PGDMC S2-02

ADVERTISING AND PUBLIC RELATIONS

SEMESTER- II

Post Graduate Diploma in Mass Communication

Block - 1

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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BLOCK INTRODUCTION

This is the first block of the course - Advertising and Public Relations.Advertising is the promotion of goods, services, or ideas, through paid announcements. Advertising aims to persuade or inform the general public and can be used to induce purchase, increase brand awareness, or enhance product differentiation. An advertisement has two main components: the message, and the medium by which it is transmitted. Advertising forms just one part of an organization's total marketing strategy.

The first block introduces you to the various aspects of advertising. In this course, we shall be discussing the nature, scope and concept of Advertising. We would also like to acquaint you with the duties, functions and responsibilities of an advertising agency. Various elements, media for advertising etc. will also be elucidated. The course has been divided into seven units, which are as follows –

UNIT-1 : CONCEPT OF ADVERTISING

This unit introduces you to the concept, objectives and functions of advertising. We will also discuss various types of advertising in the first unit.

UNIT-2 : ELEMENETS OF ADVERTISING

This unit describes the various elements of advertising, what the features are and how to create slogan, headlines etc. We shall aslo discuss the layout of an advertisement copy and how one can select the best medium for advertising.

UNIT - 3 : ADVERTISING MEDIA

This unit aims at highlighting the concept of Advertising Media, which includes Print advertising, Radio advertising and Television advertising. We shall also analyze the concept of Media buying and space selling.

UNIT-4 : ADVERTISING AGENCY

This unit introduces you to the concept, types and organizational set up of an advertising agency. The duties and responsibilities of an 'Advertising Manager' will also be discussed in detail in this unit.

UNIT-5 : ACTIVITIES OF AN ADVERTISING AGENCY

This unit elucidates the varied activities of an advertising agency. This unit will also emphasize on advertising campaign as the most important task of an advertising agency.

UNIT-6 : ADVERTISING & MARKETING

This unit lays stress on the out door advertising, film advertising, corporate advertising, financial advertising, social marketing concept etc.

UNIT-7 : CODES OF ADVERTISING

The last unit of the first block explains to you the need for codes and guidelines for advertising, general rules of conduct in advertising and code of standards in relation to the advertising of medicines and treatment, Cable Television Advertising Codes, ethical aspects of advertising etc. We shall also familiarize you with some important advertising organizations of our country, like Advertising Agencies Association of India, Advertising standard council of India etc.

Master of Mass Communication
Post Graduate Diploma in Mass Communication
COURSE: 07-01 (Block - 1)
Advertising and Public Relations

DETAILED SYLLABUS

		Marks	Pages
Unit-1:	**CONCEPT OF ADVERTISING**	**15**	**7-25**
	Concept of Advertising : Concept, Objectives, Function; Classification of Advertising - based on function, region, target markets, company demand, desired responses , the media used to issue advertisements		
Unit-2:	**ELEMENETS OF ADVERTISING**	**15**	**26-44**
	Elements of Advertising, Advertisement Layout, Selection of media for Advertising		
Unit-3:	**ADVERTISING MEDIA**	**15**	**45-60**
	Advertising Media - Concept, Print advertising, Radio advertising, Television advertising; Concept of Media buying, Impact of advertising		
Unit-4:	**ADVERTISING AGENCY**	**15**	**61-77**
	Concept of Advertising agency, History, Types of advertising agency, Organizational set up, Advertising Manager, Who is an Advertising Manager, The Duties and Responsibilities of an Advertising Manager, The qualities of an Advertising Manager .		

Unit-5: ACTIVITIES OF ADVERTISING AGENCY **15** **78-97**

Advertising agency activity - Client Servicing, Accounts Service, Media Planning , The Creative Department, The Creative Services Department, The Research Department; The Duties and the Responsibilities of an Agency, Financial Relation of the Advertising Agency, Advertising Ownership & Term of Relationship. Concept of Advertising Campaign, Advertising Campaign Strategy, Research for advertising campaign

Unit-6: ADVERTISING & MARKETING **10** **98-118**

Out door Advertising, Film Advertising, Corporate Advertising, Financial advertising, Social Marketing Concept

Unit-7: CODES OF ADVERTISING **15** **119-135**

Ethics in Advertising, AAAI, ASCI, Codes and guidelines for advertising, General rules of conduct in advertising, Code for Doordarshan, General AIR code, Advertising code and children, Code of standards in relation to the advertising of Medicines and treatment, Cable Television Advertising Codes.

UNIT - 1 : CONCEPT OF ADVERTISING

UNIT STRUCTURE

1.1 Learning Objectives

1.2 Introduction

1.3 Concept of Advertising

- 1.3.1 Concept
- 1.3.2 Objectives
- 1.3.3 Function

1.4 Classification of Advertising

- 1.4.1 Classification based on function
- 1.4.2 Classification based on region
- 1.4.3 Classification based on target markets
- 1.4.4 Classification based on company demand
- 1.4.5 Classification based on desired responses
- 1.4.6 Classification based on the media used to issue advertisements

1.5 Let us Sum up

1.6 Further Reading

1.7 Answers to check your progress

1.8 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;
- out line the functions of advertising;
- discuss the classification of advertising.

1.2 INTRODUCTION

By now you must be well informed about the different aspects of journalism and mass communication. We have discussed in detail about the concept of news, different types of reporting, principles of editing and so on in your previous papers.

This particular unit introduces to you the concept, objectives and functions of advertising. We will also discuss the classification of advertising in detail.

In the next unit, i.e. Unit 2, we are going to discuss the elements of advertising, advertisement layout and selection of media for advertising.

1.3 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 as: "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.

1.3.1 Concept



ADVERTISING is a paid form of communication. It is persuasive, informative, and designed to influence mass.

The word *advertising* is a Latin word which means "to turn attention of people to a specific thing." It is a paid publicity. According to Oxford Dictionary the word 'to advertise' means 'to make generally or publicly known', describe publicly with a view to increasing sales. 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, which acts 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, popularity, it seeks to persuade. It is a more effective and extensive and less expensive way of creating contacts. Clyde R. Miller points out, *'all success in business, in industrial production, in invention, in religious conversion, in education and in politics depends upon the process of persuasion is the essence of a democratic society. Every advertiser in modern times intends that all creative advertising must serve more than merely inform or entertain. It must change or reinforce an attitude or behaviour. And the consumer - the average man - should recognize the advertisers'.*



LET US KNOW

Advertising is non personal and paid for publicity:

- Advertising 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.

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, *Horlicks* and *Complan* - both are 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.
- **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. 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 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 **brands**. So we are getting the preference to choose the brand 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.



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



Brand

An identifying symbol, words or mark that distinguishes a product or company from its competitors usually brands are registered (trademarked) with a regulatory authority and so cannot be used freely by order parties. For many products and companies branding is an essential part of marketing.



CHECK YOUR PROGRESS

Q.1: What do you mean by advertising?

Q.2: What are the five main objectives of advertising?

Q.3: Name the basic functions of advertising.

Q.4: Give the right answers —

i) Do you think advertising is a personal communication?

ii) Does advertising communicate the information of a product?

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

iv) Is advertising different from publicity?



ACTIVITY- 1.1

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

2) 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

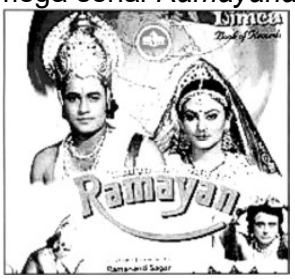
Advertising is the paid, non-personal communication of information about products or ideas by an identified sponsor through the mass media in an effort to manipulate customer behavior. Advertising is non-personal because it is a fantasy created by a computer that selects one part of the target audience. 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 people or organization that look for selling products or persuade people through advertising.

Advertisers generally hire advertising agencies, independent organization that focuses in developing and executes advertising on behalf of advertisers. The advertising agencies in turn choose the media, through which advertisers' information are 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.

Advertisement of the mega serial *Ramayana*



Advertisements differ depending on who the message is intended for, where the advertisement 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 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) etc.

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 advertisement of the National Aids Control Organization (NACO) 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 deretergent 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, wholesaler, 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. Examples: Advertisements of Ooo la la, Gupshup (Local FM channels) etc. Some professionals also call it Retail Advertising. It is sometime done by the retailer to persuade the customer to come to his store regularly and not for any particular brand.

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, Koutons (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 wholesalers 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, Rexcin Pharmaceuticals etc.

1.4.3.5 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. LICI (*Life ke sath bhi, life ke baad bhi),* SBI, Assam Gramin 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. 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), 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 advertisement 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 advertisement 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.



LET US KNOW

Pop Under Advertisement

Pop under advertisement is a Web advertisement or internet advertisement that launches in a separate browser window from the rest of a Web site.

Brand preference

Measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

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 Advertisement

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.



CHECK YOUR PROGRESS

Q.5: Discuss the various types of advertising based on function. Try to answer with some suitable examples. Answer this question within 500 words.

Q.6: What is Surrogate advertising?

Q.7: What is the difference between Direct action advertising and indirect action advertising?

Q.8: Name two types of company demand.



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 that are informative and persuasive in nature.



1.5 LET US SUM UP

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

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.



1.6 FURTHER READING

(1) Bartra, Rajeev, Myers, John G., Aaker, David A. (2006) Advertising Management. New Delhi : Pearson Education

(2) Jefkins, Frank, Yadin, Daniel L. (2000) Advertising. Financial Times Prentice Hall.

(3) Yeshin, Tony (2006). Advertising. London : Thomson Learning.



1.7 ANSWERS TO CHECK YOUR PROGRESS

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

Ans. to Q.NO. 2: The following are five 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.

Ans. to Q.NO. 3: Basic functions of advertising are -

- The first basic function is to make it easy to distinguish products from their competitors.
- Secondly, it communicates detailed information about the product. Through advertisement one company can send its product information to the target audiences.
- Thirdly, an advertisement creates the urge within the minds of the target audience to buy a product or to accept a service.

- Fourthly, it expand the market and product distribution.
- 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.
- Fifthly, adverting increases the primary demand in the market. When demand is there and product is available, automatically the overall price will decrease.

Ans. to Q.NO. 4: The right answers are -

i) No ii) Yes iii) Yes iv) Yes

Ans. to Q.NO. 5: We can classify advertising in a varied manner. Some advertisements are there which are based on function. These are -

a) **Informative advertising :** This type of advertising informs the customers about the products, services, or ideas of the firm or organization.

b) **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. Examples: '*Buy one get one free'* category ad.

c) **Reminder advertising :** This type of advertising exercise helps in keeping the brand name and 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.

d) **Negative advertising :** This type of advertising dissuades targeted audiences from purchasing such products and services which would be harmful for them.

Ans. to Q.NO. 6: 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. 7: 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. 8: 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.



1.8 POSSIBLE QUESTIONS

A - Short Questions

Q.1. "Advertising is a non personal communication". Why is it non personal?

Q.2. What are the functions of advertising?

Q.3. Why does a company or a manufacturer promotes surrogate advertising to popularize a product?

B- Long Questions

Q.1. Do you think advertising is important for development of a society? Justify your answer.

Q.2. Enumerate the objectives of advertising in your own words.

Q.3. Discuss the different types of advertising with the help of examples.

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UNIT - 2 : ELEMENTS OF ADVERTISING

UNIT STRUCTURE

2.1 Learning Objectives

2.2 Introduction

2.3 Elements of Advertising

2.3.1 Slogan

2.3.2 Headline

2.4 Advertisement Layout

2.5 Selection of media for Advertising

2.6 Let us Sum up

2.7 Further Reading

2.8 Answers to check your progress

2.9 Possible Questions

2.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- name the elements of advertising;
- outline the advertising layout;
- explain how to select different media for advertising;

2.2 INTRODUCTION

By now you must already be familiar with the basic concept of advertising and why it is so much important in the present day scenario. Also, we have discussed the objectives and functions of advertising. Finally, in the previous unit we dealt with the various types of advertising. In this unit of course -3 we shall try to explain to you the various elements of advertising, such as headline, slogan, USP etc.

Now a days, advertising is much popular among the mass audience. especially, the young generation who prefers advertising to know about various products and services.

This unit will concentrate on the various elements of the features and the creativity of advertising etc. After that we shall discuss the layout of an advertisement copy and finally the selection of the best medium for advertising. In the following unit, that is Unit – 3, we shall analyse the concept of Advertising Media, which includes Print advertising, Radio advertising, Television advertising. Lastly, we shall analyze the concept of Media buying and space selling.

2.3 ELEMENTS OF ADVERTISING

"Advertising is a mass communication tool. It is essentially 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.

2.3.1 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.*



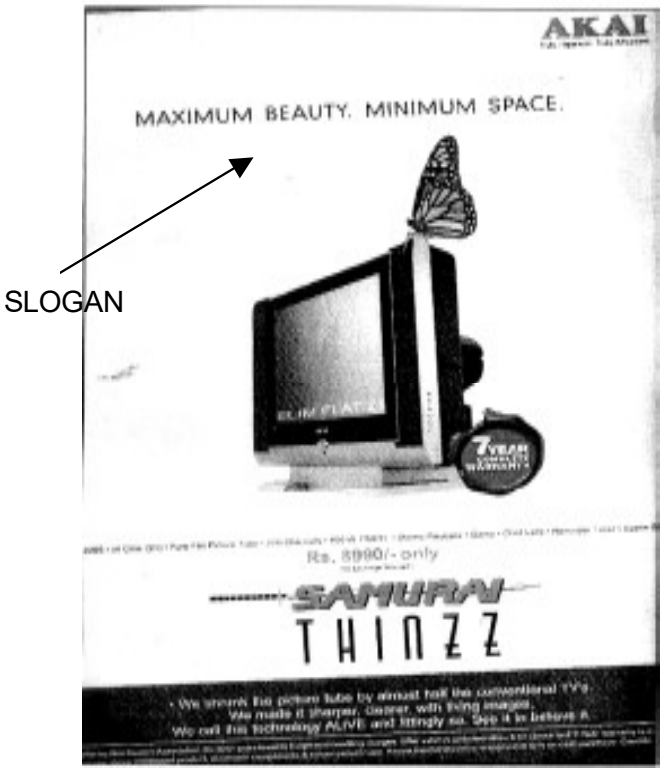
Slogan is the heart and soul of an advertising. It is a brief attention-getting phrase used in advertising or promotion.

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' Academy for success in life*".



2.3.2 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 a significant 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, may become a boring and a static headline. It must be changed frequently comprising catchy sentences. Headline can

Festal:
relating to festival

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.



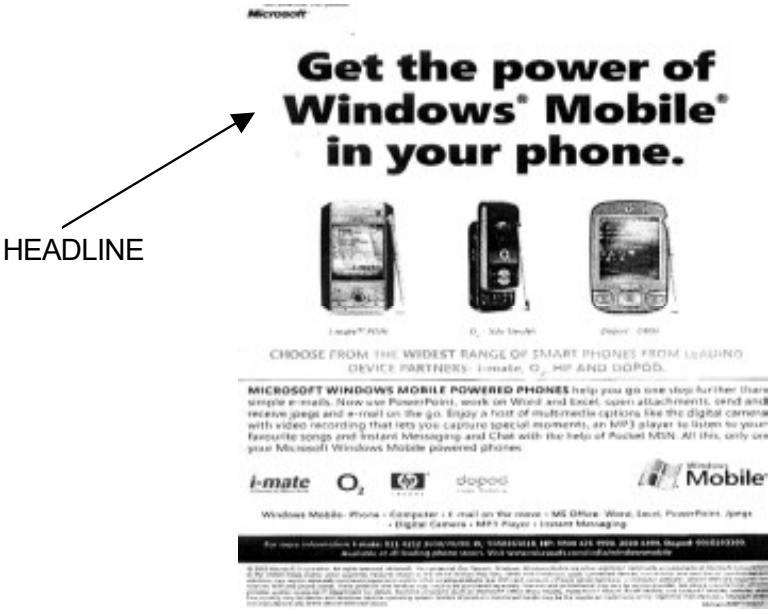
Headline is a collection of words set at the head of an advertising copy to introduce or categorize the product or service.

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. An example of direct headline is '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. For instance, 'Scratch & get the gift' is one such example.
3. **Combination headline:** Combination headline seeks to combine the virtues of direct & indirect headline. An example include 'Rs. 10 % off + scratch & get the prize'…
4. **News headline:** This type of headline has some news for the consumers. Example include '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. For eg, 'Click here -- & send this card' (internet advertisement).

Differences between slogan & headline :

Headline	Slogan
1. Head line should always be changed according to seasons, festival. E.g. the headline of an umbrella in the summer cannot be used in the rainy season.	1. But the slogan - 'the taste of India' is a reorganization for the product or the company.
2. A headline may be a long or full Sentences.	2. Generally slogan is briefer than headline.
3. Headlines are not very much memorable.	3. We generally remember it but not headline
4. Headline can communicate a relevant idea quickly and effectively.	4. Slogan attract and slowly in fluence the people.



Pix. 2

Sub headline :

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

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 advertisement very effective or very dull.



Pix. 3

Product/service name/ Brand Name: It is a replica or outline of the product or service. Sometimes 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.



Pix. 4

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



Pix 5

USP: It stands for unique sales promotions. Sometime the advertisement mentions the facilities which is given to the buyers very clearly.



Pix 6

Address: The last part of advertisement is where the address is provided. (may be website/ dealer name etc.)



ADDRESS

Pix 7



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.

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.
4. It should be very relevant, to the point & specific.
5. It should co-ordinate with other elements of the advertisement.



CHECK YOUR PROGRESS

Q. 1: What do you mean by slogan in advertising?

_____

Q. 2: What are the characteristics of slogan?

_____

Q. 3: What is a headline?

_____

Q. 4: 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- 2.1

1) Open today's newspaper and select an advertisement. Now, note down its various elements. Try to develop some different slogans and headlines for the same product and compare then with each other.

2) Collect at least 50 slogans of different products from print and audio visual advertisements. Prepare a chart and write the product names on the left side and the slogans on the right side.

2.4 ADVERTISEMENT LAYOUT

A layout is an arrangement of headlines, photographs, logo, border & other typographic devices that serves as a preview for the client & a guide for the illustrator, lettering artist, engraver, type setter & printer. Layout is a fairly rough

working drawing that can be presented to management for approval. Several types of layout are used to accomplish the laboratory working. Layout has basically two functions to perform. One is mechanical & the other is symbolic function.

