

ADVERTISING
THE ART OF ATTRACTING
STRANGERS

THE AUTHORS

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—The Art of Attracting Strangers

**ANURAG HAZARIKA
AND
CHRISTIAN ATOGHO**



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PREFACE

A modern human being lives in a world governed by different brands of goods and services consumption which literally become a religion of our time. This ideology is created through various promotional techniques designed to convince us that if we consume certain products, our life will be better, happier and more successful. Nowadays everyone is influenced by advertising and we do not even realize how it affects us.

Writing in an approachable, conversational style, the authors provide an understanding of the benefits of advertising, its role in the economy and, even more so, acknowledge that advertisements are not only about selling but also about effectively communicating a message.

The creative and conceptual approach towards the communication process is discussed, and insight is presented into the dynamics within the industry and the different stakeholders involved, while recognizing how different creative elements in advertisements are consciously selected to make them appealing. It also presents a general characteristic of advertising and its mission and describes the basis of promotional activities as well as how to evaluate the effectiveness of advertising campaigns.

This book is for undergraduate and postgraduate students studying Advertising, Brand Management, Marketing Communications and Media Planning. Most importantly, this book is for anyone expecting to make something happen by

using words, pictures, stories, or music. Please enjoy the book as much as we enjoyed bringing it to you.

**ANURAG HAZARIKA
AND
CHRISTIAN ATOGHO**

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1

INTRODUCTION TO ADVERTISING

The word advertising is a Latin word which means “to turn attention of people to a specific thing.” It is a paid publicity. According to Oxford Dictionary the word ‘to advertise’ means ‘to make generally or publicly known’, describe publicly with a view to increasing sales.

Advertisement has become an integral part in today's marketing scenario. In earlier times, advertisement was not given as much emphasis as it is being given today. The Institute of Practitioners in Advertising defines the term as: “advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost”.

Therefore Advertising can be defined as the dissemination of information concerning an idea, product or service to induce action in accordance with the intent of the advertiser. According to William J. Stanton, “Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization.”

Advertising presents and upholds the ideas, commodities and services of a recognized advertiser, which provides as a communication link between the producer and the potential buyers. It gives the information to the would-be buyers who are interested in seeking the information about a product and

the manufacturer. Advertising may be taken as the most efficient means of reaching people with product information. Advertising presents a mass persuasion apart from disseminating information to the prospective buyers about the product and the producer. While creating awareness and popularity, it seeks to persuade. It is a more effective and extensive and less expensive way of creating contacts.

1.1 FEATURES OF ADVERTISING

American Marketing Association has defined advertising as “any paid form of non-personal presentation and promotion of ideas goods and services of an identified sponsor”. This definition reveals the following features of advertising:

1. **It is a paid foam of communication:** Advertisements appear in newspapers, magazines, television or cinema screens because the advertiser has purchased some space or time to communicate information to the prospective customers.
2. **It is non-personal presentation of message:** There is no face-to-face direct contact with the customers. That is why; it is described as non-personal salesmanship. It; is a non-personal form of presenting products and promoting ideas and is complementary to personal selling. It simplifies the task of sales-force by creating awareness in the minds of potential customers
3. **The purpose of advertising is to promote idea** about the products and service, of a business. It is directed towards increasing the sale of the products and services of a business unit.
4. **Advertisement issued by an identified sponsor:** Non disclosure of the name of the sponsor in propaganda may lead to distortion, deception and manipulation. Advertisement should disclose or identify the sources of opinions and ideas it presents.

1.2 OBJECTIVES OF ADVERTISING

The fundamental purpose of advertising is to sell something –

a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are listed below:

- To introduce a new product by creating interest for it among the prospective customers.
- To make an immediate sale.
- To build primary demand
- To build brand recognition or brand insistence.
- To help salesman by building an awareness of a product among retailers.
- To create a reputation for service, reliability or research strength.
- To increase market share.
- To enhance the goodwill of the enterprise by promising better quality products and services.
- To warn the public against imitation of an enterprise's products.
- To support personal selling programme. Advertising maybe used to open customers' doors for salesman.

1.3 FUNCTIONS OF ADVERTISING

Advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It performs the following functions:

- **Promotion of Sales.** It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets.
- **Introduction of New Product.** It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.

- **Creation of Good Public Image.** It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.
- **Mass Production.** Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.
- **Research.** Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.
- **Education of People.** Advertising educate the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.
- **Support to Press.** Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network.

1.4 MPORTANT PLAYERS IN ADVERTING

If you consider advertising to be a game then it is played among

five key players. They are: the advertisers, the advertising agencies, the support organizations, the media and the consumers. In a nutshell, advertising business can be described as follows - Advertisers who often use advertising agencies who, assisted by support organizations, plan, produce and place the advertisements in the media (generally mass) to potential consumers.

1. Advertisers

Advertisers are a varied lot. They could be manufacturers, marketers, retailers, wholesalers, service organizations, institutions, parties, persons, governments etc. They have something to promote -products, services, plans, projects, ideas, places, policies etc.

2. Advertising Agencies

Advertising agencies are intermediaries who are independent of other players. Agencies employ creative and business talents who plan, produce and place the advertisements in media. They work for the clients. Advertising agencies vary in size -from one person to thousands of people-, in organizational structure, type of work done and in many other regards.

Ad agencies are often helped by support organizations. Agencies seek help from freelance writers, designers, photographers, musicians, film directors, etc. They also are helped by research and production organizations.

3. Advertising Media

Over the years the various mass media including news papers, magazines, radio, television and to some extent films have become part and parcel of the advertising world. Some mass media like radio, TV etc. are solely dependent on advertising revenues for their very survival. Advertising also uses other media like the transit vehicles. There are media exclusively used for advertising like the outdoors, the printed publicity materials etc. The various media reach a variety of people in different geographical locations. The demographic reach of various media is also different. The advertising agencies try to

reach their prospective or potential consumers by choosing the appropriate media.

4. Consumers

And finally there are the consumers. With mass production, the consumers now have ample choice. With increased income and surplus expendable money, the consumers are choosy about what they need & want. So marketers try their best to woo more and more consumers by offering them what they (consumers) want. They try to reach the consumer by bombarding highly persuasive advertising through various media.

1.5 DIFFERENT CLASSIFICATIONS OF ADVERTISING

Advertising intends to persuade an audience (viewers, readers or listeners) to purchase or take some action upon products, ideals or services. It includes the name of a product or service and how that product or service could benefit the consumer, to persuade a target market to purchase or to consume that particular brand. These advertisements serve to communicate an idea to the public in an attempt to convince them to take certain action, such as encouraging environment friendly behaviors, and even unhealthy behaviors through food consumption etc. To advertise is to draw the public's attention usually for the purpose of selling products, or services, through the use of various forms of media, such as print or broad cast and notices.

Advertising is not only used as a means to promote a company's products and services and to drive sales but as a means to build a brand identity and communicate changes of new product /service to the customers. Advertising has become an essential element of the corporate world and it is also the best known mass communication channel. Advertising provides a direct line of communication to the existing and prospective customers about the product or service.

1.5.1 Classification Based on the Media Used

Any medium can be effectively used for advertising. Based on

this criterion, there can be several branches of advertising. Mentioned below are the various categories or types of advertising:

(a) Print Advertising: News papers, Magazines, Brochures, Fliers

The print media have always been a popular advertising medium. Advertising products through news papers and magazines is a common practice. In addition to this, print media also offers options like promotional brochures and fliers for advertising purposes. The news papers and magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/ middle page), as well as the readership of the publications. The price of the print advertisements also depends on the supplement in which they appear.

(b) Outdoor Advertising: Bill boards, Kiosks, Trade Shows and Events

Outdoor Advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customer outdoors. The most common examples of outdoor advertising are bill boards, Kiosks, and also several events and trade shows organized by the company. The Bill board advertising has to be really terse and catchy in order to grab the attention of the passersby. The Kiosks not only provide an easy out let for the company products but also act as an effective advertising tool to promote the company's products. Organizing several trade shows and events by the companies or sponsoring them, also makes an excellent advertising opportunity.

(c) Broad cast Advertising: Television, Radio, and the Internet

Broad cast Advertising is a very popular advertising medium that constitutes several branches like television, radio or the internet. Television advertisements have been very popular ever since they have been introduced. The cost of television

advertising often depends on the duration of the advertisement, the time of broad cast (peak time/prime time) and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media, but the radio remains to be the choice of small scale advertisers. The radio jingles have been very popular advertising media and has a large impact on the audience.

1.5.2 Classification Based on Geographic Area

Marketers advertise to the consumer market with national and retail/local advertising which may stimulate primary or selective demand.

(a) Global Advertising

International advertising is conceived as a response to global marketing enabling the agency to channelize advertising from transnational corporations into transnational media. The same product brand that was once sold nationally can now be sold to the whole world backed by the same advertising. E.g. Coke has been using the same standardized advertising in all countries. Pepsi adopts the common theme to the national culture.

(b) National Advertising

National advertising is done by large companies on a nationwide basis or in most regions of the country. Most of the advertisements of well known companies and brands that are seen on prime -time television or in other major national or regional media are examples of national advertising. The goals of national advertisers are to inform or remind consumers of the company or brand about its features, benefits, advantages, or uses and to create or reinforce its image so that consumers will be predisposed to purchase it.

(c) Retail/Local Advertising

Advertising is done by retailers to local merchants to encourage consumers to shop at a specific store, or use a local service or

patronize a particular establishment. Retail or local advertising tends to emphasize specific patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment. Retailers are concerned with building store traffic, so that their promotions often take the form of direct action advertising designed to produce immediate store traffic and sales.

1.5.3 Classification based on Target Audience

(a) Consumer Advertising

A very substantial portion of total advertising is directed to buyers of consumer's products who purchase them either for their own use or for their household's. The fact that the buyer of consumer items are generally very large and are widely distributed over a large geographical area enhances the importance of advertising as a marketing tool. The preponderance of such advertising can be seen by looking into any general print media, such as news papers, magazines etc. These advertisements are intended to promote the sale of the advertised products by appealing directly to the buyers/consumers. Such advertising is called consumer advertising.

(b) Businesses-to-Business Advertising

Advertising targeted to individuals, who buy or influence the purchase of industrial goods or services for their companies is known as business-to- business advertising. Industrial goods are products that either become a physical part of another product(raw material or component parts), or are used in manufacturing other goods(machinery), or that are used to help a company conduct its business (e.g. office supplies, computers) business such as insurance, travel services, and health care are also included in this category.

(c) Professional Advertising

Advertising targeted to professionals such as doctors, lawyers, dentists, engineers, or professors to encourage them to use a company's product in their business operations. It might also

be used to encourage professionals to recommend or specify the use of a company's product to the end-users.

(d) Trade Advertising

Advertising targeted to marketing channel members such as wholesalers, distributors, and retailers are regarded as trade advertising. The goal of trade advertising is to encourage channel members to stock, promote, and resell the manufacturers branded products to their customers.

(e) Industrial Advertising

Advertisements directed towards industrial users (buyers of raw materials, component parts, machineries etc) are regarded as industrial advertising. i.e. consumers who purchase goods for their industrial use and advertisements directed towards these consumers are known as industrial advertising.

(f) Agricultural Advertising

Advertisements targeted towards the farmers for the purchase of seeds, tractors, and other agricultural implements are regarded as agricultural advertising.

1.5.4 Classification based on Purpose

(a) Product or non-product

A product is a thing or service for which customers will exchange something of value. The purpose of product advertising is to sell the advertisers goods or services. Services are intangible products. They include financial, legal, medical and other recreational services. Non-product advertising constitutes institutional or corporate advertising in which the advertiser tries to polish its image or influence public opinion about an issue. Here the aim is not to sell something, but just to let the public know that such an organization exists.

(b) Commercial or Non-commercial

Commercial Vs Non-commercial advertising is very easy to

understand. If the idea of advertising is to make profits then it is commercial advertising. If the idea of advertising is not to make profits then it is non commercial advertising. Most of the advertisements we see are commercial.

(c) Primary-Demand and Selective-Demand advertising

Primary demand advertising stimulates the need for a particular category of products and the aim is not to sell one brand. Diamonds forever was used to arouse the need for diamonds and not to sell the brand of De Beers. Once the need for particular category is established, selective demand advertising comes into picture. These advertisements concentrate on a particular brand of a product and try to promote it. De Beers, after it made diamond jewellery popular, went on for selective demand advertisements.

(d) Direct Action or Indirect Action Advertising

Sometimes advertisements are designed to get the audience response immediately. These types of advertisements are called direct-action advertisements. Typically these types of advertisements carry a toll free number and sales promotion incentives. Indirect-action advertising is done primarily to build awareness of the product.

1.5.5 Classification Based On Function

Advertising performs some functions. (A) It can inform the customers about a product, service, or idea. (B) It can persuade the consumers to buy products, services, and ideas. (C) It can remove cognitive dissonance from the minds of the customers to reinforce the feeling that they have bought the best product, service, or idea and their decision is right. (D) It can remind existing customers about the presence of the product, service, or idea in the market till now. (E) It can dissuade the public at large from buying certain products or services that are harmful for them.

Let us discuss some important types of advertising based on the functional aspect of advertising.

- **Informative Advertising** creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products.
- **Persuasive Advertising** tries to convince customers that a company's services or products are the best, and it works to alter perceptions and enhance the image of a company or product. Its goal is to influence consumers to take action and switch brands, try a new product, or remain loyal to a current brand. Example: "Buy one, get one free".
- **Reminder Advertising** reminds people about the need for a product or service, or the features and benefits it will provide when they purchase promptly.
- **Negative advertising** This type of advertising dissuades target audience from purchasing such products and services which would not only harm them but also the society in general. Examples: Advertisements of various civic authorities against alcohol, tobacco, and narcotics.

1.5.6 Other types of Advertising

(a) Covert Advertising

Covert Advertising is the inclusion of a product, brand name or the name of the firm in a movie for increasing memorability of the brand and instant recognition at the point of purchase. It is an advertising technique in which the companies pay a fee or provide service in exchange for a prominent display of their product.

(b) Surrogate Advertising-Advertising Indirectly

Surrogate Advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisements for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other

products that might have the same brand name which indirectly remind people of the cigarettes or beer bottles of the same brand.

(c) Public Service Advertising-Advertising for social causes

Public Service Advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant message about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising field for a social cause. Today public Service Advertising has been increasingly used in a non-commercial fashion in several countries across the world in order to promote various social causes.

(d) Celebrity advertising

Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consists of all sorts of advertising including, television and print advertisements. Though the audiences are getting smarter and smarter and the modern day consumers are getting immune to the exaggerated claims made in a majority of advertisements, there still exist a section of advertisers who still bank upon celebrities and their popularity for advertising their products.

1.6 UNDERSTANDING THE ADVERTISEMENT PROCESS

The advertisements that we see in the newspapers, magazines, and roadside hoardings or watch on television or on the internet involves a lot of work. An advertisement goes through different stages from its initial planning stage to its execution. In addition, it also involves groups of people specialized in different fields. For example, experts of management, copyediting, creative writing, photography, videography, acting, etc.

Following are the fundamental stages to develop and execute an ad –

<i>Stage</i>	<i>Work Performed</i>
Beginning Stage	● Idea briefing to an Ad Agency· ● Internal discussion· ● Market research relevant to ad (to find competitors, customers' behaviors, & target audiences)· ● Media selection (print, electronic, or outdoor)· ● Setting budget
Development Stage	● Designing and creation of Ad (creative/copy writing, filming, etc.)· ● Internal review/editing· ● Presentation to client and taking his final approval· ● Final production of ad· ● Pre-testing· ● Approval from the concerned authority· ● Fixing the time and place to release the ad.
Execution Stage	● Media Scheduling and media booking· ● Handing over to media to make it live
Post Execution	● Media release monitoring· ● Judging the performance· ● Noting customer's review· ● Market response

1.7 MODERN ADVERTISING METHODS

Advertising and marketing have become an essential part of the business world. If a person has a good product or an efficient service to offer, he has to master the art of selling it. Some advertising agencies stick to conventional advertising methods; most of the leading players are resorting to fresh and modern advertising methods. There is a new cult of modern

advertisers who are experimenting with ideas that are truly modern and innovative. Newspaper advertisements and colored fliers are so old-fashioned. It is the era of saying hello to instant, quick, smart and out-of-the box ideas instead of associating advertising with the newspaper advertisements, television advertisements and radio advertisements.

There are different types of advertising and advertising techniques that are available for promoting products and services. However, here are some of the latest and hottest trends in advertising that are gaining popularity. Advertisers are looking for new types of advertising appeals that they can target. Many of the new-age advertising methods are a result of the advent of the Internet, while some of the trends are just novel ideas that have transformed mundane advertising media into brilliant and witty advertising methods. Internet advertising is a vast concept and it entails several sub-types, many of which have been recently introduced. Email advertising is one of the earlier trends, while the new ones include banner advertising, pixel advertising, blog advertising, keyword advertising and contextual advertising. The following are some of the most widely used modern advertising methods:

1. Web Banner Advertising

Unlike the billboard advertising which is used on roads, a similar type called banner advertising is used on the web. The horizontal advertisement strips that are seen at the top of almost every web page are nothing but the web banner advertisements. Web banners are usually constructed using images, or JavaScript, or any other multimedia objects and animation. Web banners are usually linked to web pages that are related to the content on the existing web site.

2. Bandwagon Advertising

This is a propaganda advertising technique, which aims at convincing the user that everyone else is using the products or everyone in the customer base, is in favor of the brand and so he/she must do so. This compels the consumer to at least think about buying that product and check what everyone else

is raving about and in turn 'jump on the bandwagon'. Bandwagon advertising is a strategy that is based on consumer psychology and hence, is an effective advertising technique which can be used via any media print, electronic, or broadcast.

3. Promotional Advertising

Promotional advertising involves the use of promotional give-away items or promotional media events, which help to garner public attention and an effective way of advertising. Handing out promotional freebie is a modern advertising technique that is innovative and very effective.

4. Testimonials and Endorsements

An endorsement from a celebrity or a public figure is reason enough for certain customers to try a particular product. Such testimonials or endorsements are a great way to advertise particular products and services. Another evolved version of testimonial and endorsement is a new type called covert advertising which involves the use of brand names or actual products in movies or television shows.

5. Contextual Advertising

Contextual advertising is a very specifically targeted form of Internet marketing in which the advertisements are selected by automated systems based on the content being viewed by a particular user. The automated system scans the text of a website for keywords and sends advertisements that match the content which the user is viewing. Many search engines also make use of contextual advertising for displaying advertisements on the search result pages, that the advertisements match the things that the user is looking up on the web. Google AdSense was the first 74 contextual advertising ventures. After Google started this trend, there were many others like Yahoo! and Microsoft who followed suit.

6. Keyword Advertising

Keyword advertising refers to any advertising that is linked to specific words or phrases. Keyword advertising is also known

as pay per click advertising or cost per action advertising. Although Yahoo was the first company to venture into keyword advertising, it is Google Ad words program which is now most popular for its keyword advertising. Some of the popular search engines, which are into keyword advertising, include Yahoo! Search Marketing, Microsoft ad Center, Miva and Look Smart.

7. Blog Advertising

Blog advertising is simply placing advertisements on one's blog. This has existed as long as blogs have existed. It consists of running banners and text advertisements on the top, sidebar and footer of one's blog. Owing to the tremendous popularity of blogs, advertisers have wisely used blogs as effective advertising and marketing tools. Corporate blogs are an excellent way for companies to reach out to their customer base on the Internet. Advertising blogs often make use of Search Engine Marketing techniques which ensure better results on the web.

8. Bathroom Advertising

Bathroom advertising is nothing but placement of advertisements in public restrooms. A research was carried out, in which a test group of people visiting a restroom were asked whether they noticed the advertisements in there, and surprisingly, a major percentage of the groups were seen to have a high retention of the advertisements. This led to the conclusion that people visiting the restroom are a good target audience. Bathroom advertising is soon catching up as an effective advertising tool.

9. Mobile Advertising

Most of the time, advertisers have a data of mobile numbers of their existing customer base as well as a list of phone numbers of people who might be potential customers. An advertising message will be sent to these mobile numbers which is nothing by the mobile advertising. And on the mobile phone these advertising messages rarely goes unnoticed and hence, qualifies as an effective marketing or advertising tool. It is now

a fact that mobile advertising or cell phone advertising is one of the most effective ways of advertising.

1.8 MARKETING VS. ADVERTISING

You will often find that many people confuse marketing with advertising or vice versa. While both components are important they are very different. Knowing the difference and doing your market research can put your company on the path to substantial growth.

Let's start off by reviewing the formal definitions of each and then we move into the explanation of how marketing and advertising differ from one another:

Advertising: The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.

Marketing: The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

After reading both of the definitions it is easy to understand how the difference can be confusing to the point that people think of them as one-in-the same, so let's break it down a bit.

Advertising is a single component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the service you are offering. It involves the process of developing strategies such as ad placement, frequency, etc. Advertising includes the placement of an ad in such mediums as newspapers, direct mail, billboards, television, radio, and of course the Internet. Advertising is the largest expense of most marketing plans, with public relations following in a close second and market research not falling far behind.

The best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you

have slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Advertising only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal. Marketing is a process that takes time and can involve hours of research for a marketing plan to be effective. Think of marketing as everything that an organization does to facilitate an exchange between company and consumer.

1.9 DIFFERENCE BETWEEN ADVERTISING AND PUBLICITY

Advertising differs from publicity in regard to the following points

1. **Paid/non-paid from:** Advertisement is a paid form of communication. Its cost is borne by the advertiser but publicity is any non-paid mention of an organization or its ideas or products in the news Media. Publicity cannot be purchased in the usual sense of the term. Any institution can come to the attention of the public by being newsworthy. It has not to pay anything for the publicity, but has to supply the necessary information to the news media.
2. **Identification of sponsor:** Advertisement is issued by an identified sponsor. Publicity does not need an identified sponsor
3. **Control over message:** In advertising, the advertiser exercises control over the type, size, duration, and frequency of the message but in case of publicity, the control lies with the publicity media.

1.10 DIFFERENCE BETWEEN ADVERTISEMENT AND PERSONAL SELLING

The points of distinction between advertisement and salesmanship are listed below;

1. **Personal/Non-personal form:** Advertising is a non-personal form of communication. There is no contact

between the advertiser and the buyer. But salesmanship means personal selling. The salesman has face-to-face contact with the buyer.

2. **Mass vs. Individual communication:** Advertising is mass communication. It is addressed to a large number of people. But salesmanship is individual communication. The impact of salesmanship is visible on the buyer who comes into contact with the salesman.
3. **Purpose:** Advertisement may aim at enhancing the goodwill of the advertiser. It may have no immediate purpose to sell the goods or services. But salesmanship always aims at effecting sales.

1.11 ADVANTAGES AND DISADVANTAGES OF ADVERTISING

As a method of marketing communication, advertising has both advantages and disadvantages. In terms of advantages, advertising creates a sense of credibility or legitimacy when an organization invests in presenting itself and its products in a public forum. Ads can convey a sense of quality and permanence, the idea that a company isn't some fly-by-night venture. Advertising allows marketers to repeat a message at intervals selected strategically. Repetition makes it more likely that the target audience will see and recall a message, which improves awareness-building results. Advertising can generate drama and human interest by featuring people and situations that are exciting or engaging. It can introduce emotions, images, and symbols that stimulate desire and it can show how a product or brand compares favorably to competitors. Finally, advertising is an excellent vehicle for brand building, as it can create rational and emotional connections with a company or offering that translate into goodwill. As advertising becomes more sophisticated with digital media, it is a powerful tool for tracking consumer behaviors, interests, and preferences, allowing advertisers to better tailor content and offers to individual consumers. Through the power of digital media, memorable or entertaining advertising can be shared between friends and go viral—and viewer impressions skyrocket.

The primary disadvantage of advertising is cost. Marketers question whether this communication method is really cost-effective at reaching large groups. Of course, costs vary depending on the medium, with television ads being very expensive to produce and place. In contrast, print and digital ads tend to be much less expensive. Along with cost is the question of how many people an advertisement actually reaches. Ads are easily tuned out in today's crowded media marketplace. Even ads that initially grab attention can grow stale over time. While digital ads are clickable and interactive, traditional advertising media are not. In the bricks-and-mortar world, it is difficult for marketers to measure the success of advertising and link it directly to changes in consumer perceptions or behavior. Because advertising is a one-way medium, there is usually little direct opportunity for consumer feedback and interaction, particularly from consumers who often feel overwhelmed by competing market messages.

