

*Biyani's Think Tank*

Concept based notes

# **Advertisement Management**

MBA

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## UNIT- I

**Q. "Advertising is a nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." Explain.**

Answer. ADVERTISING :The activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.  
The business of designing and writing advertisements.

One definition of advertising is: "Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media." So much for academic doubletalk. Now let's take this statement apart and see what it means.

### **NONPERSONAL**

First, what is "nonpersonal"? There are two basic ways to sell anything: personally and nonpersonally. Personal selling requires the seller and the buyer to get together. There are advantages and disadvantages to this. The first advantage is time: the seller has time to discuss in detail everything about the product. The buyer has time to ask questions, get answers, examine evidence for or against purchase.

A second advantage of personal selling is that the seller can see you, the person selling to. She can see your face, see how the sales message is getting across. If you yawn or your eyes shift away, you're obviously bored, and the seller can change approach. She can also see if you're hooked, see what features or benefits have your attention, and emphasize them to close the sale.

Finally, the seller can easily locate potential buyers. If you enter a store, you probably have an interest in something that store sells. Street vendors and door-to-door sellers can simply shout at possibilities, like the Hyde Park (London) vendors who call out, "I say there, Guv'nor, can you use a set of these dishes?", or knock at the door and start their spiel with an attention grabber. From there on they fit their message to the individual customer, taking all the time a customer is willing to give them.

Disadvantages do exist. Personal selling is, naturally enough, expensive, since it is labor-intensive and deals with only one buyer at a time. Just imagine trying to sell chewing gum or guitar picks one-on-one; it would cost a dollar a stick or pick.

In addition, its advantage of time is also a disadvantage. Personal selling is time-consuming. Selling a stereo or a car can take days, and major computer and airplane sales can take years.

Nonetheless, although personal selling results in more rejections than sales, and can be nerve-racking, frustrating and ego destroying for the salesperson, when the salesperson is good it is more directed and successful than advertising.

From the above, it appears that personal selling is much better than advertising, which is nonpersonal. This is true. Advertising has none of the advantages of personal selling: there is very little time in which to present the sales message, there is no way to know just who the customer is or how she is responding to the message, the message cannot be changed in mid-course to suit the customer's reactions.

Then why bother with advertising? Because its advantages exactly replace the disadvantages of personal selling, and can emulate some of the advantages. First let's look at the latter.

First, advertising has, comparatively speaking, all the time in the world. Unlike personal selling, the sales message and its presentation does not have to be created on the spot with the customer watching. It can be created in as many ways as the writer can conceive, be rewritten, tested, modified, injected with every trick and appeal known to affect consumers. (Some of the latter is the content of this book.)

Second, although advertisers may not see the individual customer, nor be able to modify the sales message according to that individual's reactions at the time, it does have research about customers. The research can identify potential customers, find what message elements might influence them, and figure out how best to get that message to them. Although the research is meaningless when applied to any particular individual, it is effective when applied to large groups of customers.

Third, and perhaps of most importance, advertising can be far cheaper per potential customer than personal selling. Personal selling is extremely labor-intensive, dealing with one customer at a time. Advertising deals with hundreds, thousands, or millions of customers at a time, reducing the cost per customer to mere pennies. In fact, advertising costs are determined in part using a formula to determine, not cost per potential customer, but cost per thousand potential customers.

Thus, it appears that advertising is a good idea as a sales tool. For small ticket items, such as chewing gum and guitar picks, advertising is cost effective to do the entire selling job. For large ticket items, such as cars and computers, advertising can do a large part of the selling job, and personal selling is used to complete and close the sale.

Advertising is nonpersonal, but effective.

## **COMMUNICATION**

Communication means not only speech or pictures, but any way one person can pass information, ideas or feelings to another. Thus communication uses all of the senses:

smell, touch, taste, sound and sight. Of the five, only two are really useful in advertising -- sound and sight.

## **INFORMATION**

Information is defined as knowledge, facts or news. However, you should bear in mind that one person's information is another person's scam, particularly when advertisers talk about their products.

Information comes in many forms. It can be complete or incomplete. It can be biased or deceptive. Complete information is telling someone everything there is to know about something: what it is, what it looks like, how it works, what its benefits and drawbacks are. Thus, for advertising, information must of necessity be incomplete, not discussing everything there is to know about the subject. In advertising, what appears is everything the writer thinks the customer needs to know about the product in order to make a decision about the product. That information will generally be about how the product can benefit the customer.

There is, of course, the concept of affirmative disclosure. This concept requires an advertiser to provide customers with any information that could materially affect their purchase decision. Lewis A. Engman, FTC Chair in 1974, said:

"Sometimes the consumer is provided not with information he wants but only with the information the seller wants him to have. Sellers, for instance, are not inclined to advertise negative aspects their products even though those aspects may be of primary concern to the consumer, particularly if they involve considerations of health or safety

## **PAID FOR**

". . . paid for . . ." is pretty straightforward. If an ad is created and placed in the media, the costs of creation and time or space in the media must be paid for. This is a major area in which advertising departs from public relations.

PR seeks to place information about companies and/or products in the media without having to pay for the time or space. PR creates news releases and sends them to news media in hopes they will be run. Often PR departments produce events that will be covered by news media and thus receive space or time. There is no guarantee that the media will run any of the PR material.

Advertising doesn't have that problem. If time or space is bought in the media, the ads (as long as they follow the guidelines set down for good taste, legal products and services, etc.) will appear. The drawback is that ads are clearly designed to extol the virtues of products and companies, and any ad is perceived by consumers as at least partly puffery. PR pieces are usually not so perceived.

## **PERSUASIVE**

"Persuasive" stands to reason as part of the definition of advertising. The basic purpose of advertising is to identify and differentiate one product from another in order to persuade the consumer to buy that product in preference to another. The purpose of this book is to discuss some basic elements of persuasion.

## **PRODUCTS, SERVICES OR IDEAS**

Products, services or ideas are the things that advertisers want consumers to buy (in the case of ideas, "buy" means accept or agree with as well as lay out hard, cold cash). However, there is more involved in products or services than simply items for purchase. (During the following discussion, "products" will mean products, services and ideas unless otherwise noted.)

A product is not merely its function. It is actually a bundle of values, what the product means to the consumer. That bundle may contain the product's function, but also the social, psychological, economic or whatever other values are important to the consumer.

For example, let's look at a car. If the function of a car, transportation, is all that is important, then manufacturers would need only build motorized boxes on wheels, and consumers would be happy with them. Such is obviously not the case: the number of models and types of cars is huge, and if consumers didn't demand the variety it wouldn't exist. Consumers must find factors other than mere transportation just as, if not more important.

## **IDENTIFIED SPONSORS**

Identified sponsors means whoever is putting out the ad tells the audience who they are. There are two reasons for this: first, it's a legal requirement, and second, it makes good sense.

Legally, a sponsor must identify herself as the sponsor of an ad. This prevents the audience from getting a misleading idea about the ad or its contents. For example, many ads that appear in newspapers look like news articles: same typeface, appearance, use of columns, etc.. If the ad is not identified as such, the audience could perceive it as news about a product, rather than an attempt to persuade the audience to buy it. Case in point: what looks like a news article discusses a weight-loss plan. In journalistic style it talks about the safety, efficacy, and reasonable price of the product. A reasonable person might perceive the "article" as having been written by a reporter who had investigated weight-loss programs and decided to objectively discuss this particular one. Such a perception is misleading, and illegal. Since it is an ad, somewhere on it there must appear the word "advertisement" to ensure the audience does not think it is an objective reporting of news.

Second, it makes good sense for a sponsor to identify herself in the ad. If the sponsor doesn't, it is possible for the audience to believe the ad is for a competitor's product, thus wasting all the time, creativity and money that went into making and placing the ad.

## **Q. What are marketing communications and elements of communication mix?**

**Answer -** Marketing communications is a subset of the overall subject area known as marketing. Marketing has a marketing mix that is made of price, place, promotion, product (known as the four P's), that includes people, processes and physical evidence, when marketing services (known as the seven P's).

How does marketing communications fit in? Marketing communications is 'promotion' from the marketing mix.