The layout artist most often has to work within certain space limitations. There are the various stages in preparing layout. These are –

1. **Thumbnail layout:** A thumbnail layout is a miniature sketch of a proposed print advertisement. Several sketches of possible layout are made.These are 1/8 to1/4 the size of the final product. A thumbnail sketch offers the artist an opportunity to try out a variety of ideas.
2. **Rough layout:** Out of several thumbnail layouts, one of the thumbnail layouts is selected for further development. Rough layout will be the exact size of the final layout. It is an experiment but very important one. Change can be made at this stage.
3. **Semi comprehensive layout:** A rough layout may be used for presentation of a proposed advertisement to the management for approval. The semi comprehensive layout is the first in a hierarchy of layout. For almost every proposed advertisement, the semi comprehensive layout serves all purposes of layout in every respect.
4. **Comprehensive layout:** This type of layout represents the final advertisement. All the elements of the advertisement are designed finally in the layout.
5. **Ad Copy (Body Matter) :** advertisement presents the most persuasive selling message. Copy writing is the art of writing. The whole written portion of an advertisement is called advertisement copy or ad copy.

The basic idea of an advertisement copy is to motivate people. It is the main body of words or the textual matter of an advertisement. The copy, regardless of medium, is basically an amplification of the headline theme. Before writing any actual copy, a copy writer can wisely draw up a copy policy. Copy policy is a diagram or blueprint of a number of pieces of copy that are to be written. It should explain the following points-

1. To whom the copy is addressed and why.
2. The exact purpose of this copy.
3. The points that are to be made & the sequence in which they are to be made.

Classification of Advertisement Copy:

1. **Reason-why copy:** Any copy that features a reward in the headline or illustration & explanation why the product should be bought is called Reason-why copy. Advertising should always give consumers a reason to buy the product.
2. **Humorous copy:** Advertisement can be made more appealing by a touch of humor. Humorous copy has the capacity to attract attention.
3. **Descriptive copy:** When a copy includes description of the product or service & the description becomes the major focus of the ad, it is called descriptive copy.
4. **Testimonial copy:** Advertisers tend to prefer celebrities who are widely known, easily recognized and well liked & variety of products. For eg. Priti is shown using Liril soap or Amir Khan is drinking Coca-cola and so on.
5. **Straight copy:** Sometimes advertising delivers very straight message. It identifies the needs of the people.
6. **Dialogue copy:** When two or more persons are shown communicating with each other & solving their problems is called a dialogue copy. For e.g. The coca cola's ad. Where Amir Khan & three young girls are shown with conversation.
7. **Narrative copy:** The copy with a narration is called narrative ad copy. Almost everyone likes to hear the interesting story. The story is one of the oldest forms of literature & is a reliable approach to communicate an advertising message.

AD COPY



Pix 8



CHECK YOUR PROGRESS

Q.5: What do you mean by an advertisement layout?

_____

Q.6: What are the four steps for preparing an advertisement layout?

_____

Q.7: What is advertisement copy?

_____

Q.8: Name the various types of advertisement copy.

_____



ACTIVITY - 2.2

1. Read carefully the following points and try to prepare an ad layout-

a) Select a product.

b) Prepare slogan, headline, subheadline for that product.

c) Try to make a layout utilizing your ideas and proper placement of the elements.

2.5 SELECTION OF MEDIA FOR ADVERTISING

An adviser wants his message or information to reach prospective consumer. In today's business world, every producer is trying his best to attract the attention of consumers toward his product. So, in this context, we can say that the selection of media for that particular product is a very important work.

The classification of media:

- ✓ **Print media:** Newspaper, magazine, leaflet, letter etc.
- ✓ **Audio media:** Radio, Tape recorder etc.
- ✓ **Audio-visual media:** Television, film etc.
- ✓ **Outdoor media:** Hoardings, wall paintings, posters, Banners, Electric signs etc.

- ✓ **Indoor media:** Kiosk (basically an almirah or rack or a stand, of any shape and size, which is prominently illuminated and glazed. The products are displayed in the kiosk artistically); window display etc.
- ✓ **New media:** Internet.

Non-profit associations and government agencies use advertising for many of these reasons. Sometimes such organizations are not looking for a profit. They can use advertising to build an identity in the people's mind, to communicate information and to do all the other things that advertising does so well.

An advertiser always aims to reach out to many people with the most effective selling message at the lowest possible cost. Various media are available for conveying the message. Media selection is one of the most important decisions. But choosing the right medium for the right target audience is not every one's cup of tea. The largest advertisers generally use several types of media and consider them as complementary rather than competitive.

Selection of media depends upon different factors :

(1) Every medium has a *common circulation* and an *effective circulation*. Circulation is made up of entire number of people who read or pledge to the medium. The effective circulation is the number of potential consumers who read it and the number of those who persuade sales. Sometimes, two or more periodicals are circulated among the same people. Therefore, just adding together the whole circulation of these journals does not give a true picture of the number of persons arrived at. From 10 to 15 percent of those people may be reading both or all of the periodicals.

(2) The medium should be selected taking into account the class of people to be influenced. The classification of people may be made in any way but the classification of media will depend upon the nature of product and its market. People may be divided into different groups by their social standing, by the kind of work they do, by their

income, educational standards religion family background etc. Further, they may be classified on their geographical locations .The thing is to determine which of the classification gives the most workable classification and use such classification in defining the market and the people to be reached by the advertising media. Say for instance, if a product is meant for youngsters (urban area), the TV and the internet will be the most appropriate media.

(3) Media circulation must match the distribution pattern of the product. Hence, geographic scope of the market will considerably influence the choice of media. Furthermore, those media should be selected which will reach the target consumers in the desired type of market with a minimum of waste circulation. A firm manufacturing shotguns, for example, should advertise in a magazine meant for hunters. Thus, the media will differ keeping in view the target customer and their circulation.

(4) It is the reader's temperament at the time he reads, views or listens that the advertisement helps to determine. A person cannot be receptive for advertisement for a medicine when he is quite healthy or an advertisement for books for the next higher class when he is enjoying holidays. In the same way people usually comprehend certain periodicals when they are more receptive of certain kinds of suggestions from others.

(5) The expenditure of the media should be measured in relation to-

(a) The amount of funds available for advertising and

(b) The circulation of the media.

The quantity of funds offered for advertising purpose will choose the media. A company appropriating large funds for advertising may prefer TV or radioand others.

(6) The chosen media should be well matched with the advertising message. The advertiser should prefer the media, which are most suitable for the ad message and for the people for whom it is intended. They should carry the message to the right persons and in the right viewpoint. If a product calls for a long message,

newspaper or journal may be chosen. If information is brief, billboards may be the right choice and if the dealer wishes to create stimulation and interest in new product,TV may be preferable. Mass consumption items like soaps, toothpastes, hair oil etc. may call for newspaper or weeklies as the best choice.

(7) Competition in the field is another reflection in selecting the media of advertising. Generally, the media used by competitors are preferred so as to make a remarkable plea for the manufactured goods. He or she may also utilize other media not used by contestant to get the success.

(8) The size as well as the nature of business unit also play a significant role in making the options for the media. Different media will go well with the vessel, food, drugs and chemical stores, grocery units etc. A big unit having chains may make use of TV, Radio, newspapers and magazines having national network whereas a small unit of fabric mill will prefer newspapers and cinema slides only.



CHECK YOUR PROGRESS

Q.9: Name the different media for advertising.

_____

Q.10: Selection of media depends upon what factors?

_____



ACTIVITY - 2.3

1. Watch television advertisements and go through the print advertisements. Try to identify the target audiences of various mass media. Now select a suitable media for an AIDS campaigning awareness programmes. Justify why the selected media is suitable for your advertisement campaign.



2.6 LET US SUM UP

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

Slogan is called the heart of an advertisement. It is a phrase or sentence that describes either the benefit derived from the product or the product's one of the most important attributes. On the contrary, in an advertisement headline plays an important role. It introduces any product to its consumer. It is that introductory line which gives the whole story of a new product. There are various types of headlines as direct headline, indirect headline, combination headline, news headline, how to headline, question headline and command headline. Some advertisements have several headlines, out of which, one is usually the main headline and the others are subordinates.

A layout is an arrangement of headlines, copy blocks, photographs, logo, border & other typographic devices that serve as a preview for the client & a guide for the illustrator, lettering artist, engraver, type setter & printer. Layout is a fairly rough work presented to management for approval. The copy is the written portion of an advertisement. The basic idea of an advertisement is to motivate people.



2.7 FURTHER READING

(1) Poonia, Virendra S. (2010) Advertising Management. New Delhi : Gennext Publication

(2) Vilanilam, J.V, Varghese, A.K (2004). Advertising Basics! : A resource guide for beginners. New Delhi : Response Books



2.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q.No. 1: 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 favorably of his company.

For eg. Yeh hai youngesthan meri jan. (Pepsi)

Ans. to Q.No. 1: The following are the characteristics of a Slogan -

a. Brief, well balanced & easy to say. For eg. *Jio shar uthake (Coca cola)*
b. It deals to one idea.
c. It is easy to remember. – *yeh dil mange more*
d. It is provocative. 'Kya kare control e nehi hota '(Lays)
e. It is rhythmic in style. 'Jorka jhatka dhire se lage'(Miranda)
f. It is very specific & to the point.

Ans. to Q.No. 3: Unlike slogan, it can be one sentence telling the whole story of the product to give the product information in brief, which is some time not possible in slogan. A group of words used to attract the attention of customers is called headline.

Ans. to Q.No. 4: Give the right answers from the following -

i) Slogan is longer than headline.
Answer : No

ii) Slogans first influence the target audience.
Answer : Yes

iii) Indirect headline are straight forward & informative.
Answer : No

iv) USP stands for unique sales promotions.
Answer : Yes

Ans. to Q.No. 5: A layout is an arrangement of headlines, photographs, logo, border & other typographic devices that serves as a preview for the client & a guide for the illustrator, lettering artist, engraver, type setter & printer. Layout is a fairly rough working drawing that can be presented to management for approval. Several types of layout are used to accomplish the laboratory working. Layout has basically two functions to perform. One is mechanical & the other is symbolic function.

Ans. to Q.No. 6: a) Thumbnail layout: A thumbnail layout is a miniature sketch of a proposed print ad. Several sketches of possible layout are made.

b) Rough layout: Out of several thumbnail layouts, one of the thumbnail layouts is selected for further development.

c) Semi comprehensive layout: It is developed from rough layout. It is one farther step ahead.

d) Comprehensive layout: This type of layout represents a final advertising sketch.

Ans. to Q.No. 7: The copy is the written portion of an advertisement having the basic idea to motivate people.

Ans. to Q.No. 8:

1. Reason-why copy.
2. Humorous copy.
3. Descriptive copy.
4. Testimonial copy.
5. Straight copy.
6. Dialogue copy.
7. Narrative copy.

Ans. to Q.No. 9 :

1) Print media : Newspaper, magazine, leaflet, letter etc.
Audio media : Radio, Tape recorder etc.
Audiovisual media : Television, film etc.
Out door media : Hoardings, wall paintings, posters, Banners, Electric signs etc.
Indoor media : Kiosk (basically an almirah or rack or a stand, which is prestigiously illuminated and glazed of

any, shape or size. The products are displayed in the kiosk artistically), window display etc.

New media : Internet etc.

Ans. to Q.No. 10: Selection of media depends upon different factors. Say for instance…

(1) Circulation of the selected media.

(2) Class of the target audience availing the particular the selected media.

(3) Advertising budget for the selected media.

(4) Right message according to the target audience.

(5) Competition with the different companies of the same product.

(6) The size as well as the nature of business unit.



2.9 POSSIBLE QUESTIONS

A - Short Questions :

Q.1. What is an advertisement copy? Why are its different types?

Q.2. Why is slogan said to be the soul of advertisement?

Q.3. Explain the different elements of an advertisement with the help of an example.

B- Long Questions :

Q.1. Layout is not decoration but communication – Discuss with examples.

Q.2. Prepare a print media advertisement layout of any product of your choice.

Q.3. What are the differences between a slogan and a headline? Enumerate with suitable examples.

Q.4. Discuss the various characteristics of an advertisement headline.

Q.5. Do you think print advertisements are more effective than television advertisements? Justify your answer with the help of examples.

*** ***** ***

UNIT - 3 : ADVERTISING MEDIA

UNIT STRUCTURE

3.1 Learning Objectives

3.2 Introduction

3.3 Advertising Media

- 3.3.1 Concept
- 3.3.2 Print advertising
- 3.3.3 Radio advertising
- 3.3.4 Television advertising

3.4 Concept of Media buying and space selling

3.5 Impact of Advertising

3.6 Let us Sum up

3.7 Further Reading

3.8 Answer to check your progress

3.9 Possible Questions

3.1 LEARNING OBJECTIVES

After going through the unit you will be able to

- define the advertising media;
- discuss the advertising in print, radio and television;
- explain the concept of media buying;
- describe the impact of advertising.

3.2 INTRODUCTION

In the previous unit i.e. unit 2, we have dealt with the various elements of advertising, its features and how to create slogans, headlines etc. We have got a basic idea on the layout of an advertisement copy and have also discussed the topic i.e. the selection of the best medium for advertising. In

this unit, that is Unit – 3, we will consider the concept of Advertising Media, which includes Print advertising, Radio advertising, Television advertising and then we shall analyze the concept of Media buying and space selling. Advertising is a one-way communication whose purpose is to inform the potential customers about products and services and how to obtain them. Every major media including television, radio, movies, videos, the internet, billboards etc. is used to deliver these messages. The print media includes newspapers, magazines, brochures, pamphlets and all printed materials that fall under the purview of advertising.

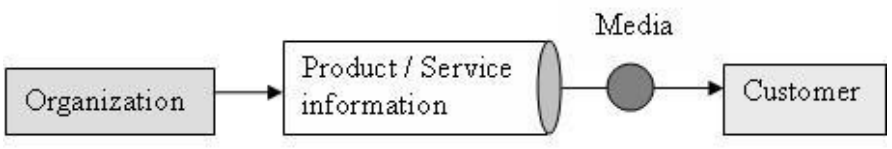
The concept of advertising agency, different types, role of ad manager etc. will be considered in the next unit i.e. unit 4.

3.3 CONCEPT OF ADVERTISING MEDIA

We know that advertising is the paid form of publicity. Proper selection of medium for advertising can change the scenario of product sell and company image.

3.3.1 Concept

Advertising is an effort to influence the buying behaviour of the customers by offering a persuasive selling message about the products and services. In recent years, with the spread of the media reach advertising has attained a much wider popularity. The communication channels used for advertising, including television, radio, newspapers, magazines, cinema and outdoor advertising is popularly known as advertising media.



Here we can consider four elements in an advertising process. These are the organization, the product information, the media and the target

audience or prospective customer. As described in the model, an organization disseminates an information regarding their product or the services to the target customer through various media in the form of advertising. In the absence of any of these elements, the process cannot be successful. Let us discuss various media, through which we can disseminate advertising message to the target audience.

3.3.2 Print Advertising

As we have discussed in the earlier courses of BMC first year that print media is one of the most effective media all around the globe. The print media includes newspapers, magazines, brochures, pamphlets and all print materials that fall under the purview of printed advertising.

Newspaper is the most popular form of print media. A newspaper is a written publication containing news, information and advertising. The newspaper may be daily or weekly or fortnightly. The newspaper can be classified as shown below in terms of size, frequency and language.

A. Size: 'Broadsheets' and 'Tabloid' are the two types of newspapers according to the size.

- Broadsheets: 600 mm by 380 mm (23½ by 15 inches and 8 columns wide); generally it is the standard size newspaper.
- Tabloids: Half the sizes of broadsheets at 380 mm by 300 mm (15 by 11¾ inches) and these newspapers cover more features in contrast to broadsheets.

'The Statesman ', 'The Assam Tribune ', 'Amar Asom' belong to the standard category while English weekly as 'The Sun', 'The Sahara Times' and Assamese weekly such as 'Asom Bani', 'Sadin' etc. are in the tabloid category.

B. Frequency: The time or the frequency of publication of newspaper differs from organization to organization. The Assam Tribune, The Sentinel etc. are the daily news papers but there



Media:
Literally media is the plural form of medium. It stands for the tools or channels of communication.

Advertising media:
The communication channels used for advertising including television, radio, the printed press, and outdoor advertising.

are so many weekly news papers like 'Asom Bani', 'Janambhumi', 'Sadin' and fortnightly newspaper like 'The Gursons Times' etc. A daily newspaper is issued every day. Sunday editions of daily newspapers tend to be larger, include more specialized sections and advertising inserts, and cost more.

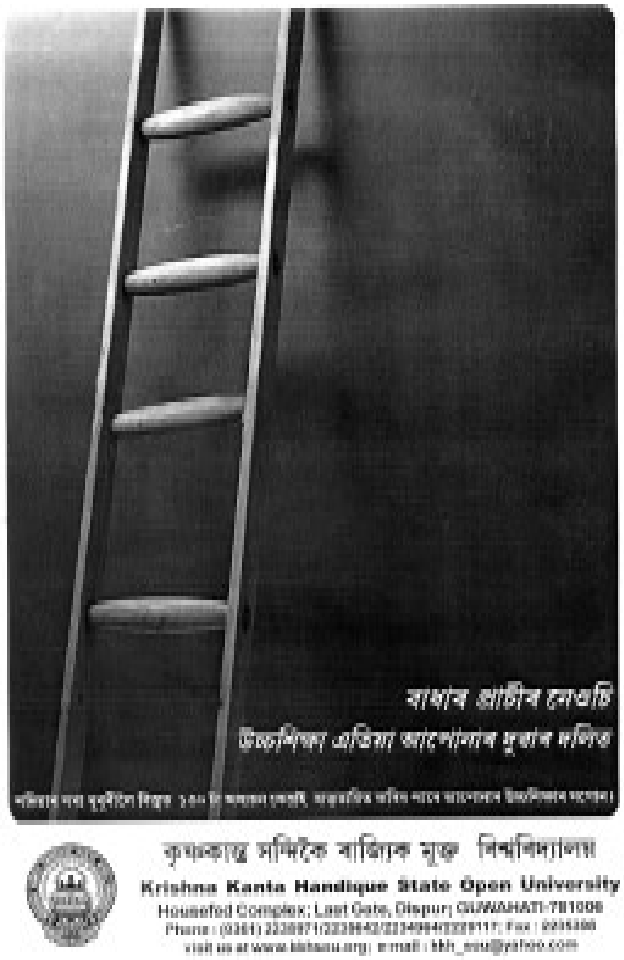
C. **Language**: We can classify the newspaper according to language as Hindi (Purvodoy), English (The Assam Tribune) and other regional language (Asomiya Pratidin, Ananda Bazar Patrika) etc. As English has become the international language of business and technology, many newspapers formerly published only in regional languages have also developed English-language editions.

