PG S2-01 (VAC)

TWO YEAR MASTER'S DEGREE COURSE

(CBCS in Accordance with NEP 2020)

SEMESTER - II

ADVERTISING STRATEGY

JOURNALISM AND MASS COMMUNICATION

Bhupen Hazarika School of Mass Communication

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

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COURSE INTRODUCTION

This is the value added course of PGJMC second semester Programme. This course “Advertising Strategy” will focus on the different aspects of promotions in Marketing. In this course we have briefly discussed all the promotional mixes.

The 2 credits course has 7 units which deals with the introductory concepts of advertising, integrated marketing communications, developing promotional strategies, creating advertising messages and media strategies etc.

The first unit introduces us to Meaning and Concept of Advertising
The second unit gives us a broad idea of Integratd Marketing Communication
Third unit gives us an idea on how to develop promotional strategies.
The fourth and fifth units are about managing advertising.
The sixth unit gives us a broad idea about media strategies.
The seventh and the last unit of introduces us to evaluating advertising effectiveness

Each unit of these blocks includes some along-side boxes to help you know some of the difficult, unseen terms. You may find some boxes marked with: “LET US KNOW”. These boxes will provide you with some additional interesting and relevant information. Again, you will get “CHECK YOUR PROGRESS” questions. These have been designed to self-check your progress of study. It will be helpful for you if you solve the problems put in these boxes immediately after you go through the sections of the units and then match your answers with “ANSWERS TO CHECK YOUR PROGRESS” given at the end of each unit. This will help you in making your learning more active and efficient. And, at the end of each section, you will get “CHECK YOUR PROGRESS” questions. These have been designed to self-check your understanding.

UNIT 1: ADVERTISING-BASIC CONCEPT

UNIT STRUCTURE

1.1 Learning Objectives

1.2 Introduction

1.3 Concept of Advertising

1.4 Objectives and Scope

1.5 Social Implications of Advertising,

1.6 Concept of USP and DAGMAR

- 1.6.1 U.S.P. (Unique Selling Propositions)
- 1.6.2 DAGMAR Model

1.7 Types of Advertising

1.8 Let us Sum Up

1.9 Further Readings

1.10 Answers to Check Your Progress

1.11 Model Questions

1.1 LEARNING OBJECTIVES

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

- define the term advertising
- explain the objective of advertising
- outline the functions of advertising
- discuss types of advertising

1.2 INTRODUCTION

This unit introduces you to the basic concept of advertising. Advertising is nothing but a paid form of communication. As a consumer, you are exposed to many commercial messages every day. They may appear in the form of billboards, or in the form of newspaper ads, TV commercials, coupons, publicity, event sponsorships, telemarketing calls, or even e-mails. These are just a few of the many communication tools that companies and organizations use to initiate and maintain contact with their customers,

clients, and prospects. We may simply refer to them all as “advertising.” But, in fact, the correct term for these various tools is marketing communications. And advertising is just one type of marketing communications. Advertising provides information about products and services to the consumer. Advertising creates awareness about product or services to the consumer. Advertising is a paid form of non personal presentation about any product, services or ideas through any sponsors. There are different media involved in advertising like, print media, broadcast media and interactive multimedia. To create any advertisement, generally companies give the responsibility to some advertising agency.

1.3 CONCEPT OF ADVERTISING

Advertisements have various objectives, sometimes other than just selling products. However, before designing and classifying ads, answers to following questions are essential:

What do I want my advertising to accomplish? i.e. specifying goals.

- What should be my advertising address?
- Target audience.
- Demographics e.g. gender, age, location or business etc.
- Behaviours e.g. current awareness about your business.
- Needs & desires e.g. benefit which consumers look for in a product.
- What should my advertising say?

To sum up, the message should speak to the target audience and the marketer should be able to decide where to place the advertisement. Selection of media to place advertisement isessential but before advertising we must determine the purpose of doing so and identify, whether it is a product or a non-product.

Advertising has been an integral part in today’s global marketing scenario. Advertising can be defined as a paid persuasive communication that uses non personal mass media, as well as other forms of interactive communication to reach a broad audience to connect an identified sponsor with a target audience”.

The word ‘advertising’ originates from the Latin word ‘advertere’ which

means to turn attention towards a specific thing. The dictionary meaning of the term is to give public notice or to announce publicly. Advertising has been variously defined by different experts. The American Marketing Association, Chicago, has defined advertising as "Any paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor."

According to Philip Kotler, "Advertising is non-personal form of communication conducted through paid media under clear sponsorship." Advertising is persuasive, informative and it is designed to influence the mass population. Advertising may cost a lot of money but that cost is justified if it works effectively and economically.



Some of the examples of advertisements for different products are shown above. From the above definition of advertising, we can summarize the characteristics of advertising as:

1. It is non personal communication to specific consumers
2. It is a paid form of communication by an identified sponsor.
3. It disseminates information about products or services to the consumers.
4. It persuades people to buy a product by creating interest of the prospective buyers in the product.
5. It is an essential form of communication for introducing a new product in the market.
6. Written or oral messages are addressed to selected customers.
7. It influences the general public to buy products or services.
8. Advertising messages are identified with the advertiser.
9. It is a commercial transaction that forces the advertisers to pay the publishers whose media is used.
10. It is the promotion of ideas, goods and services.

11. It stimulates sales or patronage for the product.
12. It is salesmanship in print.
13. It is an essential form of communication for introducing a new product in the market.

1.4 OBJECTIVES OF ADVERTISING

The main objective of advertising is to sell product or services. In order to do this the advertiser has to communicate the offerings of producer to the ultimate consumers. According to Huigy and Mitchell," the purpose of advertising is to sell goods, services or ideas to a large group of prospective purchasers". The followings are the other important objectives of advertising:

- **Promoting new product:** Advertising is most essential, when a new product is introduced in the market. In this way advertisement may be used for preparing a ground for sale of new product.
- **Creating awareness:** Advertisements help in building awareness about new product or services.
- **Generating Demand:** Advertising creates a favourable atmosphere for maintaining or improving sales. The prospective customers may be induced to buy a product, by informing them about the comparative quality, price and other attributes of that product.
- **Educate the consumers and users:** Advertising provides information to the consumers, which educates them about the product.
- **Helps in building brand image and brand loyalty:** Through repetition of advertisement brand image can be built in the mind of customers, which helps in creating brand loyalty.
- **Forming attitude:** Advertisement helps in forming positive attitude towards any product or service.
- **Facing competition:** The producer informs the consumer about the price, quality and availability of the product, which helps in eliminating competition.
- **Informing about the changes to the consumers:** It informs the consumers about the changes in quality, packing, design, size, price etc.

- **Forcing middlemen to handle the product:** The objective of advertising is to force the middlemen to handle a particular product by creating popularity among customers.
- **Performing selling job:** The objective of advertising is to perform selling function, e.g. in mail order business the selling function is performed by advertisement.
- **Assisting salesman's effort:** Advertising also assists the salesman's effort in increasing sales of a product. Since the advertisement educates the customers about the product, the function of the salesman remains simply to sell the product.

1.5 SCOPE OF ADVERTISING

The scope of advertising is quite wide. It is applicable to consumer goods, durables, services like banking and insurance, ideas and almost everything that we come across. Advertising performs a number of functions, which can be categorized as follows:

1) Primary Functions:

- It attracts customers and helps the marketer in promoting new products
- It assists the dealer to sell the advertised goods effectively.
- It persuades dealers to stock advertised goods sufficiently.
- It develops brand name.
- It increases use through reputation of advertising.
- It eliminates seasonal fluctuation of sales by offering something extra.
- It also helps in improving standard of living of the customers.

2) Secondary Functions: The secondary function of advertising is

- To assist salesmen and boost their moral.
- To increase profits by increasing sales.
- To reduce production and selling cost by increasing sales.

FUNCTIONS OF ADVERTISING TO THE MARKETER

Advertising is a tool which can help the advertiser in following ways:

- To make product distinct from others.
- To communicate information.

- To push the customers.
- To expand distribution.
- To encourage brand preference.
- To reduce sales cost.



CHECK YOUR PROGRESS

Q 1: Define advertising.

.....

.....

Q 2: State any two objectives of advertising.

.....

.....

1.5 SOCIAL IMPLICATIONS OF ADVERTISING

The issues regarding social implications of advertising can be discussed under several perspectives. In the last unit of this book we have discussed these issues more elaborately. The first consideration is nature and content of the advertising to which people are exposed. We need to ask some questions.

i. Is advertising inherently unethical?
ii. Is advertisements wastage of money?
iii. Are appeals used to manipulate consumers against their will?
iv. Is advertising too repetitious?
v. Is it too preoccupied with sex?
vi. Are advertisements damaging to children?
vii. What is the effect on society's values and lifestyles?
viii. Can the power of advertising lead to the control of the market by few firms, which will weaken competition and raise consumer prices?
ix. Does advertising promote harmful products?
x. Is alcohol and cigarette advertising ethical ?

These are some of the questions which are concerned with scope and social implications of advertisements. That it fosters materialism at the expense of other basic values is highly criticized. A much wider range of

ethical issues and concerns are now being addressed as packaging, professional services ads by physicians, attorneys, accountants and emerging social issues about environmental or green marketing etc.

At the same time it is also held that advertising has an effect on society's economic well-being and the efficiency of the operation of the economic system. There is considerable overlap between what many consider to be ethical issues and the issues of manipulation, taste and advertising's effects on values and lifestyles.

Does advertising manipulate? The essence of a free marketplace and a free society is the freedom to make decisions to select or not select a particular brand. Some feel this freedom is overpowered by advertising which can manipulate a buyer into making a decision against his or her will. When advertising utilizes appeals that go beyond a basic communication, the charge of manipulation via emotional appeals is raised. The implication is that with emotional appeals the consumers will make less than optimal decisions. Dishwashing liquids are advertised as 'sweeping away the dullness of life'. Bath soaps have 'rejuvenating capacity' and so on. These observations are related to issues of deception. There is also a general claim that advertisers have the raw power to manipulate consumers by their capacity to generate large numbers of ad exposures and highly sophisticated scientific techniques to make ads effective. However, the fact remains that consumer behaviour and consumer choice are determined by many factors in addition to advertising- the advice of friends, decisions and lifestyles of family members, news stories, prices and so on. Advertising is but one of many variables and it has a limited role.

In addition to the above, the discussion on the functions and concepts like USP, DAGMAR etc will substantiate that advertising serves a lot many other useful purposes like developing awareness about goods, services, ideas etc. It sustains the competitive spirit. Moreover, advertising is an industry for which we find the sustainability of newspapers, magazines, TV programmes etc. The advertisements provide sufficient revenue for them to sustain.

