# UNIT 5: MANAGING ADVERTISING II

## UNIT STRUCTURE


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## 5.1 LEARNING OBJECTIVES

After going through this unit, you will be able to

- mention what is advertising
- describe the process of developing the advertising message
- explain the role of music in advertising
- appreciate the role of humour in advertising
- identify the important factors considered while developing the advertising copy
- discuss the importance of creativity in advertising.

## 5.2 INTRODUCTION TO ADVERTISING

Advertising is a non personal way of communication about products and services. In the process of deciding about the communication, there is a need for creating an advertising message. Message creation requires creativity and a sense of originality on the part of the advertiser. At the same time in developing the advertising message, it requires imagination

of those responsible for developing the message.

## 5.3 DEVELOPING THE ADVERTISING MESSAGE

In the process of developing an attractive structure in the advertisement message, there are some common elements within the message. They include;

**(i)** **The message theme or appeal** – the message theme (or appeal) is the basic idea that tries to attract the attention of the intended message receiver. The message should essentially have some attractive power so as to entice the target customer to the product or service. Message appeal can be emotional, fearful, humorous and sexual.

**(ii)** **Value proposition** – The advertising message should possess a rationale for which customers will be interested in the product or service. The advertiser should highlight essentially the benefits obtained from using the product or the service under consideration.

**(iii)** **Slogan** – In order to position the product in the mind of the customer and make it unique in comparison to that of the competitor, the advertisements will contain a unique phrase or group of words known as slogan. Slogan is used in promotional message and is repeated across several different messages in the media.

While developing an advertisement message, an advertiser is required to consider several important factors in the process of advertising. They are;

**(i)** **Aim of the advertisement** – Before developing the advertising message, the first step is to know the objective of the advertisement campaign. The objective of the advertisement will influence the type of advertisement that is to be designed. For instance an advertisement with the aim of affecting immediate sales of an already existing product will be different from that of an advertisement which is developed with the aim to create awareness of a new product.

**(ii)** **Nature of the target audience** – The next step is to know the profile

of the target audience. The profile is in terms of age, gender, social class, literacy level, geographical location, lifestyle, attitudes and other variables. The task is to identify the target consumers who are likely to consume the product. For instance if the product is a chocolate for small children, then the target customers will be the parents who would buy and not the children who is going to consume it.

(iii) **Nature of product –** The nature of product will influence the advertisement message that is to be formulated. Products that are a bit complicated with essentially need a different tone of message than ordinary products. As a result the advertisement message will be different for the same product at different phases of the product life cycle. At the same time the level of familiarity of the product in the target market will influence the message.

(iv) **Type of media to be used** – As a forth step, the type of media to be used for the advertisement will influence the nature of the advertisement message. The advertiser has to have an idea about the various types of media and their corresponding advantages and disadvantages that are associated with each one of them. The nature of advertisement messages for each type of media like television, digital, print, outdoor, mobile phones, multimedia and the like will vary accordingly.

(v) **Designing and creating the advertisement -** The next step is designing the outline of the advertisement on papers. It is made by the copywriters, art directors and other creative personnel. It is further reviewed to make it perfect. The advertisement is then tested using focus groups to get feedback.

## 5.4 ROLE OF MUSIC IN ADVERTISING

Music and humour plays an important role in the field of advertising. Today marketers use music and humour as an attractive way to draw attention and entice customers towards products and services. The use of music and humour in advertising is nothing new and has been in use since the beginning of the era of advertising.

The use of music in advertisement is the process of putting together music with electronic advertisement. Use of music in advertisement enhances the brand values of a product. It upgrades the way consumers perceives the brand and interprets it. Use of music in advertisements fulfills certain promotional goals of advertisements. Besides entertainment, it makes the advertisement more interesting by giving an aesthetic sense to advertisements. Secondly music adds a structure and continuity. By accompanying a commercial, it structures the narratives in the advertisement and adds continuity by bridging the gap between incomplete images with the use of melodies and harmonies. Thirdly music can aid in the memorability of advertisement by helping for product recall. Attractive music lingers in the memory of the viewer and makes a permanent impression. Fourthly music is accompanied by speech and songs that provide the sponsor for using both logical and factual appeals. Fifthly music helps for targeting the intended population. The type of music used may be similar to the one liked by the target audience. The moods, lifestyle and attitude of the target group are well aligned by the music used.