When we consider the newspaper as an advertising medium, we have to asses the advantages of the newspapers as it provides more flexibility than other media do. It is possible to convey rapidly and quickly the sales message, which can be changed or modified to suit the target group. Newspapers reach to diverse sections of people. Customers of a particular group can be selected by placing the advertisement in a special interest section. Here we can say that if the product is sports related then it is better to advertise in the sports page. If it is cooking related products then it should be advertised in the special supplements where there is a scope for discussing recipes etc. The cost of advertising message per reader is lower in a newspaper than in any other medium. Besides, newspapers are carriable. The messages can be read any where, at once at home or outside.

However, despite the several advantages, there are also some limitations of advertisements published in the newspapers. One of them is the short life span, may be for a few days only. Most studies indicate that the average reader spends between 15 to 20 minutes on a newspaper. This means the advertisement has to make its impression quickly. So, a poor presentation may reduce the impact of advertisements on readers.

Newspaper advertising can be distinguished as follows-

1) **Display advertising**: This type of advertising is placed with great importance. It has strong attention value because of the illustrations, the arrangement of headings and the body text, the white space, color or other visual devices. Following is an example of this type of advertisement published in 'the Assam Tribune', the premier English daily of Assam on, June 01, 2008.



2) **Classified advertising** : As the name implies, such advertisements are placed in a special page i.e. classified page of the paper. For example 'matrimonial', 'vacancies' etc. On the other hand some display classified advertisements are also published by the newspapers, which allow more flexibility of arrangement than

the regular classified including borders, different font style and type, white space and photographs.

3) **Special advertising** : The government and the political parties mostly give this type of advertising. For example, the tender notice, 'Gohari', government clarifications etc.

Magazine Advertising :

A magazine is a periodical publication, consisting of sheets of paper folded in half and stapled at fold. Generally magazine carries features, articles, stories, current affairs, advertising etc. The presentation of the materials in a magazine is different from that of newspapers. A magazine can be classified as follows in terms of its—

(a) Size: There are different kinds of magazine with different sizes. As 'Readers Digest', 'Wisdom' are totally different in size from 'The India Today', 'Outlook'.

(b) Frequency: Periodicity can be considered in this regard. There are so many magazines with different kind of frequencies like weekly ('The Week'), fortnightly ('Prantik'), monthly ('Competition Success'), bimonthly or quarterly.

(c) Audience: Based on the target audiences, the magazines can also be classified. Such as women magazine –'Femina', teenager magazine 'the Eclectic', fashion lover magazine 'Women's Era', 'Vogue', entertainment based magazine 'Film Fare' etc.

The target audience cannot be differentiated in the newspapers. But most of the magazines are published for different category of people. Therefore, if an advertiser wants to disseminate the message of a women related product then the magazine advertising will be more beneficial than newspaper advertising. Magazine advertisement also lives more days than that of a newspaper. The printing quality and paper quality are some other advantages in magazine advertising.

On the other hand, the magazine has very selective

circulation and giving advertisement in magazine is quite expensive. The rate structure of the magazine is decided according to the size of papers - partial page and full page. The extra exposure, the out cover of a magazine with colour printing is always considered a preferred or premium position and commands a higher rate than the inside pages.

Direct mail Advertising:

As the name indicates, direct mail is one of the media of communication that brings the product message directly to the notice of the individual through mail or personal delivery. This is personalized communication, addressed directly to the recipient by name to draw his personal attention towards the product or service. The pamphlets distribution is the early stage of direct mail advertisement. It is one of the effective ways to send the sales message to the target audience through postal system.

There are different kinds of direct mails. For example -

(a) Sales letters
(b) Postcards
(c) Leaflets
(d) Folders
(e) Booklets
(f) Catalogues
(g) Gift novelties
(h) House Journals

Direct mail is one tool that can be used as a part of a marketing strategy. To target a specific type of potential customer, direct mail can be more cost-effective than the other advertising media.

The advertisers get some other advantages also at the time of using the direct mail. Direct mail is personal in nature than other advertising media. Through direct mail, a business person can keep contact with his dealers and customers more frequently and can disseminate the important information to them at a minimum cost.

In spite of these positive factors, direct mail advertising has some disadvantages as well. The direct mailing programme depends upon the quality of the mailing list. To prepare a quality mailing list is not an easy task. Another important point is the cheap quality text portion without proper editorial or entertainment material may create a negative impact on consumers' mind. Direct mail also needs a regular investment in stationery, printing and posting. On the other hand, it cannot be denied that sometimes frequently used direct mail makes the consumers feel bored.

3.3.3 Radio Advertising

The radio is a major and the most popular medium of advertising. Its coverage area is more than 90% of India's total land mass. To give the advertisement in radio one has to buy the time. It is a time-oriented medium. The sound alone must accomplish the communication job.



Prime Time is that part of a radio or television schedule expected to attract the largest audience. That means the time period when the television or radio audience is the largest in number.

The radio advertisement rates structure depends upon the day, date and time. Rates change according to the **prime times**, holidays, programme to programme. The radio offers some advantages to the advertisers. It can disseminate instantly the ad message to its particular target audiences. The radio is a practical and low-cost vehicle. It needs less effort and concentration of the listener. On the other hand, literacy is not a barrier to understand the ad message. A radio costs not a huge amount and without electricity we can run the radio with the help of battery. So radio is a very successful medium for an advertiser to reach the rural people.

But there has been certain amount of reluctance by the advertisers to use the radio largely because it cannot be watched and physically evaluated like other media. If a product needs demonstration to deliver the advertisement message to its target audience, it is not the perfect medium for that product, because the product quality cannot be exhibited, one can only hear about it. Frequency is very important when considering an advertising

schedule in radio. Listeners tune in and out, change stations - channels, and are often engaged in some other activity while the radio is on. People need time to get used to hearing the brand name, particularly if new, and then they need to hear what type of product or service is all about. That is why continuity is very necessary in radio advertising. Now the FM culture has become popular in the cities and it has changed the advertising scenario for utilizing FM transmission.

3.3.4 Television Advertising

The television advertising is a form of advertising in which goods, services, organizations, thoughts, etc. are promoted via the medium of television. Most advertisements are produced by an outside advertising agency and the time is purchased from the TV channel or from the broadcasters. TV has already caught the market and holds a large number of viewers in many different demographic groups. Advertisers always prefer TV as the most effective medium for advertising.

The TV advertising serves some advantages to the advertisers. Television has wide impact on the target audiences and can disseminate the product message effectively. One visual footage is equal to thousands of words. So the visual footages with product information influence the people's mind easily. With the help of sound, action with colour, the advertiser can easily show the product quality. Receiving the information at home within an entertainment atmosphere, commercial breaks are always well accepted.

There are several types of TV advertising as political TV advertising (advertisement for some political party before election), ad on income tax clearance, customer and central exercise information, product and service information, social awareness advertising, promo (ad of a serial or movie such as *'Saath Phere'* or '*Star Voice of India'* is given in the other programme in that particular channel), sponsorship (in a television programme there are several

sponsors, who are seen in the screen at the time of starting and ending) etc. The rate structure of television advertising depends upon the period or prime time as well as on the quality and popularity of a programme being broadcast.

There are also some disadvantages of television advertising as well, such as, it is a much more expensive medium and can only reach a sizeable audience. It is not a suitable medium to disseminate an information to a specific target audience.



CHECK YOUR PROGRESS

Q.1: What do you mean by advertising media?

_____

Q.2: How can we classify news papers?

_____

Q.3: What is the difference between display advertisements and classified advertisements?

_____

Q.4: What is direct mail? What are the tools that we can use for direct mail?

_____

Q.5: Write the answer from the following—

i) AIR stands for what?
   a) Air India Radio.
   b) All India Radio.
   c) America India Radio.

ii) Coverage area of AIR is more than 90 % in India. Yes/No

iii) The print advertisements specially in the news papers, accounts on the basis of –
   a. cm x cm
   b. column/ cm
   c. only column

iv) Advertisement rate varies in audio visual medium on the basis of time. Yes/No



ACTIVITY - 3.1

1) Open today's newspaper and mark all the advertisements. Now note down how many spaces are acquired by them?

2) Listen the radio advertisements at 7 pm to 8 pm and note down how many advertisements are broadcast.

3) Watch the television also and compare the advertisements according to the way of presentation with that of radio.

3.4 CONCEPT OF MEDIA BUYING AND SPACE SELLING

Media buying

Media buying is the function of an advertising agency in buying 'space' or 'time' in a media to place an advertisement of a product or a service. Media buying is a strategic planning, negotiation and buying of Print Media, Television, Radio etc. It is a specialized skill, which requires knowledge on the target audience, consumer behaviour, the media, and the criteria used to measure the value of time and space. For placing an advertisement in mass media, the advertiser has to buy space or time according to the nature of media.

John Philip Jones in the book edited by him, 'The Advertising Business', states that a media buyer may be defined as the individual in an advertising agency who is responsible for reviewing, recommending, negotiating and buying the media time and space that will support the brand positioning. He is responsible for the purchase of time and space for the delivery of advertising messages in the media. A media buyer may be an employee of an advertising agency who specializes in such purchases, but, technically, a media buyer is any advertiser, advertising manager, or individual who buys the commercial time or the advertising space.

Space Selling

These space does not mean here to an individuals in the ordinary sense of land or freedom of existence. The 'space' we are discussing now is the space available and intended for advertising in different media. We should remember that while dealing with TV and radio, the term 'Space Selling' is aptly replaced by 'Time Selling'. But 'space selling' is used in a general collective sense.

A space seller for any media based organization performs the task of interacting with prospective advertisers and convincing them to use his organization's medium to place their ad. The services of every publication/ channel cost much more than the price we pay for it. A space seller steps in here- to sell that advertising space/time to the potential advertisers.



CHECK YOUR PROGRESS

Q.6: What do you mean by media buying?

_____

Q.7: What are the primary tasks of a space seller?

_____

3.5 IMPACT OF ADVERTISING

Advertising has now become an industry with enormous impact on the social, economical, cultural and political system. By increasing the demand of the products and services, advertising affects the economical growth in a society. Advertising can create a demand for a particular product. If the product is available in the market and if people buy the product, then the overall cost will decrease and the product will become cheaper for the customer, which raise his willingness to buy more. Here we can realize that the advertising has an enormous influence on the society. It influences the consumers to purchase the product which will make them happy. It creates the urge in us to go for a particular product.

Advertising can also have an impact in politics. It gives the chance to the opponents to respond to charges very quickly. In many countries the political parties give the contracts of their publicity to some reputed advertising firms.

Finally, we can not deny the impact of advertising on the culture of our society. For example, the image of women is being exploited in the advertisement for the sake of profit. We can refer here as an example, the use of female model and the way of presentation of the image in the male product advertisements like *Gillette*, *Axe* etc. Advertising influences decision capacity to buy food, car, dress, medicine etc. It wouldn't be untrue to say that we cannot imagine a society without advertisements.



CHECK YOUR PROGRESS

Q.8: Do you think advertising has a great impact on the society? Justify your answer with examples.

_____



ACTIVITY- 3.2

1. There is a prepared questionnaire. Go to a nearby village and distribute it or ask the questions personally and prepare a report on your findings.

Questionnaire

a) Name:
b) Address
c) Preferable product :
d) Preferable advertisement:
e) Opinion on the impact of advertising in the society:

Signature of the Interviewee



3.6 LET US SUM UP

In this unit you have been introduced to the various advertising media. Let us summarize.

In recent years, with the spread of the media, advertising has also attained much popularity. Advertising is the process to send information about a product or service to the customers by the organization through a medium. Newspaper, Magazine and other commercial advertising media including wall paintings, billboards, printed flyers, shopping carts, sky writing, bus stop benches, stage shows, platforms and trains, stickers posters etc. are playing very important role in the world of advertising. Radio is a major, very healthy and most popular medium of advertising. Its coverage area is more than 90% of India's land mass. On the other hand, television is the most effective electronic media in present society. A television advertisement is a form of advertising in which goods, services, organizations, thoughts, etc. are promoted. To place the advertisement in media, one has to buy space or time according to the nature of the medium and it is called media buying. Advertising has a great importance in social, economic, cultural and political part of our lives.



3.7 FURTHER READING

(1) Batra, Rajeev, Myers, John G., Aaker, David A. (2006) Advertising Management. New Delhi : Pearson Education.

(2) Mohan, Manendra (2008) Advertising Management. New Delhi : Tata McGraw Hill Publishing Company Ltd.

(3) Tyagi. C.L, Kumar, Arun (2004) Advertising Management. New Delhi: Atlantic Publishers & Distributors.

3.8 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q.No. 1: The communication channels used for advertising, including television, radio, newspapers, magazines, cinema and outdoor advertising are popularly known as advertising media.

Ans. to Q.No. 2: Newspaper can be classified in terms of -

- Size
- Frequency or periodicity and
- Language

Ans. to Q.No. 3: Display advertising: This type of advertising is placed with strong attention value because of the illustrations, the arrangement of headings and body text, the white space, colour or other visual devices. It sometimes may take two full pages or one full page and some times half page. On the other hand classified advertisements are placed in a special page of the paper i.e. classified page. Such as matrimonial, job ads etc.

Ans. to Q.No. 4: The direct mail is one of the media of communication that brings the product message directly to the notice of the individual through mail or personal delivery. This is personalized communication, addressed directly to the recipient by name to draw his personal attention towards the product or service.

Ans. to Q.No. 5: Give the right answers from the following -

i) AIR stands for what?
Answer : All India Radio

ii) Coverage area of AIR is more than 90 % in India. Yes/No
Answer : Yes

iii) The print advertisements specially the news papers, accounts on the basis of –
Answer : (b) column/ cm

iv) Advertisement rate varies in audio visual medium on the basis of prime time.
Answer: Yes.

Ans. to Q.No. 6: Media buying is the function of an advertising agency in buying 'space' or 'time' in a media to place an advertisement of a product or a service.

Ans. to Q.No. 7: A space seller for any media based organization, performs the task of:

a) Interacting with prospective advertisers.

b) Convincing them to use the organization's medium to place their ad.

Ans. to Q.No. 8: Advertising has an enormous influence on the society. It tells the consumers that the purchasing of only that product would make them happy. It also helps the economic growth in our society. Advertising has an impact in politics. It gives the chance to the opponents to respond quickly to charges against them. Finally, we can not deny the impact of advertising on the culture of a society. In fact, we cannot imagine a society without advertisements.



3.9 POSSIBLE QUESTIONS

A - Short Questions :

Q.1: What do you mean by media? What is the relation between media and advertising?

Q.2: Do you think the rapid expansion of internet advertising has hindered the growth of other electronic media advertising?

Q.3: What are the advantages of classified advertisements?

B- Long Questions :

Q.1: *'Direct mail advertising is more beneficial for a small firm'*- Comment.

Q.2: How can radio advertising influence the people of remote areas?

Q.3: Discuss the concept of media buying and space selling.

*** ***** ***

UNIT-4 : ADVERTISING AGENCY

UNIT STRUCTURE

4.1 Learning Objectives

4.2 Introduction

4.3 Concept of Advertising Agency

4.4 Historical Overview of Advertising Agency

4.5 Types of advertising Agency

4.6 Organizational set up of an Advertising Agency

4.7 Advertising Manager

- 4.7.1 Who is an Advertising Manager?
- 4.7.2 The Duties and Responsibilities of an Advertising Manager
- 4.7.3 The qualities of an Advertising Manager

4.8 Let us Sum up

4.9 Further Reading

4.10 Answers to check your progress

4.11 Possible Questions

4.1 LEARNING OBJECTIVES

After going through the unit you will be able to:

- define advertising agency;
- discuss the brief history of advertising agency;
- out line the types of advertising agency;
- describe the organizational set up of an advertising agency;
- elucidate the role of an advertising manager.

4.2 INTRODUCTION

In the previous unit i.e. unit 3, we dealt with the concept of different types of advertising media such as print, radio and television and we also

got to know what media buying and space selling is all about. This unit will introduce you to the concept, types and organizational set up of an advertising agency. We shall also discuss the duties and responsibilities of an advertising manager.

Advertising agency is an organization that, on behalf of clients, makes the copy and produces different kinds of advertisements, places the advertisements in the desired media, and plans the advertising campaigns. Advertising agencies may also perform other marketing functions, including market research and consulting. Basically an advertising agency is a service dedicated for creating, planning and handling advertising for its clients. The activities of an advertising agency and advertising campaign will be discussed in the next unit i.e. unit 5.

4.3 CONCEPT OF ADVERTISING AGENCY

As we have discussed in the earlier units, **advertising** is an important communication vehicle that typically attempts to persuade potential customers to purchase or to consume a particular brand of product or service. Many advertisements are designed to generate increased consumption of a product and service through the creation and reinforcement of "*brand image*". There are three components in an organization associated with advertising – the advertiser, the advertising agency and the mass media. The advertiser spends money, the agency creates the message and provides other services and the media publish the message. Publish means bringing the message with proper format to the target audience through different media of communication. Advertising is often placed by an advertising agency on behalf of an organization.

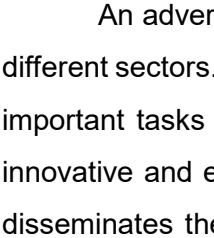
The demand of the advertisement in the marketing process is increasing day by day. To fulfill the demand, the concept of advertising agency came into existence in the early part of nineteenth century. An advertising agency is an organization that creates, plans and handles advertising, marketing strategies and sale promotions for its clients. It is independent in nature. Different types of business houses, corporations,

non-profit organizations and government departments are the clients of an advertising agency.

According to the American Association of Advertising Agencies, '*an agency is an independent business organization composed of creative and business people who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services'*.