1.6 CONCEPT OF USP AND DAGMAR

1.6.1 U.S.P. (Unique Selling Propositions)

The **Unique Selling Proposition** (also known as **Unique Selling Point** or **USP**) is a marketing concept that was first proposed as a theory to understand a pattern among successful advertising campaigns of the early 1940s. It states that such campaigns made unique propositions to the customer and that this convinced them to switch brands. The term was invented by Rosser Reeves of Ted Bates & Company. Today the term is used in other fields or just casually to refer to any aspect of an object that differentiates it from similar objects. The USP is the outstanding quality of a product to be stressed in its advertising. If the USP is honest enough, it is up to the copywriter skill to write convincingly and to the visualizer's responsibility to put it excitingly.

Some good current examples of products with a clear USP are:

- Head & Shoulders: "You get rid of dandruff"
- Domino's Pizza: "You get fresh, hot pizza delivered to your door in 30 minutes or less — or it's free."

1.6.2 DAGMAR Model

The full form of DAGMAR is Defining Advertising Goals for Measured Advertising Results. It is basically an approach to setting up advertising goals and using those goals to measure the advertising performance.

DAGMAR model suggests that the ultimate objective of advertising must carry a consumer through four levels of understanding: from **Unawareness to Awareness**— the consumer must first be aware of a brand or company ; Comprehension—he or she must have a comprehension of what the product is and its benefits; Conviction— he or she must arrive at the mental disposition or conviction to buys the brand; Action—finally, he or she actually buys

the product.

We will discuss the DAGMAR approach briefly in unit 4.

1.7 TYPES OF ADVERTISING

Following are the major types of advertising:

- **Product Advertising:** When advertising promotes the sale of a product, it is known as product advertising. It is the most common form of advertising. Suppose to sell a "Maruti- A Star" car, the promoter will give product advertisement on A-Star.
- **Institutional Advertising:** Institutional advertising is also called corporate advertising. These messages focus on establishing a corporate identity through building goodwill. Institutional advertising is done to build good public relation's image in the market for the marketer and a patronage for its products.
- **Consumer and Industrial Advertising:** When advertising is directed to attract the consumers who buy for ultimate consumption, it is called consumer advertising. For example biscuit, tea etc fall under this type of advertising. Again industrial advertising is one which is directed to attract the industrial users to purchase the product advertised.
- **National and local advertising;** National advertising is sponsored by the manufacturer or the producer and is intended to cover a wide market. On the other hand ,local advertising is sponsored by the retailer and it covers only local market.
- **Commercial and non commercial advertising:** Commercial advertising is concerned to increase the sales of commercial enterprises. The forms of commercial advertising are- industrial advertising, trade advertising, professional advertising etc. Again non commercial advertising is undertaken by non-profit organisations such as government, charitable institutions, etc. to support ideas and donations etc.
- **Rational and emotional advertising:** Rational advertising explains the reason for going to a particular product. For example Colgate toothpaste advertising is rational. On the other hand emotional

advertising attracts the consumer through emotional feelings. For example, Cadbury Dairy Milk- celebration shows the emotional touch in their advertisement.



CHECK YOUR PROGRESS

Q 3: State true or false

(i) Advertising is a non-paid form of company information. (True / False)

(ii) Advertising provides information to the consumer which educates them about the product (True / False)

(iii) Advertising helps salespersons in promoting the product (True / False)

(iv) Advertising assists dealers to sell the advertised goods effectively (True / False)

(v) National advertising are sponsored by local retailers (True / False)

Q 4: What is USP and DAGMAR?

.....

.....



1.8 LET US SUM UP

In this unit we have discussed the basic concepts of advertising.

- Advertising is a paid form of non personal communication about any product, service or ideas, 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 product and services through the creation and reinforcement of brand image and brand loyalty.
- For this purpose advertisements often contain both informative and persuasive messages.

- The USP is the outstanding quality of a product to be stressed in its advertising.
- The full form of DAGMAR is Defining Advertising Goals for Measured Advertising Results. It is basically an approach to setting up advertising goals and using those goals to measure the advertising performance.

Different types of advertising are:

Product advertising

Institutional advertising

Consumer and Industrial Advertising

National and Local Advertising

Commercial and Non commercial advertising

Rational and emotional advertising



1.9 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



1.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Advertising is "any paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor."

Ans to Q No 2: (i) Promoting new product and (ii) creating awareness for

different products.

Ans to Q No 3: (i) False (ii) True (iii) True (iv) True (v) False

Ans to Q No 4: USP: Unique Selling Proposition

DAGMAR: Defining Advertising Goals for Measured Advertising Results



1.11 MODEL QUESTIONS

A. Short Question (answer in around 150 words)

Q 1: What are the different types of advertising?

Q 2: What are the objectives of advertising?

Q 3: What are the functions of advertising?

Q 4: What is USP?

B. Long Question (Answers in around 300-500 words)

Q 1: Explain DAGMAR approach.

Q 2: Discuss the different types of advertising with the help of examples.

Q 3: Analyse the effects of advertising on the society.

*** ***** ***

UNIT 2 : INTEGRATED MARKETING COMMUNICATION AND ADVERTISING

UNIT STRUCTURE

2.1 Learning Objectives

2.2 Introduction

2.3 Importance of Business Communication

2.4 Integrated Marketing Communication

2.5 Advertising as a Communication Process,

2.6 Communication Models:

2.6.1 AIDA Model and its Purpose,

2.7 Advertising as an Element of Marketing Mix.

2.8 Let us Sum Up

2.9 Further Readings

2.10 Answers to Check Your Progress

2.11 Model Questions

2.1 LEARNING OBJECTIVES

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

- define the term Integrated Marketing Communication
- explain advertising as a communication process
- outline the Communication Model (AIDA model)
- discuss advertising as an element of marketing mix

2.2 INTRODUCTION

In this unit we are going to discuss integrated marketing communication. It implies coordinating all the promotional and other marketing activities that communicate with a firm's customers and other stakeholders. Communication can only be successful if there is parity between the sender and the receiver. Advertising is a major promotional tool and it communicates to mass media. It offers planned and controlled message. In the world of advertising, a sender is the advertiser and the

target audience is the receiver.

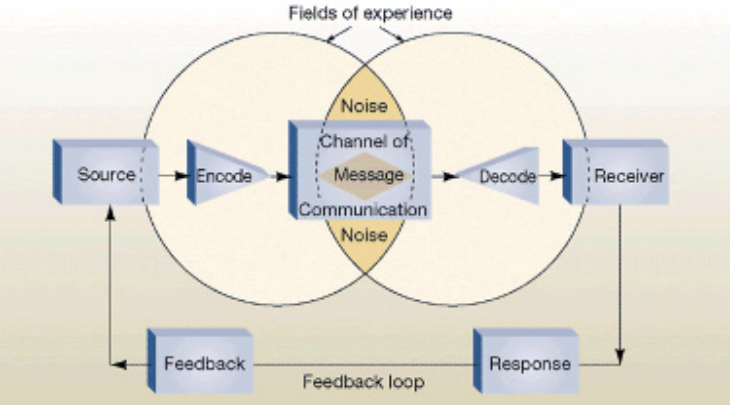
2.3 IMPORTANCE OF BUSINESS COMMUNICATION

Communication is very essential in any organisation. Without communication, management cannot perform its duties smoothly. Business communication is related to the study of communication between individuals and groups engaged in the process of administration and management of an organisation. In simple term communication is interchange of thoughts, opinions of information. Communication can be of two types, *one way communication*, which informs the receivers, and in *two way communications* sender exchange the ideas with the receiver. Business communication is characterized by a serial reproduction of messages which are sent from one person to another.

Communication process:

The communication process involves eight elements, which are discussed as follows:

- **Source:** Source or sender is a person who shares something with the other people.
- **Encoding:** Encoding is the process of translating thoughts into symbolic form.
- **Message:** The message is the symbolic expression of sender's thought.
- **Channel:** Channel is the path through which the message moves from the sender to the receiver.
- **Receiver:** Receiver is the person who gets the message from the sender.
- **Decoding:** It is the process through which receiver interprets the message.
- **Noise:** It is the external distraction which creates problem in receiving the message.
- **Feedback:** Feedback allows the source to determine whether the original message hit the target accurately or whether it needs to be modified.



Source: google.co.in.

Barriers to effective communication:

Successful performance of an organisation depends on effective communication. The key to success is found in the manager's ability to communicate effectively. Barriers are the difficulties that come in the way of effective communication. They are physical, psychological, linguistic, and mechanical in nature, which are discussed as follows:

Physical barriers:

i) **Complete stimulus:** It becomes very difficult to pass on the message orally, if another conversation goes on simultaneously within hearing distance, sometimes loud music or traffic noise, it creates barrier in the communication process.

ii) **Environmental stress:** A high temperature, humidity, bad ventilation etc. contributes in distortions in the sending and receiving of the message.

iii) **Subjective stress:** Due to lack of sleeping, ill health, consumption of drugs, mental strain etc. communicator cannot interpret the message in desired way.

Psychological Barriers:

I. **Unjust assumptions:** The unjust assumptions are common barriers to communication which create lots of misunderstanding.

II. **Barrier of illness:** Illness is the attitude of people with closed minds. They think that they know everything about a subject. Usually they are not prepared to accept that they could be mistaken.

III. **Fear:** Fear is clearly destructive to communication. Generally

subordinates do not ask the employer if they do not understand something because of the fear.

Linguistic barriers:

In business communication, language is the vital element. The language used in different culture takes different colours and meaning. It comes under the influence of the accent of the local language.

Mechanical barriers:

It includes any disturbances, which interferes with the fidelity of the physical transmission of the message.



CHECK YOUR PROGRESS

Q 1: What is communication?

.....

.....

Q 2: State the eight elements involved in communication process.

.....

.....

Q 3: What is a barrier to communication?

.....

.....

2. 4 INTEGRATED MARKETING COMMUNICATION

Integrated marketing communication (IMC) is a strategic-business process used to plan, develop, execute, and evaluate coordinated and measurable persuasive brand communication programmes over time with consumers, prospects, and other targeted, relevant external and internal audiences.

Till a few decades ago, in the 1980s, when the mega TV serials like the Ramayan and the Mahabharat were telecast, the entire country watched the serials. The marketing communicators could send their messages to the mass people at that time. In today's context we find media fragmentation. Mass media no longer exists. This has a problem in reaching to the huge population. At the same time our country being multilingual and heterogenous,

the marketers face a lot of challenges in terms of reach. In recent years, as new media have emerged and the cost of competition has intensified, sophisticated marketers have searched for new ways to get more customers from their marketing communications tactics. In today's context, we find the existence of online media vehicles like facebook and also the out of home advertising options like product displays , hoardings and billboards etc. in many place.

