UNIT 1 : CONCEPT OF ADVERTISING

UNIT STRUCTURE

1.1 Learning Objectives

1.2 Introduction

1.3 Concept of Advertising

1.1.1 Concept

1.1.2 Objectives

1.1.3 Function

1.4 Classification of Advertising

1.5 Various parts of an advertisement

1.6 Let Us Sum Up

1.7 Further Reading

1.8 Answers to Check Your Progress

1.9 Possible Questions

1.1 LEARNING OBJECTIVES

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

- define the term advertising
- explain the objectives of advertising
- outline the functions of advertising
- discuss the classification of advertising
- name the elements of advertising

1.2 INTRODUCTION

In the previous course i.e. the first course of this diploma programme, we have dealt with the various aspects of communication, mass communication and journalism. There we have had a discussion on the concept of communication, models and theories of mass communication etc. We have also tried to get you familiar with the concept of news, different types of reporting and principles of editing.

This unit introduces to you the concept, classification, objectives and functions of advertising. We would try to explain to you the various ele-

ments of advertising, such as Headline, Slogan, USP etc.

In the next unit, i.e. Unit 2, we will discuss the publicity and propaganda which are related to advertising. Media for advertising, such as print and electronic such as radio, television etc. will also be taken into account

1.3 CONCEPT OF ADVERTISING

You are exposed to a variety of advertisements day in and day out. You see advertisements in newspapers, in hoardings, listen to radio advertisements and also watch a host of advertisements in the television. There is also a variety of advertisements in the World Wide Web. Have you ever wondered how the world of advertisement works? What is advertisement? In this unit, we will discuss the concept, objectives and functions of advertising. We will also discuss the classification of advertising in an elaborate manner. Now let us discuss the concept of advertising.

Advertisement has become an integral part in today's marketing scenario. In earlier times, advertisement was not given as much emphasis as it is being given today. The Institute of Practitioners in Advertising defines the term thus: "advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost". Here we have a combination of creativity, marketing research & economic media buying. Advertising may cost a lot of money but that cost is justified if it works effectively and economically.



ADVERTISING is a paid form of communication.

It is persuasive, informative and designed to influence the masses.

1.3.1 Concept

The word *advertising* is a Latin word which means "to turn attention of people to a specific thing." It is a paid publicity. According to Oxford Dictionary the word 'to advertise' means 'to make generally or publicly known', to describe publicly with a view to increasing sales. According to London School of Practitioner & Advertising –

"advertising prescribe the most persuasive possible selling message at the lowest cost".

Advertising is, thus, a mass communication tool, which is essentially in paid form by a firm or an individual and the ultimate purpose of which is to give information, develop attitudes & induce action, which are useful to the advertiser.

Advertising presents and upholds the ideas, commodities and services of a recognized advertiser, and provides as a communication link between the producer and the potential buyers. It gives the information to the would-be buyers who are interested in seeking the information about a product and the manufacturer. Advertising may be taken as the most efficient means of reaching people with product information.

Advertising presents a mass persuasion apart from disseminating information to the prospective buyers about the product and the producer. While creating awareness and popularity, it seeks to persuade. It is a more effective and extensive and less expensive way of creating contacts. In a nut shell, we can say that advertising is non personal and paid form of publicity. It is the non-personal communication. It is usually persuasive in nature about products, services or ideas by identified sponsors through the various media. Advertising is a description or presentation of a product, idea, or organization, in order to induce individuals to buy, support, or approve of it.

1.3.2 Objectives of advertising

The purpose of advertising is to sell something - a product, a service or an idea. The real objective of advertising is effective communication between goods and clients and increasing awareness. Mathews, Buzzell, Levitt and Frank have listed some specific objectives of advertising.

- To make an immediate sale.
- To build primary demand.
- To introduce a price deal.
- To build brand recognition or brand insistence.
- To help salesman by building an awareness of a product among retailers.
- To create a reputation for service, reliability or research strength.
- To increase market share.
- To modify existing product appeals and buying motives.
- To inform about new product's availability of features or price.
- To increase the frequency of use of a product.
- To increase the number or quality of retail outlets.
- To build over all company image.
- To effect immediate buying action.
- To reach new areas or new segments of population within existing areas.
- To develop overseas market

1.3.3 Function

A normal characteristic of advertising is to create primary demand for a product category rather than for a specific brand. It is believed that the product advertising must give stress on brand name.