An advertising agency is a team of experts which serves clients of different sectors. As a service provider, an Advertising Agency takes up the important tasks of representing its clients to their target audience in an innovative and effective manner. An agency creates advertisements and disseminates the prime message through the advertisements within the budget of the clients and always tries to fulfill the requirements and short/ long term objectives of the clients. An agency uses different media, including print, television, radio, internet etc. for spreading the message of the clients. There are plenty of business houses, industries, firms or corporations who are looking to outsource their advertising needs to an advertising agency.

A modern advertising agency offers specialized knowledge, skills and experience which are required to produce an effective advertising campaign. The specialists of an advertising agency work together to understand the requirements of an advertisement campaign and develop suitable advertising plans and strategies. An agency represents the core of the advertising profession and by creating advertisements and delivering them through appropriate media, the agencies implement advertising plans and strategies.



Ad campaign:

A planned programme using advertising aimes at a particular target market or audience over a defined period of time for the purpose of increasing sales or raising awareness of a product or service.



LET US KNOW

Here is a list of large, medium and small Advertising Agencies in India:

1. Akshara Advertising - New Delhi, Hyderabad, Chennai, Bengaluru, Nagpur, Jaipur.
2. Leo Burnett India Pvt Ltd - 96 offices in over 84 countries - Offices in India - Mumbai, Delhi, Bengaluru.
3. Contract Advertising (India) Ltd - iContract Dr. A B Road, Mumbai,

Nehru Place, Delhi, Lavelle Road, Bengaluru.

4. Crayons Advertising and Marketing Pvt Ltd - New Delhi, Chandigarh, Jaipur, Mumbai, Chennai, Kolkata, Trivandrum, Kathmandu & Dubai.
5. Creative Advertising – Mumbai.
6. Enterprise Nexus Communications Pvt. Ltd - Mumbai, Delhi, Bengaluru.
7. Euro RSCG Advertising Pvt Ltd - offers Advertising, Marketing Services, Public Relations, Media Planning Services. Offices in Mumbai, Bengaluru, Chennai, Delhi, India & New York, Paris, Singapore, Buenos Aires .
8. FCB-Ulka Advertising Ltd - Mumbai, Delhi, Hyderabad, Calcutta, Bengaluru, Kochi, Chennai.
9. Fountainhead Communications Pvt Ltd- Offers Servicing, Planning, Creative & Media Services with offices in Chennai & Bengaluru.



CHECK YOUR PROGRESS

Q.1: What do you mean by an advertising agency?

_____

Q.2: Write the names of at least five advertising agencies of India.

_____



ACTIVITY - 4.1

1. Try to collect a list of advertising agencies of your district.
2. Visit the office of an advertising agency and make an interview with the advertising manager and prepare a note on the activities and functions of the advertising agency.

4.4 HISTORICAL OVERVIEW OF ADVERTISING AGENCY

The first advertising agencies were set up in the beginning of the nineteenth century. Britain's first agency '*White's*' was founded in London in about 1800. It began by producing advertising for government lotteries, and after that the agency started to work as advertising agent for the war office.

We can trace the origin of the modern advertising agency by the story of Volney B, Palmer of Philadelphia. The first agencies were no more than space brokers, selling press advertising space on a freelance basis for newspapers. Palmer was a **space broker**. In 1842, Palmer purchased a huge space in different newspapers. The media organizations sold the spaces in a special discount rate. Palmer then resold those spaces to the advertisers and got a profit of huge amount.



Space broker
An agency or an individual deals with advertising, who buys advertising space in bulk from the media owners and re-sells it to the advertisers at a profit.

At the beginning, newspaper publication used only one size, which was unable to draw the attention to a message. As newspaper production improved by the sizes and designs with variety of illustrations, the space brokers took the part in the competition by offering **copywriting** and design services. In this way the creative advertising agency was born. Advertisers bought advertising space through the agencies, which offered them the best ideas



Copywriting is the process of writing the words that promote a product, business, or service. It may be used as plain text, as a radio or television advertisement, or in a variety of other media.

In the late nineteenth century *N W Ayer and Sons* offered to plan, create and execute complete advertising campaigns for the clients. This changed the scenario of the advertising agency. Advertising agency has been established as a profession.

Games Augustus Hickey started the *Bengal Gazette or Calcutta General Advertiser* in 1780 as the first Indian newspaper. The main objective of Hickey's newspaper was to publish advertisements. His paper carried only advertisements on the front page. In 1905, the first Indian advertising agency D. Dattaram & Co. was established in Bombay.



CHECK YOUR PROGRESS

Q.3: Write a name of an advertising agency of early days? When was it founded?

_____

Q.4: Describe briefly the changing activities in advertising agencies from the past.

_____

4.5 TYPES OF ADVERTISING AGENCY

Advertising agency makes the copy and produces different kinds of advertisements for the clients. It places the advertisements in the desired media, and prepares the plan for the advertising campaigns. Advertising agencies may also perform other marketing functions, including market research. There are basically three types of advertising agencies. Let us discuss these types -

(i) Full service agency :

A full service agency provides all required services to the clients regarding advertisements. It plans, creates, produces and places advertisement. In addition, it also offers other marketing services like sales promotions, organising trade shows, publishing newsletters and annual reports etc.

Full service advertising agency studies the product or service and streamlines its marketable characteristic and how it relates to the competition. At the same time the agency studies the potential market, possible distribution plans and advertising media. After that the agency makes a formal presentation to the client detailing its findings from the market research about the product. It recommends the advertising strategy to the client. If the client agrees, the agency then launches the execution phase. This phase includes writing and producing the advertisements, buying time and space in various media, delivering the advertisements to the appropriate media, and verifying that all advertisements actually appeared during the

specified time or in the specific space. Finally, the agency makes sure that the clients are getting the best possible benefit from the advertisements.

(ii) Media buying service :

Media buying service advertising agency is an organization that specializes in buying the time slots from radio and television channels and space from print media and reselling it directly to the advertisers or to the full service advertising agencies. The prime functions of this type of agency are selling of time for electronic media to the advertiser and it orders the spots on the various stations involved, and monitors regarding the release of the advertisements. This type of advertising agency deals with the media buying and space selling for clients' advertisements.

(iii) Creative boutique:

Creative boutique specializes in the creation of advertisements. In general, boutiques create innovative, imaginative and interesting advertising themes and produce the advertisements for the clients. An organization using the creative boutique may take the help of other advertising agencies for space buying and execution of advertising planning. Creative boutique advertising agency does not deal with the media buying, advertising campaign and other marketing functions. It only involves with the creation of innovative advertisements for the clients.



LET US KNOW

J.W.Tailor says, 'effective and gainful advertising starts with a winning advertising plan.' Selection of an advertising agency is an important task for the management of the advertisers. The following points are important at the time of selecting an advertising agency–

- The agency must be known. Previously unknown agencies are not preferred.
- The agency must have creativity. The secret of creativity is simplicity.
- The agency must have a sound track record, a good deal of experience.

- The account executives of the agency must have ability to understand the client's problems.

Depending upon the creativity and commitment to the client and the quality of the management are the reasons to select the advertising agency for an advertiser.



CHECK YOUR PROGRESS

Q.5: What do you mean by a full service advertising agency?

_____

Q.6: What is the main task of a creative boutique?

_____

4.6 ORGANIZATIONAL SET UP OF AN ADVERTISING AGENCY

The organizational set up of an advertising agency varies on its capacity, financial condition and structure. But over all every advertising agency has some common departments. The traditional full service agency is divided into three functional departments as account management, also known as client service, creative and media departments. Its functional area has a vital role to play in developing the advertising strategy for the clients. Let us discuss the main departments of an advertising agency.

Creative department

This department is engaged with the creation of the various themes and designs them for different media. Modern advertising agencies usually employ copywriters and art-directors to form the creative teams. Creative teams may be a permanent team or formed on project-by-project basis. The art-director and copywriter have to report to a creative director. He is an employee with several years of experience in advertising creativity.

Account services

The other major department in advertising agencies is account services. An account executive of the department meets the clients to determine sales

goals and creative strategy within specified budget. The department coordinates the organization, media and production staff. It is responsible for meeting the prospective clients and getting business for the company. The department is the main profit making department of the agency.

Media department

This department is responsible for the positioning of an advertisement in the press, radio or television. It identifies display spaces for the outdoor advertising. The department, keeping in view the target audience, looks for innovative media outlets and puts the advertisement accordingly.

Production department

Production Department of an advertising agency is responsible for the get-up of the advertisement when they are released in newspapers, magazines, posters and billboards. The production people make sure that the advertisement gets printed. The employees of the department should have the knowledge of typography, printing technology, layout design, photography, use of material etc. To produce the audio-visual advertisements, they need to know how to handle a camera and other electronic equipment for recording and the department may appoint a non linier editor for the final production or they may outsource for the editing task.



LET US KNOW

Client Turn over

When an advertiser leaves one advertising agency and switches over to another, it is known as client turnover.

The following are some reasons of client-turnover:

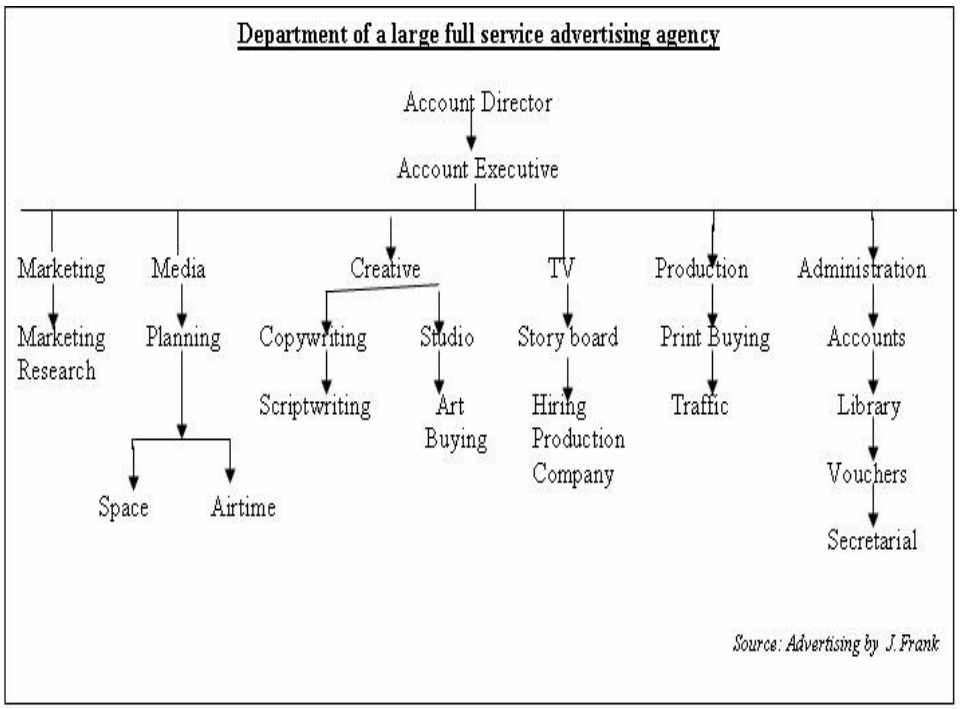
(i) The account is not profitable.

(ii) The advertiser is interested in a new medium with which the present agency is not familiar.

(iii) Lack of coordination between the top executives of the client and the agency.

(iv) Loss of confidence.

(v) When the client does not like the ad programmes conceived by the agency.





CHECK YOUR PROGRESS

Q.7: Give the correct answers from the following –

a) The organizational set up of an advertising agency varies from agency to agency.

Yes / No

b) Copy writer is an employee of the account department?

Yes/ No.

c) Creative team _____ permanent in an advertising agency.

must be/ may not be.

Q.8: Write a brief note on the creative department of an advertising agency.

_____



ACTIVITY - 4.2

1) Note down the name and designation of the employees of the advertising agency from the interview (as instructed in the activity-4.1).

2) Prepare a big chart in a drawing paper and mention the designations of the employees from the top level to lower level.

4.7 ADVERTISING MANAGER

Advertising Manager is an employee of a business house or an advertising agency, who is responsible for planning and controlling its advertising activities and budgets.

4.7.1 Who is an Advertising Manager?

Frank Jefkins wrote in his book 'Advertising' that "advertising manager is the in charge of the in-house advertising department. He buys and services advertising for the organization." The advertising manager co-coordinates and supervises the work of the staff in a day-to-day manner in an advertising agency.

The advertising manager has to co-ordinate the activities of a number of junior advertising managers or product managers or branch managers, responsible for the marketing and advertising of one particular group of products.

Jefkins in his book mentioned about the presence of three types of advertising manager in an organization. They are -

a) the client's advertising manager

b) the agency's account executive and

c) the media advertisement manager

Though the type and structure of the organization may differ, the role and responsibilities of the advertising manager are more or less same. He is, on the other hand, responsible for the market research including the marketing strategy, the advertising strategy, etc for the organization. In the case of a large organization, the advertising manager works as part of a team including marketing executives and marketing research personnel. In a smaller set-up, the advertising manager is the only person, who has to take all the responsibilities for the organization.



The term ***marketing mix*** refers to the primary elements that must be attended to in order to properly market a product or service.

Surajit Sen Sharma wrote in an article that the designation "advertising manager" has several other names in the industry, including account executive, marketing manager, advertising sales manager, promotions director, and advertising director. The function of the advertising manager is to conceive the strategy of and implement the promotional component of the **marketing mix**. Now a days, the job of an advertising manager has become more glamorous and demanding.

4.7.2 The Duties and Responsibilities of an Advertising Manager

An advertising manager is usually required to perform most or all of the following sets of duties, although specific requirements may vary depending upon the nature of the organization and the designations of the advertising manager. An advertising manager has to-

- Prepare the budgets and estimate for components of the advertising campaign.
- Prepare the annual budget.
- Manage the planning and prepare the promotional matter, ensuring that it is consistent with the advertiser's marketing strategy.
- Meet the clients and officials across the departments to coordinate advertising campaigns.
- Scrutinize, copy, and edit the promotional material, ensuring that it conforms the guidelines.
- Coordinate activities across the various departments of the agency.
- Develop contacts for promotional campaigns.
- Collect information to build advertising campaigns.

4.7.3 The qualities of an Advertising Manager

The following skills and attributes are required for an advertising manager -

- He should be a good communicator. Effective writing skill is a pre requisite to be a good advertising manager.
- He should have a passion for helping people in the industry and for that he must be a good listener.
- He should be a good manager and should have the ability to manage his or her own time and that of others.
- Most of the time he has to take decisions on behalf of the department or the advertising agency. So, he should have decision-making skills
- As stated earlier, he should be an effective communicator and should have persuasive and meditative public-speaking skills.
- He should have the ability to use logic to decide between alternative options.
- He should have the problem-solving capacity with the ability to coordinate and oversee the actions of workers to generate team effort.
- He should have sufficient financial skills to manage resources besides passion for instruction and teaching.
- He should be innovative and should have social awareness.



LET US KNOW

Who is a manager?

Manager is a person who identifies and achieves organizational objectives through the deployment of appropriate resources. A manager has the responsibilities in one or more of the five key areas as in managing activities, managing resources, managing information, managing people, and managing himself or herself at the same time as working within the context of the organizational, political, and economic business environments. There are managers in all disciplines and activities, although some may not bear the title of manager. Some specialize in areas such as personnel, marketing, production, finance, or

project management, while others are general managers, applying management skills across all business areas. Very few jobs are entirely managerial and very few exist without any management responsibilities.



CHECK YOUR PROGRESS

Q.9: What is the status of an advertising manager in an advertising agency?

_____

Q.10: Who briefs the advertising agency or the other service organizations related to advertising agency ?

_____



ACTIVITY - 4.3

1) If you are appointed the manager of an advertising agency, what will be your tasks to make it a very good advertising agency? Note down the tasks serially according to the importance of the work.



4.8 LET US SUM UP

In this unit you have been introduced to the advertising agency. Let us summarize the various aspects of advertising agency once again.

According to the American Association of Advertising Agencies, an agency is an independent business organization composed of creative and business people who develop, prepare and place advertising in various media for sellers seeking to find customers for their goods or services.

Advertising agency designs advertisements to draw the public attention to its clients. Broadly there are three types of advertising agencies—

(i) *Full service agency,*

(ii) *Media buying service,*

(iii) *Creative boutique.*

The organizational set up of an advertising agency varies from agency to agency. But over all every advertising agency has some common departments such as Creative department, Account services etc.

Here we have also discussed that the advertising manager is in charge of a department, who coordinates and supervises the work of the staff. Among the other functions, the advertising manager conceives the strategy and implements the promotional activities for an organization.



4.9 FURTHER READING

(1) Gupta, Om (2005) Advertising in India. New Delhi : Kalpaz Publications

(2) Jefkins, Frank, Yadin, Daniel L. (2000) Advertising. Financial Times Prentice Hall.

(3) Mohan, Manendra (2008) Advetising Management. New Delhi : Tata McGraw Hill Publishing Company Ltd.



4.10 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q.No. 1: An advertising agency is an organization that, on behalf of clients, drafts and produces advertisements, places advertisements in the various media and plans advertising campaigns. Advertising agencies may also perform other marketing functions including market research and consulting.

Ans. to Q.No. 2: The following are some of the advertising agencies of India -

I. Crayons Advertising and Marketing Pvt Ltd (New Delhi)

II. Leo Burnett India Pvt Ltd (Mumbai).

III. FCB-Ulka Advertising Ltd (Calcutta)

IV. Hindustan Thompson Associates (Chennai).

V. Mudra Communications Ltd (Ahmedabad).

Ans. to Q.No. 3: According to the American Association of Advertising Agencies, an advertising agency is an independent business organization composed of creative and business people who develop, prepare and place advertising in advertising media for sellers seeking to find customers for their goods and services.

Ans. to Q.No. 4: The *White's* is one of the early advertising agencies, which was set up at the beginning of the nineteenth century in London in about 1800.

Ans. to Q.No. 5: A full service agency handles the plans, creates, produces and places advertisement for its clients, including sometimes other marketing services such as sales promotions, trade show etc. Full service agencies fulfill all the phases regarding advertising as well as promoting the product in a proper and affordable way for its clients.

Ans. to Q.No. 6: In general, boutiques create imaginative and interesting advertising themes and produce innovative and original advertisements.

Ans. to Q.No. 7:

a. The organizational set up of an advertising agency varies from agency to agency. Yes

b. Copy writer is an employee of the account department? No

c. Creative team may not be permanent in an advertising agency.

d. Broadcast media includes radio, television.