Because of the changes in the marketing environment, the marketers are now forced to look at the changes from different perspectives. The result has been a growing understanding on the part of corporate management that (1) the efficiencies of mass media advertising are not what they used to be; (2) consumers are more sophisticated and distrusting than ever before; (3) tremendous gaps exist between what companies say in their advertising and what they actually do; and (4) in the long run, nourishing good customer relationships is far more important than making simple exchanges. As a result, there is now a growing movement toward integrating all the messages. It is no longer a situation that only one advertisement agency is engaged. A big company might involve several agencies for promoting different brands under its portfolio which requires coordination. At the same time, there might exist several departments within the marketing function. These could be sales promotion, marketing research, public relations. Messages created by an advertiser's various communication agencies and sent out by various departments within the company need to be coordinated to achieve consistency. This process, is called integrated marketing communications (IMC).

Communication is the process of exchanging information, through a common system of symbols. Communication can be of variety of forms from face to face conversation to global network conversation. In the communication process the message transmits from sender to the receiver through a specific media. In case of advertising communication, this becomes a complex phenomenon as there could be a lot of differences in processing the information and arriving at the buying decision.

IMC entails for coordinating all the promotional and other marketing

activities that communicate with a firm's customers and other stakeholders. According to Phillip Kotler, modern marketing calls for more than just developing a good product, pricing it attractively, and making it available to target customers. Companies also must *communicate* with their customers, and what they communicate should not be left to chance. For most companies, the question is not *whether* to communicate, but *how much to spend* and *in what ways.*

Barriers to IMC:

Despite its many benefits, Integrated Marketing Communications, or IMC, has some barriers.

In addition to the usual resistance to change and the special problems of communicating with a wide variety of target audiences, there are some obstacles which restrict IMC.

One obstacle is advertising and communication managers are preoccupied with their budgets and they find it difficult to take advantage of the new trends in media management. Some of the other obstacles are:

i. The increasing complexity of organisational structures isolates communications, data, and even managers from each other. For example, the PR department often doesn't report to marketing. The sales force rarely meets the advertising or sales promotion people and so on. Imagine what can happen when sales reps are not told about a new promotional offer! Because of these gaps marketing communications cannot be made in an integrated manner.

ii. Within the marketing set up there could be problems of internal acceptability. The sales promotions manager may not listen to the views of the manager responsible for marketing research. Some managers may resist having some of their decisions and budgetary plans determined or even influenced by someone from some other sections in the same marketing department.

iii. Time horizons add one more barrier to IMC as different time scales affect a creative brief. For example, image advertising that is designed to nurture the brand over the longer term may conflict with shorter term advertising or sales promotions designed to boost quarterly sales.

However, with the improvement of the brand and sales can be accommodated with IMC planning.

Here are two questions may arise- What should a truly integrated marketing department look like? And how will it affect creativity?

It shouldn't matter whose creative idea it is, but often, it does. Getting an idea is important. At the same time execution is also important. IMC is sometimes criticized on the ground that it may restrict creativity. No more wild and wacky sales promotions may be considered unless they fit into the overall marketing communications strategy. The joy of rampant creativity may be stifled, but the creative challenge may be greater and ultimately more satisfying when operating within a tighter, integrated, creative brief.

2. 5 ADVERTISING AS A COMMUNICATION PROCESS

Advertising is a form of communication, where it transmits the message to a mass media. Advertising creates attention and provides information through different entertaining ways. There are different models that advertisers use to communicate with the customers.

It should be noticed that while transferring message in the advertisement, various elements – such as words, views, colours, music and so on - are used. While creating the advertisement, advertisement specialists must measure how each of these elements will influence the consumer because consumers' reaction to the advertisement will depend mainly on the common operation of these elements. Knowing how communication process operates during the design and execution of advertisement, we may notice how the advertisement influences the consumer. Understanding of this process will only help us in designing appropriate research for measuring effectiveness of advertising.

There are different advertising communication effects In order to take action such as purchase of a brand, a target audience individual must: (1) have the category need, i.e., be "in the market" for the product class; (2) be aware of the brand as an option within the class; (3) have at least a tentatively favourable brand attitude toward it; (4) intend to buy it, although

this intention may be quite latent or subconscious until the individual is in the purchase situation; and (5) experience no barriers to purchase facilitation, such as distribution unavailability or inability to meet the price or pricing terms. For the purpose of buying toothpaste, say Colgate, the prospective customer must have the need for toothpaste, be aware of Colgate, should have a favourable inclination for the brand. In addition, the brand must be available.

These communication effects indicate that advertising communication is a process. There is no assumption that they occur in any hierarchical order, and indeed they may be generated simultaneously or at different times and with varying degrees of strength in a prospective buyer's mind. For example, an individual may know all about "Colgate" toothpaste, but not experience the first communication effect, category need, for a (dantamanjan) remedy till using Colgate. Similarly, an individual may have the category need and experience no barriers to purchase facilitation, but make an "impulse" selection on the brand wherein brand awareness, brand attitude, and brand purchase intention are created by point-of-purchase advertising at the last minute. A person with the intention of buying "Pepsodent" may end up buying Colgate if the advertisement is very appealing.

Not all communication effects are necessarily communication objectives for a particular advertising campaign. There are, however, two effects that are universal objectives — brand awareness, and brand attitude. One could argue that brand awareness is the single universal communication objective. For example, the one-word ad "Colgate" may effectively increase or maintain brand awareness (both Recall and Recognition) and cause purchase among target audiences who already have a fully learned favourable attitude toward the Colgate brand All advertising campaigns are aimed at maintaining brand awareness (if not to increase it) and at maintaining brand attitude (if not to change it). Indeed, without brand awareness being experienced at some point prior to the purchase decision, the brand cannot be bought.

During an advertisement communication process the marketer gives his idea to the advertising agency. The agency encodes the idea and

uses the media mix to create an ad. When the message is delivered then target audience gets the idea, understands it and gives feedback. Therefore, different strategies are used by the advertising agencies to make the communication process effective. Let us discuss this in some details.

The Advertising Communication process bears resemblance to the general communication model. Nevertheless, it has its own distinct set of attributes that make it stand apart from all conventional communication processes. It starts with the advertiser who communicates his objective to the advertising agency as to what he wants to accomplish with his brand through the advertisement. Next, the advertising agency, in the light of their client company's objective shapes the advertisement (encoding process) and incorporates certain channels of communication (the media mix) to make the advertisement go public. The last step is the receiving step where the target audience encounters the advertisement and that is what ultimately decides the degree to which the advertiser's objectives got fulfilled. There is noise, both internal and external to distort the advertising communication process, therefore the advertising agency takes specific measures to eclipse the sound of those noises and make the consumer focus on the actual advertising message. The advertiser tries to create an opportunity to see or hear by breaking the clutter. Because we find lots of advertisements and one has to attract consumers' attention for the advertisement.

2. 6 THE COMMUNICATION MODELS

Advertising communication models are the theories on "how advertising works." These theories or models attempt to explain, at the individual buyer or consumer level, the process by which advertising communicates with and effectively persuades individuals to take action. Managers operate with these theories or models, explicitly or implicitly, whenever they create, approve, or test advertising.

SMCR Model:

One of the models which we are going to discuss is SMCR model. Mass communication is usually thought of as a process, sometimes referred to as the SMCR model of communication. It begins with a source(S), a

sender who encodes a message (M), puts it in words and pictures. The model explains how communication works: The message is presented through channels of communication(C), such as a newspaper, radio or T.V. The message is decoded by the receiver (R), who is a reader, viewer or listener. Feedback is obtained by monitoring the response of the receiver to the message. And the entire process is complicated by what we refer to as noise, things that interrupt the sending as well as the receiving of the message such as a bad connection.

Again interactive communication is a form of two way communication where the source and the receiver both can exchange their views.



ACTIVITY

From any business magazine, identify five advertisements that have exceptionally high attention power. Rank them 1 to 5 and give your reasons for ranking.

i) AIDA model:

One of the most common and long lasting effects is one referred to as AIDA, which stands for attention, interest, desire and action. The idea is that first an advertisement gets attention, and then it creates interest, then desire and finally stimulates action. This model identifies four effects and makes a prediction about how they are related in a hierarchy of steps. Because AIDA assumes that consumers start with attention and wind up with a decision, it is referred to as a hierarchy of effects model.

The problem with these models is that advertisers know that people don't always proceed through steps in this predictable way. With the impulse purchase one almost works the AIDA model backward. In that case, nothing will work according to the steps. The buyer may decide about buying something without having any predispositions.

The following diagram shows the AIDA model.



2. 7 ADVERTISING AS AN ELEMENT OF MARKETING MIX

We have already defined in the SLM of "Marketing Management" of the BBA programme that marketing mix consists of four elements which are product, price, promotion and place. As we know that it is not enough for any business to have good products sold at attractive prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this process is commonly known as "promotion. A company's total **marketing communications mix,** or **promotion mix,** consists of the specific blend of advertising, personal selling, sales promotion, and public relations tools which are discussed as follows:



- **Advertising:** Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- **Personal selling:** Personal presentation by the firm's sales force to make sales and build customer relationships.

- **Sales promotion:** Short-term incentives to encourage the purchase or sale of a product or service.
- **Public relations:** Building good relations with the company's public by obtaining favourable publicity, building up a good "corporate image," and handling or heading off unfavourable rumours, stories, and events.

Each type of promotion has its own benefits. Advertising includes print, broadcast, outdoor, and other forms. Personal selling includes sales presentations, trade shows, and incentive programmes. Sales promotion includes point-of-purchase displays, premiums, discounts, coupons, speciality advertising, and demonstrations. Because of the technological breakthroughs, marketers can now communicate through traditional media (newspapers, radio, telephone, and television), as well as its newer forms (fax machines, cellular phones, pagers, and computers). These new technologies have encouraged more companies to move from mass communication to more targeted communication and one-on-one dialogue.

Now a days, direct marketing also plays a vital role as marketing communication mix. The main tools of direct communications are the use of mail, telephone, fax, e-mail, and other non-personal tools to communicate directly with specific consumers or to solicit a direct response.



CHECK YOUR PROGRESS

Q 4: What is Integrated Marketing Communication mix?

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Q 5: What is SMCR model?

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Q 6: What is AIDA model?

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2.8 LET US SUM UP

In this unit we have discussed the following:

- Communication is basically transmission of message to consumer about any product or services.
- Business communication is related to the study of communication between individuals and groups engaged in the process of administration and management of an organisation.
- The communication process involves eight elements, which are source, encoding, message, channel, decoding, noise, feedback.
- Integrated Marketing Communication is coordinating all the promotional and other marketing activities that communicate with a firm's customers and other stakeholders.
- Mass communication is usually thought of as a process, sometimes referred to as the SMCR model of communication. It begins with a source(S), a sender who encodes a message (M), puts it in words and pictures.
- Then we have discussed the AIDA (attention, interest, desire and action) model to measure the effectiveness of advertising.
- At the end of this unit, we have discussed how advertising helps in stimulating marketing process.