Product : Something produced by human or mechanical effort or by a natural process.

This is based on the feeling that a good image often enhances the effectiveness of product advertising. Naturally, the stress is made on the brand. However, in practice, most companies are successful in making the product image by using the brand names (e.g. Dalda, Dettol, Horlicks). In short, where the company tries to sell its product or services through advertising it may be referred to as product advertising.

Now, we are going to out line the functions of advertising.

- To distinguish products from their competitors: There are so

many products in the market. Sometime the same types of products are competing in one market. Say, for instance, *Horlics* and *Complan* - both are the health drinks. But the specific qualities and the differences in respect of these two products we can observe from the advertisement given by the companies and we can decide which product fits our requirements.



BRAND : A trademark or distinctive name identifying a product or a manufacturer.

- To communicate product information: Through advertisement one company can send its product information to the target audiences. For example, when one product is launched in the market, we get that information from the advertisement.
- To urge product use: Advertisement can create the urge within ourselves for a product. For example, we can consider the huge use of mobile phones. If we are able to afford it, we rush to buy. And this is only because of advertising.
- To expand product distribution: When the market demand of a particular product increases, the retailer and the distributor are engaged in the sale of that product. So, for the expansion of the market advertising is very much essential.
- To increase brand preference: There are various products with various bands. So we are getting the preference to choose the band of a particular product with the help of advertisement.
- To reduce overall sale cost: Advertising increases the primary demand in the market. When demand is there and the product is available, automatically the overall price will decrease. For example, when the mobile phone was first launched in the market, the price was too high for the general people. But now there are so many mobile companies and the price is quite affordable for the common mass.



CHECK YOUR PROGRESS

Q.1. What do you mean by advertising?
Answer within 50 words.

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Q. 2. Give the correct answers (Yes/No) of the following –

i) Do you think advertising is a personal communication?

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ii) Does advertising communicate the information of a product ?

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iii) To make an immediate sale is the main objective of advertising, Do you agree or not?

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iv) Is advertising different from publicity?

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ACTIVITY-1.1

a) Open today's newspaper and identify the advertisements. Calculate how many advertisements are published in the paper and how much space has been covered.

b) Watch a television channel for at least one hour and calculate how many advertisements are carried and note down the duration of television advertisements you have watched.

1.4 CLASSIFICATION

Advertising is the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effort to manipulate customer behaviour. Advertising is non-personal because it's a fantasy created by a computer that selects one part of the target audience. It communicates information about products or ideas.

Most television & newspaper advertisements, billboards, and other forms of advertisement are group efforts representing the work of four distinct players in advertising process: Advertisers, advertising agencies,

the media, and supply Advertisers are the people or the organization that look for selling products or persuade people through advertising.

Advertisers generally hire advertising agencies, the independent organization that focuses in developing and executing advertising on behalf of the advertisers. The advertising agencies in turn choose the media, through which advertisers' information is carried to their intended audiences. Some advertisers use only one medium, a single channel. The two largest categories of media are print and electronic, but wide ranges of other media also carry advertising information, including local yellow pages, directories and direct mail. And in the process of creating and executing persuasive messages, advertisers and advertising agencies also use the services of various dealers, individuals or companies that provide particular services such as photography, printing, and production.

Ads differ depending on who the message is intended for, where the ad is shown, which media are used and what the advertiser wants to accomplish. So it is helpful to classify advertising according to different areas and angles.

Advertising can be classified on the basis of Function, Region, Target Market, Company demand, Desired response and Media.

1.4.1 Classification based on function

Advertising performs some functions.

(A) It can inform the customers about a product, service, or idea.

(B) It can persuade the consumers to buy products, services, and ideas.

(C) It can remove cognitive dissonance from the minds of the customers to reinforce the feeling that they have bought the best product, service, or idea and their decision is right.