ADVERTISING THEORIES AND MODELS

The switch from printed ads to the digital technology driven ads in the 21st century has been rapid and flamboyant. The figure of advertising channels has expanded in the last decade, and presently ads are everywhere. When advertising is fruitful, it has a direct impact on sales and brand awareness. Advertising has to be innovative, expressive, and inspiring for people to pay attention to it, which integrates delivering messages and showcasing videos that will give an edge to your advertisement in comparison to the other advertisements out there. Advertising has various objectives including communicating with potential customers and prompting them to purchase a particular product.

2.1 THEORIES OF ADVERTISING

The advertising theories illustrate how and why advertising is effective in influencing the customers' behaviour and accomplishing its objectives. There are various theories on advertising and most of them propagate that the success of advertising is controlled by the main practices being carried out which include frequent brand exposure and repetitive advertising.

The figure 2.1 illustrates the various theories of advertising.



1. The Mediation of Reality

Advertisements are successful when they are integrated with other media and environments in which they are completely submerged. It is advocated that it is not the content of the ad that makes them persuasive, but the incorporation of media to amalgamate actions and fictions. The media defines the excitement and addiction by expanding and strengthening neutral responses.

Example: In a GUESS advertisement, Paris Hilton steps down the helicopter escorted by a helper or a boyfriend rolled into one. Paris Hilton manifests the expression of wealth and glamour, playing her private life out in public as a governess, model, and reality TV star. The ad blurs the boundaries between reality and a dream.

2. Shifting Loyalties

Ads mirror changing loyalties. Although ads create intense brand

loyalty, they also prompt customers to shift their loyalties and to disown their current loyalties for a relatively new brand in the market.

Studies show that the ads have changed a lot from the 1950s to the 1960s. The presentation and message of most ads were found to encompass the anti-authoritarian hippie-culture, which had always been planned and distributed by huge corporations persuading the status quo and capital interests.

Example: Changing consumer loyalties from Colgate, a brand which one has been using since ages to Close-up after watching an exciting ad on television which revealed advantages of using close-up as healthier gums and whiter teeth.

3. The Magic of the Meaning

Advertisements carry a strong message with a meaning instilled in them. Ads touch our values, emotions, and the underlying beliefs. In 1962, a cultural theorist Raymond Williams explained how advertising had swept the goal of selling goods and is more associated with teaching social and personal values, which is promptly entering politics too. Advertisements are organized magic's that hide the real intention of the selling house, which is to sell a product to make profits.

Example

- Insurance companies sell their retirement plans, showing the benefits they provide in your retirement.
- Women's Horlicks formula known to help calcium reach the bone.

4. The Hidden Message

Certain ads misrepresent and misguide the consumers. Packard declared that advertising is threatening since it uses psychology to form emotionally loaded messages and as the messages are hidden, the viewer's critical resilience is dodged

and minimized. This approach clearly states how critical thinking of the potential consumers can be manipulated with ads.

Example: A dentist may be employed in an ad that advocates and encourages the public to use a particular toothbrush or a toothpaste advertisement because he uses the same. The belief system imbibed here is that the public will buy and use the product of a particular brand just because the dentist himself is using and advising.

5. Imitative Desire

Advertisements tend to act upon the prospect's mind. It's been observed by some theorists that people usually have the desire of becoming others, especially when the other person is famous, beautiful or powerful. But the reality is it's impossible for someone to become like another. However, this impossibility keeps the desire alive in all of us. The soul of the ritual is that people work in communities through imaginative projection towards others.

Example: In an XYZ ad, which is an ad for a bookstore, the ad suggests that books work as an escape from reality; they help you step into fairytale land and disguise ourselves as others. Similarly, chances of us buying LUX soap because some celebrity is showcased in the ad compels us to believe that the secret of her beauty is the soap and prompts a purchase action from the consumer's end.

All the above theories have their merits and demerits. Criticism intends to improve understanding, clarify values, and to narrow the space between what we are doing and what we want to do. Advertising is a completely adaptable tool with no boundaries that can serve the revolution as well as a corporation. It is important that the customer not just focuses on the message of an ad, but also understands the media and environments in which the messages are relayed.

2.2 RESPONSE HIERARCHY MODELS

The Response Hierarchy Models explains the consumer responses and behaviour to the advertising process. The

Models provide a complete understanding of the responses of a customer through all stages of his path from unaware of the product to the purchase action.

The section throws light on the five main Models of Response Hierarchy that explain the consumer behaviour across three awareness stages- Cognitive Stage, Affective Stage and Behavioral Stage. The five Response Hierarchy Models are as follows

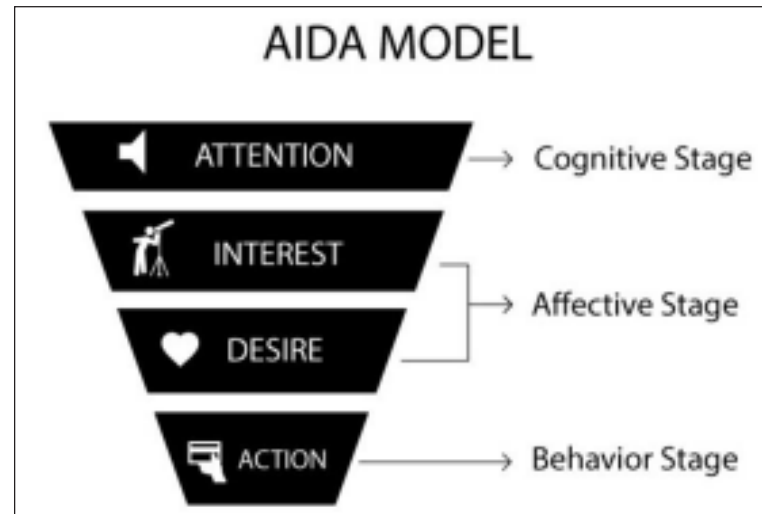
- AIDA Model
- Hierarchy-of-Effects Model
- Innovation-Adoption Model
- Information Processing Model and
- Operational Model

Stages	AIDA Model	Hierarchy-of-Effects Model	Innovation-Adoption Model	Information Processing Model	Operational Model
Cognitive Stage	Attention	Awareness ↓ Knowledge	Awareness	Presentation ↓ Attention ↓ Comprehension	Non-Evaluative Thinking
Affective Stage	Interest ↓ Desire	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation	Yielding ↓ Retention	Evaluative Thinking
Behavior Stage	Action	Purchase	Trial ↓ Adoption	Behavior	Action

2.2.1 AIDA Model

The phrase **AIDA** stands for **A**ttention, **I**nterest, **D**esire, and **A**ction. The AIDA model is used in advertising to define the stages that exist from the time when the consumer first becomes aware of the product or the brand to when the consumer purchases a product. The AIDA model is one of the most established models amongst all the Response Hierarchy

Models. The organizations employ the AIDA Model to obtain the necessary response from the targeted consumers through advertisements. This model can be operated successfully to stimulate the different emotions of the customers.



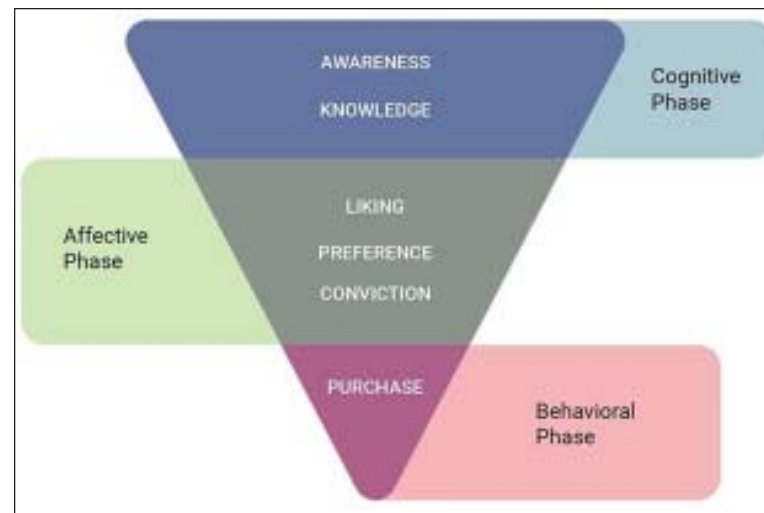
- **Attention:** This is the awareness stage of the model where the consumer becomes aware of a brand or a product mostly through advertisements.
- **Interest:** This is the stage when the consumer shows some interest in the product after understanding its benefits and learns how well the product actually fits into his lifestyle.
- **Desire:** This is the third stage of the AIDA model when the consumer desires to own the product. He develops a favourable disposition towards the product.
- **Action:** This is the final step of the model where the consumer finally takes favorable to satiate his desire. In this stage, he takes a purchase decision and buys the product that is being advertised.

In the AIDA model, the awareness of a brand or a product takes place in the Cognitive stage, the potential consumers develop an interest and desire to purchase the product in the

Affective stage, and the purchase action actually materializes in the last stage called the Behavior stage.

2.2.2 Hierarchy-Of-Effects Model

Hierarchy of effects model was designed by Robert J Lavidge and Gary A Steiner in 1961. This advertising communication model describes that there are 6 phases from the phase where the customer views the product to the purchase phase. The job of an advertisement is to prompt the customer to endure all the six stages of the Hierarchy-of-Effects Model, namely the **A**wareness, **K**nowledge, **L**iking, **P**reference, **C**onviction, and **P**urchase.



- **Awareness:** This is the elementary stage of the model when the customer becomes aware of the product or a brand. This is a very crucial step, as there is no surety about the customer's viewership or the awareness of the product. Consumers may view various advertisements, but the chance of a customer registering the advertisement in his mind depends upon the intensity and the impact your advertisement made on the target consumers.

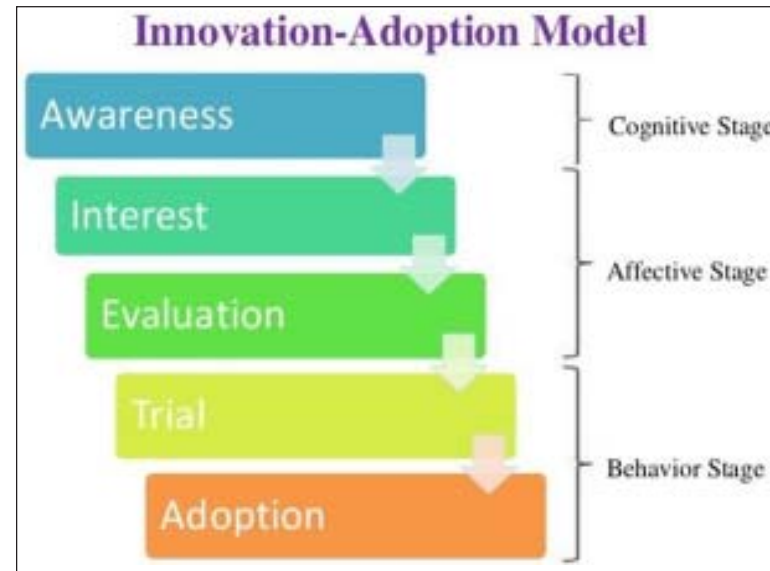
- **Knowledge:** The customer starts collecting the required information about the product in this phase. He slowly tries to understand the benefits associated with the product through the internet, retail advisors or through people who have already used the product. Consumers may easily switch to the competitors brand when they are unable to collect the required information. Therefore, it is the responsibility of the advertiser to make sure that the product information is easily available.
- **Liking:** This is a stage when the customer develops a liking for the product. Here the advertiser's responsibility is to highlight the product features to further promote the brand or a product.
- **Preference:** This is the fourth phase of the Hierarchy-of-Effects Model. During this phase, the customer is clear about the product qualifications and he is sure about his brand choices. Here the advertisers need to constantly reinforce the positive aspects of their brand.
- **Conviction:** In this stage, the customer would have made up his mind to buy the product. The advertiser's responsibility here is to guide the customers to choose their brand.
- **Purchase:** This is the last stage of the hierarchy of effects model in which the actual purchase of the product takes place.

In the Hierarchy-of-Effects model, the awareness and the knowledge phases fall under the Cognitive stage. Evaluation of the customer liking, preference, and conviction fall under the Affective stage and the actual purchase behaviour takes place in the Behavioral stage.

2.2.3 Innovation-Adoption Model

Innovation-Adoption Model was developed by Rogers in 1995. He postulated various stages in which a target customer sails through from the stage of incognizance to purchase.

The 5 stages of the Innovation-Adoption Model are: Awareness, Interest, Evaluation, Trial, and Adoption.



- **Awareness:** This is the primary stage of Innovation-Adoption Model. This is a stage where the consumer becomes aware of a brand or a product mostly through advertisements.
- **Interest:** This is the second phase of the Innovation-Adoption Model. This is a stage in which the information about the brand or a product multiplies in the market and triggers the interest of the potential buyers of the product to gain more knowledge and information about the product.
- **Evaluation:** Evaluation is the third stage of the Innovation-Adoption Model that supplements the necessary information regarding the product to the consumers. In this stage, the consumers evaluate and try to gain a deeper understanding of the product that stimulated interest in them.
- **Trial:** In this stage, the customers try the product before making the final choice to purchase the product.

- **Adoption:** Adoption is the final stage of the Innovation-Evaluation Model. In this stage, the customer accepts the product, makes a purchase decision and finally purchases the product.

In the Innovation-Evaluation Model, the Awareness happens at the Cognitive Stage, developing an interest and evaluation phases fall under the conviction phase, and the trial of the product and the actual adoption fall in the Behavioral phase.

2.2.4 Information-Processing Model

The Information-Processing Model is a structure used by cognitive psychologists to define the mental processes. This model links the human thought process to the computer functions. It signifies that the human mind, like the computer takes in information, organizes, and stores the information to be repossessed later. It claims that just like the computer possesses an input device, a processing unit, a storage unit, and an output device, the human mind also has a parallel framework. The Information-Processing Model comprises of 6 stages namely the **P**resentation, **A**ttention, **C**omprehension, **Y**ielding, **R**etention and the **B**ehavioral stage.

- **Presentation:** The presentation is the fundamental stage in the Information-Processing Model. This is the awareness phase where the consumer becomes aware of his needs and seeks a product to satiate his needs.
- **Attention:** This is the second stage of the Information-Processing Model, where the product seizes the attention of the potential customers.
- **Comprehension:** In this stage of the Information-Processing Model, the consumer compares and evaluates various products of different brands accessible in the market to ascertain the product that actually meets his requirement.
- **Yielding:** This is a stage in which the customer figures out what exactly he wants and the brand and its product that balances his needs to its specifications.

- **Retention:** This is the fifth stage in the Information-Processing Model. This is the stage in which the customer remembers the key features and attributes, the benefits and all the positive aspects of the products that he is seeking to purchase.
- **Behaviour:** This is the last stage of the Information-Processing Model in which the purchase action of a product of a particular brand takes place.

In the Information-Processing Model, the Presentation, Attention and Comprehension take place in the Cognitive stage, Yielding and Retention of information fall under the Affective stage, and the final Behavioral action takes place in the Behavioral stage.

2.2.5 Operational Model

Operational Model is a strategic framework that works by three activities namely the **Non-Evaluative Thinking**, **Evaluative Thinking**, and **Action**.

- **Non-Evaluative Thinking:** This is the first stage of the Operational Model. In this stage, the consumers are exposed to the different brands and the multiple products that they offer. This is the awareness stage which creates awareness among the potential consumers.
- **Evaluative Thinking:** Evaluative thinking is the second stage of the operational model. This is an evaluation phase wherein the potential customers evaluate different products and juggle the same with similar products of various brands to make that one choice amongst the various alternatives available.
- **Action:** The action is the last stage in the Operational Model. This is a stage wherein a consumer makes the final purchase decision and purchases the product.

In the Operational Model, Non-Evaluative thinking takes place in the Cognitive Stage, Evaluative Thinking falls under the Affective Stage, and the Action falls under the Behavioral Stage.

Nonetheless, we can conclude that irrespective of the type, character or the description of the models, the first stage of all of the above models is the awareness phase, followed by comprehension. Unless awareness is created and comprehension is developed, the message cannot be reinforced. Thorough understanding of these effects in relation to developing a strategic framework is crucial.

2.3 HISTORY OF ADVERTISING IN INDIA

Indian Advertising starts with the hawkers calling out their wares right from the days when cities and markets first began. Concrete advertising history begins with classified advertising. Ads appear for the first time in print in Hickey's *Bengal Gazette*, **India's first newspaper (weekly)**. To 'advertise' meant merely to 'inform' until the end of the eighteenth century, and the early newspapers and periodicals announced births, deaths, arrivals of ships from England, sale of household furniture, etc. some journals like the Bengal Journal (first published in 1785) even offered to print government advertisements free.

The front page of most such journals carried only advertisements. But before long persuasive copy began to replace mere information. This is evident from the appearance of punch lines such as 'superior to anything of the kind hitherto imported' and 'warranted to the first quality'. Discounts and special services also began to be offered by the beginning of the nineteenth century. Later, new products and services established themselves on the market through the advertisement columns of the newspapers and periodicals. The power of advertising increased rapidly with the growth in trade and commerce.

With the increasing impact of the industrial revolution on our country, the number of advertisements from British business houses rose sharply. '**Agents**' flourished at the time as space contractors, obtaining advertisements for newspapers and periodicals on a commission basis. Leading newspapers like 'The Statement' and 'The Times of India', which had their own advertising departments, offered their own

facilities to 'agents'. This was of great advantage to both the advertiser and the publisher, for the advertiser, it saved the bother of preparing a suitable layout for the advertisements, for the publisher, it assured a certain uniformity of standard in the advertisements appearing in its column. This practice was responsible for turning advertising into a distinct profession. These 'agents' were forerunners of the 'advertising agencies'.

2.3.1 Advertising in the early 20th century

Two main events responsible for growth of Indian advertising agencies were: the Swadeshi Movement (1907-1911), which gave rise to indigenous industries, and the second, was the installation of first rotary linotype machine by the *Statesman* of Calcutta in 1907.

In few years, other papers too installed the new machine, which made it possible to produce a cheap newspaper with a large national circulation. The first Indian Ad Agency, the Indian Advertising Agency, was launched around this time, and is still going strong. The main functions of these agencies were to secure advertisements and to get them published in the press. The major British agencies during this time were: Alliance Advertising Associates, Publicity Society of India, L.A. Stronach and Co, and others. They catered to the need of the affluent British and Indian elites living in the metropolitan cities. They rarely advertised Mass consumer items like tea and cigarettes.

During the war, press advertising was exploited to raise funds for the war effort. Ad Agencies established during this period-included Alliance Advertising Association Ltd, at Bombay, started by the British India Cooperation of Kanpur, to sell its manufactured goods. Mr. L.A. Stronach, the manager of Alliance, bought up the Bombay branch of the agency and started in 1922 his own agency, with a branch in London. It provided production and media services to advertisers (unlike the space-selling agencies) and so even manufacturers of competing products or brands had to use these services.

The Inter-War Years

During the inter-war years a few Indian agencies too sprang up, the most notable being the modern Publicity Co. in Madras, the Calcutta Publicity, and the Oriental Advertising Agency in Tiruchirapalli. The Vasudevea Publicity Service was started in Delhi to carry out outdoor publicity campaigns in Uttar Pradesh, Punjab and Delhi. In 1931, the first full-fledged Indian Ad Agency, the National Advertising Service, was established. Among the other Indian Agencies to be launched during this period were: New India Publicity Co. 1930, Paradise Advertising Agency of Calcutta (1928), the Indian and Eastern Newspapers Society (IENS), and others. The IENS was set up as a central organization of the newspaper owners of India, Burma and Ceylon. The society looked after the interests of newspaper publishing houses; an indirect effect of the formation of the IENS was the standardization of Ad agency practices. The IENS also sought to foster better publisher agency relationship.

The establishment of the Advertising Agencies Association of India (AAAI) in 1945, and the Audit Bureau of Circulation (ABC) in 1948 helped to bring some order to the competitive field. The AAAI came to be recognized as a representative body of the profession, with the authority to represent its interests and problems. The ABC gave some credibility to the claims of newspapers regarding their circulation.

Post-Independence Advertising

Following World War II and the Indian Independence, the British-owned agencies were sold to Indian business. Several agencies, however, retained an 'affiliate' status with the main branches of the agencies in London. They continue to enjoy this status even today, though American multinational agencies have replaced affiliation with British agencies.

At independence the advertising business was well on its way to growth and expansion. Partition did not touch the business at all. The introduction of multi-color printing, improved printing machines (like offset and web offset), and the development of commercial art gave the Ad business a

further leap. Agencies began to offer, besides space selling, many more services, such as artwork, organization of fairs and exhibitions, market research, public relations consultancies.

The phenomenal growth in the media, especially television and cable has given a boost to Indian advertising. Market research and readership surveys have led to the further professionalization of the business. Individual publishing houses like 'The Hindu and The Times of India' first conducted readership surveys. Now, National Readership Surveys (NRS) and Indian Readership Surveys (IRS) as well as regular Television Rating Points (TRP) measurements provide advertisers with statistical data on which to base their media plans.

UNDERSTANDING THE COMMUNICATION PROCESS

Communication is the key to success in any business. Whether you are trying to sell a product, answer a query or complaint or convince your colleagues to adopt a certain course of action, good communication often means the difference between success and failure. At best, imprecise language, clumsy sentences or long-winded 'waffle', whether in speech or writing, will give a poor impression of you or your business; at worst, what you are trying to say will be misunderstood or ignored. In contrast, clear, precise English will be enjoyable to read or listen to, and is likely to evoke the response you want.

The labour field is filled with jargon, words specific to your profession, but you will need to communicate with those outside the industry who understand little about what you do. Lastly, you will be judged by outsiders on your ability to communicate at a formal, business level. The words you speak, how you say them, and how neatly and accurately you write them all send out messages about your competency. You may be an excellent carpenter or bricklayer, but if you cannot express what you do, you will lose work. You need to develop your skills to read, write, speak and listen as you build your skills.

Communication is a process of transmitting and receiving verbal and non-verbal messages. It is considered effective

when it achieves the desired response or reaction from the receiver.

Effective communication is critical for a business to operate at their peak level, and to ensure that everyone is on the same page. Whether you are trying to sell a product, answer a query or complaint or convince your colleagues to adopt a certain course of action, good communication often means the difference between success and failure.

Communication can be oral or in written form. **Oral communication** involves conveying ideas, thoughts or information via a spoken language. In **written communication**, however, information is exchanged using written symbols, that is, via words and sentences. Written communication is the sharing and exchanging of written symbols between individuals or groups.

It is also the presentation of ideas in a coherent manner in written form. Written communication can take place via:

- Letters;
- Faxes;
- Email;
- Reports;
- Memos; and
- Advertisements.

You can acquire good writing skills through extensive reading, note-taking and listening. In order to communicate effectively via writing, you need to have a sound grounding in grammar and vocabulary so that you can present ideas, together with supporting details, in a unified and coherent manner.

3.1 THE ADVERTISING COMMUNICATION SYSTEM

Advertising is an audio-visual form of marketing that engages an open, non-personal message to promote a product or a service. Advertisers are mostly businesses looking for the promotion of their goods. Advertisements are communicated

through various mass media, such as newspapers, magazines, television, radio, and the internet. The actual presentation of a particular message in some medium is called advertisement.

Communication process refers to the interchange of information between two or more people. For the communication to triumph, both the parties must be able to exchange and understand the information. If the flow of information is obstructed or hindered for some reason, the communication process fails.

Advertising communication can be defined as a perception process of the source, a message, a communication channel, and a receiver. A receiver might sometimes become the source of information by communicating the message to family and friends. This kind of communication is called word-of-mouth communication, which involves social interactions between two or more people.

Advertising communication includes:

- Any material published using any medium or activity undertaken by or on behalf of the advertiser over which the advertiser has minimal control.
- Something that attracts the attention of the public in a way to promote directly or indirectly a product or a service.

It does not include:

- Labels or packaging on the products.
- Corporate reports including public affair messages in the press release and other media statements and annual reports.

3.2 ADVERTISING COMMUNICATION MODEL

The model explains the key factors in an effective advertising communication process. The sender must be aware of his target audience and the kind of responses he wants. They must be skilled enough to encode the messages and consider how the audience usually decodes the message. The communication process in advertising involves sending or passing on a

message from the source or the sender to the receiver or the audience through a channel.

1. Source

- Advertising communication process begins with the sender, who is also called the communicator or the source. A source is an origin or the point at which the message originates in an advertising communication system.
- The person who initiates the communication process is normally referred to as the source. The source or the sender develops ideas, encodes and transfers them to the receiver.
- The source must transmit the message through efficient media that reach the target audience.
- The sender must encode the message in a form that can be understood and then transmit it to the receiver.
- Senders must also develop channels for feedback.

2. Message

- Message refers to the content, idea, thought, feeling or the opinion that the sender wants to convey to the receiver.
- It is a key that triggers the recipient, to respond to the sender.
- The sender must ensure that the message conveyed must be clear and specific. The message can be conveyed to the receiver in some ways, like humour or fear.