2.9 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



2.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Communication is interchange of thoughts, opinions of information.

Ans to Q No 2: Source, Encoding, Message, Channel, Receiver, Decoding, Noise, Feedback.

Ans to Q No 3: Barriers are the difficulties that come in the way of effective communication.

Ans to Q No 4: Integrated marketing communication (IMC) is a strategic-business process used to plan, develop, execute, and evaluate coordinated and measurable persuasive brand communication programs over time with consumers, customers, prospects, and other targeted, relevant external and internal audiences.

Ans to Q No 5: Source(S), message (M), communication(C), and receiver (R).

Ans to Q No 6: Attention, Interest, Desire and Action.



2.11 MODEL QUESTIONS

A: Short Question (Answer in around 150 words)

Q 1: Write a note on advertising as a commenication process.

Q 2: Describe the barriers to an effective communication process.

B: Long Question (Answers in around 300-500 words)

Q 1: How does communication process take place? Explain the barriers of communication.

Q 2: What is Integrated Marketing Communication (IMC)? State the barriers of IMC.

Q 3: Explain SMCR model and AIDA model of advertising.

Q 4: What is marketing mix? Can we consider advertising as an element of marketing mix? Explain.

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UNIT 3 : DEVELOPING EFFECTIVE PROMOTION

UNIT STRUCTURE

3.1 Learning Objectives

3.2 Identifying the Target Audience

3.3 Determining the Promotional Objectives

3.4 Designing the Promotion and Selecting the Channel

3.5 Push vs. pull Strategy

3.6 Establishing the Promotional Budget and Implementing Promotional Strategy

3.7 Let Us Sum Up

3.8 Further Readings

3.9 Answers to Check Your Progress

3.10 Model Questions

3.1 LEARNING OBJECTIVES

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

- describe is the concept of target audience
- explain the process of determining the promotional objectives
- mention how promotional activities are designed
- define the concept of push vs. pull strategy
- discuss how promotional budget are made and promotional strategy is implemented.

3.2 IDENTIFYING THE TARGET AUDIENCE

Any product or service that is or will be launched in the market will have an intended population. This specific intended population in the market is known as the target market. In other words it can be defined as the most likely group of people to the products, services, and promotions of the company. For instance if a company is looking to promote the concept of old age homes, then the target market of the company will be the senior citizens of the population. Any company that has a product or service to

offer in the market is required to have a target market. This is essentially due to the uniqueness of language, type of information and channels that are to be used to communicate with each target.

On the other hand a target audience is the intended audience of a publication, readership, advertisement or any other message. In the parlance of marketing target audience is the group of prospective customers in the target market who are identified as the target or recipient for a particular advertisement or message. Each target market has a different set of demographic profiles and consequently marketing communication has to vary accordingly to fit to the profile of the target audience. The target audience gives the company a track towards which all the marketing activities will revolve. At the same time it provides consistency in messaging and further helps in reaching the customers in a more intimate way.

THE PROCESS OF DEFINING THE TARGET AUDIENCE

For adopting a promotional campaign, the target audience has to be well identified. This is because only after identifying the target audience, the nature of promotional that is to be adopted can be determined and developed. In such a process, the target audience has to be well defined by the marketer to efficiently market to the people to create significant impact. There are three steps to take that will help one define the target audience. They are;

(i) *Identify problems and needs:* The first step in defining the target audience is to determine the target audience in terms of what problem the business product or service solves or what need or want the product fulfils. The problem must be one which the consumers are experiencing or are aware of and consequently have a desire to solve it. For example, a problem can be lack of pure raw milk in the market. If the marketers find that the solution can be reached and can make available pure raw milk in the market, then customers may purchase the new product. The problem that the business solves can be identified by searching for similar businesses or business ideas. If the search is unsuccessful, then there remains a problem that the business can solve.

(ii) *Looking at competitors:* The next step is to look at the way the competitors are looking at the problem. The business has to see that steps and processes the competitors have adopted to solve the problem that has been identified. Going through this process will enable the marketers to know and get a thorough idea about the type of customers they will be targeting and the best way that can be adopted to communicate the message to the target audience. Knowing about the competitors will also help to create differentiation of the advertisement created by the company marketer in comparison to its competitors so as to get a competitive advantage in the marketing campaign.

(iii) *Creating the content for communication*: After the first two steps, the third step is to create the content for the campaign. The campaign has to be such that it is compatible with the profile of the target audience and the communication is effective. Marketers have to ensure that the content of the promotional campaign has to be high in quality. Sufficient copy test has to be done before final execution to see that the message is understood in the way it is intended to be understood by the audience.

3.3 DETERMINING THE PROMOTIONAL OBJECTIVES

An important task of a marketer is to increase the popularity and consequent sale of products. In the process various promotional measures are used to ensure its sale. Normally it is seen that any product or service offered in the market do not necessarily have its ready customers. In fact marketers have to use various advertising and promotional measures to imparting knowledge and interest for the products, create positive attitudes along with image and further purchase intentions. As such advertisements and sales promotion are regarded as the key determinants of enhancing market share of a brand. Today marketers have certain promotional objectives. Basically there are three main objectives of a promotion. They are;

(i) *Increase demand*: An important objective of sales promotion is to increase demand for products. These measures are used during the product life cycle in order to increase sales. At one point of time, a product will reach the point of saturation. At such a situation, investment in sales promotion basically tries to see that the message stimulates the recipients to take action for purchase.

(ii) *Providing information about the product*: A second important objective of promotion is to make customers understand about the functional benefit and general usage of the product. Customers are also required to know the purpose for which a product is used. Information about the product will differ depending on the specific target market that is to be served by the product.

(iii) *Create product differentiation*: The third important objective of promotion is to create differentiation of the product. This aspect becomes more relevant when there are multiple players offering the same product in the market. It is intended that the audience understands the message of the advertiser.

3.4 HOW TO DESIGN A SALES PROMOTION STRATEGY

The process of designing a sales promotion strategy requires proper planning. At the time of deciding about the sales promotion strategy, it has to be seen that it gives the best return on investments and there is a good marketing exposure for the products and services. At the time of deciding the promotional strategy, the marketer has to consider various issues for the decision in adopting the right promotional strategy. The important issues are:

(i) *Short or long term duration*: The first step is to determine whether sales promotion decision is for short duration or long duration. For products that are in the introductory phase, the sales promotion has to be for long duration, as the products will undergo various phrases of the product life cycle. On the other hand, for products that are in the declining phrase, the promotional exercise will be for shorter

duration.

(ii) *Motivation for sales representatives*: There has to be the right motivational tool to be used to impress sales representatives to carry out the sales promotional work. The sales people has to be enticed with a clear formula like commission per unit sold or commission per sales value which the representative want to push.

(iii) *A registration system*: The sales promotion framework should have a registration system by means of which the sales people who take part in the promotional process are well recorded and accounted for. The registration process should have an inbuilt system which can tract the volume of sales by each enrolled representative and other details of his or her personal profile.

(iv) *A marketing plan*: The system of sales promotional framework should be properly available as a document in black and white so that anybody interested to know about the sales promotion policy can have access. It should also provide the information about the eligibility criteria to be a representative, details of registration process and knowledge of the product that is to be sold.

(v) *Periodic monitoring*: Lastly there should be a mechanism by means of which the entire sales promotion activities can be monitored. There should be a well knit network where any representative can have access to the reporting officer for clarification and having updates about the performance of each representative in the market.

PROMOTING TO RETAIL CUSTOMERS

At the time of promoting the products to the retail customers, certain issues are required to be considered by the marketers. They are;

(i) *Promoting one product at a time*: At the time of promoting products, marketers should promote one product or one family of products at a time. This is essentially to avoid clutter effect and confusion in the mind of consumers.

(ii) *Determine the type of sales promotion strategy to be used*: Marketers has to take a decision on the type of sales promotion strategy that is to be used. The type of promotional strategy that will be used varies

from product to product.

(iii) *Framing rules and regulations for promotion*: Certain clear cut rules and regulations have to be formulated for promoting and should be made readily available before the customers. Sometimes advice needs to be taken from the company's legal department to see that rules and conditions are complete and free from error.

(iv) *Help desk for registering customers eligible for promotional rewards*: There should also be provision of a well documented process either offline or online so that customers can register to avail promotional rewards and get more information about the various promotional schemes.

(v) *Creating a display of promotional offers*: The promotional schemes should be clearly put on display in the high visibility areas and flashpoints so that the prospective customers have access to it and easily get the required information

For the success of any promotional scheme, the marketers has to properly identify the target customers, devise suitable methods to reach them and use the best media to disseminate information to them.

STEP IN THE PROMOTIONAL STRATEGY

(i) *Identify the target audience*. As a first step marketers are to identify what is to be promoted and to whom it is to be promoted. In the identification of the target audience, important demographic variables like age, gender, profession, social class, income level and other have to be taken into account.

(ii) *Determine what you want from your promotional strategy*. As a second step, marketers need to take into consideration what is to be expected result from the promotional campaign. The promotional strategy should have a well-defined goal. Some prominent goals may be (i) Creating customers awareness about products and services (ii) Motivating customers to buy (iii) bringing home to customers about the functionality and features of the product (iv) Highlighting the unique selling proposition of the product (v) Creating brand image

(iii) *Understand the ideal customer's preferences*. The next step is to

know other aspects of the target group like their ideals and important aspects of a company which they seek. Knowledge has to be also gathered about the company culture of the competitors who are successful in the market.

(iv) *Match media channels to those used by the target audience*. As a fourth step, the marketer has to take a decision on the type of media channel that will be used. For that, a decision has to be reached to match a suitable media channel with the profile of the customers. For instance online advertising is a suitable way to reach customers. However, this is not true for products that are targeted for the rural consumers.

(v) *Assess your promotional budget*. An important aspect to be taken into consideration is about the promotional budget. However novel the promotional campaign may be, if the budget does not finally support it, then it is of no use. Therefore based upon the allocated budget, decision has to be taken.

(vi) *Think about the timing of your promotion*. Lastly marketers have to keep tract of the timing of the promotional campaign. Often it is seen that there are certain products that are seasonal in nature. For instance, the demand for woolen clothes is basically during the winter season. Therefore there is no point of promoting woolen clothes during the summer season with exceptional discounts and offers. Therefore the timing of a promotional campaign can impact the success or failure of a campaign and the ultimate sale.

SELECTING THE PROMOTION CHANNEL

Determination of the right promotional channel is an important task of marketers for the successful sale of products and services. This calls for the planning and implementation of the right promotional mix. Promotion is a novel way used by the marketer to assist in the dissemination of integrated marketing communication so as to enhance the value of the brand in the mind of the consumers. Basically there are broadly five types of promotional channels. They are (i) Personal Selling (ii) Advertising (iii) Sales promotion (iv) Public relations and (v) Event marketing, exhibitions

and trade shows.

