UNIT STRUCTURE

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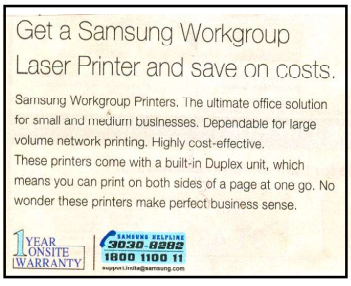
3.8 Answers to check your progress

3.1 LEARNING OBJECTIVES

After going through this unit, you will be able to :

- explain the basic style of writing used for the media - both print and electronic,
- describe the various copy elements of an advertisement for the print media,
- explain the message, characteristics and tools of radio and television advertising,
- discuss the major elements of radio and television advertisements.

3.2 INTRODUCTION : WHAT IS ADVERTISING?



Dictionaries define advertisement as a notice for sale, services offered, room to let, job position to be filled etc. published in newspapers and periodicals, displayed on hoardings and broadcast over the radio, television or net. Here is an advertisement notifying a product of a company.

You will note that the advertisement is something more than a sales message of a particular commodity.

It is a complex form of communication with certain specific objectives

3.3 BASIC CONCEPTS OF ADVERTISING

There are four basic concepts of advertising, namely

- strategy
- creative idea
- creative execution and
- creative media use

Each of these concepts has been briefly elaborated below :

(a) Advertising strategy : The concept refers to the logic and planning behind the advertisement that gives its direction and focus. Every effective advertisement is the outcome of a sound strategy. An advertisement is developed to meet the specific objectives, and carefully directed to meet a certain audience; it creates its message to reach out to the audiences for whom the ad is intended and run in the print or electronic media that will reach out to the audience more effectively.



CHECK YOUR PROGRESS 1

Here is an advertisement.



Read the advertisement carefully and give brief answers to the following questions.

1. Give one objective of this advertisement?

.....

.....

.....

.....

spent a hard day at his work place but he doesn't look tired, nor does his shirt show any crease. Below the photograph there appears the following text :



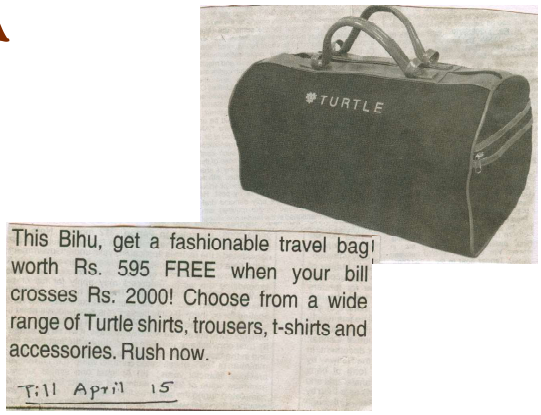
Note the personal tone of the language of the text. It is important for the text to be able to reach out to the clients in a client-friendly way.

(d) Creative media use : Every ad contains a message. Most advertisers use the popular publications, radio and the TV to reach out to a wider section of the people. Besides hoardings in busy city areas, highways, important bus stations, railway stations and airports also attempt to reach out to the targeted clients. It is worth mantoining that often in airports commodities are showcased in strategic points to impress clients. Electronic items, dress and leather goods often find place in such showcased ads.

CHECK YOUR PROGRESS 1



Here is an advertisement.



Now answer the following questions :

1. For what kind of consumers is this advertisement designed. (Choose the correct alternative)

   Ans. : The advertisement has been designed for :

serves as an opening to the ad. It has to be catchy and nurse also to convey an idea besides attracting the right target audience. Here are a few headlines–

a) Who says only the seaside can make you feel fresh.

This is the headline of bath fittings, claiming that the particular brand with its "world class bath fittings regenerates freshness in your life. Its innovative designs, unparalleled functionality and lasting performance... is sincerely dedicated to exceed your delights."

b) The connoisseur's Choice.

This is the headline in an ad on tea.

c) I always found it difficult to keep my television free from dust...

