores or trying a brand for first time.

2.5 ADVERTISING BUDGET

2.5.1 Meaning

In order to face competition and increase sales of product, every company spend lots of amount on advertising. MNCs are leading who spend billions of rupees whereas Indian companies spend crores of rupees on advertising. So it becomes necessary to plan this spending. Money spent on advertising is an investment which helps not only to create awareness about the brand but also to increase sales and profit of the advertiser.

Advertising budget refers to the amount that an advertiser sets aside for different advertising activities. It is a detailed plan of the different amounts that will be spent for different advertising activities for a particular period of time.

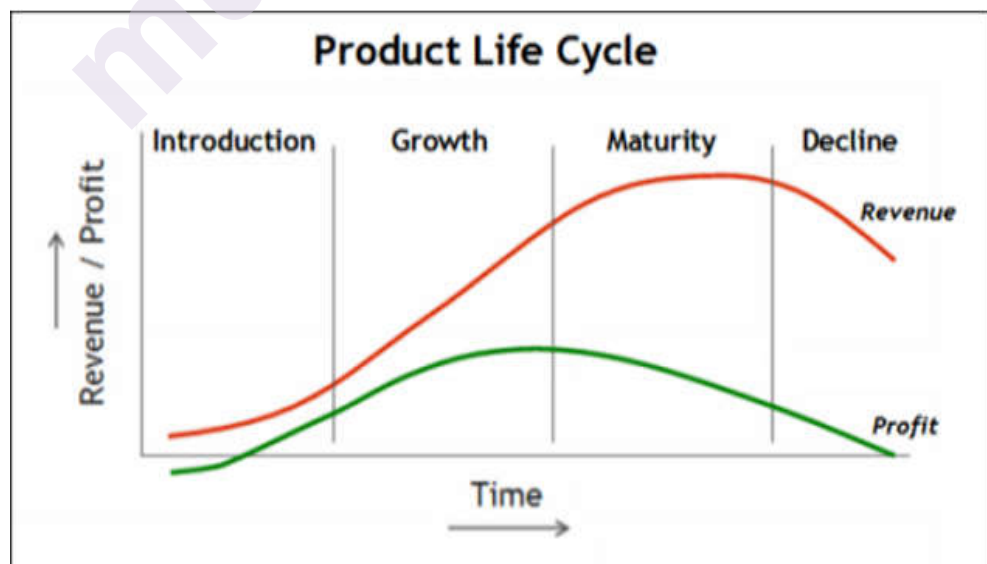
In large organizations ad budget is prepared by ad manager in consultation with finance manager or marketing manager. In some organizations marketing managers prepare ad budget in coordination with their senior authority. Many times, large companies take help of ad agency to prepare their ad budget. Ad agency and head of advertising department of company discuss and prepare ad budget. In small organization the owner himself or senior officer discuss and prepare their ad budget.

2.5.2 Factors determining advertising budgets

- 1) **Frequency of Advertising:** The ad budget depends upon frequency of advertising. Frequency of ad refers to number of times advertisement has been shown. If frequency of ad is more, the budget has to be more and vice-versa. Eg. Advertisement of products such as Dettol Soap, Lizol, Airtel etc. is frequently shown on TV media so their ad budget is obviously more.
- 2) **Competitor:** The ad budget of advertiser depends upon amount spent by competitor on his ad campaign. For instance, we see in case of telecommunication companies such as Vodafone, Airtel and others, when advertisement of one particular telecommunication company increases, other telecommunication company also spend more on their ad campaign.

- 3) **Type of Media:** Various media includes print media (Newspaper, Magazine etc.), broadcasting media (TV, Radio etc.), Outdoor media (Hoardings, Transit etc.), Digital Media and so on. Type of media affects ad budget. Eg. TV media is costlier as compared to newspaper and magazine media. Also there are some sites on internet where advertiser can create his own website for promotion of his products at free of cost or some nominal price is required to pay. Some advertisers select multiple media for advertisement purpose then ad budget is increased.
- 4) **Type of Audience:** If type of audience belongs to upper income group, then advertiser needs to spend on VFX, locations, models etc. In that case, ad budget increases. So type of audience influences allocation of ad budget by the advertiser. Eg. In the ad of luxurious cars targeting upper income group, lot of money is spent on VFX, model, location etc.
- 5) **Objective of ad campaign:** The objectives of ad campaign can be to create awareness, develop brand image, reminder about product, develop positive attitude and so on. For instance, if the objective is to develop brand image, then advertiser needs to increase frequency of ad in order to fix image of product in the mind of target audience, in that case ad budget has to be more.

Stage of Product Life Cycle (PLC): Generally, product passes through various stages of product life cycle which includes introduction stage, growth stage, maturity stage and finally decline stage. At introduction and growth stage of PLC, ad budget is more to create awareness among prospects and then create brand image in the mind of target audience. At decline stage budget can be reduced but even if advertiser spends more on ad campaign, it is not going to increase sales of the firm.



<https://bit.ly/2QeLjtQ>

- 6) **Management Philosophy:** Management philosophy of any firm influences ad budget. Some managements think that advertisement and profit have positive correlation, in that case they spend more on advertisement. Today also there are managers who think advertisement does not contribute in profits of the firm, so they spend less on advertisements. They adopt some other promotion strategies.
- 7) **Past ad budgets:** While deciding amount of ad budget, an advertiser can take past ad budget as base. Generally, advertisers spend more as compared to previous year's ad budget. So past ad budgets are also important factor to be considered while deciding current ad budget.
- 8) **Availability of disposable funds:** A disposable fund refers to those funds which are available for spending after paying off all the expenses. If disposable funds are more, the advertiser will allocate more funds for ad budget and vice-versa.
- 9) **Area Coverage:** Area coverage by advertisement is also considered while deciding ad budget. If larger area such as national or international level advertisement is to be covered, then ad budget has to be more. For local area, ad budget may be low.

2.5.3 Methods of preparing advertising budgets



- 1) **Percentage of Sales Method:** This is most common method used by advertisers in preparing ad budget. In this method the advertising budget is calculated as certain fixed percentage of the sales or estimated sales. It is based on total amount of sales. For instance, the total sales of ABC Pvt. Ltd. were Rs. 20, 00,000/- in previous year. Now according to this method company decided to allocate 10% of the last year's sales for ad budget. So the advertisement budget for the current year is Rs. 2,00,0,00/- (i.e. 10% of Rs. 20, 00,000/-).
- 2) **Percentage of Profit Method:** In this method, companies set their budget at a certain percentage of their current or forecasted

profits. For instance, the profit of ABC Pvt. Ltd. is Rs.10, 00,000/- in current year. Now according to this method company decided to allocate 10% of this year's profit for ad budget. So the advertisement budget for the current year is Rs.1,00,0,00/- (i.e. 10% of Rs.10,00,000/).

- 3) **Unit Sale Method:** This method is variation of percentage of sales method. This method is used for consumer durable products or high priced products. In this method, advertiser decides a specific amount to be allocated for advertising for each unit sold. It is based on the quantity of units sold. For instance, ABC Pvt. Ltd decided to spend Rs. 1,000/- on advertisement for each unit of car sold. The company sold 5000 units of cars in current year. So the advertisement budget for current year is Rs. 50,00,000/- (i.e. Rs.1000/- per unit X 5000 units sold).
- 4) **Competitor Parity Method:** In this method the advertising budget is estimated based on competitor's advertisement budget allocation. It can be either equal, more or less depending on the objectives of the company. Though this method is easy but not appropriate. Because situation of competition may vary with advertiser in the sense, competitor's objective may vary or he may have not selected proper method of preparing ad budget.
- 5) **Affordable Method:** This is a very simple method of ad budget allocation. After all the other expenses have been taken care of the company then allocates the left over money for the advertisements. This method is also called "All you can afford". Those companies, which follow this method, consider advertisement as expenditure. Small businesses often use this method because of lack of knowledge and poor understanding of the role of advertisements.
- 6) **Arbitrary Method:** This method is completely dependent on the management's discretion. There is no logical or systematic thinking for ad budget allocation. The budget is decided based on the psychological and economical buildup of the management and not on the market requirements.
- 7) **Past Experience and Intuitive:** In this method, advertiser takes decisions of allocating advertising budget based on their past experience and intuition.
- 8) **Objective and Task Method:** This is the most appropriate ad budget method for any company. It is a scientific method to set advertising budget. The method considers company's own environment and requirement. Objectives and task method guides the manager to develop his promotional budget by:
 - Defining specific objectives
 - Determining the task that must be performed to achieve them,
 - Estimating the costs of performing the task.

2.6 MEDIA OBJECTIVES

Media planners often define the communication goals of a media plan using the three interrelated concepts of reach, gross rating points, and frequency.

- 1) **Reach:** Reach refers to **the total number of people or households exposed, at least once, to a particular media vehicle during a given period.** Reach should not be confused with the number of people who will actually be exposed to and consume the advertising, though. It is just the number of people who are exposed to the medium and therefore have an opportunity to see/hear the ad/ commercial. For Instance, there are 10 households watching a program on Start Plus TV channel for 4 weeks is explained with the help of following example:

Week	Homes										Total Exposure
	A	B	C	D	E	F	G	H	I	J	
1	√	√	-	√	-	√	√	-	√	-	6
2	-	√	-	√	√	√	√	√	-	-	6
3	√	√	-	√	√	-	√	-	√	-	6
4	-	-	-	√	-	-	√	-	-	-	2
Total Exposure	2	3	0	4	2	2	4	1	2	0	20

From above example out of 10 households, 8 households watch program on Start Plus TV channel in 1-week period of time. Only household 'C' and 'J' do not watch program on Start Plus TV channel. So the reach of program on Star Plus channel is 80%.

- 2) **Frequency:** Frequency is **the number of times that the average household or person is exposed to the media schedule among those persons reached in the specific period of time.**

$$\text{Average Frequency} = \text{Total Exposure} / \text{Reach}$$

So as discussed in above example, average frequency is $20 / 8 = 2.5$

- 3) **Gross Rating Point (GRP):** It is a measurement of audience size. It refers to a metric that measures the size of an audience reached through a specific media channel. It communicates the percentage of population or households tuned into a program, compared to the population or population of households.

$$\text{GRP} = \text{Reach} \times \text{Average Frequency}$$

So as discussed in above example, GRP is $80 \times 2.5 = 200$

2.7 MEDIA PLANNING

2.7.1 Meaning

Media Planning, in advertising, is a series of decisions involving the delivery of advertising message to the targeted audience. Media Plan is the plan that details the usage of media in an advertising campaign including costs, running dates, markets, reach, frequency, rationales, and strategies.