Why are marketing communications 'integrated'? Integrated means combine or amalgamate, or put simply the jigsaw pieces that together make a complete picture. This is so that a single message is conveyed by all marketing communications. Different messages confuse your customers and damage brands. So if a TV advert carries a particular logo, images and message, then all newspaper adverts and point-of-sale materials should carry the same logo, images or message, or one that fits the same theme. Coca-Cola uses its familiar red and white logos and retains themes of togetherness and enjoyment throughout its marketing communications.

Marketing communications has a mix. Elements of the mix are blended in different quantities in a campaign. The marketing communications mix includes many different elements, and the following list is by no means conclusive. It is recognised that there is some cross over between individual elements (e.g. Is donating computers to schools, by asking shoppers to collect vouchers, public relations or sales promotion?) Here are the key of the marketing communications mix.

### **The Marketing Communications Mix.**

- Personal Selling - For eg:- Salesman
- Sales Promotion – Various schemes like free coupons, gifts
- Public Relations (and publicity).
- Direct Marketing.
- Trade Fairs and Exhibitions - For eg:- “Jas 2011” for jewellery
- Advertising (above and below the line).
- Sponsorship.
- Packaging – For eg :- Dairy milk
- Merchandising (and point-of-sale).
- EMarketing (and Internet promotions).
- Brands.

## **Q. Define Integrated Marketing Communications.**

**Answer** - Integrated Marketing Communications (IMC) is the coordination and integration of all marketing communication tools, avenues, functions and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost

- Process for managing customer relationships that drive brand value.
- Its foundation is communication
- Cross-functional process for creating and nourishing profitable relationships with customers other stakeholders by strategically controlling or influencing all messages sent to these groups and encouraging data-driven, purposeful dialog with them.
- Integrated marketing communications (IMC) is the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost. This integration affects all firm's business-to-business, marketing channel, customer-focused, and interally directed communications

## **Q. What is marketing communication planning? Write all the steps and importance of it.**

**Answer** - For successful implementation of the marketing communications program a systematic marketing communications plan is necessary. A cohesive and proper marketing communications plan will help the company implement marketing communication programs effectively in terms of achieving objectives and costs.

As marketing communications is a subset of overall marketing mix, companies have to first formulate a marketing strategy. A marketing plan involves the following steps – situational analysis, identifying marketing objectives, creating a marketing strategy, implementing a marketing strategy, evaluation and control. After developing a marketing plan, companies have to develop a marketing communications plan based on the marketing plan.

### **Marketing Communications Plan**

- Situational Analysis

Competition

Market Analysis

Customer Analysis

Positioning Analysis

- Marketing Communication Objectives

Creating Brand Awareness and Building Brand Equity  
Providing Information  
Increasing Sales  
Differentiating the Brand  
Influencing Consumer Behavior

- Budget Planning
- Developing a Marketing Communications Program

Selection of Marketing Communications Mix  
Creative Strategy  
Media Decisions

- Evaluation and Control of Marketing Communication Programs.

The primary step in the marketing communications plan is to analyze the internal and external marketing environment. There are four key environmental variables that companies have to evaluate. They are: competition, market analysis, customer analysis and positioning analysis. The next step in the marketing communications plan is to establish marketing communication objectives that reflect the analysis made in the previous step.

There are usually five key objectives -creating brand awareness and building brand equity, providing information, increasing sales, differentiating the brand and influencing consumer behavior. Based on the marketing communications objectives, companies have to decide the budgeting allocation for marketing communications activities. Companies usually use-- arbitrary method, affordability method and percentage of sales method, competitive parity method, objective and task method, and payout planning method -- to set the budget.

After deciding on the marketing communication objectives and the budget allocation, companies have to design the marketing communications program. The decisions to be taken in this regard are: selection of communication mix, developing a creative strategy and media decisions. The final step in the marketing communications plan is evaluating and controlling the marketing communications programs. This evaluation can be done through the communication audit.



## Unit – 2

### **Q. Ethical Issues in Marketing Communications**

**Answer-** Ethical issues in various marketing communication instruments like advertising, sales promotions, etc. The main ethical issues in advertising are puffery, bad taste, stereotyping, targeting children, promoting unhealthy products and subliminal advertising.

- Social Responsibility
- Ethics in Advertising

Puffery  
Taste  
Stereotyping  
Advertising to Children  
Promoting Unhealthy Products  
Subliminal Advertising

- Ethics in Sales Promotion

Contests and Sweepstakes  
Slotting Allowances

- Ethics in Advertising Research
- Ethics in Advertorials and Infomercials
- Regulations

Self-regulation  
Regulatory Bodies

- The Economic Effects of Advertising

Consumer  
choice  
Competition  
Product Costs  
and Prices

Puffery refers to making exaggerated claims about the product, which cannot be proved. Advertisements are said to be in bad taste when they offend people. Stereotyping refers to portraying men or women in a particular role, with a negative image. Advertisements targeted at children are considered unethical as children are not capable of processing the given information.

Consumption of unhealthy products like fast food and tobacco products lead to bad health. So

promoting such products is not good. In subliminal advertising, the viewer is exposed to product messages and pictures in such a way that he is not aware of watching them. We also discussed ethical issues in sales promotion, advertising research, advertorials and infomercials.

## **Q. Describe Advertising as a Management Function.**

**Answer** - Advertising management involves the major decisions in the management of advertising. Broadly it includes the following activities:

- 1) Setting the advertising objectives
- 2) Deciding on the advertising budgets
- 3) Choosing the advertising messages
- 4) Deciding on media
- 5) Evaluating advertising effectiveness

- 1) **Setting the advertising Objectives:** The advertising objectives must flow from prior decisions on target market, market positioning, and marketing mix.

Advertising objectives can be classified according to whether their aim is to inform, persuade, or remind.

- i) **Informative advertising**
- ii) **Persuasive advertising**
- iii) **Reminder advertising**

- 2) **Deciding on the Advertising Budgets:** How does a company know if it will be spending the right amount? If it spends too little, the effect will be negligible. If it spends too much, then some of the money could have put to better use.

Advertising has a carryover effect that lasts beyond the current period. Although advertising is treated as a current expense, part of it is really an investment that builds up an intangible asset called brand equity.

- i) **Stage in the Product Life Cycle**
- ii) **Market Share and Consumer Base**
- iii) **Competition and Clutter**
- iv) **Advertising Frequency**

v) **Product Substitutability**

3) **Choosing the Advertising Messages:** The task now is to translate all of the objectives into a specific advertising message to meet the goals. Advertising campaigns vary in their creativity. Advertisers go through four steps to develop a creative strategy: message generation, message evaluation and selection, message execution, and social responsibility review.

4) **Deciding on Media**

i) **Deciding on Reach, Frequency, and Impact:** Media selection involves finding the most cost-effective media to deliver the desired number of exposures to the target audience.

a) Reach (R)

ii) **Choosing among Major Types:** The media planner has to know the capacity of the major media types of delivery, reach, frequency, and impact. The major advertising media are:

a) Newspapers

b) Television

c) Direct mail

d) Radio

e) Magazines

f) Outdoor

g) Yellow Pages

h) Newsletters

i) Brochures

j) Telephone

k) Internet

iii) **Selecting Specific Vehicles**

a) Circulation

b) Audience

c) Effective Audience

d) Effective ad-exposed Audience

#### iv) **Deciding on Media Timing**

- 5) **Evaluating Advertising Effectiveness:** An advertising measurement is adopted both before and after an advertising campaign is launched. While the advertising plans are being implemented, the advertiser and the producer must know the extent of the success that has been achieved. The competitors' success, the producer's objectives, the tasks given to distributors, price policy, etc. all these are considered while measuring advertising effectiveness. The methods of measuring this effectiveness are explained in the light of objectives, the measuring of sales and communication performance.