(D) It can remind existing customers about the presence of the product, service, or idea in the market till now.

(E) It can dissuade the public at large from buying certain products or services that are harmful for them.

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

1.4.1.1 Informative advertising

This type of advertising informs the customers about the products, services, or ideas of the firm or organization. Examples: Vishal Megamart is offering 2 kg sugar for every Rs. 1,000/- purchase everyday.

1.4.1.2 Persuasive advertising

This type of advertising persuades or motivates the prospective buyers to take quick actions to buy the products or services of the firm. Example: “Buy one, get one free”.

1.4.1.3 Reminder advertising

This genre of advertising reminds the existing customers to become medium or heavy users of the products or services of the firm that have been purchased by them at least once. This type of advertising exercise helps in keeping the brand name and the uses of the products in the minds of the existing customers. Even during the periods of depression, the sales figures of the firms, which advertise during these periods, have not been adversely affected although they may resort to such measures only on a sporadic basis. During the times of depression, the focus is on reducing the losses. All the firms shall incur losses, but advertising lends its helping hand in minimizing the same. Examples: Exchange offers for old products with new ones (of same brands) on mixies, cooking ranges (Prestige), pressure cookers *(Purane Cooker Ke Badle Naya),* televisions *(the Sansui exchange offer)* and cars (the ad of Hyundai celebrating the manufacture of *5,00,000* cars in the Indian

market in December, 2003).

1.4.1.4 Negative advertising

This type of advertising dissuades target audience from purchasing such products and services which would not only harm them but also the society in general. Examples: Advertisements of various civic authorities against alcohol, tobacco, and narcotics. The advertisements of the National Aids Control Organization (NACO) are persuading people not to indulge in free sex. The government proposes to ban all types of ads of tobacco and alcohol.

1.4.2 Classification based on region

We can also classify advertising according to the region

1.4.2.1 Global advertising

It is executed by a firm in its global market niches. Reputed global magazines like *Time, Far Eastern Economic Review, Span, Fortune, Futurist, Popular Science.* Cable TV channels are also used to advertise the products through out world. Supermodels and cinema stars are used to promote high-end products Examples: Sony, Philips, Pepsi, Coca Cola, etc.

1.4.2.2 National advertising

It is executed by a firm at the national level. It is done to increase the demand of its products and services throughout the country. Examples: Sa Sa detergent powder (*Sa Sa detergent powder lao*), Ghari detergent powder (*Ghari deretergent powder*). BPL *(Believe in the best*). Whirlpool Refrigerator *(Fast Forward Ice Simple)* etc.

1.4.2.3 Regional advertising

If the manufacturer confines his advertising to a single region

of the country, its promotional exercise is called Regional Advertising. This can be done by the manufacturer, wholeseller, or retailer of the firm. Examples: Advertisements of regional newspapers covering those states or districts where these newspapers are circulated. Eg. The Assam Tribune (only for the NE region) etc.

1.4.2.4 Local advertising

When advertising is done only for one area or city, it is called Local Advertising. Some professionals also call it Retail Advertising. It is sometimes done by the retailer to pursuade the customer to come to his store regularly and not for any particular brand. Examples: Advertisements of Ooo la la, Gupshup (Local FM channels) etc.

1.4.3 Classification based on targeted markets

Depending upon the types of people who would receive the messages of advertisements, we can classify advertising into four subcategories.

1.4.3.1 Consumer product advertising

This is done to impress the ultimate consumer. An ultimate consumer is a person who buys the product or service for his personal use. This type of advertising is done by the manufacturer or dealer of the product or service. Examples: Advertisements of Intel, Kouttons (shirt), Lakme (cosmetics) etc.

1.4.3.2 Industrial product advertising :

This is also called Business-to-Business Advertising. This is done by the industrial manufacturer or his distributor and is so designed that it increases the demand of industrial product or services manufactured by the manufacturer. It is directed towards the industrial customer. The marketer chooses only trade-specific magazines or journals that the targeted customers are likely to

read. Examples: Assam Oil, servo, Oil and Natural Gas Corporation, Oil India etc.