Ans. to Q.No. 8: As the name implies, the creative department is responsible for all the creative part of an advertisement and is to satisfy the client. There are copy writers, art directors, a cretive writers etc. The creative director is a creative employee having several years of experience. Creative teams may be permanent partnerships or formed on project-by-project basis. They generate creative ideas to represent the proposition to the best of the satisfaction of the client. The art director and copywriter report to a creative director.

Ans. to Q.No. 9: The advertising manager has to do everything to maintain the good will of the company as well as the financial condition of the same. He is in charge of co-coordinating and supervising the work of the staff working in the advertising agency or with even creating the company's own advertisements.



4.11 POSSIBLE QUESTIONS

A - Short Questions :

Q.1: What are the three components in an orginisation associated with advertising?

Q.2: Give a historical account of the growth and development of advertising agency.

Q.3: What do you mean by copy writing?

B - Long Questions :

Q.1: What do you mean by an advertising agency? What are the basic activities of an advertising agency?

Q.2: Write a note on the duties and responsibilities of an advertising manager.

Q.3: Explain the different types of advertising agencies along with their functions.

*** ***** ***

UNIT-5 : ACTIVITIES OF AN ADVERTISING AGENCY

UNIT STRUCTURE

5.1 Learning Objectives

5.2 Introduction

5.3 Activities of an Advertising agency

- 5.3.1 Activities of different departments
  - 5.3.1.1 Client Servicing
  - 5.3.1.2 Accounts Service
  - 5.3.1.3 Media Planning
  - 5.3.1.4 The Creative Department
  - 5.3.1.5 The Creative Services Department
  - 5.3.1.6 The Research Department
- 5.3.2 The Duties and the Responsibilities of an Advertising Agency
- 5.3.3 Financial Relation of the Advertising Agency
- 5.3.4 Advertising Ownership & Term of Relationship

5.4 Advertising Campaign

- 5.4.1 Concept of Advertising Campaign
- 5.4.2 Advertising Campaign Strategy
- 5.4.3 Research for Advertising Campaign

5.5 Let us Sum up

5.6 Further Reading

5.7 Answers to check your progress

5.8 Possible Questions

5.1 LEARNING OBJECTIVES

After going through this unit you will be able to :

- outline the activities of different departments of an advertising agency;
- discuss the advertising campaign;
- explain the importance of research for advertising campaign.

5.2 INTRODUCTION

In the previous unit you were acquainted with the concept of advertising agency. We have also discussed a brief history of advertising agency followed by its various types and the organizational set up. In the previous unit we have also analyzed the role of an advertising manager in an advertising agency as well. This unit introduces you to the various activities of an advertising agency. We have also emphasized here on the concept of advertising campaign as the most important task of an advertising agency. The responsibilities of an advertising agency are to create new promotional ideas, to design advertisements suitable for different media to buy advertisement space and time, to plan and conduct advertising campaigns, to commission research and surveys, and to provide such other services that help a client in entering and succeeding in a chosen market.

In the following unit, that is Unit – 6, we shall discuss some important aspects of advertising and marketing. We will analyse outdoor advertising, film, social and financial advertising etc. and explain the concept of Social Marketing.

5.3 ADVERTISING AGENCY ACTIVITY

Advertising demands a high level of creativity, imagination and innovative thinking. The advertising agency specializes in creation, generation and execution of promotional communication and helps an organization to promote the product and build the image. In fact, it is a service business dedicated to planning, preparing and handling advertising for its clients. It is independent in nature. It also sometimes handles the overall marketing and branding strategies and sales promotions for its clients. The company may hire the agency for producing a single advertisement or a series of advertisements throughout the year. It is known as ad campaign. It uses to provide an outside point of view for better promotion of the client's products or services.

5.3.1 ACTIVITIES OF DIFFERENT DEPARTMENTS

There are some advertising agency departments such as client servicing, media planning, creative, research work etc. Let us discuss briefly the various departments and the activities of an advertising agency.



USP:
Unique Sales Promotion

5.3.1.1 Client Servicing

Client servicing represents the agency to the client. It always tries to maintain the good will in the client's mind. It receives the detailed information of client's requirement. It always looks after the client's satisfaction. The executives chalk out the strategy based on the brand's positioning, product's USP and its communication objective. They try to best coordinate between the company and the client. Basically the department performs the responsibilities of Public Relations on behalf of the advertising agency.

5.3.1.2 Accounts Service

One of the major departments in advertising agencies is account services, which is the sales arm of the advertising agency. An account executive who works within the account services department, meets with the client to determine sales goals and creative strategy. They are then responsible for coordinating the creative, media, and production staff behind the campaign. Throughout the creative process, they keep in touch with the client to update them on the advertisement's progress and gain feedback. Upon the completion of the creative work, it is their job to ensure the ad's production and placement. So, in a nut shell it can be said that this departmen of an advertising agency involves in overall strategic plan including the budget, the right media selection and disseminating the client's product message. This department internally discusses the planning strategy with the creative

team, the media planning department and if necessary, with the market research agency.

5.3.1.3 Media Planning

Media Planning department helps advertising agencies to choose the best outlet or medium to reach the desired customers. They plan, schedule, book and purchase space in the print media (newspapers, magazines) or outdoors (billboards, kiosks and bus panels) and purchase time in electronic and new media (TV & radio, internet). The media planners also may involve in conducting client's need-specific research to assess the particular advertising campaign of the company (the advertiser).

5.3.1.4 The Creative Department

The creative department's main task is to prepare the copy for the advertisements. It picks the right words for the slogans and body matters. The most appropriate and eye-catching visuals can grab the attention of the customers and promote a sale. The creative team in an agency can be further divided into two sections: Copy and Art.

a. Copy Department

The Copywriter gets down to the task of putting across the message in words. The headline, followed by the body (copy) in the case of a print advertisement, a dialogue or jingle for a radio spot, or a detailed story board in the case of a TV commercial advertisement have to be done by the copy department.

A good copywriter must be able to think imaginatively and originally each time, to create an ad story for different products. He should have to co-relate masses and market research findings to present the conclusions in language that is lucid and convincing. And above all, creativity as well as adaptability are needed to be a successful copywriter. However, unlike



Copywriter:
He is a person who devises the wording of an advertisement or promotional material. A copywriter may be employed by an advertising agency or, in scientific or technical areas, directly by a manufacturing or distribution company. Many copywriters also work freelance.

poetry or short story writing, copywriting is not creativity for creativity's sake. The famous advertising expert, David Ogilvy, puts it very concisely: "If it doesn't sell, it isn't creative."

b. The Art Department

This department under the creative team looks for the layout and the make-up tasks. It accommodates the various components i.e. slogan, headline, picture, text, logo, etc. in a balanced format within the given space. Selecting the size and type of the font (lettering) for the print advertisements and the photographic treatment as well as the overall treatment of the TV commercials are some very important tasks for an art department.

5.3.1.5 The Creative Services Department

The creative services department has many contacts with the suppliers of various creative media. For example, they will be able to advise upon and negotiate with printers if an agency is producing brochures for a client. However, when dealing with the major media including press and electronic media, this work is usually outsourced to a media agency which can advise on media planning and is normally large enough to negotiate prices down further than a single agency or client can. Modern agencies might also have a media planning department integrated, which does all the spot's planning and placements.

5.4.1.6 The Research Department

The Research department tries to measure the effectiveness of the advertising campaign. Research provides the strategy to the media planner, who is the person related to advertisement making for the clients. These professionals are from a variety of disciplines, but they share a common comfort level with mathematical or statistical modeling, sampling techniques and psychographics.

5.3.2 Duties and Responsibilities of an Agency

Already we have discussed in brief the various activities and responsibilities of different departments of an advertising agency. Sometimes the responsibility of an advertising agency is simply described as the provision of those services customarily rendered by an advertising agency. In other instances a more detailed listing of exactly what the agency will do is provided. This would include topics such as:

- The study and analysis of client products and the markets for those products.
- The study and analysis of distribution channels and methods and their relation to assigned products.
- The study and analysis of advertising media and to determine which media are especially adapted to the marketing of assigned products, considering their characteristics, markets, and methods of distribution
- The development of specific advertising plans including recommended creative approaches, as well as detailed media programmes.
- The execution of the plan when approved by the advertiser to include specifically:

(a) The preparation of advertising messages in whatever form and for whatever media plan specifies.

(b) The physical production of advertising messages for use in specified advertising media.

(c) The negotiation for favorable rates and the actual ordering of media space and time to carry the brand or product advertising messages.

(d) The timely forwarding of advertising messages in proper form to specified media

(e) Checking and verifying that the advertising messages appear

as planned in the media space and time purchased on behalf of the client

(f) Confirmation of space and time charges submitted by the media and other authorized outside suppliers and payment of confirmed invoices.

- Cooperation of advertising agency personnel with corporate employees not directly involved with advertising (sales, research and development, public relations, legal, accounting, etc.) to make advertising programs as effective as possible.
- Agreement by the agency not to handle advertising accounts in a competing product category (e.g. automobiles or antacids) and/ or any of the products of one or more specific competing companies (e.g., an agency of Procter & Gamble might agree not to handle any product manufactured by Lever Brothers or its subsidiaries).
- Agreement by the agency to act as agent of the advertiser in the purchase of services, including media services and materials required for advertising of the assigned products.
- Agreement by the agency to secure the advertiser's approval prior to committed expenditures for media, advertising production. etc.
- Agreement by the agency to take reasonable care in safeguarding the security of the advertiser's property given to the agency, including all reports, documents, statistical data, and other material.
- Assurance by the agency that it will disclose its ownership position in any subcontractor it uses in satisfying the client's needs.
- Tie up by the agency to ascertain the ownership of photographs, art work, copyrights, or other property rights that it uses in behalf of the advertiser, and a promise to obtain appropriate releases, licenses, or other authorization.
- Mutual understanding by the agency to carry advertising liability

insurance or otherwise indemnify its client against expenses incurred due to legal claims arising from advertising materials prepared for its clients.

5.3.3 Financial Relation of the Advertising Agency

The method of paying the agency has been a subject of much discussion now a days at almost all the meetings of advertising agency associations. There are, basically three methods in practice. The first and most popular is the Commission System. This is the most common and the oldest system of remuneration.

The agency fixes an amount of commission by the media on the advertising bill for the advertisement space bought by the agency. This fixed rate of commission varies from company to company and place to place. For example, an agency places a full-page advertisement in a magazine, which costs, Rs. 10,000/- . If the magazine (the medium) will bill the agency for Rs. 10,000/- less 15 percent, then 15 % will be the commission rate.

Firstly, there will be an agreement as to how the agency is to be compensated for planning, producing, and placing advertising. This may be by percentage of commission or by a fee or by a combination of fee and commission. Whatever the arrangement, the advertiser will agree to it, and a description of this compensation agreement will be included.

Secondly, there will be an agreement on the reimbursement of the agency for its out of-pocket costs for material, services, travel expenses of agency personnel, etc. The agreement may also specify how the client will qualify for cash discounts and how the agency will handle media rate adjustment. The method of compensating the agency for its participation in a cooperative advertising programme if it differs from compensation for agency' service for other client advertising, will also be indicated.

The agreement may specify how the agency will be compensated

for special services not covered by the general agreement between the parties such as package design, preparing of collateral material, or planning and executing special research studies, etc.

The agreement may also specify a time frame within which the advertiser is expected to reimburse the agency for its various expenditures made in the client's behalf.

5.3.4 Advertising Ownership & Term of Relationship

Most agreements specify the ownership rights of the advertiser in advertising materials presented by the advertising agency. Usually, any material that is actually presented by the agency to its client becomes the client's property.

The agreement may specify that the relationship between advertiser and agency will exist until cancelled by either party or by the agency. Alternatively, the agreement may remain in force for a specified time period of one year and then be cancelable by either party. The agreement also may be written so that it remains in effect from year to year, with a specified annual date on which either party may cancel. Finally, the agreement usually states how the parties will notify each other of their desire to terminate and when notice of termination must be given. For example, the agreement might specify the 90-day notice of termination period that is standard in the industry.



CHECK YOUR PROGRESS

Q.1: What do you mean by USP?

Q.2: What is accounts planning?

Q.3: What is the main task of the creative department of an advertising agency?

Q.4: Who heads the copy department? What is his main function?

Q.5: What is the duty of the research department?



ACTIVITY - 5.1

1) Visit an advertising agency and watch various activities of different departments.

5.4 ADVERTISING CAMPAIGN

Every good advertising plan starts with research. This has to be done with the collection of data or information about the target group, the market and the existing competition. Based on market research a broad hypothesis is formed on which the ad story is worked out.



Market Research: It is a type of research conducted to assess the size and nature of a market. It is the systematic collection and evaluation of data regarding customer's preferences for actual and potential products and services.

5.3.1 Concept of Advertising Campaign

The advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. The *Wikipedia Encyclopedia* says that advertising campaigns appear in different media across a specific time frame and particular area. The critical part of making an advertising campaign is determining a campaign theme. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a substantial period but many of them are short lived due to some factors like being ineffective, market conditions, competition in the market place and marketing mix.

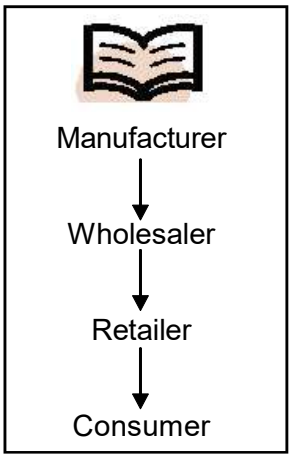
We can say that in the other way an advertising campaign is a series of advertisements concerned with a product or services, having generally the same objective, with a unifying central creative theme or idea. But it varies from media to media.

Following points are important in an advertising campaign:

1. Basic consumer benefit has to be considered.
2. The central idea should be kept simple but strong.

3. Nervousness should be avoided.
4. New innovative ideas should be experimented.

An advertising campaign consists of an analysis of the marketing and communication situations in order to make sound strategic decisions that can be carried out by designing a series of advertisements and commercials and placing them in the various advertising media. In research, to analyze the marketing strategy, to clear understanding of the marketing mix, to satisfy the demand of the target consumers are important points. Let us discuss these points here.



The product, the price, the channels of distribution (through which the product is sold) and the promotion are the ingredients of marketing mix. We have already discussed the concept of marketing mix. Now we will discuss a few important points of it.

1. **Product:** It is the most vital part in the marketing mix. The product is "bundle of value" that congregates customer hope. For example, TV is now the showpiece of every drawing room. Advertisement of these additional features and positive approaches helps consumers to opt the goods that suit their requirements. The interpretation of the product uniqueness would be helpful to differentiate one product from another. Many Associations advertise a brand, a name, a word, a phrase, an expression, a sign, or an amalgamation of these rudiments.
2. **Price:** Price is the worth, generally in financial language that sellers ask for their goods. It has to wrap all the expenses including its manufacturing, delivery, promotion and predictable profit. Furthermore, price can sustain the image of the product and distinguish it from the competitors.
3. **Physical Distribution:** The supplying activities of products in the market from the manufacturer to wholesaler to retailer to the consumer are called distribution. Storing, channels of marketing, transportation and track record are the important parts of the distribution process.

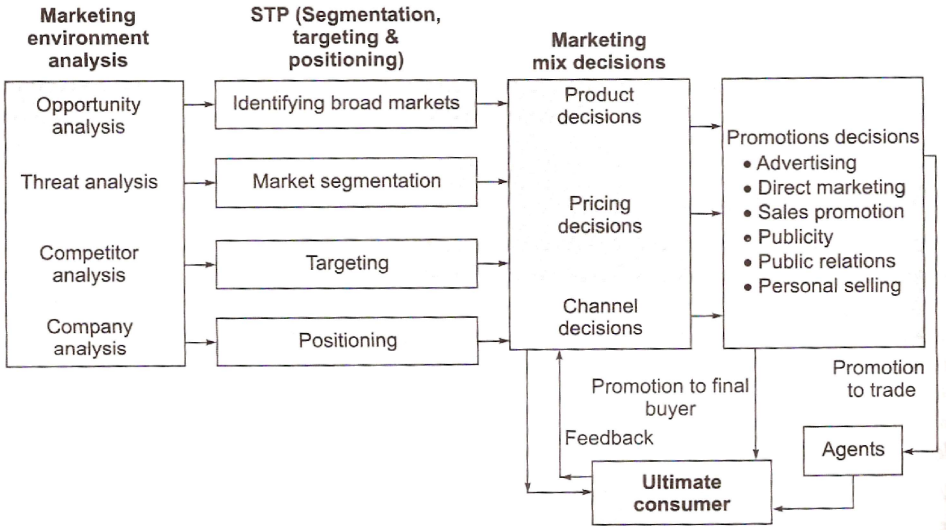
4. **Promotion:** To communicate the product information to the consumers to promote the sell is called Promotion. It is a modus operandi to make the regular buyers and would be buyers aware of their desired goods. At this stage of selling advertising along with personal selling, public relations (PR), sales promotion is coming to support the process of marketing of the particular product.

i) **Personal selling:** It is the method of selling the product with the help of interpersonal and face-to-face communication. Here the sales man tries to influence the consumers with his skill to buy the product.

ii) **PR:** The relation between the public and the organization is called Public Relations. The British Institute of Public Relations has given a special attention to evolving a comprehensive definition of the term Public Relations. According to that institute Public Relations is 'Deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public.' Now certainly you will need some conceptual clarification regarding these new words related to PR. You will be acquainted with the broad concept of public relations and various tools and methods used in it in the next course of BMC, i.e. course - IV.

iii) **Sales promotion:** It is an important part of today's marketing scenario. Gift coupons, discount, money refund guarantee and lottery are the sales promotion techniques to attract the people and to snatch them from the competitors. It has an immense impact on consumer's mind.

'Four Ps' has been given by Mc Carthy but popularized by Philip Kotler. These four Ps have been extended to seven Ps that including People, Packaging and Processes.



5.4.1 Advertising Campaign Strategy

The advertising campaign is not an easy task. So let us discuss nine important points as given by A. Duncan about to get success in ad campaign.