An advertising agency undertakes media planning for their client. They help to select best combination of media for advertising of products that will reach maximum number of prospects at minimum cost. Proper media planning enables to design effective ad campaign.



2.7.2 Process of Media Planning

- 1) **Define Target Audience:** First of all, the media planner needs to define target audience for communicating the ad message. The audience can be classified on the basis age, gender, income, occupation, etc. This enables media planner to estimate the cost and determine the right media for the ad campaign.
- 2) **Deciding Media Objectives:** The media objective is the goal of the media plan. Media objectives stated in terms of Reach, Frequency and Gross Rating Points (GRP).
 - **Reach:** It refers to the total number of people or households exposed, at least once, to a particular media vehicle during a given period.

- **Frequency:** It refers to the number of times that the average household or person is exposed to the media schedule among those persons reached in the specific period of time.
- **Gross Rating Points (GRP):** It refers to a metric that measures the size of an audience reached through a specific media channel.

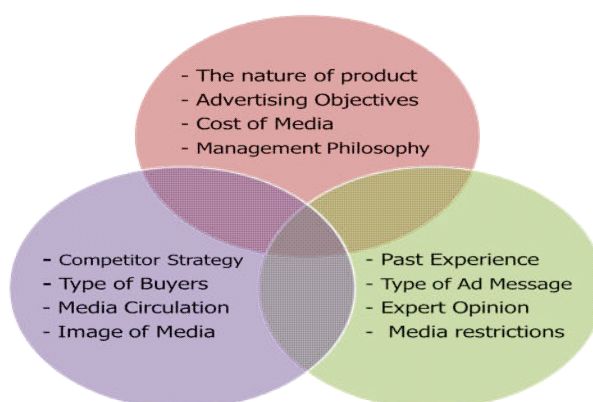
3) **Determine Media Strategies:** Media strategy is determined considering following:

- **Selecting Media Type:** The media planner must select specific media type or select a combination of media which includes newspaper, magazines, radio, TV, internet, outdoor etc.
- **Selecting Media Vehicle:** The media planner must also select specific media vehicle or combinations of media vehicle. Eg. If Newspaper is selected as media type, the media planner has to decide which newspaper is appropriate such as The Times of India, Bombay Times, Mid-Day
- **Allocation of funds:** Media planner needs to allocate funds depending upon media type and media vehicle.
- **Media Scheduling:** It shows the number of advertisements, size of advertisements, and time on which advertisements to appear.

4) **Implementation of Media Plan:** At this stage, media planner undertakes media buying. Media buying refers to booking time and space in the selected media. Thereafter, ad is placed in selected media. Finally, media planner monitors whether ad appears in selected media as per schedule or not.

5) **Evaluation and Follow up:** Finally, the media planner needs to evaluate and follow-up the implementation of media plan. This helps to find out whether or not media objectives are achieved. Successful strategies help build confidence and serve as reference for developing media strategies in future, and failure is thoroughly analyzed to avoid mistakes in future.

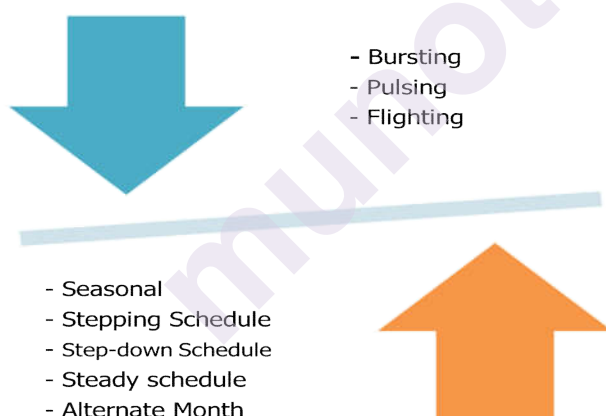
2.7.3 Factors considered while selecting media



- 1) **The nature of product:** A product such as hair oil, toothpaste, washing powder etc. are used by masses / every household. In such case mass media such as print, broadcast, outdoor media etc. can be selected. Television media can be used for products requiring demonstration such as electronic goods. For Industrial products, print media such as catalogue is more suitable.
- 2) **Advertising Objectives:** Objectives of advertising are the prime considerations in media selection. Advertising objectives may be to inform, remind, convince, create prestige, or to increase sales and profits. Those media capable to meet company's expectations are likely to be selected.
- 3) **Cost of Media and Company's Financial Position:** Media selection decision is highly influenced by media costs and firm's ability to pay. Company has to pay for buying space and time in media and preparing advertising copy fit for the media to be selected. TV, radio, films are costly in terms of buying time and preparing advertising copy. Print media are relatively cheaper in both space and preparation of advertising message. Some outdoor media are quite low in cost.
- 4) **Management Philosophy:** Management philosophy determines which media should be selected. If company's top management philosophy is not to spend more money for advertisement and to offer the product at a low price, it may go for cheaper media.
- 5) **Competitor's Strategy:** The advertiser should consider competitor's media selection strategy. After considering competitor's media strategy, advertiser can take decision about his media selection.
- 6) **Type of Buyers:** Buyers can be classified into various classes such as age, occupation, income, gender etc. For the firm, it is important to know whether the target groups can be exposed by the particular medium. For instance, to target housewives, TV can be the best media. For old age audience, newspaper can be the best media. For college students, internet can be the best media.
- 7) **Media Circulation/Coverage:** The area covered by the media is an important criterion. Some media are capable to cover the globe while some can cover only the limited locality. For example, the local newspapers cover limited areas, the national newspapers like The Time of India and The Economic Times cover the whole nation. Similarly, certain magazines have national and international circulation. And, the same is true with broadcasting and outdoor media.
- 8) **Credibility and Image of Media:** Credibility and image of a media can affect selection decision of media. Advertising message appears in the reputed newspapers or magazines carry heavy impression and effect than substandard media. People don't trust the appeal published in the lower standard media. Prestige of media becomes the prestige of advertiser.

- 9) **Past Experience:** Company's own past experience may be instrumental to decide on advertising media. For example, if company has satisfactory past experience of using a particular media, there are more chances to use the same media again and vice versa.
- 10) **Type of Advertising Message:** If a message is simple and easily understood, print media are sufficient. If a message is complicated, and the company wants to demonstrate and explain, broadcasting media suit the needs.
- 11) **Expert Opinion:** Marketing experts or consultants who work on professional basis can be consulted to suggest an appropriate medium to carry the message. These experts, on the basis of analysis of market situations in relation to products to be advertised, can recommend the suitable media. Since they have experience and expertise in the field, they are in better position to judge the suitability of each of the media in relation to product and company's financial position. They charge fees for their consultancy services.
- 12) **Media restrictions:** Products like cigarettes, wines and alcohols are not allowed to advertise on radio and television. For such products posters can be used in local shops.

2.7.4 Media Scheduling Strategies



- 1) **Bursting:** Under this strategy, advertising is undertaken heavily at initial period and normal advertising during rest of the period. Eg. Advertiser spends 50% in first month on advertising and balance 50% is spent on remaining 11 months.
- 2) **Pulsing:** Under this strategy, advertiser undertakes **heavy advertisement** for particular period, then **limited advertising** for particular period and **again heavy advertising** and so on. Eg. Advertiser undertakes heavy advertisement for first 4 weeks and then limited advertisement for next 4 weeks and again heavy advertisement for next 4 weeks.

- 3) **Flighting:** Under this strategy, advertiser undertakes **heavy advertisement** for particular period, then **break in advertising** for particular period and **again heavy advertising** and so on. The break in advertising is referred as hiatus. Eg. Advertiser undertakes heavy advertisement for first 4 weeks and then no advertisement for next 4 weeks and again heavy advertisement for next 4 weeks.
- 4) **Seasonal:** Under this strategy, advertiser undertakes during season and no advertisement as season comes to an end. This strategy is used for seasonal products such as cloths, footwear, skin care etc. Eg. Advertisement of Boroplus body lotion or Chyavanprash is seen in winter season. Dermicool Prickly Heat Powder advertisement is seen in summer season.
- 5) **Stepping Schedule:** Under this strategy, advertisement start on low scale when season begins and gradually it increases. Here day-by-day, number of times advertisement shown goes on increasing. It used to attract attention of target audience towards new product.
- 6) **Step-down Schedule:** Under this strategy, advertisement starts on large scale when season begins and gradually it decreases. Here day-by-day, number of times advertisement shown goes on decreasing.
- 7) **Steady / Even schedule:** Under this strategy advertising is done on steady and continuous basis. Eg. on Doordarshan every day after news is over, advertisement of Family Planning Program is shown
- 8) **Alternate Month:** Under this strategy, advertisement is done on every alternative month of the year.

2.8 SUMMARY

Advertising campaigns are the groups of advertising messages which are similar in nature. They share same messages and themes placed in different types of medias at some fixed times. In other words, it refers to the central idea or message which is reflected in all the ads in an ad campaign.

Advertising objectives enables to attain effective advertising campaign. The advertising objectives can be to increase sales and profits, to create awareness about brand, to develop brand image, to face competition in the market, to develop positive attitude towards brand, to persuade customers, to develop brand loyalty, to remind customers about product/service and so on.

DAGMAR model suggests that there are series of steps involved through which a brand must pass in order to get acceptance for product by target audience. DAGMAR attempts to guide customers through ACCA model. According to this approach, every purchase encounters four steps; Awareness, Comprehension, Conviction, and Action.

Advertising budget refers to the amount that an advertiser sets aside for different advertising activities. It is a detailed plan of the different amounts that will be spent for different advertising activities for a particular period of time. Various factors influencing ad budget includes frequency of ad, competitor's ad strategy, type of media, type of audience, objective of ad campaign, stage of product life cycle and so on. Different methods are used for preparing ad budget which includes Percentage of Sales Method, Percentage of Profit Method, Unit Sale Method, Competitor Parity Method, Affordable Method, Arbitrary Method, Past Experience and Intuitive.