This is the headline in an ad on vacuum cleaner.

Each of these headlines aims to attract the prospective customers. They become effective only when they work in combination with the visual to stop and grasp the reader's attention and motivate someone to try the product.

The headline must also identify the product and the brand, and start the sale. If the product is less prominently displayed beside a more prominently displayed model from a TV serial background the ad may not prove effective.

CHECK YOUR PROGRESS 3



Read the following headlines and name the product that the headline professes to advertise.

a) Six weeks to a fairness like never before.

.....

b) Who;s that girl under the waterfall ?

.....

a) Straightforward : Factual details - informative

b) Narrative : Tells a story in the first person third person. The VIP luggage ads used such story-telling styles.

c) Dialogue : Lets the reader "listen in" an a conversation.

d) Explanation : Explains how something works

e) Translation : Technical information to be translated to understandable language.

Again, not every ad will have body copy. A hoarding may not have one.



CHECK YOUR PROGRESS 4

Here is an Indian Air Force ad that professess to convert raw talent to world class leadership material. The body copy is given below :

- Dream to fly high. Earn your wings through a professional and systematic training in 74 weeks
- Be an elite engineering force and work on state of the art planes, missiles, radar, communication system.
- Through Operational Support Group manage men & material, finance, education and controlling operations.

What function does the body copy serve?

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4. Captions or Call-outs :

The caption is a sentence or a phrase that explains what you are looking at in a photo or illustration. Captions are not used so much in advertisements because the visuals are assumed to be self explanatory. But when used, they do create an impression.

The caption in a photo or illustration and can go beyond what appears

a) Write a headline in the space below. You can write several possibilities.

.....

.....

.....

b) Write a subhead for the ad. Again, you may have several possibilities.

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c) Write a tag-line for the ad.

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Writing Style :

An advertisement has to win its audience in a highly competitive market. For this reason, your ad must be as simple as possible. The style that you use for the text of the advertisement contributes a great deal towards the success of the ad. Note that every word counts because both space and time are expensive. It won't do to use ineffective words. You don't have to make long statements about the quality - no one has the time to read that stuff. Make it as concise as possible. The more compact the copy, the easier it is to understand and greater is its impact. Here are a few suggestions. **:**

1. Be succinct : Succinct means clearly expressed in few words. Use short familiar words, short sentences and short paragraphs. Read the text below :

I. Is your skin darkening? Does it look like early ageing? In that case get your double defence against the sun. I suggest you use Garnier.

WHY CHOOSE AN INVERTER TO RUN 3 ACs INSTEAD OF A GENSET?

It is a personal message directly addressed to the reader.

5. Keep a single focus : Your ad must deliver a single message. It should not focus on too many points. Focus on a single idea and support it. Think of an ad of woolen shawls with a pile of shawls on display and the Taj at the background. The headline is clear

Masterpieces
One created in marble
and another crafted in wool

The focus is sharp enough. The message is clear. The shawls on display are the best : Here is the text of the ad :

The Taj and the Pashmina. They have stood the test of time through all these centuries. In fact the 600 year shawl even pre-dates the Taj by a couple of centuries! And the shawl had evoked too, enriching itself with the art and craft from various periods and places. With so much of history and sheer human genius crafted into it, the shawl has been the preferred, adoraments of the Sultans, Mughal Emperors, courts and hords and of course the blue-blooded jet letter of today.

6. Be Conversational : Use the language of everyday conversation. The text of the copy should sound like an informal piece of language. As an example. read the following copy :

   Open up a whole new world of imagination for your child. A world of warmath and love. Of caring and sharing. Of playing and learning. Of growing and developing. A world of fun, laughter and happiness.

Resistance is futile

The Mercedes-Benz CLS- class is simply the most breathtakingly beautiful automobile to ever grace the asphalt. The radical L shapes headlamps and the Sirius bodylines are designed to make you go wear in the knees. Dare to take a glance inside and the luxurious elegance of the appointments within are an invite you simply cann't turn down...