3. Media

- Media refers to the various channels or a medium that is used or to be used to convey your message.
- Medium is the means by which a message is transmitted to the receiver.
- The medium may include verbal channels like telephone or a word-of-mouth communication or a

non-verbal communication such as e-mail or text messages.

- Each channel has its pros and cons.
- Written communication may be used to convey messages to a small group of people whereas oral or verbal communication means can be chosen to convey messages to a large group of people.
- The channels in the advertising communication system include television, radio, newspapers, magazines, billboards, e-mail, online advertising and so on. The impact and intensity of communication may differ from one media to another.

4. Receiver

- The receiver or the interpreter in an advertising communication system refers to the target audience or the person to whom the message is directed.
- The receiver can be defined in terms of audience segmentation variables like lifestyle, demographics, and benefits sought and so on.
- The characteristics of the receiver, his demographics, psychological and social features furnish the foundation for understanding communication process.
- To understand the information from the sender, the receiver must first be able to receive the information and then decode or interpret it.

5. Feedback

- Feedback is a significant element of the communication process, as it empowers the sender to measure the efficiency of the message.
- It enables the sender to analyze the exact interpretation of the message by a decoder.
- The communication process reaches its end goal when the message has been successfully transmitted, received and understood.
- Feedback may be direct, such as a written or oral

feedback, or it may also take the form of an action in response.

6. Other Factors

The communication process is not always smooth and simple. The above elements affect how information is transmitted, received and interpreted, but there can be some interruptions while the communication is going on. They include:

Noise

- Noise can be any kind of interference that affects the message being sent, received or understood.
- Noise is something that distracts the receiver from receiving the message.
- Noise can be a result of too many messages.
- Noise can also be generated when your message is too similar to that of your competitors. If the receiver cannot differentiate between your product and the competitor's product, which already exists in the market, then the receiver will not buy your product.

Encoding

- Encoding of a message is the creation of the message.
- It is a system of coded meanings.
- In the communication process, the communicator or the encoder gives a shape to the message. The encoder encodes the message rightly in his mind and transmits it to the receiver.
- The receiver interprets this message according to his experience and understanding.
- Without the encoder or the source, there is no concept of communication.

Decoding

- Communication is a continuous process. Successful decoding of a message is a skill. Decoding refers to the interpretation of the message encoded by the

source according to his understanding and experience.

- If the message is simple and clear, the encoded details will be easily decoded by the receiver. It is important that the encoded message should be clear, accurate, simple, and meaningful so that the message is not misinterpreted at any point of time.

7. Context

This is the platform or a situation in which the communication takes place. Like noise, context can have an influence on the effective exchange of information. It can possess a social, cultural or a psychological aspect to it.

The communication model doesn't stop at the receiver, it qualifies the possibility that the receiver might engage in a word-of-mouth communication. The receiver then becomes a temporary source and the destination becomes the receiver again. Word-of-mouth communication resulting from advertising can become a significant part of the campaign. The word-of-mouth communication possesses great credibility. Advertising can stimulate the word-of-mouth communication, even if it cannot stimulate it, the information and understanding of its effectiveness can be of immense help.

4

INTEGRATED MARKETING COMMUNICATIONS (IMC)

Integrated Marketing Communications (IMC) is a marketing concept of the 1990's that is necessary for survival in the 21st century. The advent of integration is causing marketers to take a fresh look at all the components of marketing, specifically the unique dimension that public relations bring to the marketing mix. Public relations people in turn are seizing the opportunity that integration offers them to make a difference where it counts most to their companies and clients. IMC is the culmination of the shift that began in the post — World War II period, from selling what the companies make to making what the consumers want. IMC is focused on what to know about product and services, not what the marketers want to tell them in order to sell them.

Integrated Marketing Communication is defined as the coordination and integration of all marketing communication tool, avenues and sources within a company into seamless program that maximize the impact on customer and other end users at a minimal cost. This integration affects all firm, business-to-business, marketing channel, customer-focused, and internally directed communications. It is a management concept that is designed so that all the marketing communication which consists of advertising, sales promotion, public relation, and direct marketing work together as a unified force rather than each of those marketing

communication work in isolation. Besides, it acts as an aggressive marketing plan because it sets and tracks marketing strategy that captures and uses extensive amount of customer information. It also ensures that all forms of communications and messages are carefully linked together to achieve specific objective.

4.1 COMMON IMC OBJECTIVES

In addition to considering recent market, consumer and technological shifts, brands must assess their marketing budget and target audience when setting IMC goals. An IMC strategy with a budget of \$2 million will be radically different in size, scope and reach than a marketing budget of only \$2,000. Thus, smaller businesses with tiny IMC budgets may rely heavily on social media advertising and word-of-mouth networks to increase brand presence and generate new leads, rather than more expensive television and billboard advertising.

Despite varying budgets, product features and benefits, and consumer behaviors, organizations typically set and work towards the following goals when implementing IMC strategies:

- To develop brand awareness
- To increase consumer or business demand for a product category
- To change or influence customer beliefs or attitudes
- To enhance purchase actions
- To encourage repeat purchases
- To build customer traffic to physical stores, websites or other marketing channels
- To enhance firm/brand image
- To increase market share
- To increase sales
- To reinforce purchase decisions

IMC strategies may seek to achieve one, many or all of these objectives throughout the course of a campaign. Once strategies have been implemented, they are not changed unless major new events occur. Only changes in the

marketplace, new competitive forces, or new promotional opportunities should cause companies to alter strategies and reassess IMC goals.

4.2 EVOLUTION OF INTEGRATED MARKETING COMMUNICATIONS

During the 1980s, many companies came to see the need for more of a strategic integration of their promotional tools. These firms began moving toward the process of integrated marketing communications (IMC), which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers. As marketers embraced the concept of integrated marketing communications, they began asking their ad agencies to coordinate the use of a variety of promotional tools rather than relying primarily on media advertising. A number of companies also began to look beyond traditional advertising agencies and use other types of promotional specialists to develop and implement various components of their promotional plans.

Many agencies responded to the call for synergy among the promotional tools by acquiring PR, sales promotion, and direct-marketing companies and touting themselves as IMC agencies that offer one-stop shopping for all their clients' promotional needs.¹⁰ Some agencies became involved in these non advertising areas to gain control over their clients' promotional programs and budgets and struggled to offer any real value beyond creating advertising. However, the advertising industry soon recognized that IMC was more than just a fad. Terms such as new advertising, orchestration, and seamless communication were used to describe the concept of integration.

A task force from the American Association of Advertising Agencies (the "4As") developed one of the first definitions of integrated marketing communications: a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines— for example, general

advertising, direct response, sales promotion, and public relations—and combines these disciplines to provide clarity, consistency, and maximum communications impact

The 4As' definition focuses on the process of using all forms of promotion to achieve maximum communication impact. However, advocates of the IMC concept, such as Don Schultz of Northwestern University, argue for an even broader perspective that considers all sources of brand or company contact that a customer or prospect has with a product or service. Schultz and others note that the process of integrated marketing communications calls for a "big-picture" approach to planning marketing and promotion programs and coordinating the various communication functions. It requires that firms develop a total marketing communications strategy that recognizes how all of a firm's marketing activities, not just promotion, communicate with its customers.

Consumers' perceptions of a company and/or its various brands are a synthesis of the bundle of messages they receive or contacts they have, such as media advertisements, price, package design, direct-marketing efforts, publicity, sales promotions, websites, point-of-purchase displays, and even the type of store where a product or service is sold. The integrated marketing communications approach seeks to have all.

Many companies are realizing that communicating effectively with customers and other stakeholders involves more than traditional marketing communications tools. Many marketers, as well as advertising agencies, are embracing the IMC approach and adopting total communication solutions to create and sustain relationships between companies or brands and their customers. Some academics and practitioners have questioned whether the IMC movement is just another management fad. However, the IMC approach is proving to be a permanent change that offers significant value to marketers in the rapidly changing communications environment they are facing in the new millennium.

4.3 REASONS FOR THE GROWING IMPORTANCE OF IMC

The move toward integrated marketing communications is one of the most significant marketing developments that occurred during the 1990s, and the shift toward this approach is continuing as we begin the new century. The IMC approach to marketing communications planning and strategy is being adopted by both large and small companies and has become popular among firms marketing consumer products and services as well as business-to-business marketers. There are a number of reasons why marketers are adopting the IMC approach. A fundamental reason is that they understand the value of strategically integrating the various communication functions rather than having them operate autonomously. By coordinating their marketing communications efforts, companies can avoid duplication, take advantage of synergy among promotional tools, and develop more efficient and effective marketing communications programs. Advocates of IMC argue that it is one of the easiest ways for a company to maximize the return on its investment in marketing and promotion.

4.4 TOOLS OF IMC

1. Advertising

Advertisement is a non-personal presentation of an idea or a product (where as personal selling or salesmanship help in personal promotional.) Advertisement supplements personal selling to a great extent. Advertising has, acquired great importance in the modern India characterized by tough competition in the market and fast changes in technology, and fashion and taste customers. It creates an active role in integrated marketing communication mix as it creates.

- Good image
- Top of the mind awareness
- Counterclaim the competitors
- Reinforce positive attitude

2. Publicity

Publicity is the non-personal presentation. It originates from the desk of the editor. It aims at only informing the public about the events, person, firm etc. There is no control on the publicity by the advertiser as it comes from the media owner. Publicity can be favorable or unfavorable. Large firms have separate publicity or public relation department for publicity and cordial public relation.

The secret of the publicity is to get placement in the desired media.

Thus the use of publicity provides various advantages to the seller they are:

- It is available free of cost
- It provides more information than advertising as it comes from the editor's desk
- Consumer believe publicity more than advertising

3. Public relation

A Public relations is defined as a management function which identifies, establishes, and maintains mutually beneficial relationships between an organization and the publics. Public relations consider multiple audiences (consumers, employees, suppliers, vendors, etc.) and uses two-way communication to monitor feedback and adjust both its message and the organization's actions for maximum benefit. It is used to generate goodwill for the organization. Public relation helps the company and its public by relating each other for mutual benefits. The main objective of public relation is:

- To remove misunderstanding, doubts, confusion, and wrong impression in the minds of different social groups
- To maintain good corporate image.
- To have the public support to the future of the company.
- To fulfill social responsibility.

4. Sales promotion

Sales promotions are direct inducements that offer extra incentives to enhance or accelerate the product's movement from producer to consumer. Sales promotion constitutes devices like contests, coupons, free samples, premium, and point of purchase material. Sales promotion is action oriented. It motivates customers to buy the goods under incentive plans. Sales promotion not only covers consumers but also dealers and wholesalers. It acts as a connecting link between advertising and salesmanship. Thus in a competitive market, sales promotion act as an effective tool to an advertiser to solve several short term hurdles in marketing.

5. Personal Selling

Personal selling includes all person-to-person contact with customers with the purpose of introducing the product to the customer, convincing him or her of the product's value, and closing the sale. The role of personal selling varies from organization to organization, depending on the nature and size of the company, the industry, and the products or services it is marketing. Many marketing executives realize that both sales and non-sales employees act as salespeople for their organization in one way or another.

Personal selling is the most effective way to make a sale because of the interpersonal communication between the salesperson and the prospect. Messages can be tailored to particular situations, immediate feedback can be processed, and message strategies can be changed to accommodate the feedback.

6. Packaging

A properly designed package can induce the prospects to buy the product. A well designed package can communicate the type and quality of the product. Packaging plays an important role in converting the minds of the consumers as it provides

- Providing information of the product.
- Protection of goods while transportation and handling

- Preservation of quality of the products.
- Promotion of the product.

7. Internet

Just as direct marketing has become a prominent player in the promotional mix, so too has the Internet. Virtually unheard of in the 1980s, the 1990s saw this new medium explode onto the scene, being adopted by families, businesses and other organizations more quickly than any other medium in history. Web sites provide a new way of transmitting information, entertainment, and advertising, and have generated a new dimension in marketing: electronic commerce. E-commerce is the term used to describe the act of selling goods and services over the Internet. In other words, the Internet has become more than a communication channel; it is a marketing channel itself with companies such as Amazon.com, CD Now, eBay, and others selling goods via the Internet to individuals around the globe.

The interactivity of the Internet is perhaps its greatest asset. By communicating with customers, prospects, and others one-on-one, firms can build databases that help them meet specific needs of individuals, thus building a loyal customer base.

8. Sponsorships

Many advertisers heavily rely on sponsorship in order to create positive feelings toward a company. Sponsorships increase awareness of a company or product, build loyalty with a specific target audience, help differentiate a product from its competitors, provide merchandising opportunities, demonstrate commitment to a community or ethnic group, or impact the bottom line.

Like advertising, sponsorships are initiated to build long-term associations. Organizations sometimes compare sponsorships with advertising by using gross impressions or cost-per-thousand measurements. However, the value of sponsorships can be very difficult to measure. Companies considering sponsorships should consider the short-term

public relations value of sponsorships and the long-term goals of the organization. Sports sponsorships make up about two-thirds of all sponsorships.

9. Trade shows and Exhibition

It is one of the oldest forms of promoting the sales of products.

Trade shows and exhibition provide opportunities for face-to-face contact with prospects, enable new companies to create a viable customer base in a short period of time, and allow small and midsize companies that may not be visited on a regular basis by salespeople to become familiar with suppliers and vendors.

Because many trade shows generate media attention, they have also become popular venues for introducing new products and providing a stage for executives to gain visibility. In India, India trade promotion organization (ITPO) has been set up by the government to organized trade fairs and exhibitions.

4.5 INTEGRATED MARKETING COMMUNICATIONS (IMC) PROCESS

The integrated marketing communications plan is an approach that achieves the objectives of a marketing campaign, through a well-coordinated use of different promotional methods that are intended to reinforce each other. It is successful within B2B and B2C companies and can be used by small retailers who can't afford to outsource marketing.

Within the IMC plan, the company carefully integrates and coordinates its many communication channels to deliver clear and consistent messages about the organization and product or service.

The plan involves getting a communication message to a customer; this message has to be clear, consistent and compelling. The process of the IMC is important for better managing the communication mix with target audiences and maintaining a strong market position through brand differentiation.

Planning provides direction for creating and delivering brand messages, it provides new opportunities for advertising agencies and for companies to create added value for their customers and ensures that the message being delivered to consumers and clients can be monitored every step of the way.

Belch G. & M. Belch suggest that the IMC process consists of six steps as outlined below:

1. Contextual or Situational Analysis

The first stage of the IMC planning process is to conduct a situational/ contextual analysis. This can involve a SWOT analysis and an external and internal environmental analysis.

2. Target Markets

You need to decide who your target markets are, map them on a demographic and psychographic level. Then you need to decide what the benefits are to the consumer and why they would use the product.

3. Communication Objectives

The third step of the IMC planning process is to decide what the communication objectives are. These are objectives that your company wants to communicate to the public and their target audience. Some examples of these are;

- Develop brand awareness
- Change customer beliefs
- Enhance brand image
- Increase sales
- Reinforce purchase decisions

4. Selecting the communication channel

There are two broad types of communication channels - Personal and Non personal.

- (a) Personal Communication Channels:** In personal Communication channels, two or more people

communicate directly with each other. They might communicate face-to-face, over the telephone, through the mail or even through an internet chat. Personal Communication channels are effective because they are allowed for personal addressing the feedback.

(b) Non Personal Communication Channels: Non personal communication channels include the media which consists of:

- Print media -newspapers, magazines, direct mail etc.
- Broadcast media-radio, television etc.
- Electronic media-audiotapes, videotapes, CD-ROM, web page etc.
- Display media-billboards, signs, posters, banners, hoardings etc.

Most of the non personal messages come through paid media.

5. Budget

The types of budget that companies have can vary. These can be, a percentage of sales, percentage of profit, a budget depending on objectives and tasks and how much the company can afford.

6. Marketing Mix Strategy

The marketing mix is selected in line with the communication objectives and within lesion with the budget selected.

7. Evaluating the Programme

The final step of the IMC planning process is evaluating the programme. This can be done by certain social media metrics, by analyzing online traffic with the use of Google analytics, by sales and social media tools that allow you to track engagement with certain items.

4.6 THE BENEFITS OF INTEGRATION

Marketing integration is not hard to do, but it can require

something of a shift in culture if you've become accustomed to a disparate way of working. To make integration work for you, you are going to need to be committed, consistent and confident it will get results. To help with this, here are just a few of the many benefits you can expect to enjoy when you take a more integrated approach to your marketing efforts.

- **Better results:** Traditional, disparate marketing will see businesses and their agencies planning separate campaigns for each marketing stream. Press releases, advertising, sales promotions and direct marketing will all have their own stomping ground, never the twain shall meet. With an integrated approach, however, all the components come together to work as one big, beautiful, shiny machine. The information from press releases is reinforced by articles and blog posts, advertising messages are bolstered by these outlets, and follow up using direct marketing further supports the communication, shepherding leads like moths to a light.
- **Increased efficiency:** Being consistent in your messages will not only make the overall impact stronger and more effective, it could save you money too. Images can be created once, and then used across a variety of channels. Copy can be perfected, then repurposed for different media. And rather than using a host of different agencies, each with different specialism, you can opt instead to work with one provider who is an integrated marketing expert. This could save you money on agency fees, and will almost certainly cut the time cost compared to dealing with multiple providers.
- **Boosted brand awareness:** Interacting with your customers in a consistent, focused manner is beneficial for both your brand and the loyalty your audience feels towards you. Creating the same message across a variety of touch points serves to reinforce your messaging, helping the customer to feel comfortable and confident in who you are and what you stand for.

- **Repeated success:** Do you think your customers hear you the first time? They don't. In fact, according to experts, the average customer needs to hear the message seven times before it really gets through. Integrated marketing helps you to reiterate the same message in a variety of different ways, so the chance of having it heard and acted upon is increased.
- **Customer satisfaction:** By integrating your campaign, you can be confident that customers will receive the same message, no matter where they encounter your brand. This means you can communicate with your customers to their preference, whether that's by email, social media or otherwise, and be confident that they are receiving your key messages loud and clear.
- **Organizational benefits:** Achieving consistency in communication is always going to be beneficial for any business. It helps teams work together, saves wasted time and effort, and helps to streamline processes so that everyone works better together. By adopting an integrated approach to marketing, you can ensure that teams all function well together, and that there is less risk of confusion between departments, agencies and individuals.

5

AUDIENCE ANALYSIS —Planning and Budgeting

5.1 AUDIENCE ANALYSIS

Before you begin any kind of marketing or advertising campaign for your brand, it's essential to identify the audience that you are targeting. Knowing what your ideal customer looks like - such as what they like to do, where they're from, what they value, and what they spend money on - will help you understand the best way to speak to them and solve their problems.

Audience analysis refers to researching the interests, preferences, demographic, location, and other aspects of a group. In other words, it is the study of the group of people that consume your content, buy your product or services, or frequent your app.

Performing an audience analysis doesn't just help you create the right message in the moment. It will give you insight into how your customers operate so that you can craft your marketing and brand strategy around them, and create buyer personas that you can apply to new campaign and product launches.

There are a lot of factors that should go into your audience analysis. While you can target a specific type of analysis to perform depending on what you want to know about your

customer, it's best to incorporate data points from across the board when creating a holistic marketing strategy for your brand.

5.1.1 Types of Audience Analysis

In order to reach your ideal consumers, here are four basic types of audience analysis that will help you understand their needs and build your messaging around them:

1. Demographic Analysis

Most buyer personas have a demographic analysis at their core. You need to know the basics about your audience - how old they are, where they live, what they do for a living, etc. - in order to create any kind of messaging for them that will resonate.

Data points like average age and gender are a great place to start when understanding what your ideal audience member looks like. You can use **consumer insights tools** to analyze your brand's followers and advocates to understand what is most important to them.

You can drill down even further by examining the kinds of jobs your audience has - occupational info will help you understand your audience's lifestyle and what drives them. It can also tell you if your messaging is reaching the types of professionals and organizational decision makers that you want to get in front of.

2. Behavioral Analysis

Gaining insights into your customer's behaviour will help you understand their mindset and the most effective ways to put your brand in front of them. By knowing what they like to do, how they get (and share) information, and when they are most active you can target your audience with content they want to see in the moment that they're most likely to respond.

Track your audience's top interests so that you know what they enjoy doing and learning about most. You can use these insights to inform your brand's marketing and **content**

strategy or your next campaign so that you can create stories and resources that they'll find both interesting and valuable.

3. Competitive Analysis

Seeing what people are saying about your competitors is another lens to frame your audience analysis through. It will give you great insight into overall industry trends, and it will also help you see where there are opportunities for your brand to set itself apart.

Analyze your competitors' **social channels** to track who your audience members follow, where their common messaging lies, and the sentiment around their opinions on your rivals.

Keeping tabs on competitors will allow you to take advantage of conversational trends and be there to answer questions about how you can meet the needs of audience members that other brands in your space can't.

Compare sentiment drivers between your brand and competitors to get inspiration for everything from hash tag campaigns to product feature enhancements.

4. Media Analysis

Finally, by examining where your audience gets their news, advice, and reviews you can understand who they trust and how they digest information. The types of social platforms that your audience uses the most can tell you a lot about what they value and how they spend their time.

Knowing the websites they visit, publishers they read, foods/brands they love, and stories they follow will help you establish a connection with them. See which platforms are getting you the most engagement week by week so that you can plan your marketing accordingly.

If you notice a trend in your audience members' Facebook activity, for example, spiking during certain days or times, then you can use that insight to help structure your editorial calendar. You can also stack that info up against your demographic and seasonality data to establish the best time

to schedule paid media that your target audience will engage with the most.

Influencers also play a big role in media consumption, both on and offline. Oftentimes the products, organizations, and people that your audience sees their favorite influencers supporting online will drive their interest in real life. Familiarizing yourself with the public figures that your target audience is following will help you gain insight into the voices they listen to and the messaging elements they appreciate most.

To summarize, there are four types of audience analysis you should consider when building buyer personas:

- **Demographic analysis:** basic audience info like age, gender, location, and profession.
- **Behavioural analysis:** data around audience members' interests, hobbies, and preferences.
- **Competitive analysis:** insights around your competitor's products, share of voice, and common market interests.
- **Media analysis:** reporting on top platforms, publishers, and influencers that your audience uses and trusts.

Performing an audience analysis helps to create a more consumer-driven marketing strategy that will ensure you're taking into account not just what potential customers are saying about your product, but your overall market. Using this audience analysis framework will put you in the right position to establish your core customer personas, and to build them out for each stage of your buyer journey.

5.1.2 The benefits of audience analysis

With advancements made in recent years in adtech, targeting the audience that you want is easy. However, figuring out who you want to target isn't.

Audience analysis helps you determine who you should be tailoring your content for, as well as what types of

campaigns could generate the highest engagement. Creating these hyper-focused campaigns boosts user experience. Focusing on building your relationship with customers can improve audience loyalty and helps word spread about your brand, expanding your customer base. You'll reduce the amount of missed leads, and eventually improve funnel conversion.

Besides ensuring that your content is accurate, relevant, and engaging to your users, audience analysis can save you significant time and money. Knowing exactly who your audience members are will help you narrow down your parameters – a key factor in maintaining a cost-effective marketing campaign and generating brand awareness.

5.2 ADVERTISING PLANNING

The advertising management is mainly concerned with **advertising planning** and decision making. The advertising manager will be involved in the development, implementation, and overall management of an advertising plan. The **development of an advertising plan** essentially requires the generation and specification of alternatives. Decision making involves choosing from among the alternatives. The alternatives can be various levels of expenditure, different kinds of objectives or strategy possibilities, and kinds of options with copy creation and media choices. Thus, the essence of **advertising planning** is to find out the feasible alternatives and reduce them to decisions. An **advertising plan** reflects the planning and decision — making process and the decisions that have been arrived at in a particular product and market situation.

5.2.1 Advertising Planning Framework

The purpose of the Advertising Planning Framework is to consider and capture important strategic elements of a modern advertising campaign on a single page. This is a useful exercise, as advertising campaigns have become more integrated, digital, and data-driven. Often, the creative strategy (what you want

to communicate) and the media strategy (how you are going to activate the communication) are considered separately which can cause misalignment. Using an Advertising Planning Framework allows marketers to explore opportunities relating to targeting, segmentation, and the use of data earlier in planning process. The Framework can also be used as workshop tool with a group, to capture ideas for different potential advertising campaigns.

Questions

The Advertising Planning Framework helps to answer marketing questions like:

- Who is our advertising campaign targeting and how will we engage them?
- What is the objective of our advertising campaign and how will we measure success?
- What touch points and targeting techniques are in scope for this advertising campaign?