#### i) **Objectives of Measuring Advertising**

- ii) **Measuring Sales and communication Performance:** The advertising effectiveness is measured in the light of sales and communication objectives. These are the two important aspects of measurements.
- a) Measuring Sales
  - b) Measuring Communication Effects

### **Q. How Consumer Orientation affects the Advertising ?**

**Answer -** The increasing pressures of highly competitive marketing environments make it essential that firms understand consumers and, in particular, consumer decision making as they seek to gain competitive advantage. In a competitive economic system, the survival and growth of firms requires accurate knowledge about consumers; how they buy, why they buy and where they buy as well as just what they buy. Hence modern marketing thought stresses the need of business managers to know who their customers are and why they choose their products rather than those of rival firms. Marketing is not about finding or inducing someone to buy whatever the firm happens to manufacture. Nowadays successful management depends more than ever on matching every aspect of the business – product, advertising, after-sales service and so on – to the satisfaction of consumer needs. This is the essence of consumer-orientation as an integrated approach to business management.

Consumer-orientation stems from the firm's adoption and implementation of the Marketing Concept, a philosophy of business organization which has four major implications:

- 1) The success of any firm depends above all on the consumer and what he or she is willing to accept and pay for
- 2) The firm must be aware of what the market wants, preferably well before production commences, and, in the case of highly technological industries, long before production is even planned.

- 3) Consumer wants must be continually monitored and measured so that, through product and market development, the firm keeps ahead of its competitors.
- 4) Top management must achieve the integration of all components of marketing strategy (or the four Ps: Product development, Pricing, Place or distribution, and Promotion) into a single strategic plan based upon knowledge of consumer behavior.

In a nutshell; “to start out with the customer’s utility, with what the customer buys, with what the realities of the customer are and what the customer’s values are – this is what marketing is all about”.

Advertising affects favorably the consumer choice because; it helps the consumer to exercise his power of sovereignty in the most appropriate way, by acting as a counsel, as a guide to the consumer – the king of the market.

- 1) **In the place**, it ‘informs’. It informs the consumers about all the products or services or product or service range available for sale – as to when they are available? Under what conditions? At what price? And so on?
- 2) **Secondly**, It ‘explains’. It explains the features relative merits of each product or service so that he can have comparative account for making wise selection.
- 3) **Thirdly**, It ‘educates’. It provides good deal of information regarding products or services whether a person is interested in buying or not. This useful knowledge enlightens him as to what a product is? How it differs from others in the line? What it does for him? At what cost? It speaks of not only the existing products but also the products that will be produced in near future. It makes him well-informed member of a society. This knowledge is available without payment. He pays, of course, if he buys the product or service.

To sum up, advertising is very powerful mass media of communication that makes possible consumer choice through rational selection. He gets best value for his money that he decides to spend. Thus, advertising strengthen preservation and promotion of consumer sovereignty – the symbol of absolute individual freedom.

## **Q. What are the Methods of Classification of Advertising ?**

Answer - **According to Geographical Spread:** On the basis of geographical spread, advertising can be classified as:

- i) **National Advertising:** Some manufacturers may think that their target is the entire country. They select media with a countrywide base. Generally large, established firms

belong to this category. Among them are Hindustan Lever, Brooke Bond, Larsen and Toubro, Escorts, Associated Cement Companies and the like.

- ii) **Local Advertising:** Small firms may like to restrict their business to State or regional level. A classic example is Nirma washing powder, which initially was sold only in Gujarat and subsequently entered the other markets.
- iii) **Global Advertising:** Multinational firms treat the world as their market. Firms such as National, IBM or Sony or Ford advertise globally, e.g., in periodicals like Times, Reader's Digest.

**According to Target Group:** On the basis of target groups aimed at, advertising can be classified as:

- i) **Consumer Advertising:** A very substantial portion of total advertising is directed to buyers of consumer products who purchase them either for their own use or for their households. The preponderance of such advertising can be seen by looking into any random general print media, such as newspapers and magazines etc.
- ii) **Industrial Advertising:** Industrial advertising on the other hand refers to those advertisements which are issued by the manufacturers/ distributors to the buyers of industrial products. This category would include machinery and equipment, industrial intermediates, parts and components, etc.
- iii) **Trade Advertising:** Advertisements which are directed by the manufacturers to the distribution channel members, such as wholesalers or retailers, are called trade advertising. The objective of such advertising is to promote sales by motivating the distribution channel members to stock more or to attract new retail outlets. for eg :- Retail stores like Big Bazaar, Wall mart
- iv) **Professional Advertising:** There are certain products for which the consumers themselves are not responsible for the buying choice. The classic examples are pharmaceuticals where decision is made by doctors while the consumers are the patients. Such advertising is called professional advertising. for eg :- Doctors, Lawyers, (A) Engineers etc.

### **Institutional or Product Advertising**

- i) **Institutional Advertising:** Institutional advertising aims at building for a firm a Positive public image in the eyes of shareholders, employees, suppliers, legislators, or the general public. Institutional advertising does not attempt to sell a particular product; it benefits the organization as a whole for eg :- Bank

- ii) **Product Advertising:** Most advertising is product advertising, designed to promote the sale or reputation of a particular product or brand. This is true whether the advertising is done by a manufacturer, a middleman, or a dealer, and whether the advertising concerns the product itself or some of its features; such as service, price, or the quality directly associated with it. Advertisements about Indane Cooking Gas are a case in point.
  - a) Informative Product Advertising
  - b) Persuasive Product Advertising
  - c) Reminder-Oriented Product Advertising

**Timing of the Response it Elicits:** Product advertising has two sub-categories – direct and indirect action advertising.

- i) **Direct Action Advertising:** It aims at generating immediate response. Many retail messages, for instance, request consumers to buy now. Other advertisements in the direct category contain coupons, and request the consumers to redeem these soon. Finally, numerous mail-order marketers attempt to induce consumers to order at once.
- ii) **Indirect Action Advertising:** It does not attempt to bring about an immediate behavior response. Rather, it attempts to create favorable attitudes towards the sponsor and his products or services. The objectives of this form of advertising are long-run in nature. They include exposure, attention, comprehension, attitude change, and behavior.

## Unit – 3 & 4

### **Q. Discuss Advertising Agency and its function.**

**Answer -** Advertising agency is an independent business organization specialized in advertising work which undertakes the work of planning, preparing and executing advertising campaign for its clients. It is a body of experts who specialize in advertising.

- 1) **Planning:** Planning here referred to study of client's product, or services, to identify its inherent qualities in relation to competitor's product, analysis of various components of marketing environment and formulation of advertising plan.
- 2) **Preparing:** It refers to writing, designing and producing the advertisement. It is mainly related to formation of ad-copy.
- 3) **Executing:** It means contacting right kind of media for time and space, delivering the ads in appropriate form, checking and verifying advertisement release in media, paying the media, billing the clients etc.

**According to American Marketing Association,** "An advertising agency is:

- i) An independent business organization,
- ii) Composed of creative and business people,
- iii) Who develop, prepare and place advertising in advertising media,
- iv) For sellers seeking to find customers for their goods and services."

### **Functions of Advertising Agency**

- 1) **Contacting Clients:** Ad-agency's first and foremost task is to contact and select clients who are desirous of advertising their products or services. The preference in choosing the clients is given to those firms which are financially sound, make good quality products and services and have efficient management.
- 2) **Advertising Planning:** Another function of advertising agency is planning the ad for its clients. For this, the agency has to perform following tasks:
  - i) Study of client's product to identify its inherent qualities in relation to competitor's product.
  - ii) Analysis of present and potential market for the product
  - iii) Study of trade and economic conditions in the market.
  - iv) Information about season when maximum sale can be made.
  - v) Information about level of competition, competitor's spending on advertising.



vi) Knowledge of channels of distribution, their sales, their methods of operation, etc.

vii) Formulation of advertising plan.