Media objectives include reach, gross rating points, and frequency. Reach refers to the total number of people or households exposed, at least once, to a particular media vehicle during a given period. Frequency is the number of times that the average household or person is exposed to the media schedule among those persons reached in the specific period of time. GRP is a measurement of audience size.

Media Planning, in advertising, is a series of decisions involving the delivery of advertising message to the targeted audience. Media Plan is the plan that details the usage of media in an advertising campaign including costs, running dates, markets, reach, frequency, rationales, and strategies. There are various factors considered while selecting media such as nature of product, Advertising Objectives, Management Philosophy, Cost of Media and Company's Financial Position, Competitor's Strategy, Type of Buyers, Media Circulation/Coverage etc.

Various media scheduling strategies are used for running advertisement such as Bursting, Pulsing, Flighting, Seasonal, Stepping Schedule, Step-down Schedule, Steady / Even schedule and Alternate Month.

2.9 EXERCISE

FILL IN THE BLANKS

- 1) _____ refers to the central idea or message which is reflected in all the ads in an ad campaign. (Advertising cost, Advertising compensation, Advertising campaign)
- 2) _____ is an example of advertising objective. (Create awareness of brand, Develop brand image, Both)
- 3) DAGMAR advertising model was proposed by _____ in 1961. (Russell Colley, Philip Kotler, F.W. Taylor)
- 4) DAGMAR advertising model involves 4 steps of purchase: Awareness, Comprehension, Conviction and _____ (Action, Audience, Audit)
- 5) _____ refers to the amount that an advertiser sets aside for different advertising activities. (Ad audit, Ad budget, Ad audience)

- 6) In _____ method of ad budget, the ad budget is calculated as certain fixed percentage of the sales or estimated sales. (Competitor Parity, Percentage of Sales, Arbitrary)
- 7) _____ refers to the total number of people or households exposed, at least once, to a particular media vehicle during a given period. (Reach, Frequency, GRP)
- 8) _____ factor is considered while selecting ad media. (Type of buyer, Nature of product, Both)
- 9) Under _____ strategy, advertising is undertaken heavily at initial period and normal advertising during rest of the period. (Bursting, Pulsing, Flighting)
- 10) Under _____ strategy, advertiser undertakes during season and no advertisement as season comes to an end. (Pulsing, Flighting, Seasonal)

DEFINE/EXPLAIN THE FOLLOWING TERMS

- 1) Advertising objectives
- 2) DAGMAR Model
- 3) Ad budget
- 4) Reach
- 5) Frequency
- 6) GRP
- 7) Media Planning
- 8) Bursting
- 9) Flighting
- 10) Pulsing

ANSWER IN BRIEF

- 1) Explain different steps involved in planning advertising campaign.
- 2) Highlight different steps in determining advertising objective.
- 3) Write a note on DAGMAR model of advertising.
- 4) Discuss the various factors determining ad budget.
- 5) Describe the methods of setting ad budget.
- 6) Write a note on media objectives – Reach, Frequency and GRP.
- 7) What is the process involved in media planning?
- 8) Elaborate various factors considered while selecting media.
- 9) Discuss media scheduling strategies in detail.

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FUNDAMENTALS OF CREATIVITY IN ADVERTISING

Unit Structure :

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Importance of Creativity in Advertising
- 3.3 Creative Brief
- 3.4 Visualization
- 3.5 Buying Motives
- 3.6 Selling Points
- 3.7 Appeals
- 3.8 Unique Selling Proposition (USP)
- 3.9 Endorsers
- 3.10 Celebrity Endorsements
- 3.11 High Involvement Products (HIP)
- 3.12 Low Involvement Products (LIP)
- 3.13 Summary
- 3.14 Exercise

3.0 OBJECTIVES

After studying the unit students will be able to:

- Analyze the importance of creativity in advertising
- Explore concept creative brief
- Understand techniques of Visualization
- Explain the buying motives and selling points

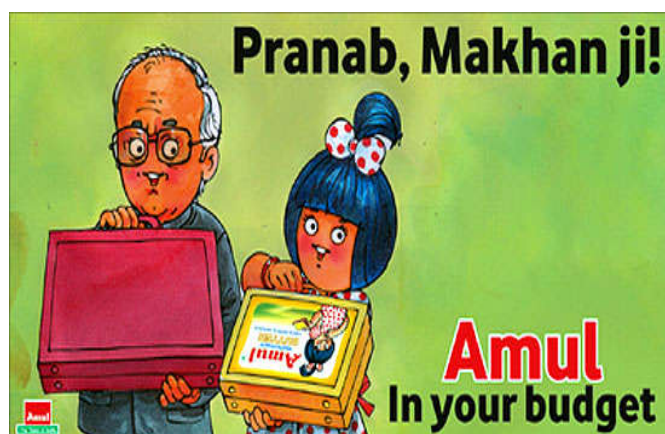
- Know types of appeals and concept of Unique Selling Proposition (USP)
- Explain types of endorsers
- Assess the advantages and limitations of celebrity endorsement
- Differentiate between High Involved Products (HIP) and Low Involved Products (LIP)

3.1 INTRODUCTION



Most brands in the same category deliver more or less the same functional benefits and answer the same needs of the consumers. With so many products on the market having the same function, the only way to position a product, service or company differently from anything else in the same category is through creative development in advertising.

Creativity means being novel and appropriate. It is the ability to generate fresh unique and appropriate ideas that could be used as solution to communication problem.



3.2 IMPORTANCE OF CREATIVITY IN ADVERTISING

Creativity is the soul of advertising. It gives life to the advertising message. Without creativity, the advertising would become boring and insignificant in the minds of target audience. Advertising agency consisting of creative team of copywriters, art directors, account planner etc. helps advertiser in developing creative advertisement.

- 1) **Attract Attention:** The creativity in the advertisement helps to attract attention of target audience towards the product. For instance, stunts performed in the advertisement of Pepsi, Thumps-up etc. helps to attract the attention of youngsters.
- 2) **Develop Brand Image:** Creativity in advertisement also helps in developing image of brand in the mind of target audience. For instance, the advertisements of dish wash bar such as Vim and Expert or washing powder like Rin and Tide, make use of special effects to show how the product cleans utensils or cloths. This has helped to create image of these products in the minds of housewives.
- 3) **Competitive Advantage:** Creativity in advertisement helps advertiser to enjoy competitive advantage over competitors in the market. For instance, Head & Shoulder shampoo enjoy competitive advantage over other dandruff cleaning shampoos available in the market.
- 4) **Increase sales:** The sales of firm may increase due to creativity in their advertisement. For instance, due to creativity in the ad, sales of companies like Hindustan Unilever, Procter & Gambles, Nestle etc. have increased.
- 5) **Remember Ad:** Creativity increases potentiality of remembering advertisement as compared to other simple ads without any creativity. For instance, we remember the ad of 5 Star Chocolate due to characters of Ramesh and Suresh used in that ad. We also remember ad of Fevicol due to its creativity.
- 6) **Develop Positive Attitude:** At introduction stage of product life cycle, people may have neutral attitude towards new product. But because of creativity in ad, a positive attitude can be developed of target customers towards new product. For instance, within short period of time people accepted Indulekha Bringha Oil due to creative ad of it.
- 7) **Demonstrate Superiority of Quality:** Creativity demonstrates superiority of product quality. For instance, 'Jab ghar ki ronak badhani ho, diwaron ko jhag Magana ho, Nerolac...Nerolac...' This creative jingle demonstrates superiority of quality of Nerolac paint.

3.3 CREATIVE BRIEF

3.3.1 Meaning

A creative brief is a document that explains in detail about a project to the creative team, ad agency, or designer to design effective ad campaign. It acts as a blueprint that guides creative team on how to best reach the ad campaign's stated goals.

In other words, a creative brief is a short one-two page document outlining the strategy for a creative ad campaign. The creative brief is usually created by the account manager in close consultation with the client.

The creative brief also serves as a document of communication between client and agency as to the campaign objective, points of differentiation, and media channels that will be used to reach the target audience. When the client signs off on the brief, it gives the creative team the green light to start the concept phase for ad development.

3.3.2 Most creative briefs include the following:

- Communication objectives
- Creative strategy
- What is the product offering?
- Market segment/ Business segment
- Identified target audiences
- Attribute/benefit/emotional connection to the brand
- Key messages
- Competitive situation
- Media strategy
- Budget

3.3.3 Need/Importance of Creative Brief

- 1) **Understand client's objectives:** Although the primary benefit of a creative brief is the synthesizing key information in a single place. It will enable a more comprehensive understanding of the client's objective and better determine how you can work on it to achieve them.
- 2) **Provides Database:** A strong creative brief not only include client's product, context and objective. It also includes client's a vision describing what the clients wants, requires, and needs. It is needed to inform all stakeholders from start to finish.
- 3) **Inspiration and confidence to employees:** Creative brief being a well-shaped and thoughtful document could help sparks ideas among

employees of ad agency. It can also be helpful as a means to provide confidence to employees who read it.

- 4) **Provide information to all:** The account manager, creative directors, designers and copywriters are involved in the preparing the ad campaign. Everyone is not going to be involved with every client meeting. The creative brief is an easy way to provide information to all. So it's valuable to have a short, easy-to-read, single place that accumulates all the relevant information.
- 5) **A Reviewable and recorded document:** After the ad campaign is completed, the creative brief still maintains value. It can be useful when working on similar projects or clients in future. It can be a reminder of what we did before, and provide insight into what might be needed to ensure a similar success going forward.

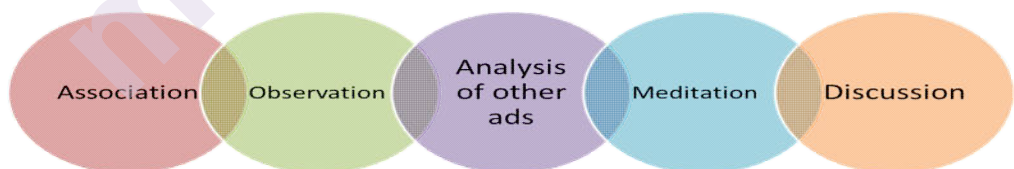
3.4 VISUALIZATION

3.4.1 Meaning

The term “visualization” refers to imagination of something for creation of an idea. Creative team which includes writers, artists and production personnel do visualize in creating an advertisement. Creative team do visualize in suggesting the composition or the situation that dramatizes the theme of the advertisement.