(1) Personal Selling: For the sale of products and services of the company, the company employs various sales people. They sale the company products and services through direct face to face interaction with the customers. These sales people can be used as a promotional channel. The way the sales people talk, the way they dress up, the way they behave in the public and the way they communicate all tells us something about the brand or the company they represents. In fact they are sometimes called as walking billboards of the company. The greatest advantage of using the method of personal selling is that here there is direct selling and the feedback from the customers is also immediate.

(2) Advertising: Advertising is a paid form of non-personal communication. For advertising the marketer has to buy space and time for the message to be advertised. For advertisement, various media may be used like television, radio, internet, mobile phones, newspapers, magazines, billboards and the like. Advertisement helps in the process of introduction of new products in the target market as well as creating awareness about the existing products along with its features and benefits. Advertisements can help in increasing the credibility, awareness and brand value of what the company markets. But the cost involved in advertising may be high and there is lack of immediate feedback. Today in the age of digital marketing, various modern platforms for digital marketing are used like (a) paid listing (b) Pay-per-click links (c) Pay-per-sale advertising (d) “Opt-in” e-mail advertising.

(3) Sales Promotion: Marketers resort to various promotional exercises like discount offers, buy two and get one free, bulk purchase discounts, sponsored trip for the lucky draw winner to markets their products and services. These sales promotion tactics are used as agents to entice customers to try out for products.

(4) Public Relations: Public relations are another form of promoting company products and services. By using it, one can increase the

sale of company offerings through favorable, nonpaid media coverage and this helps in enhancing the brand image of the company. Public relation is a way to increase the image of the company in the eye of the public. Publicity about the company can be carried out using various platforms like press releases, special events, sponsorships, newsletters and community activities. Sometimes improvement of the company image can be done before the public by sponsoring a charitable event.

(5) Event marketing, exhibitions and trade shows: Modern day marketers use events, exhibitions and trade shows as platforms to market products and services. These occasions in the forefront have events (like Music Orchestra, DJ Night and the like), exhibitions (like regional exhibitions, collage shows, traditional handloom and handicraft exhibitions and the like) and trade shows (like car rally, regional expo, international expo and the like), but at the background marketers use as a platform to promote and market their products and services.

3.5 PUSH VS. PULL STRATEGY

In the promotion of products and services, marketers use two types of strategies. They are the push strategies and the pull strategies.

In push strategy, the company pusher the products towards the customers by making them aware of it, at the point of purchase. On the other hand, pull strategy, relies on the notion, that to get the products sold in the market, customer has to come to you". The push strategy is basically manufacturer dominated. Here the manufacturer has to adopt ways and means to sell the product to the customers. Among the series of activities, the manufacturer has to see that the distribution mechanism is sound and efficient. Further middlemen and retailers are motivated to stock the products. Push strategy are more suitable for low value items like fast moving consumer goods (FMCGs) and products where the chances of impulse buying is more. Push strategy is often used for new products to generate awareness and popularity among the mass. Pull strategy is a

situation where customers and retailers directly demand the products and services from the manufacturer. Such kind of strategy often works for products and services which are highly visible and popular brands. Such brands are being built based upon excessive mass media advertising whereby customers directly come to the retailers in search of the product. In turn retailers are forced to stock the products as required by the customers. In pull strategy, the simple principle is 'create the demand and customer will follow you".

1. **Push strategy:** A push promotional strategy is the process by means of which the product is directly taken to the customer to attract them towards the products and services. In the process various means are used to ensure the reach of the product to the customer like;
   (i) Use of trade shows to promote products, so as to encourage direct demand of the products by the customers
   (ii) Selling products to the customers directly by means of face to face interaction or in the showroom
   (iii) Point of sale displays and promotional offers to motivate customers
   (iv) Use of attractive packaging to attract customers
   (v) Giving concessions to retailers to stock the product of the company
   (vi) Operating an efficient supply chain mechanism to entice customers
   (vii) Point of sale displays
2. **Pull strategy**: A pull strategy on the other hand is the process of inspiring customers to look for the products and services of the company in an active search process. This is possible when advertisement and good word of mouth is spread in the market so as to create a favourable image of the company and the products. It is basically the use of efforts to make the customers come towards the products and services. Pull strategies include;
   (i) Spread of good word of mouth (WOM)
   (ii) Use of advertisements and mass media for promotions

(iii) Offering discounts to motivate customers to buy

(iv) Use of attractive unique selling propositions (USP)

(v) Having an efficient customer relationship management schemes

DIFFERENCES BETWEEN PULL STRATEGY AND PUSH STRATEGY

Criteria of comparison	*Push Strategy*	*Pull Strategy*
Orientation	Towards the channel members	Towards the customers
Thrust areaMiddlemen	stock the products	Customers demand the products
Objective	Create customer's awareness	Create customer demand
Time lag	Long	Short
Tools used	Trade promotion, salesmanship	Advertising, promotion
Stresses on	Allocation of resources	Customers attraction
Suitable for	Low brand loyalty	High brand loyalty

For the successful sale of products and services, it the combination of both push and pull strategy that will work for the company. Both are complementary to each and well balanced at the optimum level.

3.6 ESTABLISHING THE PROMOTIONAL BUDGET AND IMPLEMENTING PROMOTIONAL STRATEGY

The act of determining the amount of money that is to be spent for promotion of the identified product or service and its consequent accounting is known as establishing the promotional budget. At the time of taking decisions on the promotional budget, various factors are to be taken into account which has an influence on the amount of money that is to be allocated to be spent for promotions. They are as follows.

- **Percentage of Sales:** In this method, the budget is decided as a percentage of past sales. The logic behind the use of this method is that since advertising is based on sales, therefore it is way to spend money for promotions based upon sales figures. This method also helps to keep a direct tract of the amount expended for promotions and sales.
- **Affordability:** Since all the companies vary in terms of sales, profits

and scale of operation, therefore the ability of the different companies to spend for promotions and advertisements also vary accordingly. Therefore another way or determining the advertising budget is to set an amount on the basis of what the company can afford. At the same time the amount can vary from time to time for the same company as per requirement and affordability.

- **Competitive parity method:** In this method, the budget is fixed based upon similar budget that is adopted by the competitor of the company. Since the budgets are similar among the firms, it removes promotional price competition. This method is simple as the amount is simply decided by comparison. But it is very hard to determine the logic behind the determination of the budget by the competitor.
- **Objective and task method**: In the objective and task method, the marketers take into account the specific objective, determine the task to be performed to attain the objectives and estimate the cost to be incurred to execute these tasks identified. This method is logical in the sense that the budget is determined based upon the objectives of the company.

CHECK YOUR PROGRESS

Q 1: State the objectives of Promotion.

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3.7 LET US SUM UP

- Any product or service that is or will be launched in the market will have an intended population known as the target market. There are three steps to define the target audience. They are (i) Identify problems and needs (ii) Looking at competitors (iii) Creating the content for communication

- The objectives of promotional are to increase demand, providing information about the product and create product differentiation
- At the time of deciding the promotional strategy, the marketer has to consider various issues for the decision in adopting the right promotional strategy.
- At the time of promoting the products to the retail customers, certain issues are required to be considered by the marketers. They are promoting one product at a time, determine the type of sales promotion strategy to be used, framing rules and regulations for promotion, help desk for registering customers eligible for promotional rewards and creating a display of promotional offers.
- There are various steps in the promotional of products and services. They are to identify the target audience, determine what you want from your promotional strategy, Understand the ideal customer's preferences, matching media channels to those used by the target audience, assess your promotional budget and thinking about the timing of promotion.
- Basically there are broadly five types of promotional channels. They are (i) Personal Selling (ii) Advertising (iii) Sales promotion (iv) Public relations and (v) Event marketing, exhibitions and trade shows.
- In the promotion of products and services, marketers use two types of strategies. They are the push strategies and the pull strategies. In push strategy, the company pusher the products towards the customers by making them aware of it, at the point of purchase. On the other hand, pull strategy, relies on the notion, that to get the products sold in the market, customer has to come to you.
- The act of determining the amount of money that is to be spent for promotion of the identified product or service and its consequent accounting is known as establishing the promotional budget. For determining the promotional budget, various factors are taken into account. They are percentage of sales, affordability, competitive parity method and objective and task method.



3.8 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



3.9 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: *(i)Increase demand*

(ii) *Providing information about the product*:

(iii) *Create product differentiation*:



3.10 MODEL QUESTIONS

A: Short Questions (Answer in around 150 words

Q 1: Define the concept of target audience in promotion

Q 2: How are promotional objectives determined and designed? Discuss

Q 3: What steps would you take in promoting to retail customers?

Q 4: What are promotional channels?

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

Q 5: Discuss the concept of PUSH and PULL STRATEGY in promotion

Q 6: Compare and contrast between pull and push strategy on promotions.

Q 7: How would you establish the promotional budget? Discuss.

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UNIT 4 : MANAGING ADVERTISING I

UNIT STRUCTURE

4.1 Learning Objectives

4.2 Developing and managing advertising programme

4.3 Setting advertising objectives

4.4 DAGMAR

4.5 Deciding on advertising budget

4.6 Let Us Sum Up

4.7 Further Readings

4.8 Answers to Check Your Progress

4.9 Model Questions

4.1 LEARNING OBJECTIVES

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

- describe the process of developing and managing advertising programme
- mention the way of setting advertising objectives
- explain the DAGMAR approach to advertising
- elaborate the process of setting advertising budget.

4.2 DEVELOPING AND MANAGING ADVERTISING PROGRAMME

The concept of managing and developing an advertising programme vary from one organization to another. Advertising, as we already know is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor therefore there will be significant variations in the way organization carry out their advertising campaign. Not only is advertising confined to the business establishments but is also equally apparent in other non profitable and charitable organizations that aims at directing the message to its target audiences. That advertisement is a way to propagate messages is the ultimate reality for any organization

irrespective of the services provided by them. Though the process of developing an ad for a multinational corporation like Pepsi or for a Government campaign like eradicating polio are different, but the prime motive is the same, i.e. to create awareness in its respective target group.

Having the right product at the right place and at the right time does not guarantee its sale unless the information about it availability, its utility and price are effectively communicated to the right target audience. Therefore, companies have their own separate advertising department whose job is to propose a budget, develop advertising strategy, approve ad campaigns and handle direct mail advertising. It is important for marketing managers to identify the target market and buyer motives prior to developing an advertising programme. Only then they should take up the major decisions in developing a programme which is commonly known the "five Ms" viz; Mission, Money, Message, Media and Measurement.