- 3) **Creative Function:** According to **David Ogilvy**, “Creative function is the most important of all advertising functions. The copywriters, artists, art-directors and graphic-specialists are referred as creative people.”
- 4) **Developing and Preparing Advertising Copy:** Ad-agency is a specialized organization and involves specialists such as: writers, artists, market-analysts, website-designers, animators, graphic-designers, researcher, film director etc.
  - i) Ad-Copy for Print-Media
  - ii) Ad-Copy for Broadcast Media
- 5) **Approval of Client:** After that the ad-copy is prepared, it is shown to client for his approval.
- 6) **Media Selection and Media Scheduling:** Another important function of ad-agency is selecting appropriate media for its clients. Various factors like media cost, media circulation, media coverage, nature of product, nature of customers, ad-budget of client, needs of clients, etc., are considered by ad-agency for selecting media for its clients.
- 7) **Ad-Execution:** After obtaining approval from client, the advertising copy is handed over to media for its execution.
- 8) **Evaluation Function:** The next major function of ad-agency is to evaluate the effectiveness of advertisement for the benefits of its clients.
- 9) **Marketing Function:** The advertising agency also performs marketing functions, such as selecting target-customers, designing products, packages, developing channels of distribution, determining prices; new product development, conducting marketing research, sales promotion, publicity, improving public relations, etc.
- 10) **Research Function:** It includes continuous research regarding different media, their circulation, media-cost, entry of new newspapers/magazine, collecting information about rating of various TV programmes, serials so that time of ad can be decided.
- 11) **Accounting Function:** Accounting function of agency includes checking bills received from media, cash discount allowed by media billing to client, collection of dues from clients, making payment to media, payment to outside professionals like-writers, film-producers, models, making payment for purchasing advertising materials, salary to staff, etc.

Thus, practically ad-agency performs all the advertising functions for advertiser.

## Q. What are the different types of Advertising Agencies?

**Answer** - There can be following types of advertising agencies:

- 1) Full service agency,
- 2) In house agency,
- 3) A creative boutique,
- 4) Media buying services,
- 5) The La carte agency,
- 6) Special service agency (Group)
- 7) Sweet shops

- 1) **Full-Service Agencies:** Many companies employ what is known as a full-service agency, which offers its clients a full range of marketing, communications, and promotions services, including planning, creating, and producing the advertising; performing research; and selecting media. A full-service agency may also offer no advertising services such as strategic market planning; sales promotions, direct marketing, and interactive capabilities; package design; and public relations and publicity.
- 2) **In-House Agencies:** An in-house agency is often referred to as the advertising department in a firm and takes responsibility for the planning and preparation of advertising materials. This option has the advantage of greater coordination and control in all phases of the advertising and promotion process. Some prominent advertisers who do most of their work in-house are Gap, Calvin Klein, and Revlon.
- 3) **Creative Boutiques:** A creative boutique typically emphasizes creative concept development, copywriting, and artistic services to clients. An advertiser can employ this alternative for the strict purpose of infusing greater creativity into the message theme or individual advertisement. As one advertising expert put it, "If all clients want is ideas, lots of them, from which they can pick and mix to their hearts' delight, they won't want conventional, full-service agencies. They all want fast flashy fee-based idea factories." Creative boutiques are these idea factories.

A creative boutique is an agency that provides only creative services. These specialized companies have developed in response to some clients' desires to use only the creative talent of an outside provider while maintaining the other functions internally.

- 4) **Media Buying Services:** Media buying services are independent companies that specialize in the buying of media, particularly radio and television time. The task of purchasing advertising media has grown more complex as specialized media proliferate, so media buying services have found a niche by specializing in the analysis and purchase of advertising time and space. Agencies and clients usually develop their own media strategies and hire the buying service to execute them.
- 5) **A La Carte Agency:** Some advertisers prefer to order a la carte rather than using all of an agency's services. A la carte services can be purchased from a full service agency or from an

individual firm that specializes only in creative work, media, production, research, or new product development.

- 6) **Special Service Agency (Group):** Some agencies focus their efforts only in some selected areas and then become specialists in those areas. These firms collectively are called special service groups and they are by far the least known component of the advertising industry. For example, if an agency is specializing in direct response advertising either in media or direct mail, knowledge of their availability and function is vital if the structure of the advertising business is to be fully understood.
- 7) **Sweet Shops:** These agencies are very small agencies, which operate only in one city. Their cost is less and their service personalized. These agencies are very useful for small clients, who want to issue ads in local media, like as in local cable, pamphlets, banners, evening newspapers etc.

### **Q. What are the different aspects, on the basis of which a company Selects an Advertising Agency?**

**Answer -** The advertiser should select that advertising agency whose talent, experience, record matches with the requirements of advertiser. Following factors should be considered while selecting an advertising agency:

- 1) **Location:** A major consideration in the choice of an advertising agency is location of office of agency. Local and nearby ad-agencies should be preferred. A considerable amount of communication is required at various stages of decision making with regard to ad-planning and ad-execution. Outstation advertisers are at a disadvantage as the costs of regular visits may be high. So it is desirable that office of ad-agency is located nearby and is easily accessible.
- 2) **Size:** Both large size-agencies and small-size agencies have their own merits and demerits. Large-agencies provide wide range of facilities, services and have more experienced staff. But large-size agencies have certain limitations viz. these are costly, these cannot give personal attention to all clients because of large number of clients, these don't give much attention to small clients as these agencies have many big clients.
- 3) **Agency Working for Competitors:** Advertiser should avoid giving his advertising work to an agency that handles the advertising work of his competitor. Because in that case ad-agency may not be in a position to prepare ads which help the advertiser to take an edge over competition and agency will not prepare such ads which go against advertiser's competitors, i.e., agency will not make competitive ads for advertiser.
- 4) **Image of Agency:** Before selecting the ad-agency advertiser should enquire about its image, integrity, its ethical standards, and its relation with clients, etc.

- 5) **Services Offered by Ad-agency:** Now-a-days ad-agency give wide range of services like planning and preparation of ad, execution of ad, selection of media, follow-up to evaluate ad-effectiveness, sales-promotion, public-relation, publicity, market analysis, market-research, etc.
- 6) **Rates Charged:** The rates charged by the advertising agency should be quite reasonable. These rates should suit the pocket of client and should be within ad-budget of client.
- 7) **Creative Skills and New Ideas:** Creativity is the main element of advertising. If the ad-agency is capable of generating new ideas which are creative and unique then its ads will be more successful in attracting the attention of target audience.
- 8) **Past Record of Agency:** Past record of ad-agency should be checked to know:
  - i) Who were the past clients of agency; why they left the agency; how long were they with agency, how big were they?
  - ii) Who are the present client, how big are they; since how long are they with agency, their relationship with agency?
  - iii) Brand-image of products of agency's clients.
- 9) **Quality and Caliber of Staff:** Ad-agency has various specialists like copy-writers, market analysis, media experts, art-directors, researchers, artists, models, etc.
- 10) **Financially Sound:** The ad-agencies which are financially sound-and have good turnover have better contacts with media-owners. Financially sound agencies can afford better infrastructure, well-equipped-ad labs, and specialists, national and international image.
- 11) **Agency Experience:** Agency which has long existence generally performs better because of its experience and familiarity with different components of marketing environment like competitor's policies, tastes of consumers, income of consumers, fashions and trends, circulation and reputation of different media.

**Q. Define Creation Stage and how it is implemented by an advertising company.**

**Answer -** Creation stage consists of three stages:

- 1) Idea Generation
- 2) Copywriting
- 3) Layout

## **Idea Generation Stage**

- 1) **Orientation:** Before deciding on a creative idea for the purpose of communication, it is important to identify the purpose behind the communication, whether the aim is to solve a problem or to capitalize on an opportunity.
- 2) **Preparation:** Those involved in the creative process should gather as much information as possible.
- 3) **Analysis:** Once information is collected, it should be organized under different heads – technical information, consumer behavior information, competitors' information and so on.
- 4) **Ideation:** Ideation is the generation of actual ideas by trying different combinations of facts and information available.
- 5) **Incubation:** Once ideas are generated, they are kept aside to incubate, i.e., to let the subconscious mind work on them for sometime.
- 6) **Synthesis:** When the team arrives at this step, it is equipped with a number of ideas. In this stage, the emphasis is on combining these ideas and evolving something substantial from it.
- 7) **Evaluation:** The various ideas generated in the previous steps are evaluated here. The criteria used for evaluation are described here. The idea should be:
  - i) Relevant to the communication objectives.
  - ii) Original and capable of catching the attention of the viewer.
  - iii) Flexible so that they can be modified or extended to other advertisements in the future.