CHECK YOUR PROGRESS 6

There are a variety of media in the print category. The most common ones are

- newspapers
- magazines
- directories
- posters and outdoor advertising.

Take a cloe look at some of the ads published in the above four categories of ads. They use the same copy elements, notably headlines and the body copy. List the elements that are found in these ads.

1. .....
2. .....
3. .....
4. .....
5. .....

3.5 RADIO COPY

Radio copy refers to the advertisements prepared for radio broadcasts. Such advertisements are usually 15 to 60 seconds in length. This short length means that the ads must be simple enough for consumers to grasp yet exciting enough to prevent listears from switching off the radio set.

are watching a walking, talking, moving would that gives the illusion of being three dimensional.

The most striking part of TV ads is their ability to demonstrate the effectiveness of a product. Here is a TV commercial copy.

Shot 1	The housewife is very upset. The detergent that she uses leaves her utensils greasy. No amount of the item she uses, the effect is terribly disappointing. The disappointment shows in her face.
Shot 2	A friendly neighbour enters the house. The neighbour enquires the reason for her disappointment. She explain the detergent problem.
Shot 3	The neighbour is aghost that the housewife doesn't have the slightest information of another brand.
Shot 4	Commentary from the background about the effectiveness of the brand followed by a close up of the use of the detergent.
Shot 5	A pile of utensils all sparkling clean is displayed.

This demonstrability makes TV ads the ideal medium for a message.

Most of the TV ads use narrative or a story telling technique for maximum effect. Recall the ad of Amitabh Bacchan, an old man, reflecting on his long acting career.

Shot 1	AB commenting an how acting had squeezed the vitality out of him over the decades. The pain in his face becomes obvious.
Shot 2	A clip from an early film - the young AB's encounter with Sher Khan
Shot 3	Another clip - AB smashes a hooch den slims bad man the bald Shetty.
Short 4-8	More shots of AB's fight scenes from his superhits.

of the vehicle splashing through thick foliage, the sound of wild animals at the background, the clear voice of the commentator on the value of the brand -- all this makes the brand sell. The copywriter needs a thorough knowledge of the three points :

- music
- voices
- sound-effects

These have to be connected to a visual image The copywriter may have an announcers speak directly to the viewer : that has to be indicated If there is a dialogue - that has to be given with clear instructions on the details like appearance of the persons, costumes, gestures and so on .

(c) Technical knowledge of filming : A knowledge of selection of setting, lighting, casting, costume can always be helpful to the copywriter of a TV ad. Some of the shots have to be taken on location. For example, the safari park described at (b) above. The details need to be spelt cut in the copy of the ad.



3.7 FURTHER READINGS

- **Advertising --** *Frank Jeffkins, Macmillan Publishers, New Delhi*
- **Advertising** -- *B.N.Ahuja, Surjeet Publications, New Delhi.*



3.8 ANSWERS TO CHECK YOUR PROGRESS

CHECK YOUR PROGRESS - 1

1. Persuade or influence the consumer to see the merit of the commodity.
2. Calorie conscious people with high blood sugar.
3. Complete herbal tonic for health and well being.

CHECK YOUR PROGRESS - 8

a. The TV ad depends upon moving images

b. The TV ad can demonstrate the effectiveness of a product.

c. The TV ad can display emotion vividly.



3.9 POSSIBLE QUESTIONS

1. Identify a product that you wish to advertise. Give a brief description of that product. Now do the following activities :

   a) Write a headline for the product.

   b) Write a sub-head for the product.

   c) Briefly list, in order of importance why you want you consumer to go for that product

   d) Write a tag-line for the ad.

2. Use the product identified in question 1 to write a copy for a radio advertisement by doing the following activities.

   a) Write the statement that you would expert the radio ad commentator to say.

   b) What kind of sound effect/music would you like to use to make the ad effective Elaborate.

   3. Use the product identified for a TV advertisement -

   a) Give a brief description of the visual that you would like to use for the product.

   b) Write out the utterances/speeches that would be used in your TV ad.

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