Mission: It states the objectives of the advertising. It also includes the sales goals of the company.

Money: It gives an idea that what amount of money should be spent by the business firm for its advertisement. Factors to be considered here are the stages of product life cycle, the market share and consumer base, competition, advertisement frequency and product substitutability.

Message: Message includes what information should be conveyed by the organization to its target audience. Message generation, message evaluation and selection, message execution and social responsibility review form the overall message.

Media: The selection of the appropriate media is an essential part of developing an advertisement. The type of media so selected should be able to reach a wide audience base effectively and efficiently.

Measurement: It is the evaluation of the result. It measures if the information has been communicated properly which will be reflected in the overall sales of the organization.

5.3 SETTING ADVERTISING OBJECTIVES

An advertising objective can be defined as a specific audience

response a marketer anticipates from a particular advertising message. Marketers have developed a number of methods to set advertising objectives. The "hierarchy-of-effects model" is one such model that helps set advertising objectives as marketers can gauge the impact an advertising message will have on consumer decisions. Creating awareness, generating knowledge about the product, liking, preference, conviction and purchase are the steps in the hierarchy of effect model. In general, marketers prefer to set sales-oriented advertising objectives as increasing sales or profitability is the ultimate objective of any advertising effort. While sales are an inevitable objective, the campaign should also work towards achieving other objectives that influence a customer to purchase a product. Some of these objectives are as follows:

i) **Creating awareness and encouraging information search:** Creating awareness about the firm, its products and their capabilities is the first step towards influencing the customer's product preference. The advertisement promotes the product and also creates awareness about the company. These advertisements describe the main features or characteristics of the product, its price and place of its availability. If a new product is being launched or re-launched, marketers have to modify the objectives accordingly. Marketers cannot assume that a customer will purchase a product based on the information provided in the advertisement. So, advertisements also have to serve as prompts, encouraging viewers or readers search for more information.

   For example, some advertisements end with an appeal to visit websites, call up toll free numbers or avail free samples. The effectiveness of such advertisements can be measured by counting the number of incoming calls requesting for information, or the number of clicks received on the website.

ii) **Persuading/Prompting direct action:** An advertisement, which has persuasion as the objective, aims at encouraging the target audience to buy the product. It also attempts to make the target audience switch brands and also create a preference for the advertised brand. The objective of persuasion is generally used in a very competitive market.

For example, Procter and Gamble in the advertisement of "Tide" detergent, uses the tag line *"white hein to tide hein* (if it's white than it's tide)". It emphasizes that its own brand of detergent gives spotless white and thereby persuades customers to buy it if they want brighter clothes. This advertisement is aimed at direct action to persuade the customers to make a purchase decision.

iii) **Reminding or reinforce attitude :** Established brands also advertise with the aim of maintaining interest and awareness of the product. This is for product in the mature or decline stage of the product life cycle. Reminder advertising, also known as retentive advertising, tells the customer that the product is still available.

For example, the ads on Colgate toothpaste.

iv) **To relate the products to needs :** Advertisements having this aim try to establish a link between the needs of the target audience and product usage.

For example, people need protection from mosquitoes during evening hours and especially at night. Godrej, in its product 'Good Knight', a mosquito repellent, uses this information and assures in its advertisement that its product gives protection from mosquitoes all night.

v) **To modify attitudes :** If a company's product has somehow developed a bad image or reputation in the market, then it needs to urgently alter this, by changing the attitude towards the product.

For example, after ruling the market for decades, Nestle's 'Maggi noodles' had a bad reputation and image of the presence of lead that made it risky to consume and thereby exit the market for quite some time. However, the company in its aggressive marketing campaigns like "We Miss You too", "Nothing like Maggie", "Welcome back Maggie" had changed the attitudes of the people.

Even if a company is introducing a new product category in the market, a change in attitude is required.

Sales Oriented Objective

Advertising objectives that are aimed at immediate sale or increasing

market share are called sales objectives. Many marketers prefer to set advertising objectives in terms of sales, as increasing sales in the ultimate objective of any organization. Sales-oriented objectives are not appropriate if the sale of a product is affected by factors other than advertising.



CHECK YOUR PROGRESS

Q 1: State the five Ms of developing an advertising programme.

Q 2: "Hierarchy-of-effects model" help set .....

Q 3: State three objectives of developing an advertising programme.

.....

.....

Q 4: Give an example of "relating product to needs advertising".

.....

.....

Q 5: Advertising objectives are also aimed at sales because.

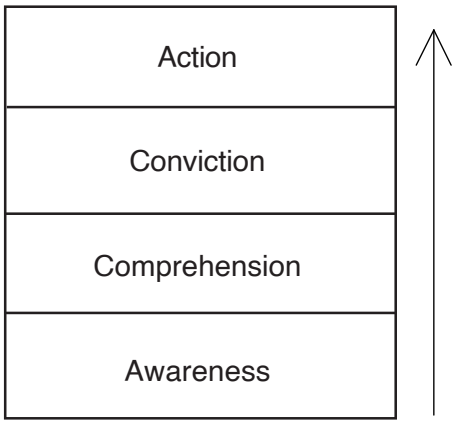
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4.4 DAGMAR

"Defining Advertising Goals for Measured Advertising Results", abbreviated to DAGMAR, was proposed by Russell H. Coney in 1961. Coney suggested that achievement of a hierarchy-of-communications objectives leads to actual purchase. He suggested that marketing goals and advertising goals were different. Marketing goals are measured in terms of sales whereas advertising goals are measured in terms of the customers' movement along the hierarchy.

Figure 1: The DAGMAR Model



In the above figure,

Awareness: In this stage, the customer becomes aware of the product.

Comprehension: The customer is aware of the product characteristics and its uses. He is also familiar with the brand name and brand logo.

Conviction: This stage refers to the emotional decisions of preferring one brand to the other.

Action: In this stage, the purchase is made.

The DAGMAR model assumes a high involvement "learn-feel-do" hierarchy. As advertising and marketing goals are deemed distinct, advertising goals can be specifically tracked and measured. With the help of DAGMAR model, the effectiveness of the advertisement can be measured in terms of its ability to move the customer along the hierarchy. This approach defines an advertising goal as a specific communication task, based on a hierarchy model of the communication process involving awareness, comprehension, attitude and action. The goal is specific, with a definite measure, a starting point, a defined audience and a fixed time period. As goals are specific in DAGMAR, therefore advertising of a particular brand must indicate exactly what image or appeal is intended to be communicated. For example, if a health drink is trying to increase the brand comprehension amongst the target customers, then the advertising should specifically focus on the availability of the protein content and its

benefit. Benchmarking is another aspect of determining a specific goal. Without a benchmark, it is difficult to determine the optimal goal. For example, it is very important for any company to reinforce and sharpen its existing image and thereby redefine its goal. Another important of DAGMAR that all organizations should follow is to define its target customers precisely. If the target customers are not properly defined, then the results from advertising will be ineffective. Thus the DAGMAR approach to advertising planning is a precise method for selecting and quantifying goals and or using those goals to measure the performances.

4.5 DECIDING ON ADVERTISING BUDGET

Advertising budget is the amount of money allocated by a firm for its advertising campaigns for a specific period of time. It is influenced by various factors like the type of products advertised, the size of the market, the geographic distribution of customers within the market and the sales volume as compared to the competitor's sales volume. Marketers believe that advertising helps in increasing the demand for a product in the market. The amount of money spent on an advertising campaign should be in accordance with the sales it generates. The budget of an advertisement varies depending on the stage of the life cycle of the product. For example, a new product may need a larger share of the advertising budget, as the advertising has to create awareness about the product and encourage the potential customers to buy it.

Setting the advertising budget is a difficult task because marketers cannot quantify the benefits accruing from the advertisement or determine the exact sales an advertisement has generated. However, businesses often use the thumb rule (like **advertisement/sales ratio).** Some of the common methods are: i) objective and task method, ii) percentage of sales method, iii) affordability method, and iv) competitive parity method.

i) **Objective and task method :** Objective and task method is considered as one of the rational approaches to setting advertising budget. This method calls upon the advertisers to develop their advertising budget by: (a) defining their specific advertising objective,

(b) determining the tasks that must be performed to achieve those objectives and (c) estimating the cost of performing those tasks. The sum total of all these costs determines the advertising budget.

The major disadvantage of using this method is that marketers cannot accurately estimate or quantify the efforts required to achieve an objective. For instance it is very difficult to set the advertising budget for Packaged Mass Consumption Goods products, since it is not easy to calculate the response rates to advertisements on soaps, detergent, toothpastes etc.

ii) **Percentage of sales method :** Percent of sales method is used quite often by companies to determine their advertising budgets. The percentage of sales method can be expressed by the formula:

(Spending on advertisements in rupees/Sales in rupees) x 100

This method can developed by studying the past sales figures and relative budget allocations. Allocating the budget on similar lines without any major changes would be assuming a repetition of the past performances. However, it may be necessary to increase or decrease the budget to attain a projected sales figure. Projecting the product's sale for the current year is very important and for doing so, understanding the market scenario and predicting competitor strategies is vital.

iii) **Affordability method :** In this method, a marketer after allocating all other expenses in his budget, allocates the remaining funds to advertising. This method of budget fixing is followed by small scale enterprises which have limited funds and also by companies whose management give least importance to marketing activities.

iv) **Competitive parity method :** Companies sometimes determine their advertising budget by comparing with competitor's advertising budget. The advertising budget of the company may match with that of a competitor either in rupee terms or in terms of percent-of-sales. It is based on the fact that if a company follows this method, it is using the collective knowledge of the industry to arrive at a figure for its advertising budget. However, companies need to be careful when

they allocate their advertising budget on the basis of competitors' expenditure or budgets because their objectives and resources may be totally different.



CHECK YOUR PROGRESS

Q 6: DAGMAR means.

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Q 7: Who proposed the concept of DAGMAR?

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Q 8: State the steps of DAGMAR model.

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.....

Q 9: State the methods of advertising budget.

.....

Q 10: State the formula for percentage of sales method.

.....



4.6 LET US SUM UP

- Advertising is imperative in any form of business establishment whether profit or non-profit.
- Communicating the right message to the right customer at the right place is the essence of effective advertising campaign.
- Marketing managers always identify the target market and buyer motives prior to developing an advertising program.
- "Hierarchy-of-effects model" help set advertising objectives as marketers can gauge the impact an advertising message will have on consumer decisions.
- Russell H. Coney had proposed the DAGMAR in 1961.

- Awareness, Comprehension, Conviction and Action constitute the DAGMAR model of advertising.
- Objective and task, percentage of sales, affordability and competitive parity are the methods for setting the advertising budget.



4.7 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

4) Gupta and Agarwala (2001), Handbook of Journalism and Mass Communication, Concept Publishing Company, New Delhi



4.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Mission, Money, Message, Media and Measurement.