- **Marketing Plan:** In the marketing plan the agency needs to identify goals of the advertisers. The agency also needs the background information of the advertiser's company and the competitors. The long-term goals can be decided by following the marketing plan. This is crucial to knowing what type of advertising is best for the advertiser's company.
- **Plan of Action:** After deciding on the marketing plan, the agency creates a plan of action. The plan of action gives the crucial information that the agency can use in executing the ad strategy.
- **Advertising Budget:** The advertisement depends on the company's financial condition. That is why advertising budget is necessary. The money for advertising should be used very strategically. So a clear cut idea should be there on the amount of spending money for ad. On the basis of advertising budget the decisions in the creation and placement of all ad media should be taken.
- **Affordable Opportunities hunting:** The agency has to find

the best ad placement and the most affordable opportunities to fit into advertiser's budget. If there is a limited budget, agency should find many ways to bypass high advertising costs.

- **Knowledge on Target Audience:** The advertisement cannot be effective if it is unable to hit advertiser's desired target audience. A clear knowledge on the target audience gets the success in creating a fruitful advertisement.
- **Appropriate Media choice:** The choice of appropriate medium for the advertisement according to the affordable capacity of advertiser is a very important task. On the basis of marketing plan and plan of action, the agency should decide on the advertising medium according to the temperament and accessibility of the target audience.
- **Hiring Freelancers if necessary:** To give the best support to the advertisers the agency may consider hiring a freelance copywriter and/or graphic designer. These professionals know what makes a good advertisement. The agency gets the extra benefit of the freelancers' expertise. Sometimes it becomes more affordable for the agency .
- **Consistency:** Consistency is key for the agency when it is running TV and radio commercials, print advertisements and a direct mail campaign to make the potential customers start identifying the company's tag line, logo, product image etc.
- **Frequency:** The agency needs to buy the commercials in possible large frequency so that they can increase the chances of hitting the target audience. It helps to maximize the strategy's success.

5.4.3 Research for advertising campaign

Campaign Planning is a significant part of an organization to accomplish the desired goal. Phillip Kotler says that the planning is to decide in the present what to do in future. The planner of an advertising campaign begins with research.

In advertising campaign, research is the most important step. Advertising research is a specialized form of market research conducted to improve the efficacy of advertising. It may focus on a specific advertisement or campaign, or may be directed at a more general understanding of how advertising works or how consumers use the information from the advertising.

The firm should pinpoint its exact objectives for generating sales and boosting the company's profit. Advertising prospect differs among different business houses, different variety of goods, and different brands. In the research procedure we need some conceptual clarification regarding some points. Such as consumer research, product research, competition situation in the market, budget of the organization etc.

1. **Consumers Research:** In an advertisement the target audience is considered very significant. The customers vary into social formations, nature & set of work, income, educational standard, religion etc. To decide the right classification of people for the product is a very hard and sensitive task for the advertisers. For example, if the product is cosmetics and if it costs five hundred rupees or more, then it is very natural that the target audience will be the upper middle class to upper class. So the advertiser should choose the medium, which is quite popular and accessible to that particular class. The style of the message should have the proper impression over the class. Other wise all efforts will be in vain. At the same time geographical location is also a vital point for consideration. For example, if the product is *Ghagra Choli*; it should be advertised in North India not in North East. In case of increasing the circulation of *Asomiya Pratidin,* it should be advertised in Assam not in Tamil Nadu. So proximity is very important here. The promotion programme is aimed at the product to satisfy the specific desire or cultivated aspiration. What information consumers want will be given first preference. The buyers are the best judge of a product and their pleasure is the

genuine analysis of the product usage. The investigation of the consumer's want, experience, feelings, styles, preferences and approaches are very essential which can remain stagnant. In the modern dynamic days the living pattern is continuously changing into a different culture. The constant intensification of education, social structure, nature, set of work, income, developing transportation and social contacts are changing the standard of life. So the advertisers must be well informed about the current and future desire of his customers to sustain their existence in the market.

Consumer research can be made either directly or indirectly. In the direct method it is to make enquiries through suitable questionnaires among prominent customers by phone, letters or personal interviews to elicit their views on the pertinent matters. On the other hand collected information from salesman's reports, sales and other records help the market study.

2. **Product Research:** Now demands are continuously rising. If there is a demand of a product and its good supply, then the price becomes affordable for the general people. The company has to consider the form, shape, size and the quality of their products according to the changing desires and style. It is essential to revise customers' views for the new product as well as the existing product. Changes of the product quality are to be made according to people's aspiration as well as the company budget. Before launching an advertising campaign, it is necessary to ensure the product availability in the market to get the favourable reaction from the consumers. The creation of demand without a proper plan to meet the goal is just to squander the money and time leading to the loss of reputation of the concern. It implies proper coordination and cooporation of the production and distribution departments. Advertising is an investment to get more profit from the product cell. The financial factors cannot be overlooked.

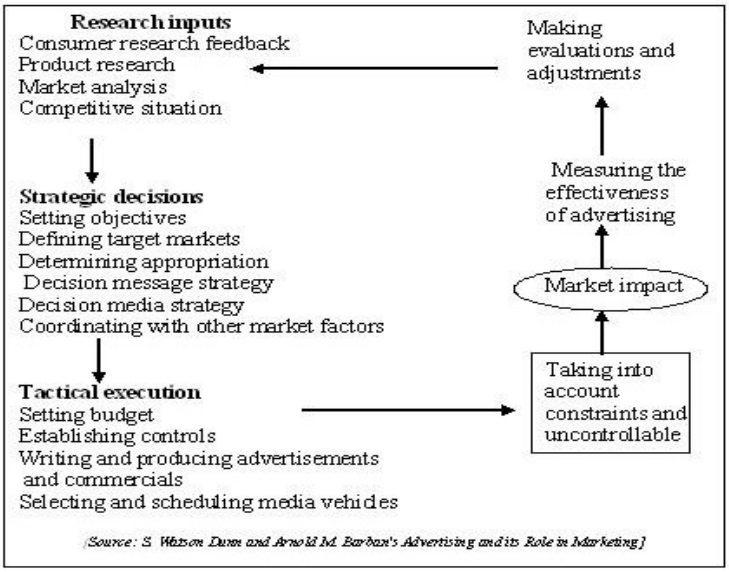
The procedure of the product research is similar to that of the consumer research. Actually the consumer reach and product research are the two sides of a coin. The term 'consumer information' means the views of the consumers regarding a product.

3. **Competition situation analysis:** The success of a campaign depends on the analysis of the activities of competitors because competitors are the good teachers of an organization. They can show what is right or wrong for us. A thorough knowledge of a competing company is required to get success. It is absolutely necessary to scrutinize the market. In this age of globalization every organization tries to push its goods in the market. So, the analysis of the competition situation is one of the important steps in the market research.



LET US KNOW

We know that planning is the prime task in an advertising campaign and the findings from a research can help to make a proper planning. The following is a linear model, which depicts the important elements involved in an advertising planning-





CHECK YOUR PROGRESS

Q.6: What do you mean by advertising campaign?

_____

Q.7: What does IMC stand for?

_____

Q.8: What is Public Relations?

_____

Q.9: Give some examples of sales promotion.

_____



ACTIVITY - 5.2

1) Imagine yourself to be the advertising manager in a toothpaste producing company. Prepare a good questionnaire for the consumers of your company product. Collect the data from the market and make a report on it.



5.5 LET US SUM UP

In this unit you have been acquainted with the various activities of an advertising agency, especially the advertising campaign. Let us summarize these concepts once more.

The main areas of work of different advertising agency departments are client servicing, media planning, creative and research. Media Planners help ad agencies to choose the best way to reach the desire customer.

An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an Integrated Marketing Communication. An advertising campaign consists of an analysis of the marketing and communication situations in order to make sound strategic

decisions that can be carried out by designing a series of advertisements and commercials and placing them in various advertising media. Research is an important part of advertising campaign. The Research department tries to measure the effectiveness of the advertisement as well as the product in the market. To get proper information regarding the increasing sell of the product an analysis of the competitors in the market helps in giving a proper shape of the campaign for the particular company.



5.6 FURTHER READING

(1) Aggarwal Vir Bala, Gupta, V.S (2001) Handbook of Journalism and Mass Communication. New Delhi : Concept Publishing Company.

(2) Tyagi. C.L, Kumar, Arun (2004) Advertising Management. New Delhi : Atlantic Publishers & Distributors.



5.7 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q.No. 1: USP stands for Unique Sales Promotion.

Ans. to Q.No. 2: This is a senior-level position in the servicing department. It involves evolving the overall strategic plan including the budget, selecting the right media and zeroing on the communication message after interacting with the client and internally with the creative team, the media planning department and if necessary, the market research agency.

Ans. to Q.No. 3: The creative department's task is to harness the right words, the most appropriate and arresting visuals - anything and everything that will grab the attention and prompt a sale.

Ans. to Q.No. 4: The Copy writer. The main function of the Copywriter is to put across the message in words — headline, followed by the body copy in the case of a press advertisement, a dialogue or jingle for a radio spot, or a detailed story board in the case of a TV commercial.

Ans. to Q.No. 5: The main duty of the research department is to measure the effectiveness of the advertising campaign.

Ans. to Q.No. 6: Advertising campaign is a series of advertisement messages that share a single idea and theme which make up an Integrated Marketing Communication (IMC). Advertising campaigns appear in different media across a specific time frame and particular area.

Ans. to Q.No. 7: IMC stands for Integrated Marketing Communication.

Ans. to Q.No. 8: The relation between the public and the organization is called Public Relations. According to the British Institute of Public Relations, it is "deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public".

Ans. to Q.No. 9: Sales promotion is an important part of today's marketing scenario. Gift coupons, discount, money refund guarantee and lottery are some of the sales promotion techniques to attract the people and to snatch them from the competitors.



5.8 POSSIBLE QUESTIONS

A - Short Questions :

Q.1. "Advertising is an investment" – discuss.

Q.2. What do you mean by budget? How is it related to the campaign?

Q.3. What is client servicing?

Q.4. Do you agree that competition analysis in the market is necessary for an advertising campaign?

Q.5. Discuss the importance of research in advertising campaign.

B-Long Questions :

Q.1. What are the duties and responsibilities of an advertising agency?

Q.2. Analyse the functions of the different departments of an advertising agency.

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UNIT-6 : ADVERTISNG & MARKETING

UNIT STRUCTURE

6.1 Learning Objectives

6.2 Introduction

6.3 Outdoor Advertising

6.4 Film Advertising

6.5 Corporate Advertising

6.6 Financial advertising

6.7 Social Marketing Concept

6.8 Let us Sum up

6.9 Further Reading

6.10 Answers to check your progress

6.11 Possible Questions

6.1 LEARNING OBJECTIVES

After going through the unit you will be able to

- define Outdoor Advertising;
- discuss Film Advertising;
- describe the corporate and financial advertising;
- explain the social marketing concept.

6.2 INTRODUCTION

By now you must have already become familiar with some basic concepts of advertising dealing with its objectives, functions, growth and development etc. In the previous unit i.e. unit 5, we have dealt with the activities of an advertising agency, advertising campaign etc. The present unit introduces you to the out door advertising, film advertising, corporate advertising, financial advertising, etc. We will also discuss the social marketing concept here.

The last unit i.e. unit 7 will be devoted to the concept of codes and guidelines for advertising, general rules, cable television advertising codes, ethical aspects of advertising etc. We shall also give you a brief overview of some important advertising organizations of our country, like Advertising Agencies Association of India, Advertising Standard Council of India etc. Lastly, we shall discuss the Indian Advertising Scenario.

6.3 OUTDOOR ADVERTISING

The earliest form of advertisement is outdoor advertisement and we can trace it to the Greek and Roman Era. In those days inn sign, which is still utilized, was the oldest form of outdoor advertising. Its main purpose is to attract the attention of the public to the product. Outdoor advertisements consist of different sized posters, illustrated, metal, painted display on outdoor sites. This kind of advertisement usually give support to the TV, Radio and Print media and remain in position for weeks, months or even years. The following are some important types of outdoor advertising –



a) Posters also include placards display in the public places like walls, building tops or street corners, railway stations, laptop, market place. It may be on a cardboard or any metal sheet supportably a wooden or metal frame. The advertisers can change the posters according to the time and seasons.

   There are different kinds of poster starting from small double crown bills to the large ones on hoardings or bulletin boards. Different sized posters with full colour and realistic scenes and pictures of products may look different. The advertisement or ad copy should have a slogan with the large printed letters. Posters can create an awareness regarding the product message through boldness and color combination.

b) Hoarding includes the bill board, which is made of metal board in large size, with fixed frame and is placed along the streets where opportunity to see and read will be more. But it costs high and sometimes people get bored to see the same picture at the same place.

c) Wall paintings which may be bigger than hoarding. The shape and size give all points of immensity treatment. For election campaign it is largely used.

d) Banners are small in size and made of cloth or rexin or plastic. They may be painted. But streamers are big in size. These kinds of advertisement are costlier and do not last very long because they can be easily spoilt by rain or wind.



e) Balloons filled with hydrogen gas are made to stay at a certain level in the air. Viewers get the opportunity to see the Brand Name on the balloon. But this is a very costly medium.

There are some other kinds of outdoor advertising. Such as electric signs, neon and glow signs, sign boards, travelling displays, aerial advertising or sky writing etc.

Outdoor advertising also offers some advantages to the advertisers. These are -

a) The product name can be easily identified.

b) Catchy copy makes a simple impression and creates a feeling regarding the brand image.

c) Repetition is another positive factor for the advertiser of a firm.

But there are some disadvantages also which affects the advertisers regarding the outdoor advertising.

(a) Brevity is one of the main disadvantages. There is no scope for the viewers to browse leisurely as they generally do in a newspaper or to watch the demonstration of the product.

(b) Hoardings, a kind of outdoor advertising, spoil the beauty of a landscape and scenery.

(c) It is also a costlier medium.

For choosing out door medium for a particular product ad, one has to consider some points. These points are discussed here.

The Right Location: It is vital to choose the right locations where the product advertisement will be viewed by a high percentage of the desired customers. Before buying media the possible visibility of location should be checked out. Some high-traffic locations permit the target audience to see the message every single day, so not only can the stationary media in the proper locations give the reach the campaign needs, but it'll also allow to achieve a high frequency with members of the prospect group. The place would immediately influence a purchase.

A Simple Message: With most outdoor advertising, it is essential to communicate a simple message. Complex messages require consumer education. The advertiser should consider the business of consumers' lives. Nobody has time to watch the advertisement with proper attention and time. The very best billboards and most other outdoor signage generally use a single, strong visual image and just a few words to convey their messages to drivers in seconds.

The Best Price: The price of the product should be presentable for the consumer in comparison to the same products of the other companies. If possible, the price may be carried in the outdoor advertisement. But it will depend upon the house police of the company. But it cannot be denied that if the price is written there in bold letters the consumers get a chance to have the options.



CHECK YOUR PROGRESS

Q.1: What do you mean by outdoor advertising?

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Q.2: Give some examples of outdoor advertising.

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Q.3: What are the advantages of outdoor advertising?

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Q.4: Write the correct answers for the following -

a) Hoarding is also called as _____

b) Wall paintings may be bigger than _____

c) Banners may be made of _____

d) Balloons filled with _____ gas are made to stay at a certain level in the air.



ACTIVITY - 6.1

1) Try to make a list of hoardings in your locality and read the hoardings, posters, banners during your leisure time Note down the mistakes that you might find in those hoardings.

6.4 FILM ADVERTISING

Trailers or previews are advertisements for films that exhibit at the starting of a cinema in a cinema hall. The term “trailer” comes from their having originally been shown at the end of a film programme. That practice did not last long, because the audience tended to leave the theater after the films ended, but the name has stuck. Trailers are now shown before the film begins.

The film advertisements normally consist of a series of selected shots. Since the purpose of the trailer is to attract an audience to the film, these excerpts are usually drawn from the most exciting, funny, or otherwise noteworthy parts of the film but in abbreviated form and without producing spoilers. For this purpose the scenes are not necessarily in the order in

which they appear in the film. A trailer has to achieve that in less than two and a half minutes, the maximum length allowed by theaters. Each studio or distributor is allowed to exceed this time limit once a year, if they feel it is necessary for a particular film.

There are certain characteristics which distinguish the cinema from other media, although it shares many of the advantages enjoyed by television such as its realism through the combination of sound, colour and action. There is truly a captive audience since the cinema is built. The cinema commercial can be longer than the TV commercial. Being shown on a larger and wider screen than that of the TV set, the picture is more dramatic and realistic. While TV commercials can be shown in selected regions, cinema commercials can be shown in selected towns. Cinema advertising is seen in a pleasant, receptive entertainment atmosphere.

But there are some weaknesses. Like broadcast media, it is a transient medium and it relies on remembering the message, and this may depend on how often the commercial is seen. Sometimes it bores the audience. It is also cost effective. It needs extra attention of the audience. It has very restricted target audience. Now a days including advertisement on films some advertisements on different product or services are broadcast such as 'No Smoking', 'AIDS control', 'use of helmet during the Bike driving' etc.



CHECK YOUR PROGRESS

Q.5: What is film advertising?

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Q.6: Write the correct answers from the following -

i. The film advertisements normally consist of a series of _____

ii. A trailer has to achieve that in less than _____, the maximum length allowed by theater halls.

iii. The cinema commercial can be _____ than the TV commercial.

iv. What are the disadvantages of film advertising?

_____



ACTIVITY- 6.2

1. Watch a film and try to collect how many advertisements are broadcast.
2. Compare a film trailer and a television advertisement and note down the differences between them.

6.5 CORPORATE ADVERTISING

The 'corporate advertising' refers to a special advertising to promote the business or financial interests of a company. Some particular advertisements appear in the business and financial press. Very occasionally, commercial television is also used. In the event of a crisis, such as a strike, disaster or the recall of a defective product, advertisements may be addressed to customers.



LET US KNOW

CORPORATE COMMUNICATION

Corporate Communication is the activities undertaken by an organization to communicate both internally with employees and externally with existing and prospective customers The term implies an emphasis on promoting a sense of corporate identity and presenting a consistent and coherent corporate image in front of public.

The corporate advertising broadly include institutional advertising, advocacy advertising, takeover bids and crisis advertising.

6.5.1 Institutional Advertising

Institutional advertising includes the image-building advertisements which are in the form of public relations. Instead of issuing news in a broadcast fashion and hoping that editors will print it somewhere, some day, and reasonably accurately, the company takes space and is responsible for what is said in selected media on specified dates.