In other words, visualization is a creative imagination of idea, which is converted into an effective advertising message. It is an ability to imagine in mind about how the ad will look like when it is completed.

3.4.2 Techniques of Visualization



- 1) **Association:** The visualizer can visualize making association of two different ideas in creating an advertisement that can draw attention of the prospects. Eg. We see in the ad of ‘Thumps Up’ where stunts are performed to get the bottle of Thumps Up. Here stunts and consuming Thumps up, these two unrelated ideas are associated to attract youngsters to consume Thumps up.
- 2) **Observation:** In this technique of visualization, the visualizer may observe the behaviour of consumers in the market and accordingly they can create an advertisement. Eg. India customers are price sensitive, by observing this, many discounts offering ads we come across, which are made to attract Indian customers.

- 3) **Analysis of other ads:** The visualizer can observe other advertisement shown or displayed. From there visualizer can get an idea for advertisement.
- 4) **Meditation:** The visualizer can do meditation and focus entire attention on advertisement. This deep concentration can enable him to visualize for creative advertisement.
- 5) **Discussion:** The visualizer can discuss with expert or his group about creative idea in his mind. This discussion can enable to visualizer creative advertisement.

3.5 BUYING MOTIVES

3.5.1 Meaning and Definition

Behind every purchase there is a buying motive. It refers to the thoughts, feelings, emotions and instincts, which arouse in the buyers a desire to purchase a product. In other words, buying motive refers to reason why the customer purchases the product. Eg. When person is hungry he buys food grains or for shelter he buys house or for his habits and hobbies he buys certain things. It means hunger, shelter, habits and hobbies are buying motives.

Knowledge of buying motives of customers is important producers and suppliers to know. After analyzing and evaluating buying motives, the advertiser can develop creative advertisement.

According to Prof. D. J. Duncan, “Buying motives are those influences or considerations which provide the impulse to buy, induce action and determine choice in the purchase of goods and services.”

3.5.2 Types of Buying Motives



- 1) **Security and Protection:** Desire for safety or security is an important buying motive influencing many purchases. For instance, safety lockers are bought by the people because they want to safeguard their cash, jewelry etc., against theft. Likewise, people

buy life insurance policy for safety of their lives or they buy medicines against protection from diseases.

- 2) **Comfort and Convenience:** Desire for comfortable and convenient living is also a buying motive. Many products are bought for the comfort and convenience purpose. Eg. Office goers purchase two-wheeler because it provides more comfort on the roads of Mumbai where too much of traffic is found in peak hours. We buy air conditioner, refrigerator, washing machine etc. at home for comfortable life to live.
- 3) **Social Pride and Prestige:** Many buyers are proud of possessing some products which increases their social prestige or status in the society. Eg. Purchase of diamond, luxurious car and other expensive things.
- 4) **Love and Affection:** Love and affection for others is one of the stronger buying motives influencing the purchasing decisions of the buyers. Eg. Husband may buy some electronic appliance for his wife. A brother may buy gift for his sister on the occasion of Raksha Bandhan.
- 5) **Sex Appeal:** Buyers buy certain products, as they want to attract his/her opposite sex. Eg. Men or women buy perfumes, garments etc. because of sex appeal.
- 6) **Recreation or Pleasure:** Buying motive is also affected by reaction and pleasure purpose of a person. A person buys movie ticket or goes to amusement parks for recreation and pleasure purpose.
- 7) **Habit:** Many people buy a particular product because they are habitual of it. Eg. Many people consume cigarette and liquors because of sheer habit.
- 8) **Economy:** Economy refers to savings, which affects buying motive of consumer. Eg. People purchase products from Big Bazaar and Amazon because goods are available at discounted rates and they save on shopping.
- 9) **Other Buying Motives:**
 - Ambition
 - Fashion
 - Fear
 - Gain
 - Curiosity
 - Recommendation

3.6 SELLING POINTS

The selling points are special points of product that can be used by advertiser to convince target audience to buy the product. It helps in creating image of product in the mind of target customers. A thorough study of product will enable advertiser to find out selling points of the product which can be highlighted in the advertisement to induce buyers to buy product. Following are some of the selling points:



- Special Features of product: Eg. Lizol Disinfectant Surface Cleaner – Kills 99.9% germs
- Price of product: Eg. Big Bazaar – Isase sasta aur acha kahi nahi
- Benefits of Product: Eg. Feviquik – Chutki me chipkaye fevikquick
- Environment Friendly Product: Eg. Syska LED lights
- Safety of using product Product: Eg. RR Cables
- Offers: Discounts, Combo Offers, Exchange Offers, Installment etc.
- Others
 - ✓ After-sales-service:
 - ✓ Warranty
 - ✓ Age of Company

- ✓ Awards of Company
- ✓ Durability of product
- ✓ Speed
- ✓ Prestige
- ✓ Installments

3.7 APPEALS

3.7.1 Meaning

Every advertisement is an appeal to target customers. The product / service is superior to competitor and customers should buy it, this clarification in an advertisement is an appeal. Advertising appeals are the persuasion that stimulates a person to buy a product/service by highlighting to an individual's needs, interests, or wants. It is designed to create a positive image and mindset about those who use the product/service.

In other words, an advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings towards product. It is something that moves people, speak to their wants and needs and excites their interest.

Advertisement agencies use different types of advertising appeals to influence the purchasing decisions of customers. They build advertising campaign around the appeal.

3.7.2 Types of Appeals

- 1) **Emotional Appeal:** Customers' social or psychological needs for purchasing a product or service are targeted. They work quite well because they reduce the price sensitivity and strengthen the brand equity. They even continue to work well in times of economic slowdown because of this feature. Eg. The Life Insurance. It appeals to the emotion of people which enables them to care for people around them.



Emotional Appeal



Comparison Appeal

Celebrity and Youth appeal



- 2) **Rational Appeal:** This type of advertising focuses on the consumer's practical, functional or utilitarian need for the product/service. It emphasizes on features, benefits, reasons for owning or using a particular product. Eg. Horlicks advertisement shows the necessity of child to consume it in order to grow tall, strong and sharp.
- 3) **Humor Appeal:** Humor appeal type helps to grab attention of audience. When consumers find something humorous, the consumers watch, laugh and, most importantly, remember the ad. Eg. Advertisement of Happy Dent, Cadbury 5 Star. etc. has used humor appeal in their ad.
- 4) **Youth Appeal:** In this appeal young celebrities are shown using products in such a way that the young customers feel that it connects to them. Eg. Garnier, Pepsi, Hero Honda etc.

- 5) **Bandwagon Appeal:** This type of advertising is meant to signify that since everybody is doing something you should be a part of the crowd as well. Eg. McDonald appeals to its customers that they have served millions and billions of customers. This encourages the customers to try out McDonald products.
- 6) **Fear Appeal:** Fear is also an important factor that can have incredible influence on individuals. The seller tries to show the negative consequences, if the customer fails to use their products. This creates fear in the mind of customers and persuades them to buy product. Fear is often used in marketing campaign of beauty and health products and also in insurance.
- 7) **Celebrity Appeal:** Popular celebrities are chosen to endorse the brand. The public get attracted to see their favourite celebrity and tend to buy the product. Eg. Lux Soap, Garnier etc.
- 8) **Comparison Appeal:** In this appeal a brand's ability to satisfy consumers is demonstrated by comparing its features to those of competitive brands. Eg. Tide & Surf, Vim bar and Expert Bar

3.8 UNIQUE SELLING PROPOSITION (USP)

3.8.1 Meaning

Unique selling proposition is a marketing term which highlights unique feature of a product which is different from a competitor. It is the main positive point of a product or a service offered to its customers. It makes product stand out in competitive market because of its specific benefit offered which is not offered by competitor.

If all the products appear to be the same, prospective customers won't know which one is right for them. Unique selling proposition helps them to differentiate among the variety products available in the market. This concept was originated by **Rosser Reeves** (father of USP) in his book 'Reality in Advertising'.

- **Unique:** Proposition or offer should be unique and different than competitor
- **Selling:** Offer must be strong enough to attract new customers
- **Proposition:** Offer must provide to customers a specific benefit.

3.8.2 Some common examples of USP of products are

- ✓ **Dominos:** You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free.
- ✓ **Head & Shoulders:** You get rid of dandruff
- ✓ **Dove Soap:** Provides deep Moisturizer for Dry Skin

- ✓ **Lifebuoy**: provides 100% better protection from germs as compared to ordinary soaps
- ✓ **Tide**: Provides good whitening and fragrance at low price

3.9 ENDORSERS

3.9.1 Meaning

Endorser refers to a person who endorses the product/service. They provide information about the advertised product and influence the buying decision of target audience by showing superiority of the product / services.

3.9.2 Types of Endorsers



Celebrity Endorsement



Ordinary people or Loyal Customer Endorsement



CEO Endorser



Cartoon / Animated
Character Endorsement

- 1) **Celebrity endorser:** Celebrities are the ones who are first identified. Celebrities can be athletes, actors, comedians, and entertainers. Celebrities are known faces to the public. Celebrity endorsers are chosen for their ability to provide reference and persuade people to buy the product. Eg. Lux soap ad by Hema Malini to Alia Bhatt. Reebok ad by M.S. Dhoni, etc.
- 2) **Ordinary people:** Now-a-days there is an increase in the use of ordinary people. Because of the negative effects that often arise from the use of celebrity due to their controversies. Eg. Dove soap ad and Vim Dishwash Bar make use of ordinary people sharing their experience after use of product.
- 3) **Loyal Customers:** Loyal customers who uses product of company can be used in the advertisement to share their experience with audience. Eg. Advertisement of Colgate where a mother says 'I use only Colgate for my family'
- 4) **Expert endorser.** Positive reviews from experts can provide support for sales of a product. Experts provide a rationale to consumers about using the product. Eg. In the ad of 'Pure-It' – a water purifier, a doctor advices to purchase it.
- 5) **The CEO (or Company President):** The president of the company is a fairly rare type of advertising, since it rarely appears publicly. CEO use of the company can produce better if the CEO is also a public figure. The use of CEOs in an advertisement such as that done by

Microsoft with Bill Gates and Apple by featuring Steve Jobs as the star of his product ad.

- 6) **Animated or Cartoon Character:** Popular cartoon character is selected to promote brand specially to attract children. Also some animated characters are developed to promote the product. Eg. Vodafone had created animated character - Zoo-Zoo, which was very popular and remembered by public.