Ans to Q No 2: "Hierarchy-of-effects model" help set advertising objectives.

Ans to Q No 3: Three objectives of developing an advertising campaign are creating awareness and encouraging information search, persuading/ prompting direct action, reminding or reinforce attitude.

Ans to Q No 4: 'Harpic' in its advertisement assuring of a clean and germ-free toilet to the people is an example of relating product to needs advertising.

Ans to Q No 5: Advertising objectives are also aimed at sales because sales is the ultimate objective of any organization.

Ans to Q No 6: DAGMAR means 'Defining Advertising Goals for Measured Advertising Results'.

Ans to Q No 7: Russell H. Coney had proposed the DAGMAR in 1961

Ans to Q No 8: Awareness, Comprehension, Conviction and Action are the steps of DAGMAR model of advertising.

Ans to Q No 9: Objective and task, percentage of sales, affordability and competitive parity are the methods for setting the advertising budget.

Ans to Q No 10: The percentage of sales method can be expressed by the formula:

(Spending on advertisements in rupees/Sales in rupees) x 100



4.9 MODEL QUESTIONS

Q A: Short Question (Answers in around 150 Words)

Q 1: What are the Objectives of advertising ?

Q 2: What factors influence advertising budget. ?

Q B: Long Questons (Answers in around 300-500 words)

Q 1: Define DAGMAR.

Q 2: Why the processes of developing an advertising programme differ from one organization to another?

Q 3: Why the 5Ms are considered important while developing an advertising programme?

Q 4: Discuss the different objectives of setting an advertising programme.

Q 5: Why DAGMAR is considered as an important model in advertising?

Q 6: Discuss the various methods of setting advertising budget.

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UNIT 5: MANAGING ADVERTISING II

UNIT STRUCTURE

5.1 Learning Objectives

5.2 Introduction to Advertising

5.3 Developing the Advertising Message

5.4 Role of Music in Advertising

5.5 Role of Humour in Advertising

5.6 Factors Considered while Developing the Advertising Copy

5.7 Creativity in Advertising

5.8 Let Us Sum Up

5.9 Further Readings

5.10 Answers to Check Your Progress

5.11 Model Questions

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

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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UNIT 6 : MEDIA STRATEGIES

UNIT STRUCTURE

6.1 Learning Objectives

6.2 Introduction to Media Planning and Objectives

6.3 Deciding on Media

6.4 Choosing Among Major Media Types

6.5 Different Types of Media and their Advantages and Disadvantages

6.6 Media Schedule Decisions

6.7 Media Buying Process

6.8 Let Us Sum Up

6.9 Further Readings

6.10 Answers to Check Your Progress

6.11 Model Questions

6.1 LEARNING OBJECTIVES

After going through this unit, you will be able to

- indentify what is media planning and objectives
- describe the process of deciding on media
- have knowledge of different types of media and their advantages and disadvantages
- discuss the decisions to be taken in choosing among major media types
- explain what is media schedule decisions
- define the concept of space and time buying.

6.2 INTRODUCTION TO MEDIA PLANNING AND OBJECTIVES

Media Planning is the art of taking decisions on advertisements regarding the delivery of a message to the target audience. Whenever there is a new product to be launched in the market, there is a requirement of

creating an advertisement for the product. And to complete this task, there is a requirement to go through the media planning process. The process of media planning involved certain steps. The important steps in media planning includes;

(i) **Analysis of the market**: Market analysis basically deals with the determination of the nature of audience who is going to be the target for the product. In this step, the demographic profile of the audience is to be studied. Further information of the target audience in terms of psychographic variables may be collected to take important decisions related to cost and most appropriate media that is to be used for the advertisement.

(ii) **Establishing media objectives:** Media objective is the ultimate aim of the media planning. Here important decisions have to be taken in terms of media reach, frequency, cost, circulation and penetration.

a. *Reach* is the total number of people who will be covered by the advertisement.

b. *Frequency* is the total number of times the message is circulated over a period of time.

c. *Cost* is the amount of money incurred per thousand and the cost per thousand.

d. *Circulation* is the term used for printed advertisements that are developed and sent.

e. *Penetration* is the actual number of people who have been reached by the advertisements.

(iii) **Formulation of the strategies:** Formulation of the strategies involved taking decisions on the type of media that is to be used. Various modes of media are available and they include radio, television, internet, newspapers, multimedia, trade journals, lifestyle magazines and the like. Decision has to be taken for the right selection of media based upon criteria like total number of people it can cover, available budget, accessibility and availability.

(iv) **Implementation:** In the implementation phase decision has to be taken related to hiring of space in the selected media. Here commitment is

given to the media provider, submit the advertisement and make payment of the bill.

(v) **Follow-up and control:** This is the last task done in the media planning process. After the advertisement is aired or given in the selected media, it has to be evaluated. Evaluation is done in terms of whether the advertisements have been able to deliver what was intended. From follow-up if there is any deviation, corrective measures are adopted so that the things are on the right tract.

6.3 DECIDING ON MEDIA

The basic idea behind the development of a media plan is to decide on the best possible way to send across the message to the target audience. The media plan comprises of a number of individual elements that contribute to the successful implementation of the media plan. The entire media plan comprises of a total of five steps. They are analysis of the market, determining the market objectives, formulation of the media strategies, implementation and evaluation cum follow up.

Today in the modern world, there are various advertising media that are at the disposal of the marketers. Each mode of media has itheir own unique features and marketers have to take a judicious decision on the selection and use of the suitable advertising media that serves the specific purpose. In taking a decision, several factors are considered. They are

6.4 CRITERIA FOR CHOOSING MAJOR MEDIA TYPES

In any professional media plan decision has to be taken regarding the type of media that is to be selected. Today we have television, direct mail, radio, internet, newspapers, magazines, digital boards and the like. Important criteria have to be considered before choosing among major media type. They are;

Target audience media habits: Marketers have to take an important decision on type of media to be used. This is based upon the target audience

media habits. For promoting the product, the advertiser has to use that particular media which the target audience frequently uses. For instance if the marketer is promoting building material, it may use a magazine read by the architects.

Nature of product to be advertised: The nature of the product to be advertised also influences the type of media that will be used. If the advertisement is for the promotion of a financial instrument, the information has to be very exhaustive and for it print media may be an important option. If the product is washing machine, it required an audio visual media and for it television may be a suitable option.

The type of message to be conveyed: The type of message that is to be conveyed to the audience will influence the selection of the media. If the advertisement is to promote technical information, the marketer may choose a specific magazine. If the advertisement is for the promotion of special discount schemes of woolen clothes of the general people, the marketer may go for advertisement in the local newspaper.

Cost factor or the budget: The cost that will be incurred in the advertisement in the media will be dictated by the available budget. Different forms of media have different cost structures and tariff. Therefore while using the media for the product, the cost factor also has to be taken into account.

6.5 DIFFERENT TYPES OF MEDIA AND THEIR ADVANTAGES AND DISADVANTAGES

Marketers have various types of advertisements media available through which they can advertise products and services. They include

(i) Newspapers
(ii) Magazines
(iii) Radio
(iv) Television
(v) Telemarketing
(vi) Specialty Or Surrogated Advertising
(vii) Social Media Advertising

(viii) Banner Advertising

(ix) Direct Mail Marketing

(x) Internet Advertising

Among the many some of the prominent ones are discussed below.

NEWSPAPERS

Newspaper is one of the most traditional and popular form of print media. This medium of advertisement is the most widely used print media and is used both by big and small houses for advertisements.

The use of newspapers has many advantages. It helps to cover a huge group of people in an identified geographical area. The marketer has the advantage to decide the size of the advertisement and placement in the newspaper. It is a cheap form of accessing information from the point of the consumer and easily available without any hassles. Photo and text quality of newspapers may be poor quality. It is a generalized form of advertisement and the real target may not be reached. With the growth of internet, a substantial base of previously avid newspapers has shifted to online version of newspapers that are available over the net.

MAGAZINES

The magazines are more focused and normally the focus on a particular area of interest to a group of people. Compared to newspaper advertising, advertising through the magazines are expensive. But it allows reaching very specific group of people with specially targeted messages. Good quality of paper and with good colour contrast provides advertisement that looks quite attractive.

Advertising through magazines has various advantages. It allows for the dissemination of customized messages to the intended group of people. With magazines there is normally high involvement of the people and therefore more attention is paid to the matter that is advertised through the magazines.. But magazines are by people who have patience and have adequate free time. It is a traditional medium of advertisement and today major part of the earlier customer base has shifted to online and web version of magazines.

RADIO

Radio is a highly popular medium of communication for the common mass. It is traditionally a universal medium that sends only verbal messages.

Radio advertising has a lot of advantages. It is a cheap medium of mass media and is accessible to anybody, if he or she has a radio set. Radio helps in the dissemination of information to specific targets. The rates of advertisement can be negotiated. It has varies types of program for all section of listeners. But radio listeners are spread across a lot of stations and therefore if the advertiser has to advertise something on a pan nation basis it has to approach each station separately. Pacing of radio advertisements are not at the control of the listeners and therefore the listener has to hear the message with undivided attention. Often people use radio program for background entertainment while doing some other major works. Therefore listener may overhear important messages.

TELEVISION

Television is the most popular medium of mass communication. In televisions, audio, visual and movement element is combined together. Therefore is evokes more sense organs of human beings and has the capacity to activate the viewers more.

Television has many advantages. It helps in the dissemination of information to a wider group of audience. Messages can be send at the local, regional, national or international level based upon the requirement of the advertiser. Local independent stations also help for sending targeted messages. But in television, the message is for a short period of time only because the message cannot be retained. It is an expensive medium for advertisement. The advertiser may not be sure whether the message has been seen by the target audience. This is because the message can seen only when the viewer switch on and sits before the television.

TELEMARKETING

Telemarketing is the process of using telephones for advertising and communication about product and services. Telemarketing is often used by sales people for the introduction of products and services to the prospects and taking appointments for product demonstration and clarifying queries related to products and services.

Telemarketing has certain advantages. It provides the scope for deciding about the venue where one can interact with the prospect and answer to questions and clarify doubts. This method is cost effective when compared to direct sales and at the same time it saves energy and time. There can be instant feedback. Telemarketing helps in the generation of lot of information and also helps in meeting those who are physically inaccessible. But telemarketing has certain disadvantages. Lot of prospects reacts negatively to telemarketers. If telemarketing works are assigned to outsourced employees by the company, there is lesser control and it may be at the cost of company's brand image.

SPECIALTY OR SURROGATED ADVERTISING

Sometimes companies instead of directly advertising and communicating about its products and services use other promotional objects to tell indirectly. This form of advertisement is also sometimes known as surrogated advertisements. Companies circulate new-year calendars, pen stand, paper weight, diaries, key chain mugs and the like where the brand name of the company is printed with the logo. It basically creates a good impression about the company. Such kind of articles are distributed free of cost. Such kind of advertisement is known as specialty advertising or surrogated advertisements.