1.4.3.3 Trade advertising

This is done by the manufacturer to persuade wholesellers and retailers to sell his goods. Different media are chosen by each manufacturer according to his product type, nature of distribution channel, and resources at his command. Hence, it is designed for those wholesalers and retailers who can promote and sell the product. Such advertisements also inform about the taxation structure, terms of sale, appointment of new dealers, changes in prices, various schemes (for ultimate customers as well as for distribution channels), and vital information about products and services so that these distribution channels could inform the ultimate customers through word-of-mouth promotional efforts, as Nokia, Aircel etc..

1.4.3.4 Professional advertising

This is executed by manufacturers and distributors to influence the professionals of a particular trade or business stream. These professionals recommend or prescribe the products of these manufacturers to the ultimate buyer. Manufacturers of these products try to reach these professionals under well-prepared programmes. Doctors, engineers, teachers, purchase professionals, civil contractors architects are the prime targets of such manufacturers. These professionals, in turn, recommend these products to the ultimate buyers. Their recommendations are deemed final in most of the cases. Example: A doctor prescribes a medicine that is deemed an ultimate elixir to cure a disease and the patient does not question the doctor in this context. This doctor is convinced by medical representatives of pharmaceutical firms like Cipla, Tata Steel, Ambuja Cement etc.

1.4.3.4 Financial advertising

Banks, financial institutions, and corporate firms issue advertisements to collect funds from markets. They publish prospectuses and application forms and place them at those points where the prospective investors can easily spot them. Eg. Life Insurance Corporation *(Life ke sath bhi, life ke baad bhi),* SBI, Assam Grameen Vikash Bank etc.

1.4.4 Classification based on company demand

There are *two* types of demand, as follows:-

(A) Market Demand: Advertising is the total volume that would be bought by a defined customer group, in a defined geographical area, in a defined time period, in a defined marketing environment under a defined marketing programme.

(B) Company Demand: It is the share of the company in the market demand. Accordingly, there are *two* types of advertising, as follows.

1.4.4.1 Primary demand advertising

It is also called Generic Advertising. This category of advertising is designed to increase the primary demand. This is done by trade associations or groups in the industry. Primary advertising is done by many companies at the same time, but there is no competition. The idea is to generate a continual demand for the product. The name of the firm is advertised, but the objective of the exercise is to increase the demand of products of a particular class and not the demand of the products of that company. The broader interests of the industry are taken care of without laying much emphasis on the products of the firm that executes this type of advertising campaign. Examples: Advertisements for promoting gold (P.C Chandra Jewellers*),* coffee (Nescafe coffee), milk (Amul*: the taste of India*, Purabi) etc.

1.4.4.2 Selective demand advertising

This is done by a company or dealer to increase the company demand. The company would advertise its own brand only. The retailer can also advertise a particular brand. Examples: Titan wrist watch , Hero Honda bike , Sony television etc

1.4.5 Classification based on desired responses

An ad can either elicit an immediate response from the target customer, or create a favourable image in the mind of that customer. The objectives, in both cases, are different. Thus, we have two types of advertising under this classification.

1.4.5.1 Direct action advertising

This is done to get immediate responses from customers. Examples: Season's sale, purchase coupons in a magazine. Usha Maxie (Exchange Offer), Bihu offer on Garments *(*10% off) etc.

1.4.5.2 Indirect action advertising

This type of advertising exercise is carried out to make a positive effect on the mind of the reader or viewer. After getting the advertisement he does not rush to buy the product but he develops a favourable image of the brand in his mind. He would buy only that product or service whose image is positive in his mind. Examples: The ad of Indica V2 *(More car per car),* Amul *(the taste of India*).

1.4.5.3 Surrogate advertising

This is a new category of advertising. In this type of promotional effort, the marketer promotes a different product. For example: the promotion of Bagpiper soda. The firm is promoting Bagpiper Whisky, but intentionally shows soda. They know that the audience is quite well aware about the product and they know this fact when the actor states, *"Khoob Jamega Rang Jab Mil Baithenge Teen Yaar ...*

Aap ... Main, Aur Bagpiper"). Another example is the advertisements of McDowell Apple Juice. Our society does not like products like liquor, cigarettes etc to be promoted in the media, but the firms manufacturing these products use the surrogate advertising technique to remind the audiences or viewers that such products are available in the market.