The word 'image' is one of the most misused words in the communication business. An image cannot be created or polished, although journalists are fond of such expressions. An image is the character of an organization, how an organization is perceived. It will depend on how well an organization is known and understood, and how it is seen to behave. Image advertising, therefore, is concerned with improving the knowledge and understanding of the organization. Institutional advertisements may be produced in a very literary and artistic form in order to enhance the corporate image, but the modern tendency is to adopt the crisper and more precise style of persuasive copywriting. Actually the aim of these types of advertising is to present the company's story, merits and achievements in a strong and positive way.

6.5.2 Advocacy Advertising

In contrast to the prestige of corporate advertising with its public relations characteristics, advocacy advertising is more often a propaganda. It either presents a case for a business, or states its position in relation to a political issue.

6.5.3 Take over Bid

In the event of a take-over bid, a stronger company buys up a large number of shares of a weaker company, and then tries to make to the remaining shareholders a favourable offer. The two companies may become caught up in a battle of competing claims and offers. This is usually done by means of advertisements in the business press as well as in letters to shareholders.

6.5.4 Crisis Advertising

Crisis of various kinds can descend on companies and urgent advertising may be necessary. The following are the possible crisis situations requiring the use of special advertising that is different from the normal uses of consumer trade advertising. A strike may require advertisements stating by the employer's side of the dispute. An accident may need advertisements which state when normal services will be resumed. A product defect may require advertisements which will identify the problem and ask customers to return the product for modification or replacement.



CHECK YOUR PROGRESS

Q.7: What is corporate advertising?

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_____

Q.8: Explain the following concepts –

a) Institutional Advertising

_____

b) Advocacy Advertising

_____

c) Take over Bid

_____

6.6 FINANCIAL ADVERTISING

The advertisement that is strictly related to the finance of an organization is called financial advertisement. It includes share issues, annual reports etc. It always tries to promote the financial picture of the company.

Share issues

When a private company becomes a public company, and its shares are to be sold on the Stock Exchange, or when a nationalized undertaking is privatized and shares are offered to the public, or when a public company wishes to borrow money and offers debentures, a special form of advertising is required under the share issue regulations.

It takes the form of a prospectus, which usually appears in full in the press, sometimes occupying two or more pages with the background information of the company and an application form for the purchase of shares. Condensed versions may also appear in other newspapers. In the case of large share issues such as those for privatized national enterprises the prospectus is usually published throughout the national press. Millions of shares are offered on an installment or trenched basis.

Annual report

Another form of financial advertising which can be regarded as 'corporate' is the one which is used to announce the annual report and accounts. Sometimes this includes an offer to interested persons of a copy of the printed report and usually with a digest of the chairman's report.

Others

There are also those rather dull advertisements, known as 'tombstones', which appear in the business press, headed 'This advertisement appears as a matter of record only'. These lists the holdings held by various financial partners in an enterprise. These are a necessary public announcement so that there is no secrecy about the participations or there may be a brief token announcement about a new share issue.



CHECK YOUR PROGRESS

Q.9: What do you mean by financial advertising?

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Q.10: What is an annual report?

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ACTIVITY - 6.3

1. Go through an annual report of two organizations (near your locality) and collect information regarding their content and compare both the reports. Make a report on your collected information.

6.7 SOCIAL MARKETING CONCEPT

The traditional definition of marketing is as “the performance of business activities that direct the flow of goods and services from producer to consumer or user.” Marketing, however, is more than the mere physical movement of goods from the place of production to where they are consumed.

This focus on the “consumer” involves in-depth research and constant re-evaluation of every aspect of the programme. In fact, research and evaluation together form the very cornerstone of the social marketing process.

Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviours. Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviours not to benefit the marketer but to benefit the target audience and the general society."

Like commercial marketing, the primary focus is on the consumer on learning what people want and need rather than trying to persuade them to buy what we happen to be producing. Marketing talks to the consumer, not only about the product but also about the planning process which takes this consumer focus into account by addressing the elements of the "marketing mix." This refers to decisions about 1) the conception of a Product, 2) Price, 3) distribution (Place), and 4) Promotion. These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's." As we have touched upon some points regarding '4Ps' in Unit 5, here we will get more extra information on it.



The term ***marketing mix*** refers to the primary elements that must be attended to in order to properly market a product or service.

Product

The social marketing "product" is not necessarily a physical offering. The products exist ranging from tangible, physical products (e.g., health drink), services (e.g. medical exams), practices (e.g. Drinking the ORS or eating a heart-healthy diet) and intangible ideas (e.g., environmental protection) etc. In order to have a viable product, people must first perceive that they have a genuine problem and that the product offering is a good solution for that problem. The role of research here is to discover the consumers' perception of the problem and the product and to determine how important they feel it is to take action against the problem.

Price

"Price" refers to what the consumer must pay in order to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give-up intangibles, such as time or effort, or to risk

embarrassment and disapproval. If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits are perceived as greater than their costs, chances of trial and adoption of the product are much greater.

In setting the price for a product there are many issues to consider. If the product is priced too low or provided free of charge, the consumer may perceive it as to be low in quality. On the other hand, if the price is too high, some people will not be able to afford it. Social marketers must balance these considerations and often end up charging at least a nominal fee to increase the perceptions of quality and to confer a sense of "dignity" to the transaction. These perceptions of costs and benefits can be determined through research, and used in positioning the product. In a short, it should meet the satisfaction of producer's profit as well as the consumer's affordability.

Place

"Place" describes the way by which the product reaches to the consumer. For a product, this refers to the distribution system including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free. Another element of place is to decide how to ensure the accessibility of the offering and quality of the service delivery. By determining the activities and habits of the target audience as well as their experience and satisfaction with the existing delivery system, researchers can pinpoint the most ideal means of distribution for the offering.

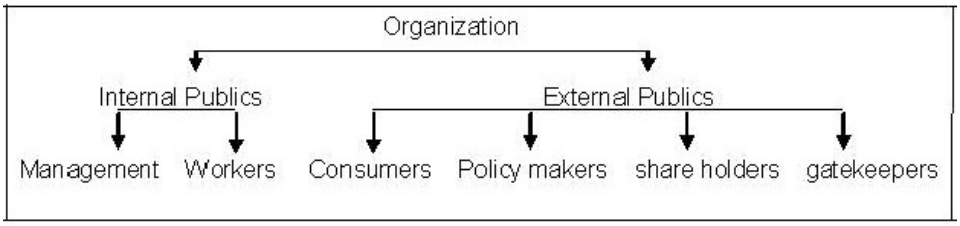
Promotion

Finally, the last "P" is promotion. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. Promotion consists of the integrated use of advertising, public relations, media advocacy, personal selling and entertainment vehicles. The focus is on creating and sustaining demand for the product. Public service announcements or paid advertisements are the ways, but there are other methods such as coupons, media events, editorials, the get together programmes or in-store displays. Research is crucial to determine the most effective

and efficient vehicles to reach the target audience and increase the demand. The primary research findings themselves can also be used to gain publicity for the program at media events and in news stories.

Supplementary Social Marketing "P's"

Publics—Social marketers often have many different audiences that their product message has to address in order to be successful .



"Publics" refers to both the external and internal group of people involved with the organization. External publics include the target consumers, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in internal work of the organization.

"Publics" refers to both the external and internal groups involved with the organization. External publics include the target consumers, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in internal work of the organization.

Partnership : One organization needs to team up with other organizations in the community to be really effective. It is needed to figure out which organizations have similar goals. A partnership can give extra advantages to get success easily. For example, recently we have got an advertisement of Nokia and Airtel together.

Policy : Social marketing programmes can do well in motivating individual behaviour change but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed and media advocacy programs can be an effective complement to a social marketing program. At the time of research, it should be noticed that the existing policy is very successful. Otherwise the competent policy should be implemented.

Purse Strings : Most organizations that develop social marketing programmes operate through funds provided by sources such as foundations, governmental grants or donations. These organizations play a big role for the promotion programme.

On the basis of the above discussion we will have an example of the concept of social marketing.

As an example, the marketing mix strategy for a breast cancer screening campaign for older women might include the following elements:

- Here the product is service: Getting an annual mammogram, seeing a physician each year for a breast exam and performing monthly breast self-exams.
- The price of engaging in these behaviours includes the monetary costs, discomfort or embarrassment.
- The place that these medical and educational services are offered might be a mobile van, local hospitals, clinics etc depending upon the needs of the target audience.
- Promotion could be done through public service announcements, billboards, mass mailings, media events and community outreach.
- The "publics" including the target audience, the people who influence the company's decisions.
- Partnerships could be cultivated with local or national women's groups, corporate sponsors, medical organizations, service clubs or media outlets.
- The policy aspects of the campaign might focus on increasing access to mammograms through lower costs, requiring insurance and medical coverage etc.
- The purse strings, or where the funding will come from, may be governmental grants, such as from the National Cancer Institute or the local health department, foundation grants or an organization like the American Cancer Society etc. Each element of the marketing mix should be taken into consideration as the programme is developed for they as the core of the marketing effort. Research is used to elucidate and shape the final product, price, place, promotion and related decisions.

In 'social marketing' the distinguishing feature is 'social good' and it is not a secondary outcome. Not all 'public sector and not-for-profit marketing' are social marketing.

Public sector bodies can use standard marketing approaches to improve the promotion of their relevant services and organisational aims which can be very important but should not be confused with 'social marketing' where the focus is on achieving specific behavioural goals with specific audiences in relation to different topics relevant to social good (eg: health, sustainability, recycling, etc). In a nutshell, it can be said that social marketing is the systematic application of marketing along with other concepts and techniques to achieve specific behavioural goals for a social good. Although 'social marketing' is sometimes seen only as using standard commercial marketing practices to achieve non-commercial goals.



CHECK YOUR PROGRESS

Q.11: What do you mean by marketing?

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Q.12: When was social marketing formally started as a discipline?

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Q.13: What are the four Ps of marketing?

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Q.14: What is the basic difference between marketing and social marketing?

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6.8 LET US SUM UP

In this unit you have been introduced to the basic concepts of outdoor, corporate, financial advertising. Let us summarize these concepts once again.

The earliest form of advertisement is outdoor advertisement and it has come down from the Greek and Roman Era.

The film advertisements normally consist of a series of selected shots from the film being advertised. Since the purpose of the trailer is to attract an audience to the film, these excerpts are usually drawn from the most exciting, funny, or otherwise noteworthy parts of the film but in an abbreviated form and without producing spoilers.

'Corporate advertising' refers to special advertising to promote the business or financial interests of a company. Some particular advertisements appear in the business and financial press. Very occasionally, commercial television is used. In the event of a crisis, such as a strike, disaster or the recall of a defective product, advertisements may be addressed to customers.

The advertisement strictly related to the finance of an organization is called financial advertisement. It includes share issues, annual reports etc. It always tries to promote the financial picture of the company.

The traditional definition of marketing is "the performance of business activities that direct the flow of goods and services from producer to consumer or user." Marketing, however, is more than the mere physical movement of goods from the place of production to where they are consumed.

The focus on the "consumer" involves in-depth research and constant re-evaluation of every aspect of the program. In fact, research and evaluation together form the very cornerstone of the social marketing process.

In 'social marketing' the distinguishing feature is 'social good' and it is not a secondary outcome. Not all the 'public sector and 'not-for-profit' marketing is social marketing.



6.9 FURTHER READING

(1) Jefkins, Frank, Yadin, Daniel L. (2000) Advertising. Financial Times Prentice Hall.

(2) Poonia, Virendra S. (2010) Advertising Management. New Delhi: Gennext Publication.



6.10 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q.No. 1: Any advertising done outdoors that publicizes products and services is called outdoor advertising. Types of outdoor advertising include billboards ,banners, posters etc. Outdoor advertising works well for promoting the product in specific geographic areas.

Ans. to Q.No. 2: The following are some important examples of outdoor advertising-

- Hoarding
- Wall painting
- Posters
- Banner
- Balloons

Ans. to Q.No. 3: The following are the main advantages of outdoor advertising -

- The product name can easily be identified.
- It can create a feeling regarding the brand image.
- Repetition is another positive factor for the advertiser of a firm.

Ans. to Q.No. 4: Write the correct answers from the following—

a) Hoarding is also called as bill board

b) Wall paintings may be bigger than hoarding

c) Banners are small in size and made of cloth or rexin or plastic.

d) Balloons filled with hydrogen gas are made to stay at a certain level in the air.

Ans. to Q.No. 5: Advertising is a form of communication whose purpose is to inform potential customers about products and services and how to obtain and use them. Trailers or previews are film advertisements for films that are exhibited in a cinema hall. The film advertisements normally consist of a series of selected shots.

Ans. to Q.No. 6: a) The film advertisements normally consist of a series of selected shots from the film being advertised.

b) A trailer has to achieve that in less than two and a half minutes, the maximum length allowed by theater halls.

c) The cinema commercial can be longer than the TV commercial.

Ans. to Q.No. 7: Advertising is a form of communication whose purpose is to inform potential customers about products and services and how to obtain and use them. The broad expression 'corporate advertising' refers to special advertising to promote the business or financial interests of a company. These advertisements appear mostly in the business and financial press.

Ans. to Q.No. 8: a) Institutional Advertising

It is a type of advertising that promotes organizational images, ideas or political issues. We can also say that these are the Promotional messages aimed at creating an image enhancing reputation, building goodwill or advocating an idea or the philosophy of an organization, instead of sales promotion.

b) Advocacy Advertising

Advocacy advertising is a type of advertising used in supporting a particular cause, point of view, or a matter of public importance or interest. In contrast with the corporate advertising with its public relations characteristics, advocacy advertising is more

often a propaganda. It either presents a case for a business, or states its position in relation to a political issue.

c) Take over Bid

In the event of a take-over bid, a stronger company, buys up a large number of shares of a weaker company, and then tries to make the remaining shareholders a favourable offer. The two companies may become caught up in a battle of competing claims and offers.

Ans. to Q.No. 9: Financial advertising is that form of advertising which is geared to the world of finance, such as firms, banks, or insurance companies. Typical products in financial advertising are publicly offered financial products such as Mutual Fund shares or limited partnership shares. A large part of financial advertising has to do with the promotion of the image of financial corporations with the hope that the corporation will become a trusted name.

Ans. to Q.No. 10: Every year, a public company is required to publish a report that summarizes the year of business. These annual reports usually provide investors with a lot of valuable information about the company. The basic purpose of the Annual Report is to let the shareholders know how the company is going. The Annual Report contains information such as basic financial statements, management's opinion of the past year's operations, the corporation's future prospects and future company plan etc.

Ans. to Q.No. 11: Marketing is the promotion, distribution and selling of a product or service that includes market research and advertising.

Ans. to Q.No. 12: Social marketing was started formally as a discipline in 1970's.

Ans. to Q.No. 13: "Four Ps" of marketing are– a) Product, b) Price, c) Place and d) Promotion.

Ans. to Q.No. 14: In 'social marketing' the distinguishing feature is 'social good' and but in general marketing it may be a secondary outcome.



6.11 POSSIBLE QUESTIONS

A- Short Questions :

Q.1. What is a trailer? Does it fall under film advetising?

Q.2. What is the difference between financial advertising and corporate advertising?

B- Long Questions :

Q.1. Describe the 4 Ps in the marketing process.

Q.2. Enumerate the concept of outdoor advertising including its advantages and disadvantages .

Q.3. What do you mean by social marketing? Is there any relation with social responsibility?

Q.4. What is an annual report? Is it an important publication of a financial department? If yes, justify your answer.

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UNIT-7 : CODES OF ADVERTISING

UNIT STRUCTURE

7.1 Learning Objectives
7.2 Introduction
7.3 Ethics in Advertising
7.4 ASCI
7.5 AAAI
7.6 Codes and guidelines for advertising
  7.6.1 General rules of conduct in advertising
  7.6.2 Code for Doordarshan
  7.6.3 General AIR code
  7.6.4 Advertising code and children
  7.6.5 Code of standards in relation to the advertising of Medicines and treatment
  7.6.6 Cable Television Advertising Codes
7.7 Let us Sum up
7.8 Further Reading
7.9 Answers to check your progress
7.10 Possible questions

7.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- explain the importance of ethices in advertising
- discuss the codes and guidelines for advertising;
- describe some of the advertising organisations in India like AAAI (Advertising Agencies Association of India) and ASCI (Advertising standard council of India).

7.2 INTRODUCTION

In the previous unit we have discussed the concepts of out door advertising, film advertising, corporate advertising, financial advertising, social marketing etc. This unit will introduce you to the codes and guidelines for advertising,

general rules of conduct in advertising, Cable Television Advertising Codes and Code of standards in relation to the advertising of medicines and treatment etc. We shall also make you familiar with the ethical aspects of advertising and some important advertising organizations of our country, like Advertising Agencies Association of India, Advertising Standards Council of India etc.

Advertising has an indirect but powerful impact on society through its influence on media. Many media organizations depend on advertising revenue for survival. Advertisers seek to reach the audiences and the media. This economic dependency of media and the power it confers upon advertisers carries with it serious responsibilities for both.

In case of advertising, there are many advantages and it is true that there are some disadvantages too. That is why the advertisers should always be careful regarding the ethical point of views in advertising. So, this unit deals with the ethics and regulations of advertising.

7.3 ETHICS IN ADVERTISING

The term '*ethics*' has been derived from Ancient Greek word '*ēthikos*' that means custom, habit. A major branch of philosophy, it is the study of values and customs of a person or group. It covers the analysis and employment of concepts such as right and wrong, good and evil, responsibility etc. According to the **Church of Scientology**, "Ethics may be defined as the actions an individual takes on himself to ensure his continued survival across the dynamics. It is a personal thing. When one is ethical, it is something he does by his own choice." Ethics is a choice between good and bad, between right and wrong. It is governed by a set of principles of morality at a given time and at a given place.

Advertising also has ethical values. Advertising ethics is a system of moral principles applied in the commercial advertising world. It provides guidelines for acceptable behaviour by organizations, which is related to the world of advertising, in both their strategy formulation and

day-to-day operations. An ethical approach has become necessary for both the success in advertising and to build a positive image of the brand or the organization. Advertising communication is a mix of art and facts based on ethical principles. A consumer-oriented advertisement should be truthful and ethical and should not mislead the consumers. Misleading and false advertising creates unfair competition in the market.