## **Copy Writing/Advertisement Copy**

The work 'copy' has specific meaning in the world of advertising. Copy is the soul of advertisement. An advertising copy is all the written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the desired message to the target consumers. In a print media an advertisement copy is made-up of head-line, sub-headlines, both of the copy, illustration, long-type, slogan and brand name.

## **Approaches to Copy Writing**

A successful copy writer is to answer the following questions to get much out of it. These questions are:

- 1) What am I advertising?
- 2) To whom am I advertising?
- 3) How can I convey best the advertising message to my readers?
- 4) Where and how the product is being sold?
- 5) When the product is purchased and used?
- 6) What legal implications are involved?

## **Layout**

A layout is a miniature sketch or the proposed advertisement. A rough layout is first prepared in which the headline and subheads are lettered in artwork and photographs are drawn or provided, and the position of the copy is indicated. The rough layout is tested and modified to prepare the final layout. The final layout is appended with many explanations and mechanical designs to give a comprehensive view. It refers to specifications for estimating costs, guidance for engravers and blueprints for advertisers.

‘Layout’ means two things; in one sense, it means the total appearance of the advertisement – its design and the composition of its elements; in another sense, it means physical rendering of the design for the advertisement – its blueprint for production purposes.

### **Functions of the Layout**

- 1) It Organizes all the Elements
- 2) It Brings Together Copy Writer and Art Director
- 3) It Enables the Advertiser to Visualize his Future Advertisement.
- 4) It Acts as a Guide to the Copy Specialists.

## **Copy Testing**

### **Copy Testing**

Copy testing is a means of measuring the communication value of advertising. As a diagnostic tool rather than an evaluative tool, copy testing can be instrumental to the creative development process. There are two key objectives in a copy testing framework. One objective is to determine whether the advertising can cut through the clutter and make people stop and notice the ad. The second is to assess whether the ad communicates the intended message.

The word ‘copy’ is used to denote an entire advertisement, including the message, pictures, colors, etc, regardless of the medium in which the advertisement has appeared.

“Copy testing is troublesome for almost everybody. Most advertisers and agencies have a checkered history of its use and often fiver on both what and how to measure.

### **Q. Define Media Planning Process with all the steps in the development of Media Plan.**

#### **Answer - Steps in the Development of Media Plan**

- 1) **Market/Environmental Analysis**

While undertaking the overall promotion planning analysis, a complete review of internal and external factors is done. While developing a media strategy, the focus of analysis is on the media and delivering the message. The key questions at this stage are:

- i) Who is the target audience for advertising?
- ii) What internal and external factors may influence the media plan?
- iii) Where (geographic areas) and when (timing) to focus the advertising efforts?

## 2) Establishing Media Objectives

Just as the situation analysis leads to establishment of marketing and communications objectives, the media situation analysis should lead to determination of specific media objectives.

There are five key media objectives that a company can consider – reach, frequency, continuity and costs, weight:

- i) **Reach:** Reach refers to the number of people or households in a target audience that will be exposed to a media vehicle or schedule at least one time during a given period of time.
- ii) **Frequency:** Frequency is the average number of times an individual or household within a target audience is exposed to a media vehicle in a given period of time (typically a week or a month).
- iii) **Continuity:** Continuity is the pattern of placement of advertisements in a media schedule. There are three types of continuity alternatives:
  - a) **Continuous:** A continuous pattern refers to a company's strategy of running its campaign evenly over a given period of time.
  - b) **Pulsating:** A pulsating schedule refers to a company's strategy of running its campaign steadily over a given period of time with intermittent increases in advertising at certain intervals. For example, consumer durable manufacturers like LG and Whirlpool run their advertising campaign continuously over a period of time, but increase ad spending on special occasions like festivals and major sports events like World Cup Cricket and the Olympics.
  - c) **Discontinuous:** A discontinuous schedule refers to a company's strategy of spending heavily on advertising only at certain intervals, with no advertising activities in the interim period. For example, Pioma Industries, the owners of Rasna, advertise the brand during the summer season, which is the peak sales season for its products, with negligible or no advertising during the rest of the year.
- iv) **Cost:** the cost of different media modes are taken into consideration.
- v) **Weight:** how much total advertising is necessary during a particular period to accomplish the reach and frequency objectives?

## 3) Developing and Implementing Media Strategies

Criteria considered in the development of media strategies are:

- i) **Media Mix:** A wide variety of media and media vehicles are available to advertisers. While it is possible that only one medium and/or vehicle might be employed, it is much more likely that a number of alternatives will be used.
- ii) **Target Market Coverage**
- iii) **Geographic Coverage**
- iv) **Scheduling:** The schedule shows the number of advertisements that are to appear in each medium, the size of the advertisements, and the date on which they are to appear.
  - a) **Steady Pulse:** It is the easiest. For instance, one ad/week for 52 weeks or one ad/month for 12 months could be an example.
  - b) **Seasonal Pulse:** Products like Vicks Balm, Glycodin Terp-Vasaka Syrup, Pond's Cold Cream follows this approach.
  - c) **Period Pulse:** Scheduling follows a regular pattern, e.g., media scheduling of consumer durables, non-durables etc.
  - d) **Erratic Pulse:** The ads are specified irregularly. Perhaps, we want to change the typical purchase cycles.
  - e) **Start-up Pulse:** It is concentrated media scheduling. It launches a new product or a new campaign.
  - f) **Promotional Pulse:** A one-shot affair it suits only a particular promotional theme.
- v) **Reach and Frequency**
- vi) **Creative Aspects and Mood**

Creative Aspect: It is possible to increase the success of a product significantly through a strong creative campaign. But to implement this creativity, firm must employ a medium that will support such a strategy.

Kodak and Hallmark, among many others, have effectively used TV to create emotional appeals.
- vii) **Flexibility:** An effective media strategy requires a degree of flexibility. Because of the rapidly changing marketing environment, strategies may need to be modified.
- viii) **Budget Considerations:** One of the more important decisions in the development of media strategy is cost estimating.
  - a) **Determining Relative Cost of Media**



ix) **Media selection:** Media selection is a key component in designing the media strategy. Media selection involves selecting the right media and media vehicles that help to communicate the message of the company to customers more effectively. Media selection decisions cover two broad decisions – **selection of media class, and selection of media vehicles within the media class.**

#### 4) **Implementation of Media Plan:**

The implementation of the media plan requires media buying, i.e., buying time and space in the various selected media. The buying of media is handled by the advertising agency on behalf of the advertiser.

#### **Steps in Media Buying**

- i) **Collecting Necessary Information:** Media buying requires a lot of information regarding nature of target customers viz. their age, education level, geographical concentration, their size, etc.
- ii) **Selecting Media and Media Mix:** After considering the above information and keeping in mind the amount of advertising budget that media is selected which best matches with the requirements of target audience and advertiser.
- iii) **Negotiating Costs:** In this step, efforts are made to procure media at the lowest possible price.
- iv) **Issuing Ad-copy to Media**
- v) **Monitoring Performance of Media-Vehicles:** The advertiser ensures that advertisement is shown in the right section, right size, right color, at the right time (day), etc. In case of TV advertisement, it is ensured that advertisement is telecast in the decided programme, at the decided time.
- vi) **Paying Media-bills:** It is the responsibility of advertiser to pay the media bill well in time.

#### 5) **Evaluation and Follow Up**

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

- i) How successful were the strategies in achieving media objectives?
- ii) 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 learn about the flaw. It has been pointed out that there are certain problems with measurements that limit the degree to which one can assess the relative effectiveness of different strategies.

**Mass media** provides a perfect channel for advertisers who want their advertising campaigns to make a big impact at a low cost. There are **four** key mass media channels – **newspapers,**

**magazines, radio and television.** These four channels form the major elements of a media mix for any advertiser as they provide a large reach and increase the cost-effectiveness of the advertising campaign.

Media can be classified into following types:

- A) Indoor Advertising Media
- B) Outdoor Advertising Media
- C) Direct advertising media
- D) Display advertising
- E) Internet

**Q. Write all the pros and cons of Advertising.**

**Or**

**Doing business without advertising is just like looking at a beautiful girl in the dark, you know what you are doing but others don't. comment**

**Answer -** It has been rightly said, "Wherever we are, advertising is with us." Today advertising has reached every field of work and life. It has become an institution of growth and prosperity. It creates demand and keeps the wheel of production moving constantly.