1.4.6 Classification based on the media used for advertisements

The broad classification based on media is as follows.

1.4.6.1 Audio advertising

It is done through radio, P A systems, auto-rickshaw promotions, and four-wheeler promotions etc.

1.4.6.2 Visual advertising

It is done through PoP displays, without text catalogues, leaflets, cloth banners, brochures, electronic hoardings, simple hoardings, running hoardings etc.

1.4.6.3 Audio-visual

It is done through cinema slides, movies, video clips, TV advertisements, cable TV advertisements etc.

1.4.6.4 Written advertising

It is done through letters, fax messages, leaflets with text, brochures, articles and documents, space marketing features in newspapers etc.

1.4.6.5 Internet advertising

The **world wide web** is used extensively to promote products and services of all genres. For example Bharat Matrimony, www.teleshop.com, www.asianskyshop.com etc.

1.4.6.6 Verbal advertising

Verbal tools are used to advertise thoughts, products, and services during conferences, seminars, and group discussion sessions. Kinesics also plays an important role in this context.

Classification of Advertising (Based on)

Function

- **Informative Ad** (informs about the product as Travelling Agency gives ad in Travel Magazine)
- **Persuasive Ad** (Ads try to motivate the people as 50% off in Titan Watch
- **Reminder Ad** (Putting the product or products name in customers' mind)
- **Negative Ad** (An Ad against one product as No smoking ad)

Region

- **Global Ad** (It is executing the products in its Global Niche As the ad of Sony, Nikon etc).
- **National Ad** (It executes the products at national level. As Nirma)
- **Regional Ad** (It executes the products at regional level. As Aspoline)
- **Local Ad** (It executes the products at local level. As Home

Target Market

- **Consumer product Ad** (The product which is being promoted in consumer market As Pepsi, Coco Cala)
- **Industrial Product :** Promoting product in Industrial market, E.g. General Electric Co., Gate India Private Limited.
- **Trade Ad :** These ads are only for distributors.
- **Professional Ad :** E.G Doctors prescribes medicines, patients buy this. Manufacturer to Professional to Buyers
- **Financial Ad:** Ad from Bank, financial Institutions for loan granting.

Company Demand

- **Primary Demand :** Primary and first necessary need of the products. As toothpaste
- **Secondary Demand :** Secondary need of the life, i.e. house, car etc.

Desired Response

- **Direct Action :** The Ad get immediate response as seasonal sale.
- **Indirect Action :** After getting the positive image of the product, buyer thinks on the product and then buy. As Car buying.

Media

- **Audio media Ad**
- **Visual media Ad**
- **Audio visual media Ad**
- **New media Ad**
- **Verbal Ad**



CHECK YOUR PROGRESS

Q. 3. What is Surrogate advertising?

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Q. 4. What is the difference between Direct action advertising and indirect action advertising?

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Q. 5. Name two types of company demand.

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ACTIVITY - 1.2

1) Read today's newspaper and identify the advertisements according to the above classification.

2) Search at least two direct action advertising.

3) Identify two advertisements informative and persuasive in nature.

1.5 VARIOUS PARTS OF AN ADVERTISEMENT

"Advertising is a mass communication tool. It is essentially a paid form by a firm or an individual and the ultimate purpose is to give information to develop attitudes & induce action, which are useful to the advertiser". Each product, company, or non-profit organization ultimately takes on traits by means of which people imagine it, keep it in mind, and express it to people. The people with inventive mind recognize the procedure of placing the various elements in an endless number of ways.

When they start putting their creative strategy in action, they must know which part of the advertising should come first as the slogan, headline, picture, brand name etc.

1.5.1 Slogan

It is a phrase or a sentence. It is the soul of advertising. It is very easy to remember. Slogan is called the heart of an advertisement. It is a phrase or sentence that describes either the benefit derived from the product or one of the product's most important attributes. It consists of a single phrase by which the advertiser conveys an important idea which will presume the readers to remember & think favourably of his company. For example- *Yeh Dil Mange More.*



Festal : relating to festival; from Latin word 'fest' meaning 'feast'.