The use of humour in advertisement is another way to make an advertisement attractive and memorable. Normally people have a tendency to put more attention to advertisements that are projected in a humorous way to the audience. But at the same time, it has to be seen that there is a balance between humour and actual purpose of the advertisements that often turns to be delicate.

**PURPOSE OF USING MUSIC**

**(i)** **Entertainment**: Use of music is a form of entertainment. It is a normal human tendency to be attracted towards various forms of entertainment. A good music can contribute a lot to make the advertisement attractive.

**(ii)** **Structure and continuity**: Music provides a structure to the advertisement. It helps in establishing the linkage between two sequences of visual images or verbal narratives to establish a continuity of a particular video or episode.

**(iii)** **Memorability**: Music helps in enhancing the memorability of the

advertisement and the product that is advertised. Consumers are enticed towards products on which they have some degree of familiarity.

**(iv) Lyrical language**: The use of meaningful lyrics in music helps in the spread of verbal messages in a non spoken way. Important product attributes and unique selling propositions can be conveyed using spoken language in the form of memorable lyrics to advertise products.

## 5.5 ROLE OF HUMOUR IN ADVERTISING

Humour in advertisement helps in the process of brand recognition rather than improvement of product recall or message credibility. For the successful use of humour in advertisement campaigns, there should be a variety of themes in the humour.

There are various ways through which humour is created. They are as follows;

**(i) Comparison**: Putting two things together for compare and contrast is a good way to use humour in advertisements. Here the superior product of the advertiser is kept along the side of the inferior competitive brand and the consumer is allowed to make a judgement and take decisions.

**(ii) Personification**: It is a process of using human attribution to animals, plants and objects to make the advertisement funny and attractive. When animals, plants and other objects act like human beings, it creates humour in the mind of the audience and increases the interest for a particular advertisement.

**(iii) Exaggeration**: It is a process of making big or overstating something out of proportion. In other words it is a way by which something is magnified that the usual and normal size that is within the grasp of the audience. This makes the object unusual and funny for the audience.

**(iv) Pun**: Here elements of a language are used to make new meanings before the audience. This is often used in societies with multicultural environment. The culture of one community may be humourous for

the culture of another community to accept. This results into the creation of the sense of humour when used in advertisements.

**(v)** **Sarcasm**: The use of sarcastic comments or situations can also create humour. Sarcastic comments are quite unusual and their use has the ability to grab attention. People are often attracted by the unusual wars or sarcasm.

**(vi)** **Silliness**: In the situation of silliness, various creative ideas are used like making of funny faces to create comical situations.

**(vii)** **Surprise**: Here humour is created from unexpected situations and it consequently leads to surprise.

They should be changed frequently with different variants so as to keep up the interest of the target audience intact. Consequently humourous advertisement campaigns turns out to be expensive. With the passage of time the social norms and life style changes and so also the type humour that are used in advertisements. Therefore there should be parity between what is seen in the humourous advertisements and what is the reality prevailing in the target society. Therefore advertisers have to be fully aware of the reality.

## 5.6 FACTORS CONSIDERED WHILE DEVELOPING THE ADVERTISING COPY

The message that is to be delivered to the audience is included in the advertisement copy. Whether the advertisement is for print media, audio, audio-visual or digital media, the copy of the advertisement includes some reading, talking or a combination of both. But irrespective of its nature, the copy that is used for advertisement in all the cases is on the basis of certain basic principles. They are as follows;

(i) *Simple message*: The advertisement message should be simple, lucid, brief and complete. The information that is to be conveyed through advertisement should use words that are familiar. At the same time, the message should give complete information

(ii) *Specific objective*: The advertisement copy should have a specific objective rather than a generalized version. When the objective

becomes specific and clear, the message accordingly can be framed in a way that can pinpoint the objective.

(iii) *Keeping the interest of the consumers:* The message should be framed in such a way so as to keep and retain the interest of the consumers on the product that is advertised. This will ensure support of the target consumer on the product. At the same time it will boost the confidence of the consumers for the product that is advertised.