5.2.2 The Planning process of Advertisements

1. **Situation Appraisal:** Before planning any activity, one requires relevant information regarding the situation. For planning an Ad campaign, we require information about the target market or consumer, the company or product and the competition. The three important research areas are:
 - Consumer research and market research
 - Product and company research
 - Competitive research
2. **Situation Analysis:** Here, we analyze strengths, weakness, opportunities and threats that can make or break our advertising campaign. From all the information collected, campaigns planners will determine the strengths of the product. These strengths could be in any area. The strength often leads to new opportunities to be explored.

Weaknesses make the product vulnerable to threats from others.

3. **Structural or Strategic Planning:** Advertising is an art and a science. While the art comes from writing, designing and producing exciting advertisements, the science comes from scientific methods of research and strategic planning. Strategic planning is the process of making intelligent decisions. It starts with finding out what to do, deciding how to accomplish the objectives. It also decides whom to address (the target audience), how to distinguish the product, how much to spend (budgeting), and how long to run the campaign.
4. **Creative Planning:** it includes developing a theme, the creative strategy and finally deciding the creative tactics. The theme needs to be a strong concept to be able to hold all there different and diverse ads together. A powerful theme brings about 'synergy' to the campaign. A theme must always relate to and reflect the campaign objectives. Another step of creative planning is finding the creative strategy. The creative strategy outlines the impressions the campaign wants to create. Some common creative strategies are:
 - Generic Strategy: This is used by market leaders who ignore the presence of competitors
 - Pre-emptive claim strategy: Here the brand is the first to pick up a particular feature. In the minds of the people, it becomes associated with that brand.
 - Unique selling proposition (USP) strategy: Here the campaign talks about some features, which is unique to that advertised brand and is not available in others.
 - Brand image strategy: When there are no strong differentiating features among the competitors, then branding try and create images.
 - Product Positioning: Sometimes products or brands are positioned different from competing brands.
5. **Media Planning:** the ultimate goal of advertising is to

reach the target audience with the advertising message. Thus, the major decisions in media planning, which needs to be taken, are:

- Which media to be used?
- Where to advertise (geographic region)?
- When to advertise (timing and scheduling)?
- How intense the exposure should be (frequency)?

Media planning is a 'behind the scene' part of advertising. It plays an integral role in merging the science of marketing with the art of advertising. A media planner has to find out about the availability of various media, the media rates, their reaches and also analyze their effectiveness.

5.3 ADVERTISING BUDGET

An advertising budget is an estimate of a company's promotional expenditures over a certain time period. More importantly, it is the money a company is willing to set aside to accomplish its marketing objectives. When creating an advertising budget, a company must weigh the value of spending an advertising dollar against the value of that dollar as recognized revenue.

The advertising budget of a company is based on the following factors:

- Type of advertising campaign that it intends to run
- Selection of target audience
- Type of advertising media
- Company's objective of advertising

5.3.1 Process of Creating Advertising Budget

Following steps are followed to set up this budget:

- Setting advertising goals based on the company's objectives.
- Determine the activities that are required to be done.
- Preparing the components of the advertising budget;
- Getting the budget approved by management;

- Allocation of funds for activities proposed under the advertisement plan;
- Periodically monitoring the expenses being incurred on the advertising process;

5.3.2 Advertising Budget Methods

Most common methods are discussed as follows:

- **Percentage of Sales:** Under this method, the advertising budget is set as a percentage of either the past sale or expected future sales. Small businesses usually use this method.
- **Competitive Parity:** This method advocates that a company sets an advertising budget similar to the one that is set up by its competitor to yield similar results.
- **Objective and Task:** This method is based on the advertising objectives under this method. Once the objectives are decided, the cost is estimated to complete those objectives, and accordingly, a marketing budget is set.
- **Market Share:** In this method, the advertising budget is based on the market share of a company. For a higher market share, less marketing budget is set.
- **All available Funds:** This is a very aggressive method under which all available profits are allocated towards advertising activities. This method can be used by start-up businesses that need advertisements to attract customers.
- **Unit Sales:** Under this method, the cost of advertisement per article is calculated and based on the total number of articles, it is set.
- **Affordable:** As the name suggested, the company sets its budget based on how much it can afford to spend.

5.3.3 Factors Affecting Advertising Budget

- **Existing Market Share:** A company having a lower market share will require spending more on its

promotional activities. On the other hand, companies with larger market shares can spend less on their promotional activities.

- **Competition level in the industry:** If there is a high **competition level** in the industry in which the company operates, then the advertising budget would be required to be set on a higher side to get noticed by audiences. In case monopoly exists or where there is the least level of competition involved, the company will need to invest less in marketing.
- **Stage of the Product Life Cycle:** It is a well-known fact that in the initial introduction stage and growth stage of a product or service, more amounts would be required for advertising. While in the later stages of the **product life cycle**, the need for advertising will decline.
- **Decided frequency of Advertisement:** Advertising budget will also depend on how frequently a company wants to run its ads. Frequent ads will call for a greater budget.

5.3.4 Advantages and Disadvantages budgeting

Advantages

- It helps to understand the requirements of advertising and allocating budget toward each necessary activity.
- The overall advertisement expense of the company remains monitored, and it ensures that actual expense remains within a prescribed limit.
- When the budget is followed, it is ensured that the advertisement activities are done as per advertisement goals only, and no unnecessary expense is incurred.
- Each advertisement activity is kept under supervision and remains controlled well within budget.

Disadvantages

- An inaccurate budget can attract unnecessary costs since the target of the budget would not be met.

- It may be a costly affair for companies.
- Since advertising costs will also be ultimately recovered from the customers, the prices of the products will increase.

A company should set up its advertising budget after understanding and evaluating its advertising objectives and the need for advertising.

6

MEDIA PLANNING

In today's competitive marketing landscape, marketers need to serve consumers with the right message, at the right time, on the right channel in order to see engagements. Media planning is where marketers determine what these "rights" are.

Today's marketers are often tasked with balancing campaign efforts across a range of different media platforms and assets. This can make it challenging to effectively track each tactic's success and overall impact on the business's bottom line. With a thorough media planning strategy in place, teams can more accurately and holistically monitor campaign success and make informed decisions about how to optimize performance in the future.

What is Media Planning?

Media planning is the process by which marketers determine where, when, and how often they will run an advertisement in order to maximize engagements and ROI. The media plan might split advertising spend and resources between various online and offline channels such as broadcast, print, paid ads, video ads or native content.

An effective media plan will result in a set of advertising opportunities that target a specific audience and fit in with the organization's marketing budget. When establishing a media

plan, marketers will often factor in the following considerations:

- Who does the ad need to reach?
- What is the marketing budget?
- Conversion goals
- Frequency of the message
- Reach of the message
- How to define success

Media planning is most often done by media planners at advertising agencies. Media planners must work with media buyers and the client organization to develop a strategy to maximize ROI on media spends. Media planners are required to have a firm understanding of the organization's brand and target audience, various media platforms and developing media trends.

6.1 MEDIA PLANNING VS. MEDIA BUYING

Media buying is the process of purchasing ad space across various channels and platforms in coordination with the agreed-upon media plans and monitoring campaigns as they run. This means evaluating platform formats and rates to ensure they coincide with the plan, negotiating costs, keeping abreast of media trends and building relationships with counterparts at various channels and platforms. Media buying often leverages one of the following popular strategies:

- Manual bidding
- Direct buys
- Programmatic buys
- Real-time bidding

Media planning is more involved with formulating a strategy, evaluating its effectiveness, and adjusting, while buying is the execution of the strategy.

6.2 IMPORTANCE OF MEDIA PLANNING

1. Optimum Utilization of Resources

Advertising involves huge cost. Through media planning, the

advertiser can use available resources in an optimum manner. In media planning, such combination of media is selected and such time is selected, that helps the advertiser in communicating the advertising message to largest number of target audience at lowest possible cost. In the absence of media planning, the advertiser may select costly media which may not have good coverage of target audience.

2. Helps in Achieving Advertising Objectives

Media plan is a part of overall advertising plan. Media planning is designed so as to achieve marketing and advertising objectives of the organization. Media planning includes all such decisions like selecting appropriate media, appropriate media mix and deciding the scheduling of advertisement. All these decisions help the organization in achieving advertising objectives, i.e. to communicate the message to target audience and thus to promote sales.

3. Selection of Appropriate Media

In media planning, different media are compared on the basis of cost per reader, cost per viewer, media-image, media-coverage, media-rating etc. While selecting media the advertiser ensures that selected media matches with the features of target audience.

For example, if our target audience are teenagers, then television will be appropriate media; if target audience are literate, then print-media can be selected; if target audience is a specific professional group, then professional journals and magazines will be appropriate media. Media planning also ensures that selected media is as per the message requirements e.g. if message involves demonstration, the media with audio-visual effects (viz. T.V.) will be selected.

4. Selection of Optimum Media Mix

Media planning helps to select optimum media mix. Using different media combination ensures wide and intensive coverage of target audience. It improves the chances of

achieving advertising objectives. A single media may not ensure communication with all the target audience. A well planned media mix ensures wide coverage of target audience at minimum cost.

5. Helps in Allocating Advertising Budget

Media planning helps to decide the amount to be spent on different media. It helps the advertising manager in allocating the ad-budget among different media types/media vehicles. Media plan decides the optimum media mix; this helps the advertising manager in allocating the total ad-budget on different media in a scientific manner.

6. Ensures Appropriate Timing of Advertising

Advertising can ensure best results only when ads are shown at the right time. Media planning includes media scheduling i.e. it decides the time and space of advertisement in media. It decides the month, day and time of advertisement. It ensures that advertisement is shown more frequently in seasonal months and less frequently in off-season months. It also ensures that advertisement is shown at that time when more target audience can be contacted e.g. if ad is for school going kids, it is not shown in the morning or before noon time.

7. Helps in Controlling

In media plan some standards of performance are fixed. These standards are with regard to coverage of target audience. Such standards help the management in evaluating the effectiveness of media, i.e. actual coverage is in accordance with the standards or not. If coverage is less than standard, then it points to the inefficiency of media. So in future, advertising manager can think of some other media type/media vehicle. Or take other necessary action. Thus, media planning helps in exercising control over media.

6.3 TYPES OF ADVERTISING MEDIA

1. Newspaper Advertising

The major advantage in advertising in Newspapers is that it

covers a wide selected geographical market and broad coverage can sell a product in that specific area. Newspaper advertisement is also flexible and timely, which can be changed as and when desired. Now-a-days, Newspapers are the chief means of advertising.

2. Television Advertising

The chief advantage of this is that the advertising message can be delivered and the product can be demonstrated to all at the same time.

Television advertising may be classed as a network, spot or local advertisement. Network advertising is directed toward large audiences covering a wide territory. Message can go to nationwide market at one time via network advertising and the cost of each message per listener is low since television reaches such a large potential audience.

3. Radio Advertising

Advertising by means of radio gives the advantage of selecting the territory and audience to which the message is to be directed. It is also cheaper than TV advertising.

4. Magazine Advertising

Today a large number of magazines are published which represents an important advertising medium. They are published weekly or fortnightly or monthly. A magazine advertisement has larger life than a Newspaper which is read and described daily.

A magazine is retained for a longer period and is usually read in a more leisurely manner. However a disadvantage is that since the printing of a magazine is much more complex than that of a Newspaper, most advertisements have to be placed well in advance of the time they finally reach the reader.

5. Direct Mail Advertising

Direct mail advertising is advantageous, if an advertiser desires

to get a wide coverage for his products. The circulars announcing a grocer's specials, the catalogue announcing a summer or winter sale of goods or a letter offering a special purchase are examples of Direct-mail Advertising.

There are two major advantages of this method:

- The message can be directed to specific customers and thus it is selective.
- It can be spread over a wide territory.

Since this method is cheaper and quicker, a larger number of small and medium size concerns also use it.

6. Transportation Advertising

A variety of advertising messages are displayed on the different forms of public transports such as city buses, taxi cabs, tampoos, trucks, 3-wheelers etc. This type of advertising message is best suited to the big cities and towns where many people can notice the advertisement while going to and from work.

7. Outdoor Advertising

Since a reader usually sees the message for only a matter of seconds, hence outdoor advertisements should be simple and to the point. These are used for products that are used frequently, are well known and whose message can be flashed quickly to the individual.

These messages are printed on bill-boards, painted signs or displayed on electric poles etc. Since the message should be short, the advertiser's trade mark, a slogan or a visualization of the package is usually presented.

8. Speciality Advertising

Every year some advertisers have their names and messages printed on wide variety of useful goods, especially at the time of "festival" and "New Year" beginning. These goods are then distributed to the specific market segment chosen by the advertiser.

Such advertising is called “Specially Advertising”. Some examples of specially advertising are; Hand bags, Pens, Ashtrays, Bottle caps, Key rings, Phone book covers, T- shirts, calendars, Bill folds etc.

9. Personal Selling

Personal selling is an important part of marketing strategy. Personal selling is the means by which customers are reached on a face to face basis. To be effective, sales persons must have good knowledge of the products they sell and of the policies of their company. They should also gather information about actual customers.

10. Sales Promotion

In addition to advertising and personal selling, sales promotion represents another important means of creating an awareness of products.

“Sales Promotion” refers to those marketing activities, other than personal selling, advertising and publicity that stimulates consumers purchasing and dealer effectiveness such as displays, shows and exhibitions, premiums, contest, trading, coupons etc.

6.4 INTERNET ADVERTISING

Online advertising is an emerging form of advertising which has grown with the rapid development of Internet and gradually becoming one of the most important advertising medium. Berthona, Pitt and Watson (1996) mention Internet as a virtual place where consumers interact with different advertisers. From Internet, advertisers can sustain and enhance the relationship with customers who come from worldwide, and “represent a remarkable new opportunity for businesses to communicate with new and existing markets in a very integrated way.” According to Smith and Chaffey (2005), online advertising is ***“the use of a company web site in conjunction with online promotional techniques such as search engines, banner advertising, direct e-mail and links or services from other***

web sites to acquire new customers and provide services to existing customer.”

Online advertising can be one-to-many or many-to-many model. Compared with traditional advertising, online advertising has the benefit of being interactive. Through this medium, consumers are not passive recipients anymore; they become the partners of the advertiser. If they get interested in online advertising, they will read the advertisement carefully, click on the advertisement, move on to advertiser's website, and get more information about the product, and even place the order online. Therefore online advertising is better referred to as logical and convincing advertising.

6.4.1 Advantages of the Internet Advertising

A number of advantages of the Internet advertising can be cited as explained below:

- 1. Target marketing:** A major advantage of advertising through Web is the ability to target specific groups of individuals with a minimum of waste coverage. Through internet, advertisements can be targeted to specific customers as per their age, sex, income, education, hobbies, interests and geographic locations.
- 2. Message tailoring:** As a result of precise targeting, messages can be designed to appeal to the specific needs and wants of the target audience. The interactive capability of the Net makes it possible to carry on one-to-one marketing with increased success in both the business and the consumer markets.
- 3. Interactive capabilities:** Because the Internet is interactive, it provides strong potential for increasing customer involvement and satisfaction and almost immediate feedback for buyers and sellers.
- 4. Information access:** Perhaps the greatest advantage of the internet advertising is its availability as an information source 24 X 7. Internet users can find a plethora of information about almost any topic of their choice merely by clicking on the ad. They can gather a wealth of information regarding product

specifications, costs, purchase information, and so on. Links will direct them to even more information, if it is desired.

5. **Enhancing client engagement:** Marketers' aim is to interact effectively with their customers and to improve their experience with their brand. This is made possible through interactive internet ads.
6. **Sales potential:** Internet advertising campaigns focus on growing sales through the brand's website and partner networks. Such campaigns can also simultaneously pursue conversion and branding objectives. The sales potential of this medium is increasing over the years.
7. **Creativity:** Creatively designed internet ads can enhance a company's image and positively position the company or organization in the consumer's mind.
8. **Exposure:** For many smaller companies, with limited budgets, the World Wide Web enables them to gain exposure to potential customers that would have been impossible. For a section of the investment that would be required using traditional media, companies can gain national and even international exposure in a timely manner.
9. **Stressing brand message:** Many marketers supplement a traditional ad campaign with a digital one in order to increase the likelihood that the message will resonate with their audience and add to their brand image.
10. **Complements IMC:** The net, both complements and is complemented by other IMC media. As such, it serves as a vital link in the integrative process.

6.4.2 Disadvantages of Internet Advertising

While it is a potentially effective medium, the Internet advertising also has its disadvantages as explained below:

1. **Measurement problems:** One of the greatest disadvantages of the Internet is the lack of reliability of the research numbers generated. A quick review of

forecasts, audience profiles, and other statistics offered by research providers will demonstrate a great deal of variance-leading to a serious lack of validity and reliability.

2. **Websnarl:** At times, downloading information from the Internet ads takes a long time. When there are a number of users, the time increases, and some sites may be inaccessible due to too many visitors. For many users who expect speed, this is a major disadvantage. Broad band is helping to reduce this problem.
3. **Clutter:** As the number of ads proliferates, the likelihood of one's ad being noticed drops accordingly. The result is that some ads may not get noticed, and some consumers may become irritated by the clutter.
4. **Potential for deception:** The Centre for Media Education has referred to the Web as "a web of deceit" in regard to attempts of advertisers to target children with subtle advertising messages. In addition, data collection without consumers' knowledge and permission, hackers, and credit card theft are a number of problems confronting the Internet.
5. **Privacy:** Like their direct marketing counterparts, Internet marketers must be careful in not impinging upon the privacy of users.
6. **Limited production quality:** Although it is improving, net advertising does not offer the capabilities of many competitive media from a production standpoint. While the advent of advanced technologies and rich media, it is narrowing the gap, the net still lags behind some traditional media in this area.
7. **Poor reach:** While the Internet numbers are growing in leaps and bounds, its reach is still far behind that of television. Majority of potential customers do not have an excess to Internet, and are computer illiterate. So the medium is not able to reach to the masses.
8. **Irritation:** Numerous studies have reported on the

irritating aspects of some Web tactics. These studies have shown consumers' discontent with clutter, e-mail spam, and pop-ups and pop-under. These irritating aspects will deter visitors from coming to the websites and looking at internet ads.

Overall, the Internet offers marketers some very definite advantages over traditional media. At the same time, disadvantages and limitations render this medium less than a one-stop solution. However, as part of the marketing communications program, the Internet is a very valuable tool.

6.4.3 Types of Internet Advertising

Online advertising has the major advantage of immediate publishing of information that is not limited by geographic or time constraints. Online advertisers can customize advertisements, making consumer targeting more efficient and precise. For example, AdWords, Yahoo, Search engine and Google AdSense enable ads to be shown on relevant web pages or alongside related search results. On the other hand, consumers have greater control over the content they see, affecting the timing, placement and visibility of online advertisements. Within the scope of Internet marketing, online advertising includes display advertising, mobile advertising, affiliate marketing, search engine optimization and social networks.

Ad formats are changing over the years, reflecting the intense competition for audience attention in an environment where consumer is incharge. Still, some of the important formats, commonly used by advertisers online are discussed below:

1. **Display ads:** The ads contain graphics, whitespace and text placed in an interesting manner. These ads are an extension of the traditional banners and they come in various sizes. Such ads are used widely by advertisers because they help in building brand awareness, when viewed by site visitors. Moreover, carefully targeted display ads can generate high click-through rates, such as, a local Facebook **ad**

presented only to people with profiles matching the target market description. Rectangles, pop-ups, banners, buttons, and skyscraper display ads occupy various amounts of pixels of dedicated space for rent on web pages. Pop-ups usually appear in a separate window that overlays or is behind the current browser window. Many people are irritated by Pop-ups because users must close them, so this format has declined in use. Newer sizes and formats break through the online clutter and grab the user attention better than the standard sizes, so things keep changing in display ads.

2. **Rich media Ads:** All ads in this category are interactive in nature as they offer click through option to the consumers. By clicking on the ad, the consumer is transported to the advertiser's website, where the transaction or any other objective is actually achieved. According to Wikipedia editors, rich media ads often use Flash animation and many other elements to attract attention. All of the following formats can be rich media:

- (a) **Banner ad:** An advertising graphic image or animation displayed on a website, in an application, or in an HTML email. This form of online advertising is older than the search engines themselves. In this case marketers put some sort of banner (usually with a catchy image and headline) on a relevant website. Users who choose to click the banners will end up on marketers' website and hopefully will make a purchase. The problem is that these days, web users have developed "banner blindness" so only a small percentage of people actually click on the ad.
- (b) **Interstitial ad:** The display of a page of ads before the requested content.
- (c) **Floating ad:** An ad which moves across the user's screen or floats above the content.

- (d) **Expanding ad:** An ad which changes size and which may alter the contents of the webpage.
 - (e) **Polite ad:** A method by which a large ad will be downloaded in smaller pieces to minimize the disruption of the content being viewed.
 - (f) **Wallpaper ad:** An ad which changes the background of the page being viewed.
 - (g) **Trick banner:** A banner ad that looks like a dialogue box with buttons.
 - (h) **Pop-up:** A new window which opens in front of the current one, display an advertisement, or entire webpage.
 - (i) **Pop-under:** Similar to a pop-up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.
 - (j) **Video ad:** Similar to a banner ad, except that instead of a static or animated image, actual moving video clips are displayed.
 - (k) **Video game ad:** Ads appearing in online games.
3. **Contextual ads:** Ad servers, such as Facebook or Google's double click, maintain an inventory of ads from clients and serve them into websites as appropriate users are viewing particular pages. For example, a user searches for fashion garments on an electronic retail site that works with double click, users might get the ads for fashion garments on their email page. This is called offering specific ad targeting based on profile information. This is good for micro-segmentation for marketers and good for users who receive relevant ads at the precise moment they want information. This process is also the basis for Google's Ad Sense program, where online marketers can bid for keywords and have their ads appear on Google search engine result pages or web sites allowing them. This makes contextual ads, the largest category of online advertising included in the category of keyword search.

4. **E-mail advertising:** It is one of the least expensive type of online advertising. It is just a few sentences of text embedded in the firm's content. Advertisers purchase space in the email sponsored by others. They generally prefer sending e-mail newsletters to them informing about the product. It is one of the oldest methods used till date. This makes it much simpler to reach an audience that wants to read the email with their website content information included.
5. **Sponsorships:** Also called advertorials. They try to integrate editorial content and advertising messages. This practice pleases advertisers because it gives them additional exposure and creates the impression that the publication endorses their product. Sponsorships are important on the web because display ads are generally overlooked by users; sponsorships allow great interactivity because many firms build synergistic partnerships to provide useful content.
6. **Mobile advertising:** As we all know, smart phones and cell phones are acquiring high penetration rates. Mobile internet usage is growing day by day. More and more people are accessing internet through their mobile devices. In order to take the advantage of this popular medium, advertisers can use various formats available to them for mobile advertising, such as, display ads of banners, short message service (SMS), video ads, voice ads etc.
7. **Social Network Advertising:** Social network advertising is a form of online advertising found on various social networking sites such as Facebook, Instagram, Twitter etc. Advertising on such networks can take the form of direct display ads posted on social networks. Facebook and Instagram do have its advantages as it uses an advertising system that is very simple to implement and offers a wide scope of coverage. Only Facebook and Instagram users that are within the specific demographic selected will be able to see the advertisement. This helps to narrow

down the specific target audience, who will be interested in advertisements and helps marketers in not wasting their money on people who are not going to be interested in what their website has to offer.

8. **Affiliate Marketing:** Whether it is for physical products or in digital information products like e-books and other courses, affiliate marketing is a great form of online advertising. In this case marketers affiliate with other websites and promote their goods from there. The major advantage is that they don't actually have to pay their affiliates a commission until the sale is made. If marketers succeed in promoting their affiliate program in the appropriate marketplaces, then these affiliates can do most of the legwork for their associates like using pay per click advertising, and ultimately driving traffic to their product in a number of ways.

9. **Pay-per-click (PPC) Advertising:** Pay per click advertising is a new form of advertising online. In this case, a relevant text ad with a link to a company page is displayed when the user types in a specific phrase at search engines. A series of text ads usually labeled as 'sponsored links' are displayed on the right-hand side of the search engines, pages. Unlike conventional advertising, an advertisers doesn't pay when the ad is displayed, they only pay when the ad is clicked on which then leads to a visit to the advertiser's website-that is why this is called` pay per click. Most clicks result in a visit to the site, although there may be a small attrition, that cannot be controlled but marketers have to be aware of it.

Pay per click advertising is an excellent alternative for companies who have the financial resources and can make an investment in order to bring targeted traffic to their websites. Like SEO traffic, Google AdWords is considered targeted because people are actually typing in keyword phrases that are relevant to the products and services they are searching for before clicking on their advertisement. This can bring a flood

of traffic to the online business very quickly, and this is an excellent choice as long as marketers are able to turn it into profit.

6.5 THE MEDIA PLANNING PROCESS

The following steps are involved in the development of a media plan.