Types of slogan :

1. Slogan that emphasizes product or reward : Every product has some rewards to offer to the consumers. It may have some hidden quality that differentiates a product from the others. For example, *Thanda Matlab Coca-Cola*.
2. Slogan that emphasizes action to be taken : The slogan might urge directly to use the product or service. For example –"*Join Scholars' academic for success in life*".



Headline is a collection of words set at the head of an advertising copy to introduce or categorize the product or service.

LET US KNOW



The following are some important characteristics of a Slogan -

1. Slogan should be brief, well balanced & easy to say. For eg. *Believe in the best- BPL*
2. It should be dealt on one idea.
3. Easy to remember. – "*yeh dil mange more"* – we can remember it easily.
4. Make sure it highlights either a product, reward or an action.
5. Make it provocative.

6. Make it help differentiate the product.
7. Use rhythmic style.
8. Make sure the slogan is not likely to confuse the consumer.
9. It should have an immediate impact on consumer's mind.
10. It should be very specific & to the point.

1.5.2 Headline:

Unlike slogan it can be one sentence telling the whole story of the product to give the product information in brief, which is not possible sometime in slogan. A group of words used to attract the attention of customers is called headline. John Caples describes that the headline is the most important element in advertisements which plays an important role. It introduces product to consumer. It is that introductory line which builds the identity of a new product. Headline, if not changed according to the **festal**, seasons & even moods of human being, it may become a boring and a static headline. It must be changed frequently comprising catchy sentences. Headline can be placed anywhere in the advertisement. But it must be easily identified.

The following are some important functions of headlines-

1. The primary function of headline is to gain immediate attention.
2. The secondary function of headline is to tell the whole story of the advertisement.

Classification of headline:

1. Direct headline: Direct headlines are straight forward & informative. If the features of the product are strong & are to arouse interest, stimulate sales response, direct headline is better. Rs. 10% off on *Vishal products* …Hurry…stock is limited.
2. Indirect headline: If the appeal of the product is not very strong, indirect headline should be used. 'Scratch & get the gift.'
3. Combination headline: Combination headline seeks to combine

the virtues of direct & indirect headline. 'Rs. 10 % off + scratch & get the prize'…

4. News headline: This type of headline has some news for the consumers. 'Cigarette smoking is injurious to health'…
5. 'How to' headline: It can be either direct or indirect. In this type of headline the words 'how to' can be implied as words spelled out.
6. Question headline: When a writer frames a headline as a question, he expects to make his audience seek the answer in the text. A question headline will be more provocative if it carries some interesting information or a stimulating idea. 'What is your best choice?'
7. Command headline : A command headline politely 'orders' the reader to do something. 'Click here — & send this card' (internet advertisement).

Differences between slogan & headline :

Headline	Slogan
1. Headline should always be changed according to seasons, festivals. For e.g. the headline of an umbrella in the summer cannot be used in the rainy season.	1. But the slogan- such as 'the test of India' is the symbol for the product. So it cannot be changed frequently.
2. A headline may be a long or full sentence.	2. Generally slogan is briefer than headline.
3. Headlines are not very much memorable.	3. We generally remember the slogan, not the headline.
4. Headline can communicate a relevant idea quickly & effectively.	4. But a slogan slowly influences the people.

Sub headline

Some advertisement has several headlines. Of these, one is usually the main headline and the others are subordinates. Sub headlines can serve several purposes.

LET US KNOW



The following are some important characteristics of headline:

1. It should have an immediate impact on the readers.
2. It should include some promise of reward either direct or indirect.
3. It should be easy to understand because people have no time to spend on it and ponder.
4. It should be very relevant, to the point & specific.
5. It should co-ordinate with other elements of the advertisement.

Picture: It is usually the most important visual element in an advertisement. We Know that one visual is equal to thousands of words. So picture selection can make the ad very effective or very dull.

Product/service name/ Brand Name: It is a replica or outline of the product or service. Some time some advertisement does not carry the product name to create the curiosity in the target people's mind. As star cement did at the initial stage.