The truthfulness of the message that an advertisement caries should be viewed from the consumers' point of view. However, the relevancy of the true and false is sometimes difficult to judge. Generally, the advertisement is judged by the consumers' acceptance and its impact on them.

As advertising is a social process. It must honour the time-tested norms of social behaviour and should not be down the moral sense. In order to enforce an ethical code for advertisement, we have Advertising Standards Council of India (ASCI). It is a self regulatory voluntary organization. Let us discuss the organization in its form and function.

7.4 ADVERTISING STANDARDS COUNCIL OF INDIA (ASCI)

An advertisement is defined as a paid form of communication, addressed to the public and its purpose is to influence the opinions or behaviour of those to whom it is addressed. But some time some advertisers do not obey ethics in advertising, being concerned only with own profit. They want to influence their target audience by disseminating some irrelevant and misleading message through advertising. Advertising Standards Council of India works as the watch dog in the Indian advertising industry.

The ASCI & its Consumer Complaints Council (CCC) deal with complaints received from consumers and industry against advertisements, which are considered false, misleading, indecent, illegal, leading to unsafe practices, or unfair competition, and consequently in contravention of the ASCI Code for Self-Regulation in Advertising.

ASCI is a voluntary self-regulatory council, registered as a not-for-profit Company under section 25 of the Indian Cos. Act. The sponsors of the ASCI, who are its principal members, are firms of considerable repute within the industry in India, and comprise advertisers, media, advertising agencies and other professional services connected with advertising practice.

In 1985 the Advertising Standards Council of India (ASCI) adopted a Code for Self-Regulation in Advertising for maintaining honesty in advertising and fair competition in the market. It stands for the protection of the legitimate interests of the consumers and propagates its Code and a sense of responsibility to all concerned with advertising - advertisers, media, advertising agencies and others who help in the creation or placement of advertisements.

ASCI encourages the public to complain against advertisements with which they may be unhappy for any reason and ensures that each complaint receives a prompt and objective consideration by an impartial committee, the Consumer Complaints Council (CCC) which takes into account the view point of the advertiser, and communicates an appropriate decision to all concerned.

This Code applies to advertisements read, heard or viewed in India even if they originated or are published abroad so long as they are directed to consumers in India or are exposed to significant number of consumers in India.



CHECK YOUR PROGRESS

Q.1 : Write the full form of ASCI?

_____

_____

Q..2 : When was ASCI formed?

_____

_____

Q..3 : Fill up the blanks with correct answers :

a) Advertising Standards Council of India is a self regulatory voluntary organization of the _____.

b) The _____ of the ASCI is spelt out clearly in the literature provided.

c) ASCI endeavors to achieve compliance with its decisions through reasoned persuasion and _____.

7.5 ADVERTISING AGENCIES ASSOCIATION OF INDIA (AAAI)

The Advertising Agencies Association of India (AAAI) is the official national organization of advertising agencies, formed to promote their interests so that they continue to make an essential and ever-increasing contribution to the nation. On September 21, 1945, Advertising Agencies Association of India (AAAI) was registered as a society at 37, Chowringhee, Calcutta (now known as Kolkata) with the help of four agencies -D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate and three agencies from Bombay – Adarts, Lintas and National Advertising Service. In 1961, the AAAI office was shifted to Bombay. (now knonwn as Mumbai)

After India became a republic in 1950, our successive governments promoted the policy of self-reliance and import substitution. AAAI Members were called upon to provide support to the government efforts in some of the critical areas in social communication like family planning programmes, nutrition, education, the modernization of agriculture etc.

Following are some aims of AAAI –

- To benefit Indian consumers and to protect their interests by ensuring honest and good advertising.
- To benefit Indian advertisers by promoting their sales, increasing their sales and increasing productivity & profitability, to stimulate business and industrial activity.

- To benefit media by establishing sound business practices among advertisers and advertising agencies and the media owners.
- To question advertising that is wasteful and extravagant; to make it possible for the small entrepreneur to grow through advertising and to compete with the big, to encourage market and media research; to serve society by meeting its social responsibilities.

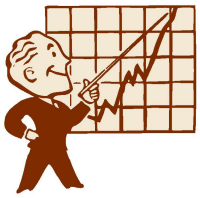
AAAI was actively involved in determining the procedures and policies of the electronic media in India. Having felt the need for a self-regulating body in advertising, AAAI was highly supportive to the formation of Advertising Standards Council of India (ASCI). Similarly, AAAI encouraged the formation of Indian Broadcasting Foundation so that it could address the needs of TV channels. AAAI also has a healthy relationship with the Indian Society of Advertisers (ISA).



LET US KNOW

INTERNATIONAL ADVERTISING ASSOCIATION (IAA)

In 1938, Thomas Ashwell, publisher of the Export Trade & Shipper magazine in New York, had a vision. Long aware of the need for an organization to coordinate and foster the practice of international advertising, Ashwell assembled twelve other export advertising executives for a meeting on 8 April 1938 at the Harvard Club in New York. The International Advertising Association was born out of that meeting.



CHECK YOUR PROGRESS

Q.4 : AAAI stands for what?

_____

_____

Q.5 : When was AAAI registered as a society?

_____

_____

Q.6 : What are the agencies associated with AAAI in its inception?

_____

_____

_____

Q.7 : Fill in the blanks :

a) The Advertising Agencies Association of India (AAAI) is the official, national organization of _____.

b) One of the important objectives of ASCI is to establish a common platform in _____ of the advertising profession.

c) AAAI encouraged the formation of _____ so that it could address the needs of TV channels.

7.6 CODES AND GUIDELINES FOR ADVERTISING

Advertising is to awaken interest of the buyers in goods or services. The success of advertising depends on public confidence. No practice should be permitted which tends to impair this confidence. The minimum standards of acceptability would be liable to be reviewed from time to time in relation to the prevailing norm of listener's susceptibilities and to develop and promote healthy advertising practices.

Responsibility for the observance of these rules rests equally upon the Advertiser and the Advertising Agency.

7.6.1 General rules of conduct in advertising

1. Advertising should be designed so as to conform to the laws of the country and it should not offend the morality, decency and religious susceptibilities of the people.

2. No advertisement shall be permitted which

   i. derides any race, caste, colour, creed and nationality;

   ii. is against any of the directive principles, or any other provision of the Constitution of India;

iii. tends to incite people to crime, causes disorder or violence, or breach of law or glorifies violence or obscenity in any way;

iv. presents criminality as desirable;

v. adversely affects friendly relations with foreign States;

vi. exploits the national emblem, or any part of the constitution or the person or personality of a national leader or State Dignitary;

vii. relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants;

3. No advertisement message shall in any way be presented as News.

4. No advertisement shall be permitted whose objects where of are wholly or mainly of religious or political in nature; advertisement must not be directed towards any religious or political end or it must not have relation to any industrial dispute.

5. Advertisements for money lenders, chit funds, saving schemes and lotteries other than those conducted by central and state government organizations, nationalized or recognized banks and public sector undertakings, foreign goods and foreign banks, betting tips and guide books etc. relating to horse-racing or the other games of chance will not be accepted.

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

7.6.2 General rules for Doordarshan

This Code was presented to the Parliament in 1987. It incorporates the indecent Representation of Women Act and the Consumer Act., both of which were passed by the Parliament. It suggests 33 Do's and Don'ts for advertisers. These are a set of codes which advertisers are required to conform to. They must scrupulously abstain from offending morality, decency and religious susceptibilities of the people. The success of advertising depends on public confidence and no practice should be permitted which tends to impair this.

The Director-General shall be the sole judge of the Code. The following advertisements should not be permitted:

1. Advertisements which deride any race, caste, color, creed and nationality or are against the Directive Principles or the Constitution.

2. Advertisements which tend to incite people to commit crime or cause disorder or adversely affect friendly relations with foreign states.

3. Advertisements which exploit the national emblem, any part of the constitution or the person/personality of national leaders or state dignitaries.

4. No Advertisement shall be presented as news.

5. Advertisements which have any relation to religion, political or industrial dispute.

6. Ads which promote chit funds, money lenders, Jewellers, fortune letters, foreign goods and private saving schemes.

7. Guaranteed goods will have to be made available to Director-General of Doordarshan for inspection if necessary.

8. Advertisements which portray women as passive or submissive.



LET US KNOW

CODE OF CONDUCT

It is a statement and description of required behaviors, responsibilities, and actions expected of employees of an organization or of members of a professional body. A code of conduct usually focuses on ethical and socially responsible issues and applies to individuals, providing guidance on how to act in cases of doubt or confusion.

7.6.3 General Air Code

Any pretence in advertising copy will not be accepted by All India Radio. Here we are discussing a few AIR Broadcast Codes which are applicable to advertising in AIR. No advertising will be accepted

if it reproduces-

1. Criticism of friendly countries.
2. Attack of religious or communities.
3. Anything obscene or defamatory;
4. Incitement to violence or anything against the maintenance of law and order;
5. Anything amounting to contempt of court;
6. Aspersions against the integrity of the President and Judiciary.

7.6.4 Advertising Code and Children

- No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children
- No advertisement shall be permitted which trots someone/ something with contempt and disrepute. Advertising shall not take advantage of the superstition or ignorance of the general public.
- Advertising shall be truthful, must avoid distorting facts and must not mislead the public by means of implications by false statements.

Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements. Advertising objectionable books, photographs or other matter leading to the sale and circulation is strictly prohibited.

7.6.5 Code of standards of advertising medicines and treatment

- No advertisement should contain a claim to cure any ailment or symptoms of ill-health.
- No advertisement should contain any offer of medicine or advice relating to treatment of serious diseases, complaints, conditions, indications or symptoms which should rightly receive the attention of a registered medical practitioner.

- No advertisement should contain any matter which directly or by implication misleads or departs from the truth as to the composition, character or action of the medicine or treatment advertised or as to its suitability for the purpose for which it is recommended.
- No advertisement should be allowed to induce fear on the part of the reader that he is suffering, or may without treatment suffer from an ailment, illness or disease.
- No advertisement should directly or by implication mock at the products, medicines or treatment of another advertiser or manufacturer or registered medical practitioner or the medical profession.
- No advertisement should contain any reference to doctors or hospitals, whether Indian or foreign, unless such reference can be sustained by independent evidence and can properly be used in the manner proposed.
- No advertisement of products, medicines or treatments of disorders or irregularities peculiar to women should contain expression which may imply that the product, medicine or treatment advertised can be effective in inducing miscarriage.
- Advertisements for measures or apparatus concerning family planning would be permissible in so far as they may conform to the generally accepted national policy.
- No advertisement should contain any illustration which by itself or in combination with words used in connection therewith is likely to convey a misleading impression, or if the reasonable reference to be drawn from such advertisement infringes any of the provisions of the Code.
- No advertisement should contain copy which is exaggerated by reason of improper use of words, phrases or methods of presentation e.g., the use of word's like magic, magical, miracle, miraculous etc.
- No advertisement should claim or suggest contrary to the fact that the article advertised is in the form in which it occurs in nature or that its value lies in its being a natural product.

- No advertisement should contain any reference which is calculated to lead the public to assume that the article, product, medicine or treatment advertised has some special property or quality which is in fact unknown or unrecognized.
- No advertisement should claim that the product, medicine or treatment advertised will promote sexual virility or be effective in treating sexual weakness or habits associated with sexual excess or indulgence or any ailment, illness or disease associated with those habits.
- No advertisement should offer any medical product for the pur pose of slimming, weight reduction or limitation or figure control. Medical products intended to reduce appetite will usually be regarded as being for slimming purposes.
- The use of this expression in advertisements should not imply that the product or medicine can be used in the treatment of sexual weakness.
- Materials meant for distribution in educational institutions must not carry advertisement of anything other than those of value to students.

7.6.6 Cable Television Advertising Code

According to The Cable Television Networks (Regulation) Act, 1995 the Advertising Codes are as follows:

1. Advertising carried in the cable service shall be so designed so as to so conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the subscribers.
2. No advertisement shall be permitted which -
   i. derides any race, caste, colour, creed and nationality;
   ii. is against any provision of the Constitution of India;
   iii. tends to incite people to crime, causes disorder or violence, or breach of law or glorifies violence or obscenity in any way;
   iv. presents criminality as desirable;

v. exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or a State dignitary;

vi. in its depiction of women violates the constitutional guarantees to all citizens. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society.

vii. exploits social evils like dowry, child marriage etc;

viii. promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants;

3. The story board or visual of the advertisement must depict only the product being advertised and not the prohibited products in any form or manner;
4. The advertisement must not make any direct or indirect reference to the prohibited products;
5. The advertisement must not contain any nuances or phrases promoting prohibited products;
6. The advertisements should be previewed and certified by the Central Board of Film Certification suitable for unrestricted public exhibition prior to telecast or transmission or retransmission.
7. The goods or services advertised shall not suffer from any defect or deficiency as mentioned in Consumer Protection Act, 1986.
8. No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special or miraculous or super-natural property or quality, which is difficult to be proved.
9. The picture and the audible matter of the advertisement shall not be excessively 'loud'.
10. No advertisement which endangers the safety of children or creates in them any interest in unhealthy practices or shows

them begging or in an undignified or indecent manner shall be carried in the cable service.

11. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements.



CHECK YOUR PROGRESS

Q.8 Write at least three AIR Broadcast codes.

_____

_____

Q.9 Explain three important advertisement codes related to children.

_____

_____

Q.10 Write the correct answers from the following—

a) The success of advertising depends on _____.

b) Advertising shall be designed so as to conform to the laws of the country and should not offend against _____ of the people.

c) No advertisement message shall in any way be presented as _____.

d) The items advertised shall not suffer from any defect or deficiency as mentioned in _____.



ACTIVITY 7.1

1) Go through the advertisements of your favourite news papers and note down the important points if you feel that any one of the advertisements published violated the code of ethics.

2) Meet some children of your locality and ask them about the advertisements they always watch. Write a report on their reactions.



7.7 LET US SUM UP

In this unit you have been introduced to the various codes of advertising and some regulatory bodies. Let us summarize these again.

The success of advertising depends on public confidence. No practice should be permitted which tends to impair this confidence. The minimum standards of acceptability would be liable to be reviewed from time to time in relation to the prevailing norm of listener's susceptibilities and to develop and promote healthy advertising practices. Responsibility for the observance of these rules rests equally upon the Advertiser and the Advertising Agency.

On September 21, 1945, Advertising Agencies Association of India (AAAI) was registered as a society at 37, Chowringhee, Calcutta. (presently Kolkata) with the help of four agencies -D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate and three agencies from Bombay – Adarts, Lintas and National Advertising Service. In 1961, the AAAI office was shifted to Bombay (now known as Mumbai)

Advertising Standards Council of India is a self regulatory voluntary organization of the advertising industry. The Role of the ASCI & its CCC in dealing with Complaints received from Consumers and Industry against Advertisements, which are considered as false, misleading, indecent, illegal, leading to unsafe practices, or unfair to competition, and consequently in contravention of the ASCI Code for Self-Regulation in Advertising.



7.8 FURTHER READING

(1) Mohan, Manendra (2008) Advertising Management. New Delhi : Tata McGraw Hill Publishing Compnay Ltd.

(2) Kaptan, S. S., (2002) Advertising : New Cocpets. New Delhi : Sarup & Sons

7.9 ANSWERS TO CHECK YOUR PROGRESS

Ans. to Q.No. 1: ASCI stands for Advertising Standards Council of India.

Ans. to Q.No. 2: ASCI was formed in 1985.

Ans. to Q.No. 3: (a) Advertising Standards Council of India is a self regulatory voluntary organization of the advertising industry.

(b) The purpose and the mission of the ASCI is spelt out clearly in the literature provided.

(c) ASCI endeavors to achieve compliance with its decisions through reasoned persuasion and the power of public opinion.

Ans. to Q.No. 4 : Advertising Agencies Association of India

Ans. to Q.No. 5 : On September 21, 1945, Advertising Agencies Association of India (AAAI) was registered as a society.

Ans. to Q.No. 6 : D J Keymer, General Advertising Agency, J Walter Thomson Co. and Press Syndicate from Kolkata and 3 agencies from Bombay – Adarts, Lintas and National Advertising Service are the agencies associated with AAAI in its inception.

Ans. to Q.No. 7 : a) The Advertising Agencies Association of India (AAAI) is the official, national organization of advertising agencies.

b) One of the important objectives of ASCI is to establish a common platform in building and sustaining the prestige of the advertising profession.

c) AAAI encouraged the formation of Indian Broadcasting Foundation so that it could address the needs of TV channels.

Ans. to Q.No. 8 : According to the AIR Broadcast Code no advertisement shall be accepted which violates the following codes:-

a) Criticism of friendly countries.

b) Attack of religious or communities.

c) Incitement to violence or anything against maintenance of law and order.

Ans. to Q.No. 9 : The following are the codes related with the children -

- No advertisement shall be accepted which leads children to

believe that if they do not own or use the product advertised they will be inferior in some way to other children

- Advertising shall not take advantage of the superstition or ignorance of the general public.
- Advertising shall be truthful. It should avoid distorting facts and misleading the public with false statements.
- Indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements. Advertising objectionable books, photographs or other matter leading to the sale and circulation is strictly prohibited.

Ans. to Q.No. 10 : The success of advertising depends on public confidence.

a) Advertising shall be designed so as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.

b) No advertisement message shall in any way be presented as News.

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



7.10 POSSIBLE QUESTIONS

A- Short Questions :

Q.1. What are the goals of the Advertising Standards Council of India?

Q.2. What are the main objectives of AAAI ?

Q.3. How did the IAA come into being ?

Q.4. What do you mean by code of conduct ?

B- Long Questions :

Q.1. Enumerate the general rules of conduct in advertising.

Q.2. Discuss the code of standards in relation to the advertising of medicines and treatment.

Q.3. What are the Advertising Codes incorporated in 'The Cable Television Networks (Regulation) Act, 1995?'



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(3) Gupta, Om (2005) Advertising in India. New Delhi : Kalpaz Publications

(4) Jefkins, Frank, Yadin, Daniel L. (2000) Advertising. Financial Times Prentice Hall.

(5) Kaptan, S. S., (2002) Advertising : New Cocpets. New Delhi : Sarup & Sons

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(7) Poonia, Virendra S. (2010) Advertising Management. New Delhi : Gennext Publication

(8) Tyagi. C.L, Kumar, Arun (2004) Advertising Management. New Delhi: Atlantic Publishers & Distributors.

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