At the same time there are certain behaviors of the consumers that can lead to loss of interest on the advertisement that is repeatedly been aired before the audience. An advertiser has to ensure that these barriers are removed in formulating an advertisement copy. They are:

**Clutter:** The process of overcrowding the advertisement with too many elements is known as clutter affect. It the clutter is more in an advertisement, consequently the advertisement recall is less and the goal of the ultimate message of advertisement is lost. Therefore advertisers should try to reduce the clutter affect.

**Zapping:** It is the tendency of the advertisement viewers to move across to other channels or programmes during advertisement break using remote control devices. In such a way the target audience move away from the advertisement and the opportunity of the advertiser to grab the attention of the consumer gets lost. Therefore advertisement should placed in the beginning or the end of commercial breaks.

**Zipping:** This is the process of fast-forwarding the pre-recorded programme through the commercial break just to avoid the advertisement. This basically happens when consumers see video cassettes or video files. It is the task of the advertisers to provide the facility of early or late advertisements or even providing scrolling advertisements to get rid of zipping.

## ELEMENTS OF ADVERTISING COPY

Any advertising copy broadly has two elements. They are advertising theme and advertising layout.

### (A) *Advertising Theme:*

Theme is the basic idea by means of which the message is intended

to be conveyed to the public. Advertising themes are based on rational appeal based upon the desire and sentiments of the public. Today advertisers use various themes in advertisements and the use of the particular theme is based upon the type of the product to be advertised. They are as follows.

**(i) The theme of beauty:** The theme of beauty is basically used to cater to the aesthetic sense of the consumers. They are used for personal care products like cosmetics, toiletery and perfumery products.

**(ii) The theme of pride:** The theme of pride is used for lifestyle or luxury products to cater to the pride need of consumers. They are used for products like ornaments, motor cars, fabrics and other high values items.

**(iii) The theme of health:** The theme of health is used to cater to the reliance aspect of the products for a healthy body. Such themes are used for food products, drugs and other health care items.

**(iv) The theme of comfort:** The theme of comfort is used to cater to the need of giving comfort while using the product whether at home or at work. Products like electric fans, refrigerators, furniture and the like use the theme of comfort.

**(v) The theme of fear:** The theme of fear is used to cater to the need for products that provides protection in danger. The theme of fear is often used for insurance products, safety-vault, fire extinguishers that can provide hope for protection and rescue at times of adversity.

**(vi) The theme of affection:** The theme of affection is basically used to cater to the need of parental love and affection to the near and dear ones. Such themes are used for products like baby foods, toys, and product for elderly people, diapers, walking sticks and the like.

**(B) *Advertising Layout:***

Layout is the arrangement of compo-nents of an advertisement in a logical manner in the copy. It also deals with the process of judicious presentation of the message. The basics of layout vary based upon the medium used for advertisements. For print media, the presentation of the message is seen in written words and pictures; in audio the presentation is

heard in spoken words and sound effects; and in video, both audio and visual presentations are used. In all the cases, there has to be a balance and symmetry of the elements.

**The Visual layout in any publication can be divided into three parts. They are;**

**(a) Headlines:** Headlines are basically in bold letters for drawing attention of the audience. The size and length of the headline must match with the size of the page of publication. Normally short headlines are used in stressing some facts, suggestions, arguments or propositions.

**(b) Illustrations:** Illustrations are the various pictures, photographs or symbols that are used for bringing attention, creating interest and stimulating desire. It is said that a good illustrations may worth a thousand words in the process of enticing the public towards the product.

**(c) Texts:** The central theme of the advertisement is provided by the text and is considered to be the heart and soul of the message of advertisements. Varied forms of practices are found in the advertisement world that advertised products and services. Sometimes the reader is asked a question by the test. Sometimes a solution is given to a problem. Sometimes factual information is given for consumers to take decisions in buying a product.

**CHECK YOUR PROGRESS**

**Q1:** State two purpose of using music in advertising

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## 5.7 CREATIVITY IN ADVERTISING

Creativity is the art of doing something in an innovative and novel way. Advertising cannot sustain without the element of creativity therefore it is known as the heart and soul of advertising. The field of advertising needs creative people and it is creativity that gives new life to the messages that are used to promote products and services.