Advertising has a major impact on society: Ads help establish what is cool in society; their messages contribute to the public dialogue. It makes kids to dance together. It creates pleasurefulness. Thus, it pays to advertise. It is the lever that motivates the world of commerce and industry. It is the pride of dynamic marketing. It provides benefits to various groups which includes the producer, consumer, dealers, salesmen, and the society and economy. The importance of advertising to these groups is explained below:

### **I. Importance of Advertising to Producers**

1. **Increase in Demand:** Advertising awakens interests, stimulates emotions and creates desire to buy the product. For eg:- Tide
2. **Large-Scale Production:** Advertising increases and stabilises the sales-turnover. It helps to repeal sales. It creates customers and loyal clientele. The increased demand necessitates to produce on large-scale. For eg:- Sunsilk
3. **Cuts Costs:** Advertising helps in cutting down the production and selling costs. Increasing unit sales decreases unit costs.
4. **Good Selling Tool:** Advertising is a good selling tool for big businessmen. It puts less burden on other selling methods.
5. **Explores New Markets:** Advertising maintains the existing markets. But it also expands and explores new markets by better informing and serving the customers.

6. **Facilitates Innovation:** Advertising promotes new product. In a way it reduces the risk of innovation.
7. **New Industries and New Jobs:** *Otto Kleppner* has asserted that “Due to advertising new and improved products and services constantly appear, enrich our lives, change life-styles, create new industries and new jobs.
8. **Lowers Prices:** Advertising reduces products prices by keeping down various costs to the advantage of consumers.
9. **More Profits:** Advertising increases profits by increasing sales.
10. **Control on Trade Cycles:** Advertising can help to stimulate business recovery in severe recessions. It stimulates latent needs, and reinforces the aroused wants in depression period.
11. **Competitive and Promotional Weapon:** Advertising is a powerful weapon to counter competitive moves. It creates brand image.
12. **Builds Brand Image:** Manufacturers use advertising to build a brand image.
13. **Other Benefits:**
  - (i) It increases *business activities*.
  - (ii) It increases *goodwill* of the firm.
  - (iii) It increases *Interest among dealers* in manufacturer’s goods.
  - (iv) It makes possible the *use of modern technology* in productional process.

## II. Importance of Advertising to Consumers

1. **Help in Rational Buying:** Advertising disseminates useful information about the relative merits and unique features of the products in terms of quality, utility, price, durability and convenience.
2. **Ensures Quality Products at Reasonable Prices:** Advertising stimulates the sale of quality products. It creates a right image of good products. For eg:- Saras
3. **More Products:** Advertising is a feature of free competitive enterprise and can be a contributory factor towards greater availability of goods.
4. **Creates Varied Tastes:** Consumers demand differences in colour and style. They want new styles in various products. Advertising responds to what people want.

5. **Information:** Consumers need information about various goods and services. “Advertising is a means of pleasant informations for pleasurable life and good buying.”
6. **Offers Solutions to Buying Problems:** Consumers may have problems like hair-falling, tooth decay, ill-health, not finding desired product or design, right quality, or right price, etc.
7. **Better Standard of Living:** *Sir Winston Churchill* has very aptly stated, “Advertising nourishes the consuming power of men. It sets up before a man the goal of a better home, better clothing, better food for himself and his family.
8. **Saves Time:** Advertising is informative, educative and convincing. It brings many informations to the notice of consumers.
9. **Reduces Dissonance:** Advertising helps to reduce may tensions and mental anxieties after buying the product by producing facts and proofs in favour of his decision.
10. **Educates Consumers:** Advertising is also a means of educating the consumers about the proper use of product.

### III. Importance of Advertising to Middlemen

1. **Guarantees Quick Sales:** Advertising quickens the pace of sales by brining products to the knowledge of the consumers.
2. **Acts as a Salesman:** Advertising is a very potent and effective salesman of middlemen.
3. **Price Maintenance:** Customers always remain interested in getting quality products at *stable prices* over longer time. If the prices constantly change, the budgets of consumers are disturbed. Advertising also discourages price-haggling and bargaining with retailers.

### IV. Importance of Advertising of Salesmen

1. **Drives the Consumers:** While marketing drives products towards the consumer, advertising helps to drive the consumer towards the salesmen at the point of sale.
2. **Creates Colourful Environment:** Advertising creates an inducing and colourful environment. Personal selling alone is like a song without music.
3. **Lightens the Selling Job:** Selling job is highly complex and difficult, if performed alone. In the absence of advertising, salesman is forced to play a double role. With the help of advertising, the salesman can easily explain the product and its benefits, can meet the objections raised by customers and may close the sale.
4. **Instills Self-Confidence and Initiative:** Advertising acts as a creative force. It educates the sales-force. It instills self-confidence and initiative in them.

## V. Importance of Advertising to Society and Economy

- 1. Socio-economic Institution:** “Advertising is only one of society’s many institutions: It is literally imbedded in much more basic and powerful institutions such as the family, the school, the church, and the political and legal system.
- 2. Instrument of Social Influence and Control:** It dominates the media, it has vast power in the shaping of popular standards, and it is really one of the very limited group of institutions which exercise social control.
- 3. Wide Power of Persuasion:** Advertising is a powerful technique of persuasion in a society. Advertising is fundamentally the same psychological device that we apply daily in selling products to consumers, and selling ideas at home.
- 4. Component of the educational System:** Advertising is basically a part of knowledge. It imparts values, cultural ideas and valuable lessons of life-styles.
- 5. Upholds the Culture of a Nation:** Cultural values reflect a nation and its people. Culture of a nation is affected by social dynamics. Advertising accepts and maintains the value structure of society.
- 6. Uplifts the Standard of Living:** It has been widely accepted that advertising raises the living standard of millions. It creates wants. It increases production and consumption.
- 7. Social Guide:** Advertising has become a means of social change. It is an inseparable part of free speech. *It is our social leader. It provides ideas about style, morality, behaviour.”*
- 8. Generates Employment Opportunities:** Advertising generates employment opportunities directly and indirectly. Direct employment is open in various jobs created by advertising such as copy designers, copy writers, artists, painters, photographers, singers, message-writers, comperes, musicians, pressmen, executives and many others to help in advertising process.
- 9. Fosters Economic Growth:** Advertising is a key tool used to aid a country’s growth. It can help in improving the economies of developed and developing countries. It can stimulate increase in production and consequently generate more employment.
- 10. Growth of Media:** The acceptance of advertising by different media enhances the potential for raising revenues.

“Not everyone is sold on the value of advertising. Critics argue that most advertising is more propaganda than information; it creates needs and faults consumers never knew they had. Ads suggest that children won’t succeed without a computer, that our bodies should be leaner, our faces younger, and our houses cleaner.

Though advertising is multi-dimensional and powerful mass-communication, it suffers from serious limitations. Its main evils and criticisms are as follows:

- 1. Increase in Unnecessary Wants:** Critics argue that most advertising cause people to buy things they don't really need. Advertising create unnecessary wants and desires which become a monetary burden on consumers and their regular budget is disturbed.
- 2. Increase in Costs and Prices:** Critics argue that advertising increases the prices consumers pay for products and services.
- 3. Creates Indecisiveness:** Various advertisements influence and move the desire of consumers. They all attract to buy their own products. They all pull consumers towards their own products. This creates a state of confusion conflict, and undecidedness for the consumer.
- 4. Too Much Puffery and Deception:** Deceptive advertising has become a major problem for the consumers. Consumers are cheated by deceptive pricing, false criticisms of competing products, deceptive guarantees ambiguous statements, false testimonials, and other "deceptive practices."
- 5. Arouses Emotions:** Most of the advertisings arouse emotions, instigate feelings and induce desires of consumers and compel them to buy irrationally. They have difficulty in fitting the idea of persuasion and emotional approaches into their concept of the "economic person" who makes decisions *rationally*, not emotionally.
- 6. Obscene and Unethical:** Critics say that today advertising has become offensive and unethical. Youths are offended by increasing bad taste, violence, nudeness, obscenity, and sexuality in advertising. Such advertisements provoke ill-thoughts in the minds of people.
- 7. Promotes Social Evils:** Many advertisings make life luxurious. They promote materialism, rather than intellectual or spiritual things. They promote the use of many objectionable products like tobacco, alcohol, cigarettes, banned drugs, etc.
- 8. Endangers Competition:** Advertising can endanger competition. Big advertisers can monopolize the market. It makes difficult for other firms to enter the market. This results in less competition and higher prices and small firms are often driven out of business.
- 9. It is Wasteful:** Advertising is also regarded as waste of national resources. It introduces new products, creates new tastes, new fashion and new habits for the consumers, with the changes in fashions and styles. As a result, half-used and old articles are often discarded.