3.10 CELEBRITY ENDORSEMENTS

3.10.1 Meaning

Celebrities are the ones who are first identified. Celebrities can be athletes, actors, comedians, and entertainers. Celebrities are known faces to the public. Celebrity endorsers are chosen for their ability to provide reference and persuade others. Eg. Lux soap ad by Hema Malini to Alia Bhatt. Reebok ad by M.S. Dhoni, etc.



3.10.2 Advantages of Celebrity Endorsement

- 1) **Create Brand Image:** Celebrity endorsement helps to create brand image in the minds of target customers. It also improves ad recall value, making consumers remember ad for long period of time. Eg. Endorsement of Lux soap by actors from Hema Malini to Alia Bhatt. Revital Tablet ad by Salman Khan.

- 2) **Increases brand recognition:** Using a well-known celebrity to endorse a brand also attracts new target audience who may have not previously bought the advertised product. But now they will buy because their favourite actor or sports personality uses it. For instance, Michael Jordan fuelled the success of Nike's Air Jordan sneakers, which were introduced in 1985 and remain popular even today.
- 3) **Expansion of Markets:** A celebrity endorsement enables to reach out to a different set of customers and new markets. This results into expansion of market for advertised product.
- 4) **Builds brand credibility:** Due to attachment with their favourite celebrities, people develop trust on the brand endorsed by them. Endorsements by favourite celebrity also reassure customers that the quality of a product will meet their expectations.
- 5) **Develops brand personality:** Endorsement by celebrity, even if it is with a fictional character, can help to establish a brand personality. That personality becomes another relationship building tool that can be used to improve customer loyalty, message retention, and sales.
- 6) **Recognition for new product:** Use of celebrity for brand endorsement can help in getting attention recognition for new product in the market. For instance, When Tu Face Idibia, a popular musician in Nigeria, endorsed Airtel (a telecommunication service provider), a lot of people were attracted to their products and service.
- 7) **Help to rebuild corporate image:** About a decade ago, when Cadbury India, the country's largest and most admired chocolate major, was battling declining consumer confidence and problems arising out of worm infestation reports in its chocolates, it came up with probably its best PR strategy. Though a new poly-flow packaging was soon adopted by the company, what actually helped in reinstating the brand's emotional equity and confidence with consumers was film star Amitabh Bachchan's endorsement of the brand. Soon, customers realized "*Kuch Khaas Hai Zindagi Mein*".

3.10.3 Limitations of Celebrity Endorsement

- 1) **Expensive:** Endorsement of brand by celebrity is going to be a cost associated with it that some businesses may not be able to afford. Crores of rupees are charged by celebrities for endorsement of products.
- 2) **Multiple Endorsements:** A celebrity may endorse multiple brands within same industry. This may affect credibility of audience about the brand. Eg. Celebrities like Amitabh Bachan and Shah Rukh Khan endorse multiple brands which makes difficult for a person to recall all brands endorsed by them.

- 3) **Mismatch celebrity personality and brand endorsed:** There may be mismatch between a celebrity's personality and the brand endorsed which not only lead to the celebrity losing his credibility but also raises questions on the brand endorsed by them. For instance, many eyebrows were raised when Virat Kohli, endorsed a fairness cream during the last Cricket World Cup, leading people to question as to why a promising cricketer would endorse a fairness product.
- 4) **Scandals:** The celebrity may be involved in the scandals which may adversely affect image of the brand which he/she endorsing. Eg. Match fixing scandals by celebrity may have adverse effect on the demand for product endorsed by them.
- 5) **Controversies:** Celebrities may get into controversies that can harm image of brand they endorse. Eg. Australian former leg-spinner Shane Warne was seen smoking a puff in a Barbados bar. This created problems for the brand he was endorsing 'Nicorette' (it is a chewing gum that helps to quite smoking).
- 6) **Gap between Endorsement and Usage:** The celebrities who endorse the brand may not be using it. Eg. Lux advertisement showing Shah Rukh Khan in bath tub, was not digested by audience.

3.11 HIGH INVOLVEMENT PRODUCTS (HIP)

3.11.1 Meaning

A high involvement product is a product where extensive thought process is involved and the consumer considers a lot of variables before finally making a purchase decision. Many times, high involvement products involve multiple influencers who influence a buyer to buy a product. For instance, when a person wishes to purchase a BMW car, he would involve his family members, friends and other to take review of cars. He would also browse on internet about features of that car. After getting all the information he would purchase a car. Such products show personality, standard and lifestyle of customers.





3.11.2 Features of HIP

- 1) **High price:** The high involvement products are of high price. Because of high price, the consumer thinks multiple times before buying such product. Eg. Purchasing house, car, expensive watches, perfumes etc. are of higher price and so it requires higher involvement.
- 2) **Differentiation is important:** The high involvement products require differentiation between the products. For instance, Macbook pro V/S Dell XPS 13 are having lot of points differentiating them and these differentiating factors are needed. These factors create enough value to instigate the consumer in making a decision.
- 3) **Customer perceived risk:** Due to high price and higher customer expectations from high involved products, there is a perceived risk involved in purchase of such products. What if you purchase a product and it does not work as per your expectations even after investing a large amount of money?
- 4) **Available Information / Company communications:** The consumer seeks out more information about the product before the purchase. For instance when one want to purchase a Macbook, he would find out the difference between a Macbook and a windows laptop. There are many websites which enable comparison between products. Similarly, there are many review sites which compare televisions, high end cars, consumer appliances or anything else. These review sites give a lot of additional information of the product, which help the consumer in decision making. Not only websites, E-brochures, printed brochures, E-commerce pages can all help the customer in gathering information about the product. The more information the customer has, the more likely he is going to purchase the product. So it is the job of the marketing manager of an organization to ensure marketing communications is upto mark and that the users are well informed.
- 5) **After sales service:** Many times customers don't buy high involved products because its after sales service is poor. Eg. A car which does not have its spare parts available in India may not be preferred by the customers. The better the after sales service and customer satisfaction,

the more is the chance of a high involvement product being sold off again and again.

- 6) **Repeat purchase:** Consumer may not repeat purchase of the high involvement products in short period of time. Eg. A middle class consumer bought a car. He would use that car at least for 10-15 years. He would not immediately make decision of purchasing another car.

3.12 LOW INVOLVEMENT PRODUCTS (LIP)

3.12.1 Meaning

Low involvement products, as the name suggests, are products where the consumer need not to think too much before purchasing the product. There is not much risk involved in low involvement purchase, as a result of which decision making is much faster. Most FMCG products can be classified as a low involvement product.



3.12.2 Features of LIP

- 1) **Low price:** Low involvement product is generally of lower price. As the price is lower, the consumer does not think multiple times before making the purchase. Eg. Soap has a very less price and mostly all soaps perform the same function. Hence, Soaps are low involvement purchase.
- 2) **Not much differentiation:** There is no much differentiation in low involvement products. Eg. Products like Coca Cola and Pepsi or Bisleri and Aquafina do not have much differentiation in their features. If Bisleri is not available, the customer will buy Aquafina or any other mineral water brand that is available.
- 3) **Low risk factor:** As the price is lesser so there is no risk involved in the purchase of low involved products. So a consumer does not get heavily involved in the purchase of such a product. Eg. A consumer will think very less while purchasing chips or chocolates.
- 4) **Brand switching:** Because there is not much differentiation and as the risk in the purchase is minimal, there is heavy brand switching

wherever Low involvement purchases are involved. Customer might not stick to one single brand and they will keep checking out new brands in the market.

- 5) Availability and distribution:** Availability of the product is a major criteria for purchase decision making. Eg. A customer wants to have ice cream but his favorite brand is not available at the store. He will easily buy another brand. He might not like it as much as the favourite one, but it will be ice cream and he will enjoy it. The customer will not wait for the availability of the branded ice cream only. Thus, the better the distribution of a low involvement product, the more is the sale.

3.13 SUMMARY

Creativity means being novel and appropriate. It is the ability to generate fresh unique and appropriate ideas that can be used as solution to communication problem. The creativity in advertisement is importance because it attracts attention of customers, develop brand image, creates competitive advantage, helps to increase sales, remember ad, develops positive attitude and so on.

A creative brief is a document that explains in detail about a project to the creative team, ad agency, or designer to design effective ad campaign. It acts as a blueprint that guides creative team on how to best reach the ad campaign's stated goals. It is needed to understand client's objectives, provides database, inspiration and confidence to employees, provide information to all, reviewable and recorded document and so on

Visualization is a creative imagination of idea, which is converted into an effective advertising message. It is an ability to imagine in mind about how the ad will look like when it is completed. Various techniques of visualization are association, observation, analysis of other ads, meditation, discussion and so on.

Buying motive refers to reason why the customer purchases the product. The various buying motives are security and protection, comfort and convenience, social pride and prestige, love and affection, sex appeal, recreation or pleasure, habit, economy, ambition, fashion, fear, gain, curiosity, recommendation and so on.

Selling points are special points of product that can be used by advertiser to convince target audience to buy the product. Various selling points include special features of product, price of product, benefits of product, environment friendly product, safety of using product, offers, after-sales-service, warranty, age of company, awards of company and so on

Advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings towards product. The different types of appeals are emotional appeal, rational appeal, humor appeal, youth appeal, bandwagon appeal, fear appeal, celebrity appeal, comparison appeal and so on

Unique selling proposition is a marketing term which highlights unique feature of a product which is different from a competitor. It is the main positive point of a product or a service offered to its customers. Eg. **Dominos**: You get fresh, hot pizza delivered to your door in 30 minutes or less or it's free. **Head & Shoulders**: You get rid of dandruff

Endorser refers to a person who endorses the product/service. They provide information about the advertised product and influence the buying decision of target audience by showing superiority of the product / services. The different types of endorsers can be celebrity endorser, ordinary people, loyal customers, expert endorser, CEO of company, animated or cartoon character.

Celebrity endorsement have several advantages such as create brand image, increases brand, recognition, expansion of markets, builds brand credibility, develops brand personality and so on. It has some disadvantages as well such as expensive, multiple endorsements, mismatch celebrity personality and brand endorsed scandals & controversies of celebrities and so on.