1. Market Analysis

Every media plan begins with a market analysis or environmental analysis. At this stage, the media planner tries to identify answers to the following questions:

- Who is the target audience?
- What internal and external factors may influence the media plan?
- Where and when to focus the advertising efforts?

The target audience can be classified in terms of age, sex, income, occupation, and other variables. The classification of target audience helps media planners to understand the media consumption habit, and accordingly choose the most appropriate media or media mix.

2. Establishing Media Objective

A Media objective describes what you want the media plan to accomplish.

There are five key media objectives that an advertiser or media planner has to consider: **reach, frequency, continuity, cost, and weight.**

- (a) **Reach:** Reach refers to the number of people that will be exposed to a media vehicle at least once during a given period of time.
- (b) **Frequency:** Frequency refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.
- (c) **Continuity:** It refers to the pattern of advertisements

in a media schedule. Continuity alternatives are as follows:

- **Continuous:** Strategy of running campaign evenly over a period of time.
- **Pulsing:** Strategy of running campaign steadily over a period of time with intermittent increase in advertising at certain intervals, as during festivals or special occasions like Olympics or World-Cup.
- **Discontinuous:** Strategy of advertising heavily only at certain intervals, and no advertising in the interim period, as in case of seasonal products.

(d) **Cost:** It refers to the cost of different media

(e) **Weight:** Weight refers to total advertising required during a particular period.

3. Determining Media Strategies

Media strategy is determined in consideration with the following:

- (a) **Media Mix:** From the wide variety of media vehicles, the advertiser can employ one vehicle or a mix of suitable vehicles.
- (b) **Target Market**
- (c) **Scheduling:** It shows the number of advertisements, size of advertisements, and time on which advertisements is to appear.
- (d) **Reach and frequency**
- (e) **Creative Aspects:** Creativity in ad campaigns decides the success of the product, but to implement this creativity, firms must employ a media that supports such a strategy.
- (f) **Flexibility:** An effective media strategy requires a degree of flexibility.
- (g) **Budget Considerations:** In determining media strategy, cost must be estimated and budget must be considered.

- (h) **Media Selection:** It covers two broad decisions - selection of media class, and selection of media vehicle within media class.

4. Implementation of Media Plan

The implementation of media plan requires media buying. Media Buying refers to buying time and space in the selected media.

The Following steps are involved in media buying:

- **Collection of information:** Media buying requires sufficient information regarding nature of target audience, nature of target market, etc.
- **Selection of Media/Media Mix:** Considering the collected information and ad-budget, media or media mix is selected which suits the requirements of both target audience and advertiser.
- **Negotiation:** Price of media is negotiated to procure media at the lowest possible price.
- **Issuing Ad: Copy to media:** Ad-copy is issued to the media for broadcast or telecast
- **Monitoring performance of Media:** Advertiser has to monitor whether the telecast or broadcast of ad is done properly as decided.
- **Payment:** Finally, it is the responsibility of the advertiser to make payment of media bills on time.

5. Evaluation and Follow-up

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

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

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.

6.6 FACTORS INFLUENCING MEDIA CHOICE

With a thorough study of each medium and vehicle, we are now poised for making vital decision on the choice of an advertising media and media vehicle. In fact, medium or media selection is unique decision to be made by every advertiser.

Actual selection of the best medium or media for particular advertiser will depend on variables like specific situation or circumstances under which he is carrying on his business, the market conditions, the marketing programme and the peculiarities of each medium of advertising.

Strictly speaking, there is no one best medium/media for all similar units. What is “best” is decided by unique individual circumstances. However, in general, the following factors govern the choice of an advertising media.

1. The nature of product

A product that is needed by all will encourage mass media like print, broadcast, telecast, outdoor and the like. A product needing demonstration warrants television and screen advertising. Industrial products find favour of print media than broadcast media. Products like cigarettes, wines and alcohols are never advertised on radio, television and screen.

2. Potential market

The aim of every advertising effort is to carry on the ad message to the prospects economically and effectively. This crucial task rests in identification of potential market for the product in terms of the number of customers, geographic spread, income pattern, age group, tastes, likes and dislikes and the like.

If the message is to reach the people with high income group, magazine is the best. If local area is to be covered, newspaper and outdoor advertising are of much help. If

illiterate folk is to be approached, radio, television and cinema advertising are preferred.

3. The type of distribution strategy

The advertising coverage and the distribution system that the company has developed have direct correlation. Thus, there is no point in advertising a product if it is not available in these outlets where he normally buys. Similarly, the advertiser need not use national media if not supported by nationwide distribution network.

4. The advertising objectives

Though the major objective of every company is to influence the consumer behaviour favourably, the specific objectives may be to have local or regional or national coverage to popularize a product or a service or the company to create primary or secondary demand to achieve immediate or delayed action to maintain the secrets of the house.

If it wants immediate action, direct or specialty advertising fitting most. If national coverage is needed, use television and news-paper with nationwide coverage.

5. The type of selling message

It is more of the advertising requirements that decide the appropriate choice. The advertisers may be interested in appealing the prospects by colour advertisements. In that case, magazine, film, television, bill- boards, bulletin boards serve the purpose.

If the timeliness is the greater concern, one should go in for news-paper, radio, posters. If demonstration is needed there is nothing like television and screen media. If new product is to be introduced, promotional advertising is most welcome.

6. The budget available

A manufacturer may have a very colourful and bold plan of

advertising. He may be dreaming of advertising on a national television net-work and films. If budget does not allow, then he is to be happy with a low budget media like his news-paper and outdoor advertising.

Instead of colour print in magazine, he may be forced to go in for black and white. Thus, it is the resource constraints that decide the choice.

7. Competitive advertising

A wise advertiser is one who studies carefully the moves of his competitor or competitors as to the media selected and the pattern of expenditure portrayed. Meticulous evaluation of media strategy and advertising budget paves way for better choice.

This is because, whenever a rival spends heavily on a particular medium or media and has been successful, it is the outcome of his experience and tactics. However, blind copying should be misleading and disastrous.

8. Media availability

The problem of media availability is of much relevance because; all the required media may not be available at the opportune time. This is particularly true in case of media like radio and television; so is the case with screen medium. Thus, non-availability of a medium or a media poses a new challenge to the media planners and the people advertising industry. It is basically an external limit than the internal constraint.

9. Characteristics of media

Media characteristics differ widely and these differences have deep bearing on the choice of media vehicle.

These characteristics are:

- Coverage,
- Reach,
- Cost,

- Consumer confidence and
- Frequency.

‘Coverage’ refers to the circulation or the speed of the message provided by the media vehicle. The larger the coverage, the greater the chances of message exposure to the audience. Advertisers prefer the media vehicles with largest coverage for the amount spent.

Media vehicles like radio, television, news-papers, magazines and cinema are of this kind; on the other hand, direct advertising and outdoor advertising are known for local coverage.

‘Reach’ is the vehicle's access to different individuals or homes over a given period of time. It refers to readership, listenership and viewership. It is the actual number reading than the persons buying or owning these. For instance, one need not own a television set to have advertising message so also a news-paper and a magazine.

‘Relative cost’ refers to the amount of money spent on using a particular vehicle. It is one that involves inter vehicle and medium cost analysis and comparison. This cost is expressed with reference to the time and the space bought, ***in case of news-papers, it is milline rate; in case of magazine, it is rate per thousand readers; in case of radio and television, it is per thousand listeners or viewers per minute and ten seconds.***

‘Consumer confidence’ refers to the confidence placed in the medium by the consumers. This consumer credibility of a vehicle is important because, credibility of advertising message is depending on it. Speaking from this point of view, news-papers and magazines enjoy high degree of credibility than radio and television commercials. Outdoor medium is considered the least credible.

‘Frequency’ refers to the number of times an audience is reached in a given period of time. Limited frequency makes little or no impression on the target audience. Thus, news-papers, television, radio and outdoor media are known for

highest frequency while, magazine, screen, display and direct advertising the lowest.

In a nut-shell, the advertiser, to get the best results for the money spent and the efforts put in, should consider all the above nine factors that govern selection of a medium or media and media vehicle. Media selection is a matter of juggling, adjusting, tailoring, filling, revising and reworking to match to his individual situation.

6.7 CHALLENGES OF MEDIA PLANNING

Media planning can be challenging because there are so many contributing factors that must be accounted for, and because many believe that media planning strategies and processes have not modernized along with marketing.

Some of the challenges of media planning include:

1. **Consumer-Level Targeting:** The media plan must understand consumers at a granular level to determine what types of messages resonate with them, requiring in-depth marketing analytics.
2. **Platform Preference:** Brands must also know the various channels and platforms that target audience members engage with and when. This will allow them to effectively choose media on which to run campaigns. All of this must be done with budget and media spend in mind.
3. **Heavy Budget Focus:** Media planning continues to revolve around budget rather than customer engagement. There is limited flexibility in a budget and plan to allow marketers to course correct as campaigns run and new insights are discovered. Modern media planning requires the flexibility to allocate budget to different channels if they prove to be more successful.
4. **Integrating Measurements:** Because there are so many channels online and offline, it has become infinitely more difficult for marketers to measure the success of these campaigns alongside each other to

determine which are most effective and which should be updated.

Today, media planning has to adapt to focus on the consumer experience using flexible budgets and real-time, unified measurements that allow for media plan optimizations in-campaign.

ADVERTISING APPEALS

Advertising appeals are communication strategies that marketing and advertising professionals use to grab attention and persuade people to buy or act. In rhetorical theory, the idea of an “appeal” dates back to Aristotle, who identified the three main appeals of communication (also known as the rhetorical triangle): ***ethos*, *pathos*, and *logos***, or, in modern language, **credibility, emotion, and logic**. The idea was that, if you can establish yourself as credible (*ethos*), for example, you are more likely to persuade people. Likewise, if you tugged on your audience's heartstrings (hit their emotions, *pathos*) or presented a logical argument (*logos*), you could persuade people to act. In other words, you (or your communication) ***appealed*** to people because you were credible, you affected their emotions, or you made logical sense.

Marketing and advertising gurus have been using appeals for as long as marketing and advertising has been a thing. Consider celebrity endorsements, which are prime examples of applying *ethos*, or the credibility/endorsement appeal. If you see an image with Jennifer Aniston holding a bottle of Smart Water, you are being appealed to by Aniston's credibility (or, at the very least, her notoriety). If it's good enough for her, then it's good enough for the consumer who respects and adores her.

But modern-day advertisers didn't stop at just the three

appeals, as Aristotle did. While credibility, emotion, and logic in many ways do summarize the three broad ways in which people are persuaded, advertisers get much more specific in order to target their marketing communications approaches. Understanding the available appeals in marketing and advertising will put you in a position to be more creative, more persuasive, and ultimately more effective in your marketing and business communications.

7.1 ESSENTIALS OF A GOOD ADVERTISING APPEAL

The following are the essentials of a good advertising appeal:

- 1. It must be Communicative:** An advertising appeal must successfully tell what it wishes to convey. As far as possible, the message must be communicated in a simple language.
- 2. It must have a Good Theme:** A good theme means there must be something which has to be told to the prospects. Only meaningful words become effective in conveying the story.
- 3. It must be Distinctive:** An advertising appeal must be distinctive. It should present a product in a distinctive way. If it is a new product, then „new alone makes it distinctive.
- 4. It must be Interesting:** A good advertising appeal must be interesting. An advertisement must provide interest to the readers or the listeners or viewers and this can be done by telling the story of an advertisement in an interesting manner.
- 5. It must be Believable:** The theme of an effective advertising appeal must be believable. The message which is doubted can never be effective. Only facts are presented in an interesting manner
- 6. It must be Complete:** An advertising appeal should be complete and must not be superfluous. Such information which is likely to confuse the prospects in making buying decision should be avoided

7.2 TYPES OF ADVERTISING APPEAL

1. Adventure Appeal

The Adventure Appeal seeks to appeal to consumers' appetite for adventure, excitement, danger, thrills, or related topics. It is especially effective when your target audience may have a desire for adventure or thrill-seeking. You can learn if your audience has this desire through focus group testing, interviews, questionnaires, or by just generally understanding your target audience. The Adventure Appeal is often used as an advertising tactic when trying to reach younger audiences, athletic people, travelers, or people who generally wish their lives were more exciting than it currently is.

How to apply the Adventure Appeal to Advertising

When creating advertisements and visual communications focused at persuading audiences through the Adventure Appeal, use images, icons, and phrasing that appeals to a person's sense of adventure. Consider things like dangerous mountain imagery, uncharted or treacherous terrain, extreme sports, and related topics. Use vernacular (language and word choice) that is appropriate for people who epitomize adventurous lifestyles.

2. The Bandwagon Appeal

The **bandwagon appeal** is one of the advertising appeals that marketing professionals use to persuade people to buy a product, pay for a service, donate to a cause, or otherwise be persuaded. The Bandwagon Appeal attempts to persuade people by making them feel that a product or idea is popular and that everyone else is doing it. The idea of the Bandwagon Appeal is to make people feel like they are missing out or falling behind if they don't join the crowd and be a part of the trend.

When to use the Bandwagon Appeal

The Bandwagon Appeal is especially effective when your target audience desires to be popular, to be a part of a group, to feel

included, or to generally feel cool. It's also a good approach when your target audience may not be good at making decisions or they're nervous to try something new. The Bandwagon appeal is effective in the following situations:

- when there is an emerging trend in society (say, for example, eating organic food);
- something is increasing in notoriety (like, say, when the Clemson Tigers won the college football national championship);
- it's hard for your audience to know which product is best;
- a product or service is relatively new or unfamiliar;
- or you know that your target audience is looking to find a product, service, or idea that they can belong to.

The Bandwagon Appeal can be broadly applied for a wide range of ages, backgrounds, and preferences.

How to apply the Bandwagon Appeal in Advertising

When creating advertisements and visual communications focused on persuading audiences through the Bandwagon Appeal, use imagery and phrasing that suggests a large number of people are already using the product or service you are advertising. The goal is to make your audience feel that if they were to purchase your product or service, they would be joining a large group of people that already do so.

3. The Brand Appeal

The Brand Appeal seeks to remind people about a brand they are already familiar with, to appeal to their desire to cling to a brand they already love.

The Brand Appeal is especially effective when your target audience is already very aware of the brand or company that you are advertising. Brand appeals are good for audiences who feel a love or affection for a brand and you want to reinforce that love or affection. Brand appeals are also good

when a person may be inclined to switch brands (say, for example, if they have always used Nike but may be inclined to switch to another brand; if you're advertising the other brand, you might emphasize why your brand is better.)

When creating advertisements and visual communications focused at persuading audiences through the **Brand Appeal**, use images, icons, and phrasing that appeal to the brand itself. Typically, with brand appeal, you are focusing entirely on the attributes of the brand itself, removing most other visual elements and phrasing that might fall under another appeal. The goal is to reinforce the concept of the current brand perception.

4. The Endorsement Appeal

The Endorsement Appeal attempts to persuade people by using celebrities or credible people to endorse their products. The idea with the endorsement strategy is to convince consumers that the people they trust and admire use a certain product, so consumers should, too.

When to use the Endorsement Appeal

Endorsement appeals are incredibly common in advertising and can be used for just about any product or service. Endorsement appeals are especially good when you have access to a celebrity or credible person or organization that is willing to publicly endorse the product or service you are advertising. It's important to note, however, that while celebrities and famous individuals appeal to certain people, they often don't appeal to everyone. For example, if you use Taylor Swift to advertise your restaurant, note that not everyone is going to be persuaded by Swift's endorsement (and, in fact, some may be turned off by it).

How to apply the Endorsement Appeal in Advertising

When creating advertisements and visual communications focused on persuading audiences through the Endorsement Appeal, highlight the celebrity or endorsing group front and

center. Make it a point of emphasis that someone famous or credible is using your product or service.

5. The Fear Appeal

The fear appeal is one of the advertising strategies that marketing professionals use to persuade people to buy a product, pay for a service, donate to a cause, or otherwise be persuaded. The Fear Appeal persuades people to feel that they are assuming a risk if they do or do not purchase a certain product. The idea is that if consumers don't use the product you are advertising, you make them feel like there may be undesirable consequences as a result.

When to use the Fear Appeal

The fear appeal is increasing in popularity and can be used for a variety of purposes, particularly if there are consequences for not purchasing a product. For example, if you sell fire extinguishers and your advertising strategy is to show how you may save your family members' lives if you have an extinguisher during a fire, you are appealing to a fear in consumers that if they don't buy a fire extinguisher, they are risking their family members' lives. Note that there are ethical considerations when appealing to people's fears; it's not always in the best interest of a company to make their consumers be fearful of something that really has little or no risk at all.

How to apply the Fear Appeal in Advertising

When creating advertisements and visual communications focused on persuading audiences through the Fear Appeal, use images and phrasing designed specifically to evoke fear or concern. You might think to the famous no-smoking ads where people had developed serious deforming illnesses from smoking. The images of people with holes in their throats, ruined vocal cords, and lung cancers were designed to make people fear smoking. The same has been done with seatbelt campaigns and similar concepts.

6. The Humor Appeal

The Humor Appeal persuades people to like a company, brand, product, service, or idea by making them laugh and feel good.

When to use the Humor Appeal

The humor appeal is especially good when the product, service, or idea you are promoting is not particularly controversial and your intention is to create goodwill for your company. Be careful when using humor, though, that you don't alienate the people you are trying to reach. Different types of humor appeals to different types of people. Recognize what will actually be funny (you never want to try to be funny and then fail) and take note of what your target audience may find offensive. The larger your target audience, the more broadly you want your humor to appeal. The more narrow your audience, the more niche kind of humor and even inside jokes you can pull off.

How to apply the Humor Appeal in Advertising

Humor requires creativity and ingenuity and it is best when tested on other people before launching it. Humor is especially good when using visual comparisons and metaphoric or idiomatic imagery that people will understand quickly. Consider using puns and other plays on words. Use language that is catchy and makes people smile.

7. Less-than-Perfect Appeal

The Less-than-Perfect Appeal seeks to make consumers feel inadequate or otherwise dissatisfied with their present self, encouraging them to buy a product that will enhance who they are in some way.

When to use the Less-than-Perfect Appeal

The Less-than-Perfect Appeal should be used cautiously as there are a host of ethical considerations when your goal as an advertiser is to make someone feel like they're not perfect or they need to change their present self to be better. Less-than-Perfect Appeals are really common in advertising health

and beauty products, like weight-loss supplements, dieting regimens, anti-wrinkle cream, and so forth. But just because the Less-than-Perfect Appeal is common (and fairly effective), it doesn't mean that it's ethical. Use the Less-than-Perfect Appeal when you have a product or service that will genuinely improve someone and be careful not to make people feel worse about physical or mental characteristics that don't necessarily need improvement.

How to apply the Less-than-Perfect Appeal in Advertising

When using the Less-than-Perfect Appeal, the typical method is to showcase how a product will improve someone's current self (a self which is identified as being less-than-perfect). Use imagery that showcases a person in such a way that your target audience can relate to. You can show images that are not desirable (and, hence, something people want to overcome); show before and after images, showing improvement; or showing "ideal" people that your target audience can aspire towards. (Again, note that showcasing "ideal" people is a bit problematic, since no person is actually perfect; be careful to not intentionally propagate low self-esteem).

8. Masculine & Feminine Appeal

The Masculine/Feminine Appeal seeks specifically to portray the "ideal" man or woman to consumers who hope to achieve society's and their own ideal perception of being a man or a woman. Very similar to the Less-Than-Perfect-Appeal—which attempts to make consumers feel inadequate in nearly any way—the Masculine/Feminine Appeal has a strict focus on perceptions of being a man or a woman.

When to use the Masculine/Feminine Appeal

The Masculine/Feminine Appeal is especially common when the product or service you are selling is aimed specifically at either men or women. The Masculine/Feminine Appeal tends to be most effective for beauty, fashion, cosmetic, and toiletry products and services. Use the Masculine/Feminine Appeal

when targeting men or women specifically. Be conscious of the ethical concerns with this appeal, as it is often an appeal use to exploit women's and men's insecurities about sex, gender, and their personal perceptions.

How to apply the Masculine/Feminine Appeal in Advertising

When using the Masculine/Feminine Appeal, you typically work within societal perceptions of what the "ideal" is for men and women and you use imagery and language that showcase these perceptions. Think in terms of the ideal body, the ideal hair, the ideal smile, and so forth. As you can imagine, there are many consumers who (rightfully so) who will be offended by the concept of the "ideal" man or woman, since every person is unique and ideal in their own way. Thus, be cautious of offending or over-exploiting concepts of idealness in masculine or feminine ways. The more blatantly you claim that people are imperfect men or women unless they use a product, the more likely you are to offend and perpetuate stereotypes.

9. Music Appeal

The Music Appeal uses music and sound specifically to attract attention, make people feel good, and increase recall or memory of the product and service.

When to use the Music Appeal

The music appeal can be widely used for any product or service type. The Music Appeal is especially useful when you want to make your product or service seem lively or exciting and you want to integrate a jingle or song that will make your audience feel happy and upbeat. Consider, for example, one of the classic tunes used by restaurant chain Chili's to announce their baby back ribs. Note how the music is the emphasis of the appeal and how the jingle is catchy and upbeat.

How to apply the Music Appeal in Advertising

The music appeal works best when you make the advertisement

almost entirely focused on the music, with the product or service you are advertising as background information. The goal is to get your 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 you use the Music Appeal, you make the music front and center of the ad, appealing to your target audience's tastes in music and feel-good rhythms.

10. Personal/Emotional Appeal

The Personal Appeal seeks specifically to incite emotional responses in viewers strong enough to encourage them to buy or act. While several other advertising appeals also seek to affect people's emotions (consider the Fear Appeal or the Humor Appeal), the Personal Appeal encompasses the wide range of other emotions that an advertiser may wish to play with in order to persuade his/her target audience. While there are scores of emotions an advertiser could use, some of the more common ones besides fear and humor are **sadness, pity, anger, excitement, and joy.**

When to use the Personal Appeal

The Personal Appeal may be applicable in different scenarios for a wide variety of products, services, and ideas. If what you want to advertise is especially prone to affecting emotions, the Personal Appeal is a good choice to use. For example, if you are advertising a non-profit organization that is seeking donations for a humanitarian relief effort, as an advertiser you can use the Personal Appeal to evoke emotions of sadness and empathy, encouraging people to feel bad for those suffering and want to do something to help.

How apply the Personal Appeal in Advertising

The Personal Appeal works best when you use images that evoke strong emotions. While you want to be careful about exploiting people in the images and the people viewing the

messages, you can often effectively use imagery that tugs at consumers' heart strings in some way. The Personal Appeal doesn't always need to be used to evoke emotions of sadness, pity, and empathy, though. You can use images that make people feel good and happy, jealous, worried, or any other range. Just use appropriate images and text that speak directly to a targeted emotion.

11. Plain Appeal

The Plain Appeal reaches audiences by appealing to their sense of what's normal, commonplace, or average. Faced with onslaught of unrealistic advertising and Photo shopping, many consumers feel that they can connect with advertising that portrays people and things more realistically or in ways they are used to seeing.

When to use the Plain Appeal

The Plain Appeal is especially effective when you sense that your target audience may be tired of or turned off by advertising that showcases unrealistic body types, physical abilities, accomplishments, and so forth. The Plain Appeal speaks to the average person, essentially telling them that average is okay, and even awesome.

How to apply the Plain Appeal in Advertising

The Plain Appeals works best when you use images and language that speaks to what your audience perceives as normal. You might portray physical characteristics that are very common but often seen as flawed in the beauty world. Or you might showcase what the average, middle-class or blue-collar worker looks like in natural and common settings (as opposed to showing beautiful, wealthy, or accomplished people). The goal of this appeal is to make people feel like it's okay to be plain or "flawed" and there's nothing wrong with (and in fact, it may be cool) to be unique in a very common way.

12. Play-On-Words Appeal

The Play-on-Words Appeal uses creative use of language and

visual metaphors to intrigue and please audiences. The Play-on-Words Appeal applies figures of speech like puns and idioms and hyperbole to encourage audiences to pay attention, remember, and enjoy the advertisement as a unique display of creativity.

When to use the Play-on-Words Appeal

The Play-on-Words Appeal is a great way to showcase your company as creative, fun, and personally engaging with your target audience. Because most people tend to enjoy the puzzle and subtle humor that is embedded in plays on words, the Play-on-Words Appeal is useful for creative a positive, memorable perspective of your company, product, or idea in a way that is often not too controversial (but that will depend on the subject matter you choose). Be careful when using the Play-on-Words Appeal to make sure that your target audience will actually understand the play on words and that you don't create something too cliché.