There are several dimensions in the field of creativity that is used for advertisements. They are

**Creativity has Originality**: Creativity is synonymous with the term originality. The elements in a creative advertisement are quite rare or surprising. The focus is on the uniqueness of the ideas or features contained in the advertisements. A creative advertisement moves away from common norms by applying abstract visual or verbal solutions.

**Creativity has Flexibility**: The other side of creativity is flexibility. The flexibility aspect of creativity brings a relationship between the product and a host of varied uses and ideas. When the flexibility aspect is kept high in the advertisement, it provides the audience with a wide range of choice and alternatives to take their own decisions.

**Creativity has Elaboration**: Creativity includes elaboration of the theme of the message in a simple manner. Here the complex matter is made simple so that people can understand the intended message in the way it is expected to be understood.

**Creativity has Synthesis**: Creativity blends multiple ideas or objects into one to make the message more vivid and appealing. It tries to connect unrelated objects or ideas in the message. The intention is to create a divergent story line so that people are attracted towards the advertisement with interest.

**Creativity has Artistic value:** Creativity involves a high level of artistic content. They try to cater to the aesthetic sense of human beings through visual, verbal and sound elements. The content is created in such a way that the advertisement has a high level of quality, communication is unique, involving well thought out colour contrast and which is accompanied by a memorable music.

**THE CREATIVE TEAM FOR MAKING ADVERTISEMENTS**

Advertisements are created by creative people who work in a team. The creative team comprises of people with varied profiles and work through an advertisement agency. The creative team includes art directors or designers, copywriters and account planners. The various roles played by each one of them are as follows;

**Account Planner**: The account planner acts as the interface between

the client and the advertisement designer. The account planner first understands the need and requirement of the client and then conveys them to the advertisement designer.

**Copywriter**: The copywriters provide the original text or verbal copy of the advertisement. They prepare the content of the message in a meaningful manner as per the requirement of the client and based upon the feedback as given by the account planner. It has to be seen that the copy and visual components are well balanced to ensure creative cohesion in the message.

**Art Director**:The art director provides the visual element of the advertisements. They take decisions regarding the type of illustrations to be used in the advertisement and the corresponding design. They make a holistic combination of the design and the illustrations with the necessary background themes to convey the message to the audience.



## 5.8 LET US SUM UP

- Advertising is a non personal way of communication about products and services. In the process of developing an attractive structure in the advertisement message, there are some common elements within the message. They include the message theme or appeal, value proposition and the slogan.
- While developing an advertisement message, an advertiser is required to consider several important factors in the process of advertising. They are aim of the advertisement, nature of the target audience, nature of product, type of media to be used and designing and creating the advertisement
- Music and humour plays an important role in the field of advertising. Humour in advertisement helps in the process of brand recognition rather than improvement of product recall or message credibility.
- The copy that is developed for advertisement in all the cases is on the basis of certain basic principles. It should have simple message, specific objective and be able to keep the interest of consumers.

- Any advertising copy broadly has two elements. They are advertising theme and advertising layout.
- The field of advertising needs creative people and it is creativity that gives new life to the messages that are used to promote products and services.
- The Creative Team makes advertisements.



## 5.9 FURTHER READINGS

1) Kotler, Keller, Koshy and Jha (2008),*Marketing Management*, 13th Edition by Pearson Education, 2008

2) Wells, Moriarty and Burnett (2007), *Advertising- Principle and Practice* Seventh Edition, Pearson education

3) Rajan Saxena (2007) *Marketing Management* 3rd Edition by , Tata McGraw Hill Publication



## 5.10 ANSWERS TO CHECK YOUR PROGRESS

**Ans to Q No 1: Entertainment** and **Structure and continuity**:



## 5.11 MODEL QUESTIONS

**A: Short Questions (answer in around 150 words)**

**Q 1:** What is advertising theme ? What are its types ?

**Q 2:** Write a note on advertising layout ?

**B : Long Questions (answer in around 300-500 words)**

**Q 1:** Discuss elaborately the process of developing the advertising message.

**Q 2:** What role does music play in advertising? Discuss.

**Q 3:** Discuss the significance of use of humour in advertising.

**Q 4:** What are the important factors you would consider while developing the advertising copy? Discuss in details.

**Q 5:** Discuss the role of creativity in advertising.

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