A high involvement product is a product where extensive thought process is involved and the consumer considers a lot of variables before finally making a purchase decision. Such products are high priced, shows standard of living of consumer, requires in-depth information before buying it and customers spend lot of time and efforts before buying it.

3.14 EXERCISE

FILL IN THE BLANKS

- 1) Creativity in advertisement helps in _____ (Decrease sales, develop negative attitude, develop brand image)
- 2) _____ is a document that explains in detail about a project to a creative team, ad agency, or designer to design effective ad campaign. (Creative Brief, Creative Break, Creative Brain)
- 3) _____ refers to imagination of something for creation of an idea for advertisement. (Virtualization, Visualization, Visionization)
- 4) _____ is one of the techniques of visualization. (Association, Observation, Both)
- 5) _____ refers to reason why the customer purchases the product. (buying motive, creative brief, endorsement)
- 6) Advertising _____ are the persuasion that stimulates a person to buy a product/service by highlighting an individual's needs, interests, or wants. (Audience, Audio, Appeal)
- 7) In advertising, USP stands for _____ (Unique Selling Proposition, Unique Selling Product, Unique Selling Price)
- 8) _____ is an endorser of product/services in an advertisement. (Loyal customer, Animated character, Both)

- 9) Luxurious car is an example of _____ involvement product. (High, Low, No)
- 10) Shampoo is an example of _____ involvement product. (High, Low, No)

DEFINE/EXPLAIN THE FOLLOWING TERMS

- 1) Creativity in Advertisement
- 2) Creative Brief
- 3) Visualization
- 4) Buying Motives
- 5) Selling Points
- 6) Celebrity Endorsement
- 7) HIP
- 8) LIP

ANSWER IN BRIEF

- 1) Explain the importance of creativity in advertisement.
- 2) Write a note on Creative Brief.
- 3) Discuss different techniques of visualization in advertising.
- 4) What is buying motive Explain various buying motives in advertisements.
- 5) With the help of example explain various selling points used by sellers in advertisement.
- 6) What are the types of appeal in advertisement?
- 7) Write a note on USP.
- 8) Describe the various types of endorsers
- 9) Elaborate advantages and disadvantages of celebrity endorsement.
- 10) Distinguish between High Involvement Products and Low Involvement Products

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EXECUTION AND EVALUATION IN ADVERTISING

Unit Structure:

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Essentials of copywriting,
- 4.3 Elements of Advertising Copy
- 4.4 Types of Advertising Copy
- 4.5 Principles of Layout
- 4.6 Importance of Illustration
- 4.7 Execution styles
- 4.8 Importance of Jingles and Music
- 4.9 Concept of Storyboard
- 4.10 Methods of Testing Advertising Effectiveness
- 4.11 Summary
- 4.12 Exercise
- 4.13 References

4.0 OBJECTIVES

After studying the unit students will be able to:

- Define advertising copy and know the essentials ad copy
- Explain various elements and types of ad copy
- Discuss the importance of illustration and storyboard
- Understand the importance of jingles and music in advertisements
- Know the various techniques used to evaluate the pre and post effectiveness of ad

4.1 INTRODUCTION

Copywriting is not just concern with writing. It is about reaching into the hearts and minds of a marketplace through building bridges between what company wants to market and what consumers needs.

Copywriting is an art of using words in persuasive manner which motivates the readers/audiences to take productive action. Copywriting is also done for the purpose of promoting the brand, spreading awareness

about the brand. It plays a vital role in social campaign and helps convincing the audiences on certain point of view.

4.2 ESSENTIALS OF COPYWRITING

- 1) **To the point:** Most readers are attracted towards the shorter advertisements. Being concise is not reducing words or chopping sentences. It is the meticulous work of eliminating and substituting the words without jeopardizing the meaning. It cuts to the core; it is to the point to cover all. Eg: headline “Everyday growth everyday horlicks”
- 2) **Clarity:** A clear copy is one which is easily and quickly read and grasped by the readers. It is unambiguous and self explaining. It is one that clicks immediately. Clarity gives clue to interpretation. The manner in which a copy is interpreted is dependent on factors like local traditions habits, customs, and nationality. E.g.: Fair and lovely cream for girls and fair and handsome cream for boys.
- 3) **Suitable:** A copy is apt that matches to the needs and counts of the prospects. Writing an apt copy is the art of putting in the words that create strong desire to possess the product where the product features or the qualities satisfy the consumers’ desire to possess. Copywriter is to place himself in the position of a customer to make it appropriate. E.g.: don’t rely on something just because it fits – Volkswagen original parts.
- 4) **Personal touch:** Copy must contain information and facts about the product or service but that is not the point to keep the focus on, the focus should be on the customer and their needs, wants, desires and their emotions towards the product which will help to sell it. A personalized copy is centered on the prospect. It is an individualized appeal copy. It is written from ‘prospect’ to ‘product’ rather than ‘product’ to ‘prospect’. The copy has ‘you attitude’. E.g.: The ad for Lakme Deep Pore Cleansing begins with the headline “There’s a lot that shows on your face”.
- 5) **Reality:** Credibility or believability of an advertisement message is decided by the extent of honesty. An ad to be good must be truthful. Misleading and unprofessionally presented facts made in the copy only damage the reputation of selling house. One of the surest ways of winning the hearts of the consumers is to be honest. ‘Honesty’, here, implies ‘commercial honesty’ and not the ‘judicial’.
- 6) **Conforming:** Every ad copy is to conform to standards, rules, and regulations acceptable to the advertising media. Anywhere in the world, no copy is acceptable to any media that offends the morality, declines decency, and damages religious susceptibilities of people.

- 7) **Provocative:** Grab the reader's interest by presenting thought provoking questions in headline and move them to read body copy to get the answer. This generates the interest in minds of consumer.
- 8) **Demonstrative:** Photos or demonstration plays the vital role to grab the attention of audiences, so use photos to demonstrate the product or service. If a correct picture really is used it is worth a thousand words. Maybelline generally use photographs to demonstrate the benefits of using the product – long lasting kajal, lipsticks, smooth skin.
- 9) **Attractive:** Using buttons, icons and arrows can help direct the reader's attention to important details. If organized correctly, they can also help sort facts or messages into categories. The ad for Toyota Qualis uses arrows to draw the readers' attention to the unique features of the vehicle such as integrated bumper; wood finishes paneling, captain seats, etc. Similarly, "Pure it" brand uses the machine to demonstrate the usage and show-case the features.
- 10) **Its responsive:** Many techniques a copywriter can use to get response speak out for readers, tell them to respond, give them a reason to respond offer them a bonus or freebie if they respond. Eg: This can be done by using words like – order now, book now, order today, for a short time only, last chance, etc. Service – ICICI Bank – Two Wheeler Loans

4.3 ELEMENTS OF ADVERTISING COPY

- 1) **Headlines:** Headline is the top most or the very first line of the advertisement. It must be bold and in larger font as compared to other text of the ad. It must be catchy as it is going to capture the attraction of the audience. If required, it can be written in different font style or in different colour. It can be one liner or not more than 5 to 6 words.
- 2) **Sub headlines:** It is a supporting line to a headline. It can briefly describe about headlines. Generally, its font size should be smaller than headline but larger than the body of the advertisement. The sub headline can be underlined or may be printed in a different font style to make it look unique.
- 3) **Body copy:** The main portion of advertisement is the body copy as it describes about the product. It consists of benefits that customer can get through product, its usage, features etc. It can be printed in normal font size as it can be of 6 to 7 lines.
- 4) **Captions:** It refers to a small write up describing the image or picture. In print advertisement, the image of the product is shown and a small paragraph is written describing about the product's feature. In short, it is a descriptive title under a photograph.

- 5) **Slogan:** A slogan is a phrase used for advertising campaign to generate the attraction of public. It is difficult to remember the complete ad or body text of it, therefore, slogan helps audience to remember the product for a longer period. Eg: McDonalds: I am lovin it, kit kat : Have a break, have a kit kat.
- 6) **Taglines:** It is a short, memorable description that becomes identified with a product. It is designed in a catchy and dramatic form which can be easily remembered by the customers. Eg: Loreal – Because you are worth it, Apple – Think different.
- 7) **Logo:** Logo refers to a image or design used by company for its products. People may read the ad and forget it but the logo may be retained in their mind, thus it helps a product to get a distinct image in the market. Generally, logo appears at the bottom right of the ad. Eg: Nike – A tick mark sign, Apple – Symbol of apple.
- 8) **Call of action:** It is a strategy or a liner which will convert the decision of audience into an action. It is generally mention at the end of the advertisement. It can be an offer or a discount coupon through which customer can get the best out of it.

4.4 TYPES OF ADVERTISING COPY

Copywriting is the single most important and critical activity for the success of the entire advertising campaign. A copywriter translates the selling points of a client's product or services into benefits for selected consumers. Types of copy are as follows:

- 1) **Scientific copy:** The technical specifications of a product are explained. The merits of the product are described in scientific terms. It gives conviction value to the copy. Saffola – a low cholesterol edible oil makes use of a scientific copy. Drugs and medicines also are sold through a scientific copy. The data inspire confidence both among the lay people and the professionals.
- 2) **Descriptive copy:** In a non – technical manner, the product attributes are described. The copy uses direct active sentences. There are short and concise sentences. Such types of ads are very common. Eg: Insurance companies need to give a detailed description of schemes.
- 3) **Narrative copy:** Here a fictional story is narrated. The benefits of the product emerge from the story. The narrative is humorous and it acts as a strong appeal. It should make an imprint on viewer's memory.
- 4) **Topical copy:** When the copy is integrated to a recent happening or event, it is said to be topical copy. Many such topical copies are made by Da Cunha for Amul Butter. Mostly political events, national sports, world events all get extended to the advertisement copy.

- 5) **Prestige copy:** The product is not directly advertised. Only a distinguished and favourable atmosphere is created for the sale of the product. The copy is used to build an image. The personal power advertisement for Vimal Shirting is an example.
- 6) **Endorsement copy:** In these copies, a product is endorsed by an opinion leader who has a large following. The choice of the opinion leader depends on the product. Mostly celebrities are chosen to promote televisions, coffee, tyres etc. The consumers' perception is heightened by the celebrity endorsement of it.
- 7) **Wordless advertisement:** Wordless advertising is an example of non verbal communication and are pictorially oriented. Air India perhaps has the greatest number of master pieces to its credit in this genre through its bill board projections starting from the early fifties.
- 8) **Eye candy:** Ads carry impressive visuals with a single line of throw away copy. Visual oriented work is branded as eye candy by the Americans. In a multi – lingual and multi cultural market, visuals are well suited to convey the message. Instead of writing 'no smoking' it is better to have a visual that conveys the same message.
- 9) **Interactive ads:** Interactive ads are associated with on – line internet ads. Interactive communication engages a consumer, and spends more time with it. Volkswagen Polo car is positioned as small but tough car. Its campaign featured a series of very small but tough crossword puzzles. The reader stayed with the ad till he cracked it.