**10. Creates Worries and Discontent:** Advertising is accused of causing people to worry about tooth decay, body odour, lack of self-confidence, falling hair, pimples, headache and many other ills. Advertising makes people want what they really do not need.

**11. Encourages Materialism:** Many critics claim advertising has an adverse effect on ethical and human values by encouraging materialistic values. Advertising seeks to create endless needs which a man cannot fulfill.

**12. Hampers Consumer Choice:** Some critics argue that advertising hampers consumers choice. It is because large advertisers use their power to limit our options to a few well-advertised brands.

**13. Other Evils and Limits:**

- (a) Advertising has a *harmful effect on children* as it can easily influence the delicate feelings of children.
- (b) Many ads are *offensive* and exercise *high pressure* on consumers.
- (c) It leads to *industrial concentration*.
- (d) Advertisements are rigid. The message once set *cannot adjust to the reactions* of consumers.
- (e) They may cause *road accidents* as people see hoardings and posters while driving the vehicles or walking on roads.

**Q. What are the essentials of Effective Advertising?**

**Answer** - Advertising will only survive and grow if it focuses on being effective. It must achieve its objectives. It must produce results. But advertising cannot save bad products. There are certain essentials or principles which must be followed to make the ad successful. These are as follows:

1. **Relevant Message:** Advertising must satisfy consumers' objectives by delivering them a relevant message.
2. **Offers Enough Incentive:** The ad must offer enough incentive for the consumer to risk change because it can show consumer how to satisfy needs in a manageable way.
3. **Sound strategy:** Every effective ad has a sound strategy.
4. **Creative Thinking:** "The creative concept is the ad's central idea that grabs your attention and sticks in your memory.

5. **Proper Execution:** Effective ads are well-executed. It means that the message details, the photography, setting, printing, and the production values all must be fine-tuned.
6. **God-Directed:** Advertising must be goal-directed. Advertising must hope to achieve something. Every advertiser, deep down inside, hopes or assumes that each ad will produce sales.
7. **Persuasion:** To be effective, advertising must communicate and persuade.
8. **Based on Reasoning:** Effective advertising *provokes thought* on the part of the viewer, that stimulates interests, evaluation, judgment, and decision-making inside the consumer's mind.
9. **Ad by Emphasis:** Advertising by emphasis *aims* for small delayed effects, just enough effect to tip the scales in favour of brand A over B.
10. **Continuity:** It can be noted that much advertising is quickly forgotten if not continuously exposed.
11. **Other Essentials:**
  - (i) Prospects must be identified before designing the advertising.
  - (ii) Pride of possession must be expressed.
  - (iii) Product value must be proved.
  - (iv) Headline, slogans, sub-headline, colours, main body, etc. must be attractive.
  - (v) It must be easy to understand.
  - (vi) Novelty of the product must be demonstrated.

Ad must be distinctive and recognizable.

It must be conveyed honestly and without duress or compulsion. Manipulation should not be involved.

The word 'media' is the plural form of the word 'medium' which is a means through which a thing is done.

## **Q. What are the different modes of Advertising?**

**Or**

### **Classification of Advertising Media.**

**Answer -**

1. **Newspaper** – Newspaper has a powerful selling force. It is the backbone of the advertising campaign. A newspaper contains news, opinions, service informations,



entertainment messages and publicity materials. *Advertising is one of the best read features of a newspaper.* As a medium of advertising the daily newspapers contain two types of advertisements:

- (a) **Classified advertisement:** For classified advertisement, certain pages of the newspapers are reserved. They contain the headings like matrimonials, employment, tender, sale and purchase, vacancies, etc.
  - (b) **Display advertisement:** For these advertisements no specific column is specified. They are placed at any part of the newspaper according to the discretion of the advertiser.
2. **Magazine Advertising** – Magazine or periodicals issued at varying intervals also constitute a powerful medium of advertising. Magazines are published monthly or quarterly or bi-annually or annually. They contain articles and news of current interest. Magazines enjoy a longer life than newspapers.
  3. **Women Papers** – Certain newspapers and magazines are intended only for women customers. These are suitable to advertise perfumes, jewellery, underwear's, domestic and other luxury products. These are also suitable for advertising dress materials, fashion products and patent medicines.
  4. **Trade Journals** – There are certain journals which make an appeal to a particular class of persons such as doctors, dentists, farmers, architects, industrialists etc.
  5. **Foreign Papers** – Advertisements can also be published in foreign papers and magazines. These papers have good reputation and are circulated among rich customers. Thus, these have assured readership for advertisements.

It is the oldest form of advertising. It is seen when people are out of doors. It catches the eyes of passerby. Broadly, the following are the important means of outdoor advertising:

1. **Posters:** The poster advertisement is exhibited on a hoarding or on walls, roofs, fences or even high up in the sky.
2. **Painted Displays or Metal Signs:** Posters generally fade in colours and spoiled due to rain and dust. Hence, metal and painted signs are used to advertise.
3. **Wall Paintings:** The wall paintings are found in cities, towns and even villages and are more durable than posters.
4. **Electric Light Signs:** Sign-boards illuminated by electricity can be seen in large number in cities. They are presented with attractive letters and coloured bulbs.
5. **Neon Signs:** Advertisement is also presented with brilliantly tubes in various shades. The tubes can be of the still or the flashing type. These signs look more attractive but the cost of this device is high.

6. **Traveling Displays:** It is also known as transit advertising or car cards.
7. **Van Advertising:** Displays can also be made on the front, sides and backs of vehicles and vans. These are made of durable materials.
8. **Banners:** Banners are made of cloths and words are written in colours. They are tied on the top of buildings, road crossings, stadiums and play fields for the publicity of goods.
9. **Railway Stations:** Advertisements can also be placed on railway stations. These may be in form of posters.
10. **Sky Writing:** This is a modern form of advertising. It may take several forms. Messages can be written on balloons which are floated in the air. Banners are released from aeroplanes.
11. **Sandwich Men:** This is oldest form of outdoor advertising. Sandwich men dress up funnily and carry boards. They shout slogans in favour of the company's products.

#### **Merits of Outdoor Advertising**

1. It makes a *wide appeal* to all classes of society.
2. It has colourful effect and *dramatic appeal* of a slogan.
3. It can be used in a *certain locality*.
4. It is *durable*. Posters, hoardings or bill boards remain before the public eye for a long time.
5. It *appeals* even to the *illiterate* persons.
6. It gives *scope for skill and art* in the preparation of posters.

#### **Demerits:**

1. It remains *brief*. No way can outdoor advertising messages be made in detail.
2. It is *costlier*. Media like skywriting, use of balloons, etc. cannot be repeated again and again.
3. Its effectiveness cannot be measured easily. There is every possibility of waste in such advertising.
4. It *lacks novelty*. It is hardly changed over years.

5. It is also argued that it *uglifies the areas*. Advertisers go on pasting posters on compound walls of buildings. Such sticking of bills becomes ‘ugly spot’.
6. It is not suitable to a producer operating on national network.

## I. Broadcast Media or Entertaining Advertising

Advertising through radio, cinema and television has become very popular and common.