How to apply the Play-on-Words Appeal in Advertising

There are nearly endless possibilities with the Play-on-Words Appeal as you might integrate any type of figure of speech (thing of puns, similes, hypberbole, metonymy, metaphor, idiom, synecdoche, or many others) or as you actually play with word choice. The Play-on-Words Appeal can be tricky as you determine the education level of your audience and the effectiveness of your visuals and language in harmony with the play on words. When you choose to use the Play-on-Words Appeal, be sure to use creative imagery that enhances the text (if you have any text), but be careful not to simply repeat in text what is already shown in a visual. Note that your audience will need to understand the puzzle and humor very quickly, thus it's a good idea to test your play on words with several people in your target audience before you actually launch a campaign using this method.

13. Rational Appeal

The Rational Appeal persuades audiences to purchase

something or act on something by appealing to their sense of reason or logic. In other words, the Rational Appeal effectively makes something make sense or seem obvious in such a way that it really can't be argued.

When to use the Rational Appeal

The Rational Appeal is especially effective when the product, service, or idea contains many features that will appeal to someone's sense of reason. For example, if you are advertising a vehicle that you know has technical features that will appeal to your audience (maybe enhanced sound system, better gas mileage, higher safety rating, and so forth), you can use the rational appeal to make your audience nod their head and say, "yep, that makes total sense. I want that."

How to apply the Rational Appeal in Advertising

The Rational Appeal is applied by using facts, statistics, and other general data and information that will speak reason to your audience. Use images, numbers, graphics, and information that will be easy to understand, straightforward, and powerful. Avoid using common or not-so-impressive facts that won't impress your target audience.

14. Romance Appeal

The Romance Appeal persuades audiences to purchase something or act on something by appealing to their natural desire to experience romance and appeal to others romantically. The goal of the romantic appeal is to make people feel like they will be more attractive, more desirable, and more likely to get the person of their dreams if they use a certain product or take certain actions.

The Romance Appeal, while similar in nature to the Sex Appeal, specifically focuses on relationships between two people (as opposed specifically to physical or sexual characteristics), suggesting that the purchase or use of a product or service will, even in some small way, enhance the romance and relationship of the couple portrayed.

When to use the Romance Appeal

The Romance Appeal is especially effective if the product or service you are advertising had a direct correlation with perceived attractiveness or attractive qualities (like intelligence, aptitude, kindness, health, and so forth). If your product has the potential to make a person like another person more if they use it, in particular a person they may be romantically interested in, then the Romance Appeal can be an effective approach.

How to apply the Romance Appeal in Advertising

The Romance Appeal works best when you show a relationship between two people and, in particular, showing their relationship improve (even if in some small way) when they use your product or service. It's especially effective when using the Romance Appeal if there is a perceived weakness (even if minor) in a couple's relationship prior to using the product or service and a perceived boost in the relationship occurs after its use.

15. Scarcity Appeal

The Scarcity Appeal seeks to make people feel like they need to hurry, either because quantities are limited, so many people are rushing to get it, or there is a restricted time frame in which you can get your hands on the new product or service. The goal of the scarcity appeal to make people feel that they need to hurry or they will be left out. Everyone else is doing it and you may lose your chance.

When to use the Scarcity Appeal

The Scarcity Appeal is especially effective when you have product or sale that will only last a short time or that you truly have a limited supply on. The scarcity appeal is a good advertising strategy when things are time-sensitive and may sell out (like with concert tickets or limited edition products) or when you want people to feel like they'll miss out in some way if they don't hurry.

How to apply the Scarcity Appeal in Advertising

The Scarcity Appeal works when you use phrases like “for a limited time” or “act fast”. One of the goals with the scarcity appeal is to make people feel like they have to hurry or they’ll miss out so use phrases and images that encourage this. It’s important to make the product or service you are advertising seem especially exciting so that your target audience will logically understand why they need to hurry.

16. Sex Appeal

The Sex Appeal lures audiences by appealing to their sexual desires and fantasies. Advertisers use this approach because it is an easy and proven method for attracting attention quickly, especially from men.

The goal of the sex appeal is to grab and increase attention toward a product or service by making people feel attracted to or desirous of the people using the product.

When to use the Sex Appeal

While the Sex Appeal has been widely proven successful across a variety of industries in terms of attracting attention, it’s not always the best method to apply. As an advertiser, you must always be conscious of the personal tastes, limits, and boundaries of what your target audience will find appealing and tasteful. While sex has is known for immediately capturing the attention of people, especially men, it’s also known to be demoralizing and lacking in sophistication and values. For ethical reasons, it’s recommended that you use the Sex Appeal sparingly and only in good taste.

How to apply the Sex Appeal in Advertising

The Sex Appeal, as may be inferred from its name, is applied by using sexually suggestive images and language to lure attention towards it. As opposed to the Romance Appeal (which seeks to highlight characteristics of relationships) or the Masculine/Feminine Appeal (which seeks to highlight how people can become the perfect version of their sex or gender),

the Sex Appeal only focuses on sex and attractiveness to grab attention, even for products that have little or nothing to do with the human body or beauty in anyway.

17. Snob Appeal

The Snob Appeal attracts audiences into believing that they will be part of an elite or special group if they buy a product or service or buy into an idea. The Snob Appeal, in other words, appeals to people's desires live lives of luxury, to be treated as if they were wealthy, noteworthy, part of a special club or society, or otherwise deserving of special treatment.

The goal of the snob appeal is to make people feel like their purchases or actions will put them in a position to experience the highest of qualities and luxuries.

When to use the Snob Appeal

The Snob Appeal is especially effective when you have a product or idea that appeals to a person's desire to be pampered, as if wealthy or famous. If your product is something that may be considered luxurious, the Snob Appeal may be a good approach as you lure people into believing that they deserve what you have to offer and that they will be rewarded and/or special because of it.

How to apply the Snob Appeal in Advertising

The Snob Appeal works by showing images of things and people in luxurious settings and using language that speaks to luxury and pampering.

18. Social Appeal

Similar to the Bandwagon Appeal and the Snob Appeal, the Social Appeal attracts audiences to a product or service by giving them a sense of social acceptance. While the Bandwagon Appeal encourages people to buy a product or service because "everyone else is doing it," and the Snob Appeal makes people feel like they're part of an elite club or deserving of luxury, the Social Appeal focuses on other social aspects, like finding joy

in friend-making, feeling included, increasing in status, or being affiliated with a particular group.

When to use the Social Appeal

The Social Appeal is good for advertising products and services that have the potential of making people feel included or accepted. Think of the types of groups, clubs, or social circles your product, service, or idea creates. If, for example, you are a non-profit trying to advertise and promote the idea adopting animals, you might think of the social circles that care about animal adoption and how adopting an animal places you in a special group of caring people who have done the same. Alternatively, you can use the Social Appeal to simply show how sharing a product or service with a group of people in a social situation makes that situation even more enjoyable (like eating with friends.)

How to apply the Social Appeal in Advertising

The Social Appeal works most effectively when you showcase a person or group of people that belong to a desirable social group and then use visuals and language that encourage target audiences to want to either be a part of that group (if they're not already) or enhance their experience with that group.

19. Statistics Appeal

Similar to the Rational Appeal, the Statistics Appeal persuades people to purchase a product or buy into an idea or service based on numbers, statistics, and scientific evidence. Research has shown that people generally trust numbers (even if they're not all that accurate or are used out of context); as such, many advertisers use numbers and statistics to give perceived weight to their products' value or qualities.

When to use the Statistics Appeal

The Statistics Appeal is best used when you have numerical data and statistics that you can directly correlate to the success or quality of your product or service. Be sure that you have accurate and contextualized data when advertising your

product with the Statistics Appeal—this is important both for ethical reasons and for strong public relations. When you use misleading statistics and data, consumers can quickly begin to mistrust your brand and your company.

How to apply the Statistics Appeal in Advertising

The Statistics Appeal is applied by using numerical data that enhances the perception of your product. While images are good for attention and aesthetics, the Statistics Appeal relies less on the visuals and more on the numbers themselves. Pictures can be used as ancillary devices that supplement what the statistics say.

20. Youth Appeal

The Youth Appeal persuades people to purchase a product because they feel it will make them feel younger in some way, either in appearance or in attitude. Many people, especially those over the age of 40, have a longing desire to feel young again, particularly when their bodies aren't as able as they once were. The Youth Appeal tugs on this desire.

When to use the Youth Appeal

The Youth Appeal is best used when you have a product or service that can make people feel younger in some way. While beauty products and anti-aging creams seem like the natural product type for the Youth Appeal, the reality is many products can speak to a person's desire to feel younger, more energetic, cooler, and so forth. If your product or service can appeal to someone's desire to feel younger, it may be a good approach.

How to apply the Youth Appeal in Advertising

Because the Youth Appeal seeks to persuade people that they will look and/or feel younger by using your company's product or service, images of youthful people are often effective. Also, you can consider the before/after approach, playing on the idea that a person feels old or aged in some way before using your product but they gain back years after using your product.

Use words and visuals that appeal to a person's longing for feeling that way once again.

7.3 THE USE OF PROPAGANDA IN ADVERTISING

Propaganda is a “systematic, widespread dissemination or promotion of particular ideas, doctrines, practices, etc. Some use it to cause or to damage an opposing one.” While it is true that many of the techniques associated with propaganda are also used in the practice of advertising or public relations, the term propaganda is usually applied to efforts to promote a particular political viewpoint. Additionally, propaganda can be used to promote specific religious views. Furthermore, companies use propaganda to persuade consumers into buying their product, and, sadly, misinformation is found all around people in magazines, on television, on billboards, and in movies. Subconsciously, people let the use of propaganda influence their decision to purchase items that they often would not buy.

Advertisers lean heavily on propaganda to sell products, whether the “products” are a brand of toothpaste, a candidate for office, or a particular political viewpoint. Although propaganda may seem relevant only in the political arena, the concept can be applied fruitfully to the way products and ideas are sold in advertising. All around us, we can see a lot of propaganda ads on television, magazine, newspaper, and etc. Propaganda is a systematic effort to influence people's opinions, to win them over to a certain view or side. People have been influenced by the propaganda advertisements. Some psychologists' point of view considers that propaganda is in fact changing our mind and heart, because they make our spirits full of material desires. For instance, sometimes we purchase something that we don't even need because of our desire. Maybe we are not really aware of how big influence propaganda is in our daily life. Undeniably, propaganda alters our value of living. Therefore, we cannot under estimate the propaganda power.

7.3.1 Types of Propaganda Used in Advertising

There are five types of propaganda used in advertising. The

first type is called **bandwagon**. Bandwagon is persuading a consumer by telling them that others are doing the same thing. An example is in soft drink adverts there will be many attractive young people having fun on a beach. This method is commonly used in cosmetics adverts, The use of a celebrity model and the affordability of the cosmetics sways the customer's choice in investing in the product because the celebrity is doing it then it will also make the consumer look as good as the model. The second type is called **testimonial**. Testimonial is when a product is sold by using words from famous people or an authority figure. An example of testimonial is, "Nine out of ten dentists recommend this type of toothpaste. The next type is **transfer**, which is when a product is sold by the name or picture of a famous person or thing, but no words from the person or thing, for example political advertisements might use political party slogan to help sell the product. The fourth type of propaganda techniques that is used is **repetition**. Repetition is when the product's name is repeated at least four times in the advert. The last type is called **emotional words**. That is when words that will make a consumer feel strongly about someone or something are used. For example, David Beckham sells his perfume by showing a romantic love scene and just putting the word romance on the advert. The five propaganda techniques can be extremely successful in selling.

7.3.2 Bad Impact Caused by the Use of Propaganda in Advertising

With false advertisement on one hand and deceitful public relations on the other it is difficult not to be affected. As an overweight person it was always difficult to watch infomercials with false claims of weight reduction, or TV commercials claiming their makeup would create a "flawless finish", because inevitably it never worked. However, the media is full of thin, beautiful people with flawless skin and trim bodies. The result of the misleading advertising and the impression that perfection was attainable made the failure of reaching that goal destructive.

The media impresses falsely that flawlessness is the norm and the epitome of beauty. Poor self-esteem often leading to depression was not only a personal and painful result of this perception but is an epidemic among young women across the

country. The negative impact of advertising and the poor reputation of public relations officials created a general distrust of media in general. Public relations are supposed to be mutually beneficial, but when companies have been found guilty of manipulating events and information to suit their purposes only, they cannot be trusted fully. The lack of trust in the media fuelled a desire to actively research products and services before committing to them and to become self educated on public issues so as not to depend on the media for the entire truth.

It is a person's right to know the truth, whether it be a product, service, or public relations issue. The self educating tactic turned the destructive force behind the media into an action of empowerment. Would this act of empowerment have occurred otherwise? If people were shielded from the media would they seek to inform themselves? Maybe, but for the majority of the population the answer is probably "no", simply because they would be unaware of what they were missing. The desire to seek out the truth is not there if one is unaware that there is an untruth to begin with. Furthermore, without the media world issues and events would remain mostly isolated. Our knowledge of the world around us is in great part due to the media. Admittedly, without the influence of the media esteem issues would probably remain though to a much lesser extent, but products would be less exciting and probably less effective than they are now.

Regardless of the annoyances and potential destruction that advertising and public relations can cause it is a reality that they serve an important purpose. Without public relations no one would feel the need to inform or educate the public at all regarding events that involve or affect them and the world they live in. Without advertisements companies would not strive to improve their products over the competition thus creating superior products. Without these driving forces in people's lives there would be an information gap of incredible magnitude and a lack of creativity. Although potentially destructive without firm operating standards, codes of ethics and legal ramifications, advertising and public relations are undeniably important aspects of our culture.

ADVERTISING COPY

An advertising copy is a term used to describe the main text used in the advertisement. The text could be a dialogue, a catchy punch line or a company's dictum.

It is a print, radio or TV advertising message that aims at developing and retaining an interest of the target customer and prompting him to purchase the product within a couple of seconds.

According to the UK advertising guru, David Ogilvy, 'people do read lengthy advertisements if they are skillfully written'. The most significant part of the copy is the headline, and sometimes even a small shift in the text brings magnanimous results. A short ad copy is the most popular in consumer-product advertising, or an artful, indigenous lengthy ad copy may work wonders too. An advertisement copy is mostly a result of extensive advertising and consumer research designed by professional copywriter's employees by advertising agencies. Drafting an ad copy demands skill and effort. An ad copy involves a complete investigation of the target audience. There is a substantial effort that goes into making an ad copy. Companies outsource their ad campaigns. The advertisement industry flourishes when they succeed in delivering the advertisement just like its copy.

8.1 ESSENTIALS OF A GOOD ADVERTISEMENT COPY

An ad copy is made of various principles, all of which are

integrated into a few lines of the copy that the advertisers are allowed to engage. It combines search engine optimization with marketing strategies and is used in all kinds of advertisements, not only pay per click and contextual ads. The essentials of a good ad copy are as follows:

- **Credibility:** An ad copy must focus on the credibility or the reliability of the advertising. The copywriters should essentially flaunt an element of reliability in the ad so that the consumers are convinced to go ahead with the product. The credibility of an advertisement is the extent of honesty in the ad message. Misleading and misinterpreted ads harm the reputation of the selling house.
- **Attention:** The keywords, punch lines or a phrase that seize the attention of the potential consumers or some component in the ad that attracts the target audience is essential in a good advertising copy.
- **Assurance of benefit:** An advertisement copy must contain some promise of the benefits that the product offers if the consumer purchases and uses the product.
- **Brief and clear:** An ad copy must be brief and clear, i.e. it must be to the point. It doesn't mean that the copy must omit the important elements of the advertising. A clear copy is easy and quick to be read by the readers. It is self-explanatory, definite, and precise. Clarity makes way for interpretation.
- **Apt and conforming:** The copy must be apt and must match the needs of the prospects. A copywriter has to use the most suitable USP. Every ad copy must meet the conforming standards and rules acceptable to the advertising media and the laws of the land. A copy that offends the morality challenges religious beliefs of the people is not welcomed by any media.

8.2 CLASSIFICATION OF ADVERTISEMENT COPY

It is true that copy writing is an art and the copywriter has a very important role to play in advertising creativity. Copy writing

does not admit any stereotyped rules and classification. There are various styles in which a copy can be prepared and presented. The following **classification of advertisement copy** may be studied;

1. **Descriptive Copy:** This type of copy describes the pertinent and relevant characteristics features of the product. It is very simple and of non- technical nature. It does not have any specialty which can attract the attention of the target consumers or may compel them to read it. It is very much similar to a press account or news item simply giving relevant information to the public without any stylish touch.
2. **Scientific Copy:** Such types of copies are technical in nature and generally used by drugs and pharmaceutical firms elaborating the propositions of properties and constituents of the product. It provides full information about the product and the producer. This type of copy is usually meant for professional or for those who are really interested in such types of information.
3. **Institutional Copy:** Institutional advertisement copy aims at selling the name of the advertiser or the institution that is producing or selling the products or services. The main objective of such type of advertisements is to create, maintain or increase the goodwill of the product or of brand or of the department or of the selling house as a whole, Institutional copy invites the target consumers to the selling outlet. Such a copy seeks to build goodwill through publicizing the policies, customer services, Conveniences and general features of superiority of the store over the rivals.
4. **Topical Copy:** Herein an attempt is made to appeal to the general public by linking the theme of the copy with some current event but it should not look absurd. It commands a good deal of interest because of that sensational event which lives in the minds of the public.
5. **Reason why Copy:** A Reason Why advertising copy offers reasons as to why the consumers are expected

to buy the product of a particular brand. The reason why copy appeals directly to the intellect or the judgment of an individual than the emotions. It tries to explain the product qualities and benefits by giving evidence in the forms of testimonials, guarantees, customer experiences, and so on.

The approach of this copy explains reasons to readers as to why the advertised product has to be purchased. The format of this copy states a fact about a product or a service in the headline and then explaining why the fact is true in its further text. This form of advertising works better in print than on media, because broadcasting an ad has a limitation with respect to time. There are good chances of the viewer missing the headline or the reasons why the headline claims to be the truth.

6. **Human Interest Copy:** Human interest copy entices the emotions and senses of its prospective customers rather than the intellect and judgment. Sympathy fear, bonus, curiosity and other emotional appeals like appeals to the senses of sight hearing touch taste, and smell are used in such type of copy.

This advertisement copy defines the product to people instead of sticking to facts. It focuses on people's undying interest in themselves, their families and friends.

Human interest copy can take various forms:

- **Humorous Copy:** Humorous ad copy is a copy which is designed to make the reader laugh. This copy brings about a smile on the readers face. All examples and statements in such copy are fully to make the reader smile.
- **Fear Copy:** Fear ad copy arouses a sense of fear in the reader to save their lives or to protect themselves from something. It creates interest among its consumers by instilling a sense of fear in them. Fear advertisement copies must be designed carefully as

it may carry an unpleasant association on the viewer's mind concerning the product.

- **Story Copy:** In a story copy, a story is narrated in a very interesting way to develop interest amongst its prospects. Customer experiences can also be narrated in the form of a story.
 - **Predicament Copy:** In a predicament copy, the copy provides a dramatic explanation about the product. This copy explains all the advantages and benefits of using the product. The predicament copy usually takes over the other three forms of the advertisement copy.
7. **Colloquial Copy or Conversational Copy:** The colloquial copy presents the message in the way of conversation. It uses an informal language and conversation takes place in terms of "I" and "You" with personal reference to reader and the advertiser. In such copy, the style is one of a personal talk or one of an eyewitness account.
 8. **Personality Copy:** This copy attempts to encase the opinion of personality — real or imaginary — about the product. Usually the personality is real. The photograph of the personality (a person specialized to concerned field) is given with the text of the copy with a view to convince the readers through the moral influence of his name. Invariably, such copy shows a certificate or a testimonial of such influential person.
 9. **Prestige Copy:** This pattern is usually for in institutional advertising which aims at creating an atmosphere about the product or the firm and may not directly advise the product for sale. Such a copy is occasionally used and is very much similar to the personality copy in impression which also strives to enhance the prestige of the advertising firm indirectly by visualizing the name of the eminent personality.
 10. **Educational Copy:** An educational ad copy attempts to inform, update and prompts its clients to buy a product by educating the prospective customers. When a product is introduced in the market for the first

time, it is the duty of the producer or advertiser to tell everything relevant about the product to the public in such a manner that it may get a warm welcome among customers. Such an advertisement copy depicts the specialties to the product category. The advertiser may insist only one or two attributes of the product which is more sensational such as introduction of a low priced item without the loss of quality or a product developed from a new technology indigenous or imported etc.

11. **Suggestive Copy:** A suggestive copy suggests or attempts to convey the message to the readers directly or indirectly and prompts them to purchase the product. Suggestive ad copy works best when the reader is confused regarding the quality of the product and is juggling with decision making regarding his purchase.
12. **Expository Copy:** Expository copy conflicts with the Suggestive copy. An Expository copy doesn't conceal anything about the product but instead exposes the facts that are clear and apt. It describes the product features, uses, merits, operation and benefits of the products or services. The message is quite clear and it needs no inference, no taxing on mind, no thinking, Even a cursory glance makes it quite easy to remember or to pick — up.
13. **Questioning copy:** Questioning copy as the term suggests is a series of questions expected to be answered by the readers. The advertiser puts no narration, statement or reason of its own in order to pursue the readers to buy the product. The question arouses the curiosity in the minds of the readers and makes them think of it.

8.3 CRITERIA FOR EFFECTIVE COPY

The importance of a good advertisement copy can hardly be overemphasized. All the planning, research and expense would go waste if proper care is not taken in drafting an advertisement copy that will achieve the purpose of advertising. The

psychological aims of an advertisement are that the public must be made to **(i) look, (ii) like, (iii) learn and (iv) buy**. In other words a scientifically drafted copy should *(a) attract primary initial attention, (b) hold attention in an interesting way, awaken and stimulate interest, (c) bring about an association of impression which will have permanence or memory value, (d) convince persuade, and induce to purchase the product, and (e) suggest and lead to specific response to encourage the decision to buy.*

The person who drafts and prepares the advertisement copy, must be thoroughly acquainted with the mental process and be imaginative enough to think of words and patterns which may produce a desired effect on prospects i.e., it must creates an urge in the minds of prospects to go for the product advertised.

A good advertisement copy should possess the following characteristics or qualities or values;

1. **Attention Value:** An advertisement copy must attract the attention of the potential consumers. If it fails in this mission, the whole money and efforts will go waste though it possesses all other values because everything else follows this. So, it must have display value. The advertisement copy should be planned, drafted and displayed so ingeniously that it may compel even the most casual or involuntary reader to notice it and read it with interest. It should be designed in such a fashion that the attention of a busiest person may be drawn immediately. Various devices can be used to make the copy attractive such as:-
 - **Use of Pictures:** Picture has the immense display and attention value.
 - **Use of Display Type or Heading:** Use of appropriate to headings enhances the value of an advertisement copy to a great extent. To invite attention, the heading should be brief and meaningful, made up of three or four words and should be printed in emphatic bold display types.
 - **Boarder etc.:** Attractive boarder can be used to

compel the attention of the readers. The boarder must have a distinctive look so as to separate it from the rest of the setting.

- **Price Quotation:** Prices should not be quoted on the advertisement copy except when they are very low as in clearance sale or special offers. But if an appeal is being made to high class customers who care more for quality than for price, a price quotation should be avoided and emphasis should be laid on quality.
 - **Reply Coupons:** Reply coupons inserted in an advertisement in an unusual setting are yet another way of attracting attention of the readers to the copy.
2. **Suggestive Value:** The next task would be to offer a suggestion about the use and the utility of the product that may remain inscribed on the mind of the reader even when he forget where he really saw the advertisement. Slogans, Pictures, phrases and suggesting may be used for this purpose. They should be drafted and used as to drive home to the reader the utility of the product in everyday situation.
 3. **Memorizing Value:** The copy of the advertisement should be so drafted and laid out that the product will stick to the mind of the individual reader. Repetition of advertisement with slogan is an effective method of creating a memorizing value. Pictures and photographs confirming to the suggestion will have tremendous memorizing value.
 4. **Conviction Value:** An advertisement copy can prove effective and achieve the desired end when the suggestion contained in it is backed by convincing arguments. The advertiser must be careful to include the statement in the advertisement copy which does not conform to the product.
 5. **Sentimental Value:** Sentiments play a very important role in advertising, particularly in the case of food articles. Sentiments reflect the personal feelings and attitudes of an individual towards various things. They

indicate reactions of a person in favour or against a particular product. The advertiser or manufacturer should make a sincere attempt to make an appeal to the sentiments of as many prospects as possible.

6. **Educational Value:** A good copy of advertisement must possess educative value because the object of modern advertising is not merely to satisfy the existing demand but to create future demand. So a good copy of advertisement should educate the general public about the uses of the new product or the new uses of the same product. It will certainly increase the demand of the product and demand creation is one of the most important objectives of the advertisement.
7. **Instinctive Appeal Value:** Human thoughts and actions are guided by instincts and inclination. All that one thinks or does has its roots in one instinct or the other. **Instincts** are the underlying forces which compel men and women to act in certain ways.