4.5 PRINCIPLES OF LAYOUT

4.5.1 Meaning

Layout may be defined as the format in which the various elements of the advertisement are combined. It should not be confused with the visualization though. Its function is to assemble the different parts of advertisements- illustrations, headlines, body text, the advertisers signature, and perhaps borders and other graphic materials- into a unified presentation of the sales message.

4.5.2 Principles of good layout are as follows:

- 1) **Balance:** Balance, of considerable importance in a layout, involves artistically combining the various sizes and shapes that make up an advertisement. Essentially, there are two forms of balance:
 - Formal or symmetrical
 - Informal or asymmetrical
- 2) **Movement:** If a print advertisement is to get the reader's eye to "move" through it, the layout should provide for gaze motion or structural motion.

- 3) **Unity:** Unity in layout refers to keeping the elements of the advertisement together so that the advertisement does not “fall apart”.
- 4) **Clarity and Simplicity:** Although, it is important to make a layout interesting, care must be taken to see that it remains simple enough so as not to lose its clarity and simplicity.
- 5) **Emphasis:** A good layout should make the advertisement as a whole prominent and also emphasize certain important elements. It can be done so by following some of the following techniques.

4.5.3 Stages of layout:

- 1) **Thumbnail Sketches:** They are miniature sketches that are used by the art directors to convey the basic layout style and treatment without spelling out small details.
- 2) **Rough Layout:** Rough layouts or visuals, are prepared for almost all advertisements. They are the same size as the finished advertisements except for outdoor posters.
- 3) **Finished Layouts:** The next stage is the preparation of the finished layout, which is worked more carefully than the rough layout. They suggest in considerable detail the style of the illustration and headlines and therefore serve as a guide to artist and typographer.
- 4) **Comprehensive Layouts:** A comprehensive layout is prepared for a client when they are unable to judge the effect of the finished advertisements by looking at the finished layout. These layouts come very close to resembling the finished advertisements.
- 5) **Working Layouts:** Working layouts are not really layouts, but rather a sort of “blueprint” for production, indicating the exact position of the various elements and appropriate instructions for the typographer and engraver. They are also known as “mechanicals”.

4.6 IMPORTANCE OF ILLUSTRATIONS

4.6.1 Meaning

Illustration consists of photographs, drawings, graphs, charts, painting, and other pictorial devices. Markets may use illustrations to gain attentions, comprehension, attitude change and behaviour change. Illustrations then are of major value in conveying the theme. Drawings, photos or cartoons with headlines attract the attention of prospects. They can tell a story, make a point quickly and clearly or prove a claim.

4.6.2 Methods of illustration are as follows

- 1) Symbolic illustrations.
- 2) Comparison and contrast illustrations
- 3) Product in use illustrations
- 4) Result of the product's – use illustrations
- 5) Product – Alone Illustration

“Before and after” photographs are an example of this. Art directors are always debating illustration strategies. Food products attractively presented make our mouths water, and textiles spread over the entire page stimulate our desire to own the material. Here the illustration occupies a larger space than the other elements. Photographic ideas are worth more. Photography gives authenticity in terms of news. Food and celebrities are almost always photographed.

4.6.3 Importance of Illustration in advertisement

1. They are more effective than words.
2. They support the copy
3. They are demonstrative
4. They can make us understand technical details.
5. They evoke moods.
6. Colour photographs give high fidelity to the products.

4.7 EXECUTION STYLES

4.7.1 Meaning

Execution styles refers to the manner in which advertising message is presented to the customers. The impact of message is majority dependent upon how the message is presented in front of the audience.

4.7.2 Execution Styles

Following are the various execution styles adopted to convey messages.

- 1) **Straight Sell:** In this style message focuses upon the product and its attributes that will motivate consumers to purchase. It believes in straight forward presentation without exaggerating.
- 2) **Scientific Message:** In this message, an advertiser tries to prove scientifically how their product is better than competitors' product. It is applicable to those products where the competition is high. Eg:- The “Ghadi detergent” shows how it is tested in laboratory.
- 3) **Demonstration:** It illustrates the main advantage of the product by showing it in actual use or in some situation. This style is more effective as a live demonstration can be seen and it helps to achieve the trust in the mind of consumers.
- 4) **Testimonials:** Many advertisers present their marketing communication message in the form as the testimonial whereby a ex-consumer, person, etc. speak on behalf of the product based on their experience. To make it more effective a celebrity can also be involved in it.
- 5) **Animated Character:** This technique uses animated character that represents the product in ads. Eg:- ZooZoos were the animated character introduced by Vodafone.
- 6) **Dramatization:** It uses the problem-solution approach as they show how the advertised brand can help resolve a problem. This execution

style creates a suspenseful situation or scenario in the form of a short story.

- 7) **Comparison:** This type of execution involves an indirect comparison of a brand against a competitor. The competing products either are explicitly named or can be precisely identified by photos, images or trademarks.
- 8) **Musical:** Music has a long lasting impact on viewers or listeners. Thus, music adds extra impact. Eg:- Nirma washing powder.

4.8 IMPORTANCE OF JINGLES AND MUSIC

4.8.1 Meaning

Jingles are catchy little tunes which we pick up and hum quite unconsciously most of the times, like a refrain registered in our brain which refuses to go away. Jingles make possible the association of memorable phrases with the product or with the company.

A jingle with its repeat phrases has a far higher recall value than the visuals do. The signature tunes immediately conjure up their products. The music catches the attention of children and teenagers. It is important to know the target audience while composing a jingle. It is difficult to make a commercial jingle which appeals across audiences and audience segments. The mood briefs are generally given to the jingle singer by the Agency. They tell whether a tune should be 'peppy' or 'romantic' or 'joyous'. They also give a profile of the target audience.

Jingle composing singing and making it work for the product is a highly creative art. Jingle composing involves co-ordination with client, composer, musician, singer etc. Some brands like Titans, Airtel and Raymond have stuck to signature tunes rather than jingles to retain a continuity of association.

It is difficult to imagine an Indian ad without a jingle. The music lingers with audience for long. With an output of 1000 ad films for television and several hundred radio spots, Mumbai remains the centre of the jingle bells.

Product	Jingle
Zandu balm	Zandu balm, zandu balm, peeda haari balm, sardi sardat peeda ko pal mein door kare zandu balm...zandu balm.
Nerolac	Jab ghar ki raunak badani ho diwaron ko jab sajana ho “. jab ghar ki raunak badani ho Nerolac
Lijjat papad	Kurruam, Kuraam, Majedar, Lajjatdar, Saat Swad Mein Lijjat, Lijjat Pappad

4.8.2 Music in Advertising

The music appeal can be widely used for most of the product or service type. The Music Appeal is especially useful when advertiser want to make the product or service seem lively or exciting and want to integrate a jingle or song that will make audience feel happy and upbeat.

The music appeal works best when they make the advertisement almost entirely focused on the music, with the product or service. They are advertising as background information. The goal is to get the audience to remember it later, even if they're not necessarily paying close attention to the product while watching or listening to the advertisements. Keep music upbeat and memorable. While many advertisements include music and sounds as background information, when advertiser use the Music Appeal, to make the music front and center of the ad, appealing to the target audience's tastes in music and feel-good rhythms.

4.8.3 Importance of Jingles and Music in advertisement

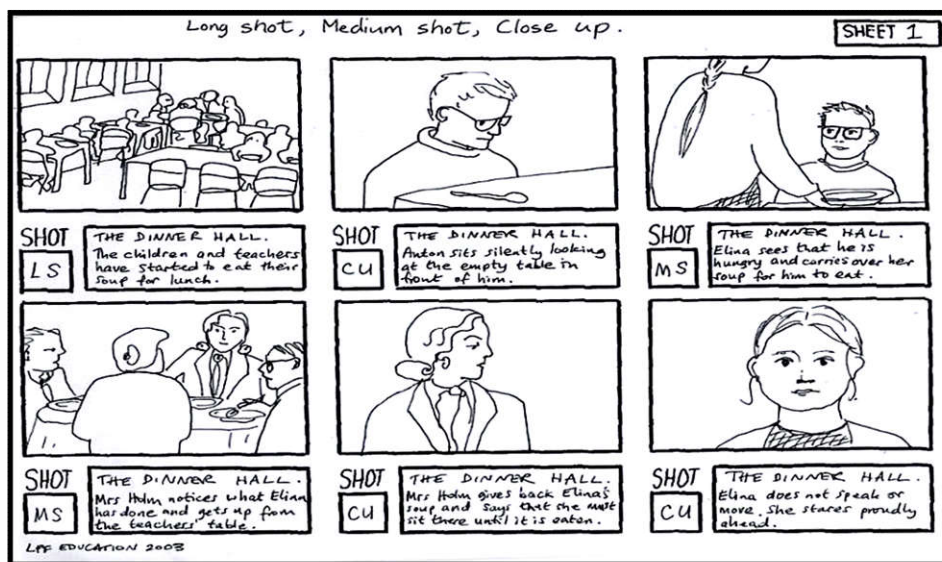
- 1) It enables to remember advertisement for long period of time.
- 2) It easily attracts attention of audience towards ad message.
- 3) It helps to create brand image in the minds of target audience.
- 4) It makes ad more entertaining so that audience can pay attention towards it.
- 5) It can help to differentiate brand from competitor.