1. **Radio Advertising:** Radio advertising is described as “word of mouth advertising on a large scale”. It appeals through the ears. Now-a-days all radio stations all over the world broadcast commercial advertising. The advertisers prepare the programme before hand keeping in view interests of the listeners.
2. **Television Advertising:** It is the latest and novel method of advertising. It provides the coordination of sound, sight, motion and immediacy that no other medium provides. It combines radio, movies and theatre. It is a colourful presentation. In this medium, salesman can present and demonstrate the product.
3. **Advertising Films:** Commercial films are produced to publicize the products with a story. They prove effective, because they give oral and visual message.
4. **Slides:** These are exhibited in cinema houses. They produce the effect like posters. These are exhibited on the screen for an agreed period. The slides are shown before the cinema show or during the intermission.
5. **Video Advertising:** This medium has grown rapidly in advertising circles. Video commercial films are produced to make publicity of products.
6. **Cable TV Advertising:** Cable TV has opened up various avenues for the advertisers to promote their products. It is in the form of spots sold to national advertisers on programming on networks.
7. **Drama**

## II. Direct Mail Advertising

It is the oldest medium of advertising. It is the way of sending sales messages directly to the customers through post, salesmen or dealers etc. Some of the important media of direct mail advertising have been discussed below:

1. **Post Cards** – It is the most widely form of direct mail advertising due to its high attention value and economy. It gets immediate attention. Post cards are used to carry brief messages about product.
2. **Sales Letters** – It is also most widely used form. Sales letters are sent to induce the potential customers to buy a particular product.

3. **Circulars** – These contain several pages and describe all details of a product.
4. **Stuffers** – It gives detailed specifications of a wide range of products. It is a means of amplify the sales letter by providing illustrations.
5. **Folders** – It is bigger than ordinary card. It can be conveniently folded. It is made of heavier stock of paper or card-board.
6. **Broadsides** – These are giant-sized folders. These are designed to impress customers by their size, attractive colours and illustrations.
7. **Catalogues and Booklets** – These are illustrative price lists containing the price and features of products.
8. **House Organs** – These company magazines are sent to wholesalers, retailers, salesmen, and prospective customers free of cost.

Appeal is the central idea and essence of an advertisement. It is the device to solicit a desired response from customers. In simple words, an appeal is the earnest request to the prospects. *An appeal is any statement designed to motivate a person to action.* Advertising appeal is a rational or emotional reason or justification that motivates the consumer to buy the product. It appeals to consumers' mind, emotions, sentiments, thoughts, desires, needs, or morals. Advertising appeal puts such facts, benefits or reasons that inspire a customer to act upon the advertising message.

According to *Sandra E. Moriarty*, an advertising appeal can be viewed as “something that moves people, speaks to their wants or needs, and excites their interest.”

### **Q. How Advertiser involve the choice of an appropriate appeal in advertising? Discuss all the types of Advertising Appeals.**

One of the advertiser's most important creative strategy decisions involves the choice of an appropriate appeal. There are three types of appeals: rational, emotional, and moral.

#### **I. Rational or Informational Appeals**

Rational *appeals* appeal to the audience's self-interest. They know that the product will produce benefits like quality, economy, value, or performance.

1. **Feature Appeal:** Advertisement that use a *feature appeal* focus on the dominant traits of the product or service. These ads tend to be highly informative and present the customer with a number of important product attributes or features that will lead to favourable attitudes and can be used as the basis for rational purchase decision. Technical and high-involvement products often use this appeal.

2. **Competitive Advantage Appeal:** When this appeal is used, the advertiser makes either a direct or an indirect comparison to another brand and usually claims superiority on one or more attributes. For eg:- Tide & Surf
3. **Favourable Price Appeal:** It makes the price offer the dominant point of the message.
4. **News Appeal:** In such appeals some type of news or announcement about the product or company dominates the advertisement. For eg:- Attractive offers 50%
5. **Product Popularity Appeals:** These appeals stress the popularity of a product or service by pointing out the number of consumers who use the brand, the number who have switched to it.
6. **High Quality:** Many consumer goods are bought for their quality, such as clothing, food items, furniture, kitchenware and a host of consumer durables, and not merely because of their taste or fashion, or style.
7. **Low Price:** Many people buy low-priced goods because they think that these products will perform similar to, or slightly inferior to, that of reputed brands at higher price.
8. **Long Life:** Many consumers want the product of *durable* nature as of a vehicle that will give 50,000 kms, before its utility is exhausted.
9. **Performance:** Many advertisements exhibit good performance of product.
10. **Ease of Use:** This appeal exhibits that the product can be handled easily without any problem. For example, home appliances switch off automatically after a prefixed time period.
11. **Re-Sale Value:** This appeal encourages the buyer that he can re-sell his product any time he wishes at a good price after using it.
12. **Economy:** Many customers consider savings in operation and purchase.
13. **Scarcity:** Another appeal that is occasionally used is scarcity. When there is a limited supply of a product, the value of that product increases. Scarcity appeals urge consumers to buy a particular product because of a limitation.
14. **Free Consultation:** Many advertisements encourage buyers by making appeal to and offering free consulting services.
15. **Others:** Other rational appeals include purity, more profits, savings in time, multi-functions, more production, regular supply and availability of parts, limited space required, artistic form, etc. that can make advertising effective.

## II. Emotional Appeals

Emotions affect all types of purchase decisions. Emotions can be tied with humour, fear, music, and other appeals to make a compelling case for a product.

### Types of Emotional Appeals

1. **Positive Emotional Appeal:** This category includes humour, love, pride and joy. It may be a humorous message. For eg:- Dettol, Johnson baby products.
2. **Negative Emotional Appeal:** This includes fear, guilt, and shame to get people to do things they should or stop.
3. **Fear:** Fear is an emotional response to a threat that expresses some sort of danger. Ads sometimes use *fear appeals* to evoke this emotional response and arouse consumers to take steps to remove the threat. For eg:- Life Insurance
4. **Anxiety:** Like fear, anxiety is not pleasant. Most people try to avoid feeling anxious. To relieve anxiety, consumers might buy mouthwash, deodorant, a safer car, get retirement pension plan.
5. **Humour:** The success of humour as an advertising tactic is based on three things. Humour causes consumers to: (1) watch, (2) laugh, and most importantly, (3) remember. To be successful, the humour should be connected directly to the product's benefits. For eg:- Mentos, HapPydent

## III. Moral Appeals

Moral appeals are directed to the consumers' sense of what is right and proper. These are often used to exhort people to support social and ethical causes.

**Types of Moral Appeals:** Moral appeals are made for the following causes:

- (i) Social awakening and justice
- (ii) Cleaner and safe environment
- (iii) Better race relations
- (iv) Equal rights for women
- (v) Aid to the disadvantaged
- (vi) Prohibition of drugs and intoxication
- (vii) Adult literacy
- (viii) Social forestry
- (ix) Anti-smuggling and hoarding
- (x) Protection of consumer rights and awakening

## IV. Additional Types of Appeals

1. **Reminder Appeal:** Advertising using reminder appeal has the objective of building brand awareness. For eg:- IPO
2. **Teaser Advertising:** Advertisers introducing a new product often use this appeal. It is designed to build curiosity, interest and excitement about a product or brand. For eg:- Ponds adv. Of saif & Priyanka Nescafe.
3. **Musical Appeals:** Music is an extremely important component in advertising. It captures the attention of listeners. For eg:- Docomo, Airtel
4. **Transformational Appeal:** The idea behind this appeal is that it can actually make the consumption experience better. For eg:- Ambay products
5. **Reason-Why Appeal:** In this appeal, the advertiser reasons with the consumer. It points out to the receiver that there are reasons why this brand will be satisfying and beneficial. For eg:- Dove
6. **Comparison Appeal:** In this appeal a brand's ability to satisfy consumers is demonstrated by comparing its features to those of competitive brands. For eg:- Tide & surf
7. **Direct Appeals:** Direct appeals clearly communicate with the consumers about a given need. These extol the advertised brand as a product which satisfies that need.
8. **Indirect Appeals:** Indirect appeals do not emphasize a human need, but allude to a need.

#### Uses of Appeal in Advertising

1. Attracting attention
2. Awakening Interest
3. Creating a desire for Goods
4. Securing Action

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