Logo: It includes words, name, symbol, devices or any combination to identify the organization and to distinguish from the others.

USP: It stands for unique sales promotions. Some time the ad mentions the facilities which is given to the buyers very clearly.

Address: The last part of advertisement is address.





CHECK YOUR PROGRESS

Q.6. What do you mean by a slogan in advertising?

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Q. 7. What are the characteristics of slogan?

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Q. 8. What is a headline?

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Q. 9. Give the right answers from the following—

i) Slogan is longer than headline. Yes/No

ii) Slogans slowly influence the target audience. Yes/No

iii) Indirect headlines are straight forward & informative. Yes/No

iv) USP stands for unique sales promotions. Yes/No



ACTIVITY - 1.3

Collect at least 20 slogans of different products from print and audio visual advertisements. Prepare a chart and write the product names in the left side and the slogans in the right side.



1.6 LET US SUM UP

In this unit you have been introduced to the basic concepts of advertising. Let us summarize these concepts once more.

Advertising is a form of communication and it is a paid form of publicity whose purpose is to inform potential customers about products and services and how to obtain and use them. Many advertisements are also designed to generate increased consumption of those products and services through the creation and reinforcement of brand image and brand loyalty. For these purposes advertisements often contain both informative and persuasive messages. All mass media such as, television, radio, movies, magazines, newspapers, video games, the Internet are used to deliver the messages of advertising.

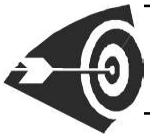
Advertising can be classified based on function, region, target market, company demand, desired response and media. Slogan, headline, picture, brand name, USP etc. are some essential parts of an advertisement.



1.7 FURTHER READING

1. Advertising – Franc Jefkins

2. Advertising – B. N. Ahuja
3. Advertising Management - Rajeev Batra, JohnGMyres, David A Aaker



1.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q. No.1: Advertising is the non-personal publicity of information usually paid for and essentially persuasive in nature about products, services or ideas by identified sponsors through the various media.

Ans. to Q. No. 2: The right answers are — i) No ii) Yes iii) Yes iv) Yes

Ans. to Q. No. 3: This is a new category of advertising. In this type of promotional effort, the marketer promotes a different product. For example: the promotion of Bagpiper soda. The firm is actually promoting Bagpiper Whisky, but intentionally shows soda. They know that the audience is quite well aware about the product and they know this fact when the actor states, *"Khoob Jamega Rang Jab Mil Baithenge Teen Yaar ... Aap ... Main, Aur Bagpiper").* Another example is the advertisements of McDowell Apple Juice. Our society does not like products like liquor, cigarettes etc to be promoted in the media, but the firms manufacturing these products use the surrogate advertising technique to remind the audiences that such products are available in markets.

Ans. to Q. No. 4: When the advertising is able to get immediate responses of the customers to buy particular product, the action of the buyer is called direct action. Examples: Season's sale, purchase coupons in a magazine. But in indirect action, advertising exercise is carried out to make a positive effect on the mind of the reader or viewer. First, he develops a favorable image of the brand in his mind. Then he would think to buy only that product or service whose image is positive in his mind. For example, there are so many health drinks in the

market but we choose that product, which has a positive image in our mind. That is why some people buy Complan and some others buy Horlics.

Ans. to Q. No.5: There are *two* types of demand, which are as follows:-

(A) Market Demand: It is the total volume that would be bought by a defined customer group in a defined geographical area in a defined time period in a defined marketing environment under a defined marketing programme.

(B) Company Demand: It is the share of the company in the market demand.



1.9 POSSIBLE QUESTIONS

Q. 1: "Advertising is a non personal communication". Why it is non personal? (Word Limit 200)

Q. 2: Write about the various types of advertising with suitable examples. (Word Limit 800)

Q. 3: Why does a company or a manufacturer promotes surrogate advertising to popularize a product? (Word Limit 200)

Q. 4: Do you think slogans are more important than headlines in an advertisement? Justify your answer. (Word Limit 200)

Q. 5: Enumerate the objectives of advertising in your own words. (Word Limit 300)