The most important function of an advertisement copy is to induce, persuade and motivate the prospects to think well of a product and to take to its use. Advertising, essentially, is the motivation of the potential consumer and for this purpose; the advertiser should attempt to make an appeal to some basic instincts to get success in motivating the prospects. Generally speaking, the following are the basic **instincts** which an advertiser should keep in his mind-

- **Self Preservation Instinct:** Many of our thoughts and actions are inspired by our anxiety to preserve our person, our health, our family and our belongings. The sale of products like medicines, clothes etc., may be promoted by appeal to this anxiety.
- **Hoarding Instinct:** Banking institutions, insurance companies or other government and non-government saving organizations serve to hoard the instinct of the people. Slogans like "Up and up go your Savings" may be used for this purpose.

- **Parental Instinct:** Parental instinct takes the form of love and affection for the children. Those advertisers who deal in children requirements like garments, toys, baby food etc, may promote this instinct in parents i.e., motherly feelings of women or parental sentiments of men through their advertisement copy.
- **Self Display Instinct:** Instinct of self display is promoted by the advertisers of ready-made clothing, women's dresses, Jewelry etc. An advertisement copy drafted for these products must be directed towards the aesthetic sense of the people by showing happy and likable people in dresses and jewelry that are being advertised.
- **Something for Nothing Instinct:** Everybody has a vague desire to get something without paying anything for it. This desire is, more or less, present in everybody irrespective of the status or income. An advertisement copy that contains an offer of a prize or a gift is likely to tempt many of the customers. This instinct is widely used by lottery ticket sellers by offering one free ticket with the purchase of 10 tickets or by dry-cleaners by the offering "three for two" bargain.

On the basis of the above basic instincts, the following themes or central ideas may be laid down for advertisement copies meant to advertise different types of product:-

- **Pride:** This theme can be used to popularize luxury articles among riches, the possession of which gives them a distinctive status and a feeling of pride.
- **Beauty:** This theme is used in advertisements for cosmetics, perfumeries, toilet soaps etc, for men and women.
- **Health:** In drugs and food products advertisement they use of this theme is used.

- **Economy:** It is central theme in advertisement of clearance sales or bargain purchases.
- **Comfort:** The advertisements for fans electric appliance refrigerators, etc generally contain this feeling of comforts.
- **Fear:** Themes stressing the fear of death, accident, personal loss through burglary frenetic and other untoward happenings in life are generally used by insurance companies or banking companies.
- **Parental Affection:** All advertisement copies of products meant for children such as toys, body foods and dresses etc use this feeling.
- **Patriotism:** This theme may be used in advertisement for those who use foreign products.
- **Achievement:** This theme is used generally by large concerns engaged in the production of goods necessary for the development of a country's economy.
- **Emulation and Imitation:** This theme is used where people buy more not to satisfy their genuine requirement, but as their neighbours happen to possess them.

Thus, a good advertisement copy must possess the above qualities to make it an ideal advertisement.

8.4 PRE-TEST AND POST-TEST OF ADVERTISING COPY

The main purpose of advertising is to arouse the interests of the people in the firm's product. Almost every firm spends thousands of dollars on advertising every year. As such, it is very much pertinent to know the effectiveness of the advertisement copy. The question now is: Can everyone be perused by the same advertisement? Or will the same advertisement satisfy all types of people? The simple answer is no. This is because people differ so greatly in their wants, in the economic and other motives which actuate them, and in the various ways by which their interest is aroused. It is why

some advertisements are more effective than others. An often quoted remark about advertisement is that half the money spent on advertising is wasted; but no one knows which half.

Most advertising are ineffective not only because the advertisement does not get to the right people but because it carries an appeal which does not interest those to whom it goes.

For this purpose, advertising copy research is done to see how will an advertisement succeeds in attracting the attention and stimulating the desire and action of the people for whom it is made and how will it delivers the intended message about a product or an idea. Advertisement copy is done to be sure of its effectiveness.

8.4.1 Copy Testing

Copy testing is a tool involving a procedure where the effectiveness of an advertisement is measured before it appears in its final form, during and after its exposure to the audience to determine whether and to what extent, it has accomplished its assigned task. In this way, the copy testing is a method used to control the effectiveness of future advertising. It addresses the following questions

- Will a proposed copy theme be effective at achieving advertising objectives?
- Does the set of advertisings that makes up an advertising campaign create the desired interest level and image? And
- Will an individual advertisement attract the attention of the audience?

8.4.2 Types of Tests

The various methods of testing advertising copy are:

- Pre-test methods
- Post-test methods
- Concurrent methods

1. Pre-Test Methods

Pre-test method 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 advertising agency but may be difficult from the layman's point of view.

All the elements in the advertising copy require careful pre-testing to see that the matter it intends to be conveyed has been really conveyed. Prevention is better than cure. It is on this basis that Pre testing methods are adopted.

The following are some of the pre-testing methods.

- Check list method
- Consumer Jury method
- Sales Area Test
- Questionnaire
- Recall test
- Reaction test
- Readability test
- Eye-movement test

(a) Checklist Method

The copywriters use checklist method to test the effectiveness of advertising copy. The purpose of this method is to ensure that all elements of the advertising copy are included with due importance in the advertisement. As it is a pretest method, omissions can be included in the copy before release of the advertisement. A checklist is a list of good qualities to be possessed by an effective advertisement. The researcher has to compare the advertisement with the checklist and tick the items present in the advertisement copy. Accordingly a copywriter can draw specific conclusions and make suitable changes in the advertising copy.

(b) Consumer Jury method

This method essentially involves the exposure of alternative

advertisements to a sample of jury; of prospects and the securing of their opinion and reactions to the advertisements. This test is designed to learn from a typical group of prospective customers gathered in one place or a sample of prospects that are independently, visited by interviewers or contacted by mail. They will tell you their preference for one advertisement over the other or for several advertisements out of a group.

Advertisements which are unpublished are mocked up on a separate sheet and these are presented before the consumer jury either in personal interviews or group interviews.

(c) Sales Area Test

Under this method advertising campaign is run in the markets selected for testing purposes. The impact of the campaign is evaluated by actual sales in the selected markets. The market with high sales is considered the best market for effective sales campaign. In other markets suitable changes are made in the advertising campaign.

(d) Questionnaire Method

It is a list of questions related to an experiment. It contains questions and provides space for answers. The draft of an advertisement along with some relevant questions is to be sent to a group of target consumers or advertising experts. Their opinions are collected and analyzed to find out whether the proposed advertisement is satisfactory or not.

(e) Recall test Method

Under this method, advertising copies are shown to a group of prospects. After few minutes they are asked to recall and reproduce them. This method is used to find out how far the advertisements are impressive.

(f) Reaction test

The potential effect of an advertisement is judged with the help of certain instruments, which measure heartbeats, blood

pressure, pupil dilution etc. Their reactions reveal the psychological or nervous effects of advertising.

(g) Readability test

All the listeners of advertisements cannot read it equally. So respondents are drawn from different socio-economic and geographical backgrounds. This method is used to find out the level of effectiveness when an advertisement is read.

(h) Eye movement test

The movements of eyes of the respondents are recorded by using eye observation camera when advertisements are shown to them in a screen. This helps to find out the attention value of advertisement.

2. Post-Test Techniques

The following are the post-test techniques for measuring the effectiveness of the advertisements –

- (a) Recognition Test:** It determines the readership of the advertisement in the newspapers and journals. This test is conducted by personal interviews with readers, and magazines or newspapers. 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 he or she recognizes as having read.

The data collected by this test indicate the proportion of qualified readership of a publication who claims to have “seen, read some or read most of the elements of the individual advertisement”. These measurements may also seek to obtain quantitative data regarding the parts of an advertisement which were seen or heard.

- (b) Recall or Impact Test:** The recognition test measures the stopping power of the advertising but does not tell us what the readers understood or retained of the

advertisement. The recall test is designed to measure the impression of readers or viewers of the advertisement. If a reader has a favorable impression of the advertisement, he will certainly retain something of the advertisement. The measures of interest would be obtained by interviewing the readers or viewers or listeners, days after the advertisement or commercial is appeared in the newspaper, or on T.V. Interviewer asks the questions from the readers / viewers and in response to the question asked, the reader reveals the accuracy and depth of his impression by his answers.

- (c) Psychological Analysis:** The whole process of advertising is psychological in character. It is therefore, natural to apply some psychological tests to measure the effectiveness of the advertising.

Psychological Copy testing is a technique in which various methods including word association, sentence completion, depth, interview and storytelling are welcome. A catalogue of reactions namely self-pity, security, fear, nostalgia, and so on are set.

Four psychological testing techniques are most commonly used:

- Tests of readability and comprehension;
- Tests of Believability
- Attitude tests; and
- Triple Associates Test.

(i) Tests of Readability and Comprehension

In this test, the ease of readability is ascertained by a series of questions and techniques developed by psychologists before the ad is relayed. This technique ascertains the depth of understanding of the reader through the advertisement.

(ii) Tests of Believability

The effectiveness of an advertisement can be gauged by the degree of credibility the consumers have in the product. Scale

technique is used to measure the credibility by putting forward certain statements of product claims. The statement that gets the maximum votes is declared as the most effective statement.

(iii) Attitude Tests

A number of attitude tests are developed by the psychologists who can be applied to copy testing. Typical consumers are exposed to sample advertising messages, either printed or oral. The interviewer then asks series of penetrating questions, to determine the attitude produced by these various message. Psychological reactions such as age, involvement, the eye of person who would use the product and the personality of the product reflected by the advertisement being tested, are obtained. The researcher looks especially for elements in the advertising which arouse psychological hostility.

(iv) Triple Hostility Tests

This advertising technique seeks consumer association with the product and its brand name. This test is helpful when an advertisement relays a specific theme or slogan, which the reader may recall. This is also known as a theme presentation technique.

The psychological technique is difficult to implement since skilled interviewers are required.

3. Concurrent Methods

Under this method, tests are conducted while the consumers are exposed to different types of media. For instance, a magazine reader may be observed while reading the magazine.

The concurrent methods are:

- Consumer diaries
- Co-incidental surveys and
- Electronic devices.

1. Consumer diaries

Under this method, diaries are supplied to a few selected

customers. They are also informed to record the details of advertisements they listened to or read. The diaries are collected periodically. The result obtained from such a survey reveals the effectiveness of advertisement.

2. Co-incidental surveys

This method is also called as co-incidental telephone method. Under this method, samples of customers are selected and calls are made at the time of broadcast of the advertisement programme. The data obtained and analyzed will give a picture about the effectiveness of an advertisement.

3. Electronic devices

Now day's electronic devices are widely used to measure the effectiveness of an advertisement. They are mainly used in broadcast media. These are auto meters, track electronic units etc.

The following methods are also used to measure the impact of advertisement on the sales volume.

- **Historical method:** Under this method, recorded facts related to sales before and after advertisements are compared. If an advertisement is followed with more sales, advertisement is considered to be more effective.
- **Experimental method:** Under this method, the entire sales territory is divided into three or four sub-areas. The advertiser spent different amount for advertising in different areas. Then collects facts regarding sales from these sub-areas. The result is used to measure the effectiveness of advertisement in boosting sales. Following the result obtained, the advertiser prepares his advertising budget for future action.

8.5 COPYWRITING

Copywriting is defined in the Wikipedia as “the process of writing the words that promote a person, business, opinion, or idea. It may be used as plain text, as a radio or television advertisement,

or in a variety of other media. The main purpose of writing this marketing copy, or promotional text, is to persuade the listener or reader to act — to buy a product or subscribe to a certain viewpoint, for instance. Alternatively, copy might also be intended to dissuade a reader from a particular belief or action.”

“Copywriting can include body copy, slogans, headlines, direct mail pieces, taglines, jingle lyrics, World Wide Web and Internet content, television or radio commercial scripts, press releases, white papers, and other written material incorporated into advertising media. Copywriters can contribute words and ideas to print ads, mail-order catalogs, billboards, commercials, brochures, postcards, online sites, e-mail, letters and other advertising media.”

The Art of Copywriting The art of writing an advertising copy is based on the assumption that words can change the thinking, attitudes, beliefs, and behavior of an audience. If the writings in a copy fail to provoke attention, interest, desire, conviction, and action, it has failed its task and intent.

One of the oldest advertising copywriting formulae is AIDA: **Attention, Interest, Desire, and Action**. An ad that does not gain the attention of the reader will not be able to do anything else. Only after catching attention can an ad arouse the interest of the consumer and create the desire for the product, service, or idea presented. Finally, the ad should stimulate some action by the customer; otherwise, it has failed in its purpose.

8.5.1 Copywriting Techniques

Whether you are a complete novice or a seasoned copywriter, sharpening your copywriting skills is always a good thing. There are some tricks of the trade that never go out of style and the following copywriting techniques can help you master effective and memorable copywriting.

1. Tell a Story

Your audience is wired to react to a story. Storytelling provides your readers with a peek into your product and how it can

resolve their problem, triggering their imaginations and making the all-important emotional connection.

2. Speak to the Reader

One of the best copywriting techniques you can employ is to make your copy all about your reader. Know your audience, and use a writing style that will appeal to them. Most of all, be generous with the word *you*.

3. Be Positive

Nobody likes a downer. Use an active and inspiring tone and style. Stay close the reader's desires and explain the positive benefits of using your product or service.

4. Harness the Power of Repetition

Repetition is a time-tested method of committing information to memory, and repeating key points three times in copy seems to be the sweet spot. However, there is good repetition and there is bad repetition.

5. Use Facts & Stats

Adding some well-researched facts or statistics to an empowering story is basically the recipe for triumph. Along with case studies, research and statistics will help persuade your readers to purchase, or at least to justify their desire. Including these elements into copy will also help support your claims and establish you as trustworthy.

6. Organize Your Content

Another vital copywriting technique is to make your content readable. Readers should be able to ingest key points at a glance. Use bullet points and sub headers to highlight critical information and help your readers locate the information they want.

7. Avoid Long Paragraphs

Novelists can get away with page after page of long, drawn out

paragraphs, but you are not writing a book. Internet readers are scanners. Limit your paragraphs to 3-4 well-structured, succinct sentences.

8. Skip the Showy Writing

Don't make your readers reach for a dictionary. Even if they still actually *own* a dictionary, they will be put off by unnecessarily wordy writing. Put away your thesaurus and choose words that the average 8th grade student will understand. Know your audience, speak their lingo and present your ideas in layman's terms.

9. Ask "Yes" Questions

Every time you ask your reader a question to which the answer is yes, they are more apt to say yes to your next question. The more often they say yes to your questions, the more likely they are to say yes to your product or service.

10. Sell the Benefits

Never forget that your copy is about your reader, not what you are selling. While they might appreciate the features you have to offer, consumers are much more interested in how those features will benefit them. Tell your reader what they stand to gain, and mention features only when they support the benefits.

11. Use Power Words

Use power words like proven, now, free, and limited to charge up the impact of your writing. Choose your power words wisely to create a sense of urgency and/or exclusivity and entice readers to continue through to your call to action.

12. Share Reviews & Testimonials

Community proof or social reaction to your product or service can serve to establish you as trustworthy. No matter the industry, customers are more likely to purchase when they are supplied with a positive response from their peers.

13. Offer Incentives

Readers generally have short attention spans, so write copy that offers a reward for continued reading. Then, use incentives to motivate your reader to take action. What will they get? Is it exclusive? When will they get it? Why is it urgent?

14. Appeal to Emotions

If you want your reader to take an action—whether that means clicking, downloading or buying—you will have to make them feel something first. People make decisions based on emotion. While you must also back it up with facts and statistics so readers can justify their decisions, your main plea must make an emotional connection to be successful.

When writing a Headline for a print ad, consider the following guidelines:

- Make the headline a major persuasive component of the ad.
- Appeal to the reader's self-interest with a basic promise of benefits.
- Inject the maximum information without making it cumbersome or wordy.
- Limit headlines to about 5 to 8 words.
- Include the brand name in the headline.
- Entice the reader to read the body copy.
- Entice the reader to examine the visual in the ad.
- Never change the typeface in a headline.
- Never use a headline whose persuasive impact depends on reading the body copy.
- Use simple, common, familiar words.

When writing the Subhead, consider the following:

- Subhead should reinforce the headline.
- Subhead should entice the reader to proceed to the body copy.

- Subheads should stimulate a more complete reading of the entire ad.
- The longer the body copy, the more appropriate the use of subheads.
- Keep the use of subheads to minimum - they can clutter an ad.

When writing the **Body Copy**, consider the following:

- Use present tense whenever possible.
- Use singular nouns and verbs.
- Use active verbs.
- Use familiar words and phrases.
- Vary the length of sentences and paragraphs.
- Involve the reader.
- Provide support for the unbelievable .
- Avoid clichés and superlatives.

8.5.2 Common Mistakes in Copywriting

Some common mistakes to be avoided in copywriting include:

- **Vagueness**, resulting from generalization of words or imprecise meanings.
- **Wordiness**, where economy of words is paramount because a copy has to fit within limited space and time before it bores the audience.
- **Triteness or unoriginality**, where the use of clichés and worn out superlatives can create a dull and outdated image for a brand or firm.
- **Beyond Creativeness**, where creativity is taken overboard for the sake of creativity. A copy must remain true to its primary responsibility: communicating the selling message.

Writing a good copy requires much more than what is mentioned in this section. It requires research, thinking out of the box, and many other aspects. For more tips on copywriting, check out the many resources available on the web and read the relevant books by professional copywriters.

ADVERTISING CAMPAIGNS AND RESEARCH

9.1 ADVERTISING CAMPAIGNS

Suppose, you have one of the best products or services that you are offering on an attractive prices. But the question is – “How would I come to know about your quality products

Campaign is a focused term that promotes targeted products/services for a short period of time. It uses various medium for communication such as pamphlets, banners, roadside stalls, events, etc.

An advertising campaign is essentially just a series of similar advertisements by a company or a business that share the same core message, while also convincing consumers to purchase their products. Each advertisement may have a different theme, but eventually, they all support the same cause.

The campaign for which positive response starts coming in just after a short period of time is known as an effective campaign. To make your campaign, the most effective and result oriented, you must focus on the following aspects:

- **Who:** Represents the target audiences or target markets

- **Where:** Represents the geographical locations of your target audiences and what media vehicles you are required to reach there.
- **What:** Represents what messages need to be given to your target audiences.
- **Why:** Represents the objectives of your campaign.
- **When:** Represents the time schedule (availability of the product).
- **How:** Last, but not the least, you need to plan, how you will deploy the available resources to run your business.

To create an advertising campaign it's important to keep in mind the target audience and to understand how you can strike a chord with them to get them interested in your products or services.

9.1.1 Objectives of an Advertising Campaign

An advertising campaign has some specific objectives, significant of them are:

- To tell people — about the launch of a new product/service.
- To tell people — where it is available.
- To tell people — at what price it is available.
- To tell people — from when and how long it would be available.
- To tell people — what are the special features of concerned product/service.

9.1.2 Advertising Campaign Planning

1. **Analyze the situation:** Gather information about your market so that your team and you have a general understanding about the marketing environment. This also provides your team to assess the strengths and weaknesses of your product, while also giving you an idea about your competition in the market, and their previous advertising campaigns.

2. **Have an objective:** Generating awareness for a new project, changing the existing image of your brand to increase anticipation from the consumers, conducting a trial and targeting the weaknesses of your competitors—all these are examples of activities that give your advertising campaign a positive boost.
3. **Target consumers:** When you classify your market in terms of consumers, instead of doing so in terms of products, your advertising campaigns have a much better impact on the target audience. Research and survey on the subconscious purchase behaviour of consumers can also help you to understand your consumers better.
4. **Make a statement:** Words matter as much as the concept of your advertising campaign. In fact, it is probably the most important step in planning your campaign. It is also the most challenging step as it requires condensing the entire concept of the advertising campaign into a single sentence. ('Think small'- Volkswagen, 'I'm lovin' it'— McDonald's etc.)
5. **Have a media strategy:** There are times when mass-media is effective enough to get your advertising campaign trending among the consumers. But, in the day and age of social media, it is always better to have brand and campaign promotions across several social media platforms.
6. **Set a budget:** Everything, starting from media, paperwork, promotions, productions etc should be taken into consideration before you can set a budget for your advertising campaign.
7. **Take an inventory:** Making a note of the resources that are available with your company that can be used during the production of your advertising campaign. Talents and skills of staff members can also be noted down as they can also help assist the production of your campaign.
8. **Stick to a theme:** It is important to have a theme to your advertising campaign. Is the advertisement going

to be nostalgic or emotional? All the advertisements in your advertising campaign should essentially stick to a core theme to maintain the integrity of the campaign, as well as to reinforce the message that you wish to send across to your consumers.

9.1.3 How to Create an Effective Advertising Campaign

1. **Create a personal connect:** Address the issues that you want to focus on using your advertising campaign. Showing people that you care often makes them more interested in the campaigns.
2. **Keep it simple:** Encompassing a very major issue through an advertising campaign while also trying to push your products to your consumers can be hard. But minimalism and simplicity are key aspects when it comes to advertising campaigns.
3. **Be honest:** With any advertising campaign, honesty and transparency are very important to consumers. Over-selling a product and claiming it to be something it is not decreases credibility, while honesty can attract more consumers to your campaign.
4. **Repetition can be effective:** While continuous repetition of the same message will cause your consumers to lose interest in your advertising campaign, creatively repeating the message to get your point across, like for instance, two advertisements sending across the same message as a part of the same advertising campaign makes consumers show interest in your product.
5. **Identify the purpose of the campaign:** What is your campaign about? Is it creating awareness? Is the campaign bringing a new product into the market, or is it bringing in a new use for an existing product? By identifying the purpose of your advertising campaign, you can connect better with your consumers.
6. **Choose the right time for launching the campaign:** Most advertising campaigns are carefully

rolled out during a peak season. If a festive season is nearby, consumers will look for new and more attractive products in the market. At such a time, launching a new advertising campaign captures the attention of your consumers, making your campaign a success.

Creating an advertising campaign is every bit of an art, as it is science. Every advertising campaign is different. Some run for a whole year, while some campaigns only run during the festive or peak seasons. Some are media based, some are product based and yet some others are based on the objectives. In spite of everything, advertising campaigns have a common goal—striking a chord with the consumers, and creating a true image of the brand in the market.

9.2 ADVERTISING RESEARCH

Research' is a systematic and objective investigation of a subject or problem to find out relevant information or principles. Research may be "funda-mental" or "applied" in nature.

Fundamental research seeks to extend the boundaries of knowledge in a given area with no necessary immediate application to existing problems. Applied research attempts to use existing knowledge as an aid to solve the given problem or set of problems.

The advertising research is to be conducted to measure the advertising impact or the result of the effort with the help of detailed study on advertising objectives, product appeals, copy testing, and media effectiveness. The objectives of the research should concentrate on – i) the optimum utilization of advertising budget; (ii) the choice of media in implementing an advertisement campaign; (iii) the effect of advertisement on the target audience; (iv) to bring cost-effectiveness in advertising.

The formulation of advertising objectives and budget of expenditures are to be considered in setting the goals and the objectives should be streamlined in order to determine the tasks to be performed.

The effectiveness of an advertising campaign should be studied at different stages and from different perspectives.

Advertising Research is a scientific technique of depth analysis of consumers' behaviors.

It is done through a process, which involves systematic gathering, recording, and analysis of data related to the effectiveness of an advertisement.

9.2.1 Objectives of Advertising Research

- **To Enhance Awareness:** Through research, it is easy to plan the marketing strategy of any product/service.
- **To Know Attitudinal Pattern:** A thorough research predicts the people's attitude. It analyses the changing attitudinal pattern of a geographic area. Knowing the consumers' attitude is very important before launching a new product and its advertisement.
- **To Know People's Action/Re-action:** Research also records and analyzes people's action or re-action regarding a particular product/service.
- **Analysis:** Based on deep research and analysis, it is simple to design and develop a creative ad, effective enough to influence consumers.

9.2.2 Essentials of Advertising Research

Following are the essentials of advertising research that support researcher to complete the research task successfully “

- **Research Equipment:** It is the basic requirement of advertising research. It includes a skilled person, computer system with internet, and relevant newspapers and magazine. However, field research is also important. For example, interviewing people in the market or their residential places.
- **Media Research:** To determine, which media is the most effective advertisement vehicle, media research is necessary. It helps to reach the potential customers in a short period of time and at lower cost.

- **Marketing Trends:** Knowledge of marketing trends help advertisers to know what products people are buying and what are the specific features of the products, which compels people to buy. With this information, manufacturers can modify their product according to the trend on competitive price.
- **Target Audience:** For any advertising research, it is very important to identify target audience and geographic location.