4.9 CONCEPT OF STORYBOARD

4.9.1 Meaning

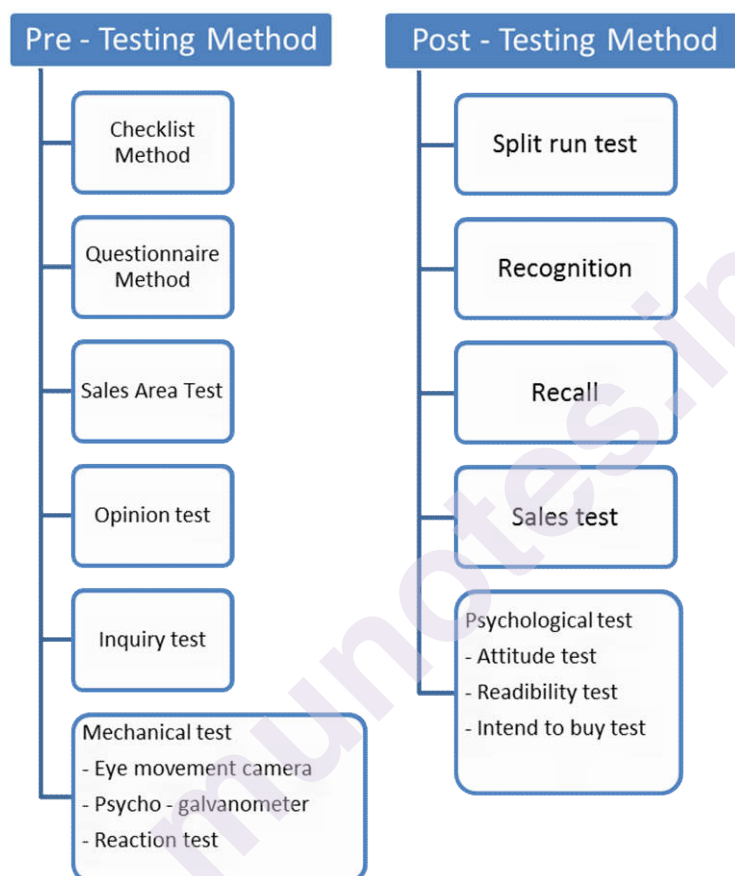
“Storyboards are visual organizers, typically A series of illustrations displayed in sequence for the purpose of pre-visualizing a video web based training, or interactive media sequence.” Making a storyboard involves careful planning on how the scenes will be filmed. Without a storyboard, shooting a television commercial or movie will be a hard task to do.

Creating a storyboard is a vital step in any video production, commercial shoot, television ad, and in films. Without a storyboard, directors and producers will not be able to visualize what they want to show when the camera starts rolling.



4.10 METHODS OF TESTING ADVERTISING EFFECTIVENESS

Every firm spends a good amount of money on preparing advertisement and hence it is essential to test and understand the effectiveness of advertisement from the consumer's point of view. There is a possibility that advertisers try to show positive side of the product but the same is not conveyed to consumers. Therefore, while testing the ad it clarifies the attitude, perception and outlook of the consumers towards product.



A. PRE-TESTING METHOD: It refers to testing the potentiality of a message or copy before printing or broadcasting. It is useful because the concepts in advertising may appear to be simple and effective to the advertiser or ad agency. It may be difficult and confusing from the layman's point of view. All the elements of advertising copy require careful pre testing to see that matter it intends to be conveyed has been actually conveyed or not.

The various pre-testing methods of advertising are as follows:

1) Checklist method: It is the oldest and easiest methods to check the effectiveness of advertise. The researcher put downs the common items that are found in advertisement and then the research has to tick the item which is covered in the advertisement. They can put the items like:

- Price of the product
- Is the usage easy to understand?
- Does it convey the benefits?
- Interest factor is highlighted

- 2) **Questionnaire method:** In this method, a set of questions are prepared with respect to the advertisement. After showing the ad to the group of target audience, they are asked to fill up the questionnaire. The questionnaire is analysed and interpreted to know the effectiveness of advertise.
- 3) **Sales area test:** Under this method, the different ad campaign is conduct at different cities. The impact of the campaign is evaluated in terms of comparing the actual sales in different markets. The market having highest sales is considered to be the effective ad campaign.

Ad campaign A	Mumbai	60%	More effective
Ad campaign B	Pune	40%	Less effective

- 4) **Opinion test:** In this method, consumers act like judge and thus, several ads are shown to a group of consumers. After, viewing all the ads, consumers need to rate these ads. This method, can be done in two ways, they are as follows:

- a) **Order of merit rating:** A group of respondents are shown 5 to 6 ads and they are asked to rate the ad as per their liking:

	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5
Advertise 1	2	5	4	3	2
Advertise 2	3	2	1	1	3
Advertise 3	1	1	3	2	1
Advertise 4	4	4	2	4	5
Advertise 5	5	3	5	5	4

In above case, advertise 3 has been ranked 1 by three respondent hence this advertise is considered as most effective among other advertise.

- b) **Paired comparison:** In this method, respondent is shown 2 ads at a time and respondent is asked to select one. Such other combinations are made again with other ad campaign and thus effective advertisement can be selected.

Ad campaign 1	Ad campaign 2
Ad campaign 2	
Ad campaign 3	Ad campaign 4
Ad campaign 4	
Ad campaign 2	Ad campaign 2
Ad campaign 4	

5) **Inquiry test:** Several advertisement is being put up either in newspaper and magazine. It is noted that what kind of inquiries are been raised by viewers. These inquiry tests are used extensively to test copy appeals, copies, illustrations, offers and other components. The advertisement which has maximum enquiries is considered as the best one.

6) Mechanical test

a) **Eye Movement Camera:** It measures how the eyes move over the layout of test ads. The route taken by the eye and also the pauses are noted so that the areas of interest and attention can be judged.

b) **Galvanometer:** It measures skin responses to ad stimuli like perspiration by gland activity through palm. More perspiration decreases the resistance and faster current passes. The tension is generated. The greater it is, the more effective the ad is. The technique is of limited use for ads of a very sensitive nature.

c) **Reaction test:** The potential effect of an advertisement is measured with the help of certain instruments, like measure heartbeats, blood pressure, pupil dilation etc. Their reaction reveals the psychological or nervous effects of advertising.

• Objectives of Pre-Testing Method

- 1) To find the errors in the advertising copy.
- 2) To know the effectiveness of advertisement.
- 3) To find out whether the central idea is expressed well or not.
- 4) To understand whether the message is conveyed to the right audience or not.
- 5) To reduce wastages in advertising.
- 6) To avoid costly mistakes at a later stage.

B. POST-TESTING METHODS: These tests are conducted after running the ad campaign. The basic purpose of post-testing is to provide an insight into the performance of ad campaigns & draw some conclusions from it about the future conducting of advertisements. **The various post-testing methods of advertising are as follows:**

- 1) **Split run test:** It is a technique that makes possible testing of two or more ads in the same position, publication, issued with a guarantee of each and reaching a comparable group of readers. It is an improvement over the inquiry test in that the ad copy is split into elements like appeal layout headline and so on.
- 2) **Recognition test:** It determines the readership of the advertisement in the newspaper and journals. This test is conducted by personal interviews with readers and magazine or newspaper. The interviewers locate the readers of the particular

issue of the magazine in question. They then go through the magazine page by page with the respondent indicating those advertising elements which reader recognizes having read.

- 3) **Recall test:** In this test a group of respondents who have seen the newspaper or magazine where the advertisement had appeared is selected. A few questions are asked in order to verify the respondent has gone through the advertisement.
- 4) **Sales area test method:** In order to find out the effectiveness of the ad campaign, the increase in sales in both the cities will be collected & studied. The increase in sales of a product will indicate the success of the campaign. In case there is decline in the sales or if the sales do not increase, it indicates that the campaign has failed.
- 5) **Psychological test:** The whole process of advertising is psychological in nature. Therefore, it is necessary to conduct some psychological test like.
 - a) **Attitude test:** A group of consumers are exposed to sample advertising messages either oral or printed. The interviewer then asks series of questions to understand the attitude of consumers towards advertisement.
 - b) **Test of readability:** It is a technique, by means of series of penetrating questions and by other techniques developed by psychologists, the ease of readability.
 - c) **Intend to buy test:** The readers or viewers of the advertisement are asked about their intention to buy. For positive responses further investigations are done to find the strong influences in the advertisement because of which they decide to buy.

- **Objectives of Post-Testing Method**

- 1) To find out whether the advertisements were informative.
- 2) To evaluate whether the advertising objectives are accomplished.
- 3) To know the testimonial used in the advertisement is credible.
- 4) To identify whether the consumers recall the brand name and the message given in the advertisement.
- 5) To understand the impact of ad on the buying behavior.

4.11 SUMMARY

This module enables you to understand concept of advertising copy. Copywriting is an art of using words in persuasive manner which motivates the readers/audiences to take productive action. It explains

about essentials of copy writing, different elements of ad copy and types of ad copy.

Further this module enables to know the execution styles of ad as well as importance of jingle and music in the advertisement. Concept of storyboard is also discussed here.

Finally, this module elaborates various pre-testing methods of advertising effectiveness before publishing or releasing of advertisement. This enables to find out errors in the advertisements which can be timely corrected. It also elaborates various post-testing methods of advertising effectiveness after publishing or releasing of advertisement. This enables to find out whether the ad message reached to target audience or not and accordingly improvisation can be done in the future advertisements.

4.12 EXERCISE

State whether the following statements are True OR False

1. Advertising copy refers to the textual element in the ad.
2. Logo acts as a corporate signature.
3. Layout means arranging the elements of an ad.
4. Storyboards are used in television ads.
5. Pre-testing helps in finding out any grammatical and conceptual error in advertising copy.
6. Pre-testing of advertising campaigns undertaken before launching of advertising campaign.
7. Informal balance is one where the elements of the ad are placed at random.
8. Logo is used to sum up the advertising message.
9. Institutional copy highlights the products manufactured by the company.
10. Jingles are used in print ads.
11. Recall test is a pre-testing method of testing advertising effectiveness.
12. Every ad must have a headline.

(1 to 7 are True and 8 to 12 are False)

DEFINE/EXPLAIN THE FOLLOWING TERMS

- 1) Advertising Copy
- 2) Illustration
- 3) Layout
- 4) Jingles
- 5) Pre-testing of advertising effectiveness
- 6) Post-testing of advertising effectiveness

ANSWER IN BRIEF

1. Explain the term ad copy. What are the essentials of copywriting?
2. Write a note on jingles and music in advertising.
3. Describe the concept of story board in detail.

4. What are the principles of layout in advertising?
5. Explain different pre-testing methods of evaluation of advertising.
6. Explain different post-testing methods of evaluation of advertising.

4.13 REFERENCES

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