9.2.3 Benefits of Advertising Research

Conducting research before launching a new product and subsequently developing an ad has the following advantages:

- **Develops creative design and strategy:** Once, all information is available, it is very simple to develop an eye-catching design. It also helps in making a well-defined strategy to develop your business.
- **Identifies Opportunity in the Market:** Research suggests — what is the right time to launch the product. It also tells, which geographical location is the best for the product.
- **Measures Your Reputation:** It is always beneficial to know your competitor's reputation and credit in the market. It helps to develop faultless strategy.
- **Identifies Major Problems:** Research helps to identify the potential problems.
- **Analyzes Progress:** It helps to analyze the performance of your product. Likewise, you can monitor your progress.
- **Minimize the Risk:** If you have done a thorough market research, there is least chance of failure.

ADVERTISING AGENCY

An advertising agency is an independent organization set up to render specialized services in advertising in particular and in marketing in general. Advertising agencies started as space brokers for the handling of the advertisements placed in newspapers. Over the years, the function of the agencies has changed. Their main job today is not to aid media but to serve advertisers.

An advertising agency or ad agency is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for its clients. An advertising agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

Typical ad agency clients include businesses and corporations, non-profit organizations and government agencies. Agencies may be hired to produce an advertising campaign.

10.1 FUNCTIONS OF ADVERTISING AGENCIES

The main functions of ad agencies include:

1. **Account Planning:** Advertising agencies typically have account planners who work as the go-between

for the client and the agent. They ensure that client needs are expressed to the research and creative teams. They also work to ensure that necessary information is transferred to the client regarding creative, research, competition or any of other factors that may somehow affect how the client's product gets marketed to consumers. Account planning is where agencies start their initial interaction with clients.

2. **Marketing Research:** Advertising agencies work with companies to establish the characteristics of their target markets through marketing research. Advertising agencies spend a substantial amount of time researching consumers to understand what they buy and what motivates them to buy.
3. **Market Research:** Knowing the competition, account managers at advertising agencies research the environment, identify competitors, and research their marketing tactics. Through market research, advertising agencies also identify political, social, technological and economic factors that may affect a client's campaign.
4. **Creativity:** Advertising agencies are known for their creative output, which can include website design, advertising copy, magazine advertisements, and radio and television commercials. The medium of advertising often varies by campaign. Graphic designers, web designers, writers, editors and creative directors make up an advertising agency's creative department.
5. **Selling Advertising Space:** Advertising agencies don't just create advertising pieces for clients; they also give clients insight as to which media will be most effective for their product, service, event or cause. In the process, they work to secure advertising placements for customers either online, in print, on television or on the radio. They negotiate terms and work to get clients the best deals to maximize their money and their reach.

10.2 TYPES OF ADVERTISING AGENCIES

Advertising Agencies can be classified by the range of services that they offer. Also, advertising agencies range in size from one man shows to large firms that employ thousands of people. Accordingly, different types of advertising agencies are:

- 1. Full Service Agencies:** As the name implies, a full service agency is one that handles all phases of advertising process for its clients: it plan, creates, produces and places advertisements for its clients. In addition, it might provide other marketing services such as sales promotion, trade shows, exhibits, newsletters and annual reports. One major point that differentiates a full service agency from other is that the personal work full time and the services provide are extensive. The services usually provided by a full service agency include collecting and analyzing market data, proposing strategy, preparing and producing the ads, placing the ads in approved media, verifying the advertisements appearance (publication, broadcasting, etc), invoice the client, collect the bills and pay the media and other suppliers.
- 2. Limited Service Agencies:** Some advertising agencies limit the amount and kind of service they offer. Such agencies usually offer only one or two of the basic services. For example, although some agencies that specialize in creative also offer strategic advertising planning service, their basic interest is in the creation of advertising. Similarly, some media-buying services offer media planning service but concentrate on media buying, placement, and billing. When the advertiser chooses to use limited-service advertising agencies, it must assume some of the advertising planning and coordination activities that are routinely handled by the full-service advertising agency. Thus, the advertiser who uses limited-service agencies usually takes greater responsibility for the strategic planning function, gives greater strategic direction to specialist creative or media agencies, and exercises greater control over the product of these

specialized agencies, ensuring that their separate activities are well-ordered and coordinated.

3. **Creative Boutiques:** It is an organization that specializes in the actual creation of advertisements. In general, boutiques create imaginative and interesting advertising themes and produce innovative and original advertisements. A company that uses a creative boutique would have to employ another agency to perform the planning, buying and administrative functions connected with advertising. Full service ad agency studies the product or service and determines its marketable characteristic and how it relates to the competition. At the same time the agency studies the potential market, possible distribution plans and likely advertising media. Following this, the agency makes a formal presentation to the client deadlines, it's finding about the product and its recommendation for an advertising strategy. Creative boutiques are different from freelancers. Freelancers are individuals who work on their own without any formal attachment with any agency.
4. **In-House Agencies:** Such agencies are owned and supervised by advertisers or the client organizations. The organizational structure and functioning of in-house agencies are similar to full service agencies in most cases. The advertising director of the company usually heads an in-house agency. In house agencies are organized according to the needs and requirements of the company and are staffed accordingly. Some companies solely depend on their in-house agencies for their advertising needs. Others depend both on their in-house agency and outside agencies. Some other companies allow their agencies to take outside jobs.
5. **Specialized Agencies:** There are many agencies, which take up only specialized advertising jobs. Certain fields like recruitment, medicine, finance, outdoor advertising, social advertising, etc. require specialized knowledge. Specialization occurs in such fields for a variety of reasons. Often, as in recruitment

advertising, for example, specialized media or media uses are involved that require knowledge and expertise not ordinarily found in a general-line agency. In other cases, such as medical or industrial advertising, the subject is technical and requires that writers and artists have training in order to write meaningful advertising messages about it. Such specialist advertising agencies are also usually provide full-service in that they offer all the basic advertising agency services in their area of specialization plus other, peripheral advertising services related to their area of specialization. These agencies are usually small in size.

- 6. Media Buying Agencies:** It is an organization that specializes in buying radio and television time and reselling it to advertisers and advertising agencies. The services sells time to the advertisers, orders the spots on the various stations involved and monitors the stations to see if the ads actually run.

This trend for special media buying agencies started in the 1970s. Such agencies have a lot of contacts in the media and offer very low commission on media rates. Media buying agencies complement the creative boutiques. Also large companies use their specialized negotiating talents for buying media space and time.

10.3 DEPARTMENTS OF ADVERTISING AGENCY

An advertising agency is a service organization, commonly referred to as a creative agency that is dedicated to planning, designing, and executing advertisements to its clients. An advertising agency is a self-governed organization of creative people who study intensively and prepare marketing and advertising plans. An advertising company can also handle the overall branding and marketing strategies and promotions for its clientele.

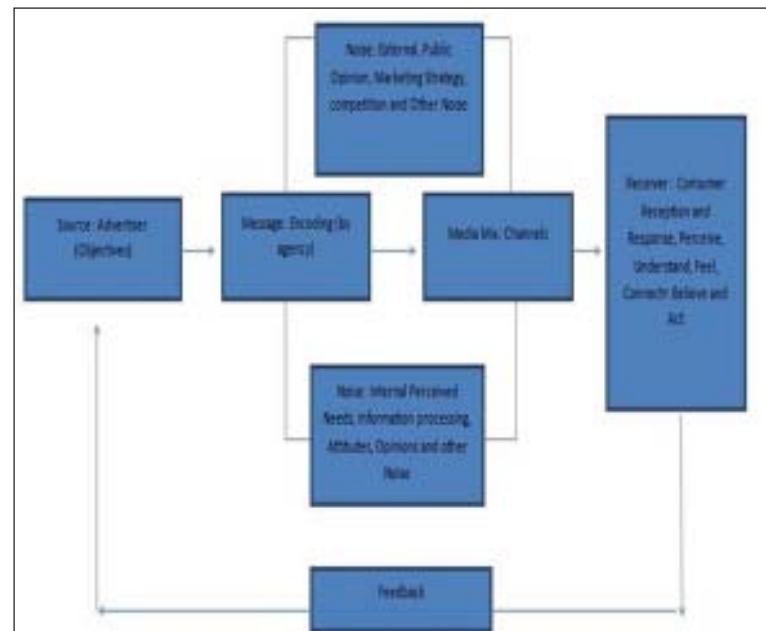
The prospective clients of the ad agency include private agencies, non-profit institutions, and businesses who hire the agency to produce television and radio ads, online commercials for mobile marketing.

It is of paramount importance that the advertising agency allows sufficient time to plan a successful ad campaign. One of the ideal ways to choose an ad agency is the same as the way you would choose an insurance company, a bank, or a hospital. If friends or fellow business owners have dealt with an ad agency and have pronounced satisfactory remarks, then it is worth further investigation.

Once you have zeroed in on an agency and have mutually agreed upon a budget and a timeline for the ad, the company will furnish a copy for approval. Laying a strong foundation will make way for a productive and a beneficial agreement.

Advertising agencies comprise of numerous departments that provide services to their clientele. Some departments work on acquiring and supporting clients while other works on promotion and advertisements, and some departments deal with finance by keeping track of the payments and other expenses.

The various departments of the advertising agency are as follows:



Art and Visualization Department

- An art director heads the Art and Visualization department, assisted by a team of artists, layout men, and visualizers.
- It develops visuals and layouts, billboards and calendars for advertisements.
- The art department is concerned with the overall look and feel of the advertisement from choosing the headline, text, size and type of the font to the pictures, visuals, logo, and the photographic treatment of the commercials with originality and extraordinary talent.
- It is crucial that the art and creative departments are closely knit.
- The art department and the creative department work together guided by the vice-president of creative services and devise the final copy of the advertisement.
- Some ad agencies outsource their artwork to freelance artists.

Media Planning and Purchase Department

- The fundamental function of the media planning and purchase department is to choose the best outlet or a suitable medium for advertising the products and services based on the budget, market competition, nature of the product, and client specifications.
- The department chooses the appropriate channels for advertisements through which the message is communicated to the targeted consumers.
- The media planning and buying department analyse the category of potential consumers for a particular product and then adopt a specific medium for advertising.
- This department is responsible for planning, scheduling, booking, and buying space in the media. The media planning involves research to analyze the

number of viewers or readers of a particular ad medium.

- This department also supervises the execution of the advertisement.

Public Relations Department

- The public relations officer heads the public relations department in an ad agency.
- The growth and endurance of an advertising agency are taken care by the PR department by maintaining a healthy relationship between the agency, media, and its clientele.
- The PR department acts as a mediator between the agency, media, and its clients
- The PR department addresses and untangles the grievances of the clients.
- It also promotes goodwill and retains the reputation of the agency.

Research Department

- A research director heads the research department.
- Research department measures the effectiveness of media and provides a systematic quantifiable basis for planning an advertisement.
- It comprises of seasoned executives from various disciplines who use some tools and methods of statistical modeling and sampling techniques of research and engage in a rigorous analysis to arrive at a conclusion.
- The success of the ad agency is conditioned on the success of its client's ad campaign, and the success of the ad campaign depends on a good amount of research.
- The research team consists of investigators, analysts, statisticians and field workers.

Production Department

- The production department is headed by the production manager.
- Once the advertisement copy is ready, the agency goes ahead with production. The primary function of the production department is to process and generate the final advertisement.
- The department stays in touch with the press, typographers and photoengravers, and congregates typographic designs, engraved photos, and illustration copies.
- It presents the final ad to the client and once approved by him, sends it to the media for release.
- Production department comes under creative services; not all ad agencies have a production unit, some agencies prefer outsourcing jobs related to production.

Creative Department

- The creative department taps the right words, appropriate visuals and everything that grabs the attention of the consumers and promotes sales.
- The creative team comprises of a creative director, copywriters, editors, artists, and web designers.
- Creating a concept is the first step in the production process, where a general theme or idea is formulated.
- The creative team also organizes focus groups and conducts surveys to obtain consumer feedback.
- Creative teams often experiment with their advertisements before releasing to ensure the effectiveness of the ads. For example, a small business house may issue ads in 3 of their ten markets and track the number of sales and leads created.

Copy Department

- The copy director heads this department who directs the functioning of it.

- The fundamental responsibility of this department is to generate an attractive ad copy. The ad copy is very significant and is called the heart of the ad because it conveys the ad message to its consumers without any deviation.
- The copy team includes copywriters and supervisors who use their creative skills while preparing an ad copy.
- The copy department is mostly the largest department of an advertising agency which consists of dedicated, qualified and experienced team members.

Accounting and Finance Department

- The accounting and finance department is headed by the vice-president of accounting services.
- The accounting team comprises of a chief financial officer, accounts receivable and payable managers, accounts supervisors and accounts executives.
- This department is responsible for billing, maintaining accounts, and collecting the payments due from its clients.
- It generates invoices and sends regular reminders to its clients for the collection of unpaid dues.
- The department books the expenses and issues payments to the vendors on a timely basis.
- The accounts department also deposits government dues on a timely basis in the authorized banks.
- This department takes care of all the routine matters related to accounting.

Contact Department

- The contact department is headed by the accounts executive.
- This department begets new clients and also supports and retains the existing ones, which is crucial for increasing the revenue, expansion, and growth of the agency.

- The contact department furnishes all the required information to its clients and acts as a negotiator between the agency and its clients.
- Effective contact department contributes to the quick growth of the agency.

Office Management

- The office management in an ad agency functions under its management services.
- This department is responsible for hiring office staff, training and developing the newly joined team, issuing salaries and perks to the staff, extending welfare facilities, and filing and maintaining records of all the prime documents.

An advertising agency mostly manages all the above departments but the name and number of departments may differ from one company to another based on the capacity of its business, besides the functions of two or more departments may be consolidated and fulfilled by one department. The agency may also consider outsourcing specialists instead of creating all the departments.

10.4 SELECTING AN ADVERTISING AGENCY

While selecting an advertising agency, the importance of compatibility should be borne in mind. An agency takes a long time to grasp the problems and accumulate the facts that are necessary for the smooth functioning of a client. Though this investment period is long, it pays rich dividends. Therefore, an agency should not be frequently changed.

Here are some points that can help the advertiser to choose an advertising agency; and get the best out of an agency.

- The agency should be able to think independently on various problems, and not solve them by pre-conceived notions which it is unwilling to change.
- The agency should have experience in selling goods

and ideas. It should be able to bring in more results than anticipated.

- The company should be financially sound and should be able to cover both local and national advertising campaigns.
- The size of the agency should not be seriously taken into account. A big agency is not necessarily a better than a small agency.
- The agency should not be one that hesitates to correct the advertiser if it feels that he is wrong.
- The agency should be able to use both research and brains to solve problems.
- An agency that plans to make a profit on an account should be chosen, rather than one that maintains that it will work on a no-profit-no-loss basis.

10.5 ADVANTAGE OF USING ADVERTISING AGENCIES

1. The marketer gains a number of benefits by employing agencies. An advertising agency generally has an invaluable experience in dealing with various advertising and marketing issues.
2. The lessons which advertising agency learned in working with other clients are useful inputs for the marketer.
3. An agency may employ specialists in the various areas of preparation and implementation of advertising plans and strategies.
4. The personnel are not members of the marketer's management team. They bring objective and unbiased viewpoints to the solution of advertising and other marketing problems.
5. The discounts that the media offer to agencies are also available to advertisers. This is a strong stimulus to them to use an advertising agency, for the media cost is not much affected thereby.
6. The company normally does not have as many types of specialists as a large or medium-sized advertising

agency has because an advertising agency can spread the costs or its staff over many clients. It can do more for the same amount of money.

7. The company can also get an objective, outside viewpoint from an agency, assuming that the agency representatives are not acting as "Yes man" in order to keep the advertiser's account.
8. A related point is that the company can benefit from the advertising agency's experience with many other products and clients.
9. Another advantage is that advertising agency feels a greater pressure than the company's own department to produce effective results. The relations between an agency and a client are very easy to terminate; but it is difficult to get rid of an ineffective advertising department.
10. The manner in which agencies are compensated, the use of an advertising agency may not cost the advertiser a single penny.

ETHICS IN ADVERTISING

Nowadays advertisements are highly exaggerated and a lot of puffing is used. It seems like the main area of interest for advertisers is to increase their sales, gain maximum market share, and prove their product best in the market by presenting a well decorated, colourful, and puffed advertisement.

Ethics means a set of moral principles which govern a person's behaviour or activities. Ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and buyer.

An ethical ad is one which is in the limit of decency, makes no false claims, and doesn't lie. It makes the public aware with the available brands so that they can make informed choice among the available products or brands.

11.1 ETHICAL AND MORAL PRINCIPLES OF ADVERTISING

Advertisers must have sufficient knowledge of ethical norms and principles, so that they can understand and decide what is correct and what is wrong.

According to Pontifical Council for Social Communications 1997, advertising should function using the following three moral principles:

1. Truthfulness in advertising;

2. The dignity of the human person; and
3. Social responsibility.

(a) Truthfulness in Advertising

Truth in advertising promotes a highly efficient, functioning economy by:

- Discouraging deceptive business practices;
- Encouraging the provision of accurate and truthful information;
- Enhancing competition by ensuring a level playing field; and
- Enabling informed consumer choice.

(b) The Dignity of the Human Person

- The dignity of human beings should be respected; advertisements should not insult the dignity of human beings;
- Different cultures and ethnic groups should be presented in advertising as equal with the majority of the population;
- Special care should be given to weak and vulnerable groups like - children, poor people, or elderly people.

(c) Advertising and Social Responsibility

Advertising has a strong social responsibility, independent of its known commercial responsibility. Advertisers should have a deeper sense of social responsibility and should develop their own set of ethical and social norms taking into consideration the values of their society.

11.2 SOCIAL ROLE OF ADVERTISING

There are some positive and some negative aspects of advertising on the social ground. They are:

1. Deception in Advertising

The relation between the buyer and sellers is maintained if the

buyers are satisfied with what they saw advertised and what they got after buying that product. If seller shows a false or deceptive image or an exaggerated image of the product in the advertisement, then the relation between the seller and buyers can't be healthy. These problems can be overcome if the seller keeps their ads clean and displays right image of the product.

2. The Subliminal advertising

Capturing the minds of consumers is the main intention of these ads. The ads are made in such a way that the consumer don't even realize that the ad has made an impact on their minds and this results in buying the product which they don't even need. But all ads don't impress all consumers at all times because majority of consumers buy products on the basis of the price and needs.

3. Effect on our system

The advertiser uses puffing tactics, endorsements from celebrities and play emotionally which makes ads so powerful that the consumers like helpless prey buy those products.

These ads make people buy products which they can't afford, people picking up bad habits like smoking and drinking, and buy products just because their favorite actor endorsed that product.

11.3 COUNCIL OF INDIA ADVERTISING CODES

Chapter I

To Ensure the Truthfulness and Honesty of representations and claims made by Advertisements and to safeguard against misleading Advertisements.

- Advertisements must be truthful. All descriptions, claims and comparisons, which are related to matters of objectively ascertainable fact, should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and

when called upon to do so by the Advertising Standards Council of India.

- Where advertising claims are expressly stated to be based on, or supported by independent research or assessment, the source and date of this should be indicated in the advertisement.
- Advertisements should not contain any reference to any person, firm or institution without due permission, nor should a picture of any generally identifiable person be used in advertising without due permission.
- Advertisements shall not distort facts nor mislead the consumer by means of implications or omissions. Advertisements shall not contain statements or visual presentations, which directly or by implication or by omission or by ambiguity or by exaggeration are likely to mislead the consumer about the product advertised or the advertiser or about any other product or advertiser.
- Advertisements shall not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge. No advertisement shall be permitted to contain any claim so exaggerated as to lead to grave or widespread disappointment in the minds of consumers. For example:
 - Products shall not be described as 'free' where there is any direct cost to the consumer other than the actual cost of any delivery, freight or postage. Where such cost are payable by the consumer, a clear statement that this is the case shall be made in the advertisement.
 - Where a claim is made that if one product is purchased another product will be provided 'free', the advertiser is required to show as and when called upon by The Advertising Standards Council of India that the price paid by the consumer for the product which is offered for purchase with the advertised incentive.
 - Claims, which use expressions such as 'upto five

years guarantee' or 'prices from as low as Y', are not acceptable if there is a likelihood of the consumer being misled either as to the extent of the availability or as to the applicability of the benefits offered.

- Special care and restraint has to be exercised in advertisements addressed to those suffering from weakness, any real or perceived inadequacy of any physical attributes such as height or bust development, obesity, illness, impotence, infertility, baldness and the like to ensure that claims or representations, directly or by implications, do not exceed what is considered prudent by generally accepted standards or medical practice and the actual efficacy of the product.
- Advertisements inviting the public to invest money shall not contain statements which may mislead the consumer in respect of the security offered, rates, of return or terms of amortization, where any of the foregoing elements are contingent upon the continuance of or change in existing conditions, or any other assumptions, such conditions or assumptions must be clearly indicated in the advertisements.
- Advertisements inviting the public to take part in lotteries or price competitions permitted under the law or which hold out the prospects of gifts shall state clearly all-material conditions so as to enable the consumers to obtain a true and fair view of their prospects in such activity. Further, such advertisers shall make adequate provision for the judging of such competitions, announcement of the results and the fair distribution of prizes and gifts according to the advertised terms and conditions within a reasonable period of time. With regard to the announcement of results, it is clarified that the advertiser's responsibility under this, section of the Code is discharged adequately if the advertiser publicizes the main results in the media

used to announce the competition as far as is practicable, and advises the individual winners by post.

- Obvious untruths or exaggerations intended to amuse or to catch the eye of the consumer are permissible. Provided that they are clearly to be seen as humorous or hyperbolic and not likely to be understood as making literal or misleading claims for the advertised product.

Chapter II

To ensure that Advertisements are not offensive to generally accepted standards of Public Decency. Advertisements should contain nothing indecent, vulgar or repulsive, which is likely, on the light of generally prevailing standards of decency and property, to cause grave or widespread offence.

Chapter III

To safeguard against the indiscriminate use of Advertising in situations or for the promotion of products, which are regarded as Hazardous to society or the Individuals to a degree, or of a type, which is Unacceptable to Society at large.

- No advertisement shall be permitted which:
 - Tends to incite people to crime or to promote disorder and violence or intolerance
 - Derides any race, caste, color, creed or nationality
 - Presents criminality as desirable or directly or indirectly encourages people particularly children to emulate it or conveys the modus operandi of any time
 - Adversely affects friendly relations with a foreign state.
- Advertisements addressed to children shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability. For example, no advertisement

- Shall encourage children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like
- Should depict children leaning dangerously outside windows, over bridges or climbing dangerous cliffs and the like
- Should show children climbing or reaching dangerously to reach products or for any other purpose
- Should show children using or playing with matches or any inflammable or explosive substance, or playing with or using sharp knives, guns or mechanical or electrical appliances, the careless use of which could lead to their suffering cuts, burns, shocks or other injury.
- Advertisements shall not, without justifiable reason, show or refer to dangerous practices or manifest a disregard for safety or encourage negligence.
- Advertisements should contain nothing, which is in breach of the law, or omit anything which the law requires
- Advertisements shall not propagate products, the use of which is banned under the law

Chapter IV

To ensure that advertisements observe Fairness in Competition such that the Consumer's need to be informed on choices in the market place and the canons of generally accepted competitive behavior in Business is both served.

- Advertisements containing comparisons with other manufacturers or suppliers or with other products, including those where a competitor is named are permissible in the interests of vigorous competition and public enlightenment, provided:
 - It is clear that aspects of the advertiser's product are being compared with what aspects of the competitor's product.

- The subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case
- The comparisons are factual, accurate and capable of substantiation
- There is no likelihood of the consumer being misled as a result of the comparison, whether about the product advertiser or that with which it is compared
- The advertisement does not unfairly denigrate attack or discredit other products, advertisers of advertisements directly or by implication.
- Advertisements shall not make unjustifiable use of the name or initials of any other firm, company or institution, nor take unfair advantage of the goodwill attached to the trademark or symbol of another firm or its product or the goodwill acquired by its advertising campaign.
- Advertisements shall not be so similar to other advertisements in general layouts, copy, slogans, visual presentations, music or sound effects as to be likely to mislead or confuse consumers.

Conclusion

Nowadays it seems like many of the advertisers lack knowledge of ethical norms and principles. They don't understand what is right or wrong, and that's by number of misleading and unethical ad is increasing. But, on the other side some advertisers are giving importance to ethical norms and principles. When the ethical norms and principles are followed, it makes the organization answerable for all its activities, reduces the chances of getting pointed out by critics or any regulatory body, and helps in gaining confidence of the customer and makes them trust organization and its products.

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