Specialty advertising has certain advantages. It is a flexible method and an indirect way of advertising that strikes the prospect at the cognitively level. If the free products are of quality, people keep the items and thus it promotes long retention and is an advertisement to others as well. Such advertisements generate goodwill of the company and can supplement other promotional efforts. But specialty advertisement has certain disadvantages. It cannot be used for target advertisements. It is not a suitable medium of promotion for all businesses. Further if the gift material used is of poor quality, it may create a poor brand image.

SOCIAL MEDIA ADVERTISING

Social media are platforms by means of which information can be created and shared. The information may be related to ideas, issues and matters related to the polity, economy, sociology, technology and the like

which are shared and discussed by means of interactive computer-aided technologies through virtual communities and *networks*.

Social media has certain advantages. Social media is an important platform used by marketers through which customer relationship can be built. It enables wider reach on to a larger audience. It has the potential for viral marketing. Social marketing can be more targeted and they are less expensive. On the other hand, members of social media are spread across diversity and breadth of profiles. Here the messages may be a bit impersonal and the audience main goal may be to socialize rather than read advertisements.

BANNER ADVERTISING

Banner advertising is a method of advertising by which graphic display is made on rectangular surfaces that are spread across the top, bottom or sides of a website. They are also known as display advertisements and consist of static or animated images. It is normally placed in high visibility areas of websites. Banner advertising has the power to attract the attention of the audience in the sense that it creates brand awareness, provides better leads. It is a very attractive form of online advertising today. They are basically to entice the visitor of a host website to the advertisers' website to promote a brand. There are two forms of banner advertising. They are cost per impression and cost per click.

Banner advertisements have certain advantages. They are image based rather than text-based and therefore have a higher level of power to attract people. Banner advertising is a strong tool for brand building. It can help in targeted dissemination of information. It is also cheap cost wise. The disadvantage of banner advertising is that repeated advertisements may lead to clutter effect in the mind of the consumers. Poor banner advertisements may lead to lowering of interest for web users.

INTERNET ADVERTISING

Today internet advertising has assumed significant importance. It is a cost cost-effective medium for advertising the products and services of a company. In the internet, messages are easy to handle and the matter can be advertised on a real time basis. It provides the scope to small and large

scale businesses increase the visibility of products and consequent sales. It further helps in increasing the client base, ensure proper marketing reach, generation of fruitful lead, entice customers and further sales.

Internet advertising has many advantages. Through this platform, customers can be reached on a real time basis and available any time. It can target the customer effectively. It can very meticulously monitor advertisement spending and can also keep track of the results. But it has disadvantages as well. It is a complicated mode of communication and a lot of intricacies are involved. During internet advertising, if mistakes are commited, it can be very costly as the message goes viral. Further the competition is very high among competitors and sometimes it may lead to clutter effect.

DIRECT MAIL MARKETING

Direct mail marketing is also known as direct marketing or direct response marketing. It is a form of marketing procedure through which the seller sends messages pertaining to marketing of products and services directly to the consumers on a one to one basis. In direct mail marketing various forms are used like the distribution of catalogs or other forms of product literature with the scope ordering opportunities, circulation of sales letters with promotional materials, circulation of leaflets and other form of communication matter.

6.6 MEDIA SCHEDULE DECISIONS

Media schedule decisions is the art of deciding about the most suitable time at which the advertising is to be given in the selected media so as to get the maximum coverage and response from the target audience. It is the task of each marketer to judiciously decide on the media timings as it is an important component of any advertising programme. Media scheduling is basically the time frame which helps the advertiser to decide on three fundamental aspects. They are decisions related to;

(i) **Time frame** (i.e. when to advertise): Media scheduling decision tells us when to advertise in the media so that it can get the highest level of

mileage from the intended or target audience. The appropriate timing is determined based upon various considerations like seasonal variation of the product.

(ii) Duration of advertisement (i.e. time span for each advertisement): Media scheduling decision also tell the total duration for which a particular advertisement has to be aired or broadcasted in the selected media. Consequently the most effective time duration is determined for the most suitable media opted for.

(iii) Frequency of advertisement (i.e. how many times the advertisement is given in different forms of media throughout the year). Media scheduling decision further tell us the frequency of advertisement that is to be conducted through different media. In other words, how many times, the message has to be advertised in a year or at certain frequency.

The task related to determination to time frame is very important in the decisions related to media scheduling. When the decision related to time is taken, one has to consider various factors to set the most suitable timing of the media that is to be used. This is essentially due to the variation of demand for products and services throughout the year which may be cyclic or seasonal in nature. And in the process of taking decision related to the timing schedule the following factors are taken into consideration. They are;

(i) *Buyer Turnover*: It is basically the rate at which new buyers starts entering the market. The thumb rule is that if the rate of conversion is higher, the advertisement should also be continuous.

(ii) *Purchase Frequency*: Purchase frequency is the number of times during the identified time period, the product is purchased by the consumers. The higher the frequency of purchase, the more the frequency should be for advertisements.

(iii) *Forgetting Rate*: This is the rate at which buyers have a tendency to fail in recalling the brand. If the rate of forgetting is higher, the rate of advertisement should be consequently increased.

(iv) *Budget position*: Budget position is the financial position in terms of

amount allocated for advertisement. If the budget is quite big, so also the frequency should be increased.

(v) *Degree of Competition*: The degree of competition faced by the company in the market is also important in taking a decision on advertisements. The more competitive the environment is, the more amount of money can be invested for advertisements.

Consequently the people who are responsible in the task of advertising has to face two challenges in scheduling. They are macro-scheduling and micro-scheduling.

(i) ***Macro-scheduling***: The challenge of macro-scheduling arises due to the variation of demand for the products and services to be advertised. The variation is due to changes in demand on account of seasonal variations or business cycle fluctuations. Suitable time gap has to be identified in between variations of demand so as to create awareness of products and stimulate positive inclination towards products.

(ii) ***Micro-scheduling***: The challenge of micro-scheduling arises when the decision has to be taken in regard to the number of times the advertisement has to be given. The challenge arises basically with the task of decisions related to allocating expenditure and the frequency within a short time span for advertisement that is to be identified.

6.7 MEDIA BUYING PROCESS

Media buying is the process of buying the media space and specific time frame to put on show the creative advertisements of the identified sponsor. As there are multiple platforms for the display of advertisements, decision has to be taken for selecting the most suitable place, time and the contextual background against which the advertisement has to be delivered to the intended audience. Media buying is basically done with a series of objecties like creating awareness about the products and brands, add on to the conversion rates of customers, spread of relevant cum favourable information about the products and the like. The process of media buying in brief comprises of a set of futuristic and comprehensive ways of taking

decisions on the intention to purchase, making discussions for making the deal to procure and making arrangement with a view to find the right place of advertisement at the right price. The entire media buying process comprises of three broad steps or stages. They are;

(i) Pre-launching: This is the first stage in the media buying process. As an initial phase of the entire process, ground work is done on what is to be advertised and where it has to be advertised. For that decision is taken by keeping the objectives of the advertisement in mind with careful planning. In this pre-lunch phase the main thrust is to ensure that the media platform used is in total match with the objectives. And to execute this phase, quite a lot of initial research is required to execute is properly. Important steps in this phase are;

(i) Identification of the target audience
(ii) Study relevant policies of competitors
(iii) Design of the media buying plan
(iv) Media choice and price negotiation
(v) Budgeting decisions

(ii) Launching: This is the second stage in the media buying process. In this phase the task is to go for effectualisation of the first stage by launching the campaign. Here delivery of the advertisent takes place in a suitable media and ensuring steady observation of the performance of the advertisement campaign. Necessary care is taken to see that the advertisement takes as per plan in the right place before the right audience. Steps are taken to track the reaction of the audience critically when they see and hear the advertisement. In is also seen that customers could derive value from the advertisement. Consequently as per requirement modification may be also required to be done if any. Consequently if things do not go in the right direction, re-evaluate has to be done on the original plan. For that the advertisement plan has to be sometimes flexible enough so as to adapt as per requirement.

(iii) Post-launching stage: This is the third stage in the media buying process. In the post launcing phase a thorough analysis is done on the effectiveness of the advertisement and whether is has been able

to send across the message to the target audience in the way as was decided earlier. Here the target audience is studied to see whether they interacted positively or negatively on the product and consequently assess consumer behaviour in terms of their engagement with the advertisement. This is necessary so as to ensure that negative impact due to errors if any are not repeated in the future advertisement campaigns.

CHECK YOUR PROGRESS

Q 1: State two criteria for choosing major media type



6.8 LET US SUM UP

- Media Planning is the art of taking decisions on advertisements regarding the delivery of a message to the target audience. The important steps in media planning includes analysis of the market, establishing media objectives, formulation of the strategies, implementation and follow-up and control
- Important criteria have to be considered before choosing among major media type. They are target audience media habits, nature of product to be advertised, the type of message to be conveyed and the cost factor or the budget
- Marketers have various types of advertisements media available through which they can advertise products and services. They include newspapers, magazines, radio, television, telemarketing, specialty or surrogated advertising, social media advertising, banner advertising, internet advertising, direct mail marketing and many.
- Media schedule decisions is the art of deciding about the most suitable time at which the advertising is to be given in the selected media so as to get the maximum coverage and response from the target audience.
- Media buying is the process of buying the media space and specific

time frame to put on show the creative advertisements of the identified sponsor.

- The entire media buying process comprises of three broad steps or stages. They are pre-launching, launching and post-launching stage.



6.9 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



6.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: Nature of product to be advertised and Cost factor or the budget



6.11 MODEL QUESTIONS

A: Short Questions (answer in around 150 words)

Q 1: What are media schedule decisions?

Q 2: Discuss the concept of space and time buying.

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

Q 1: Define media planning. What are its objectives?

Q 2: What are the important decisions one has to consider while deciding about the media to use?

Q 3: What are different types of media available? Briefly discuss their advantages and disadvantages.

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UNIT 7 : EVALUATING ADVERTISING EFFECTIVENESS

UNIT STRUCTURE

7.1 Leaning Objectives

7.2 Introduction

7.3 Deciding on Reach, Frequency and Impact

- 7.3.1 Advertising Reach
- 7.3.2 Advertising Frequency
- 7.3.3 Advertising Impact

7.4 Copy Testing

7.5 Advertising Recognition and Recall Tests

7.6 Issues in Assessing Impact of Advertising

7.7 Measuring the Performance of an Advertising Agency

7.8 Let Us Sum Up

7.9 Further Reading

7.10 Answers to Check Your Progress

7.11 Model Questions

7.1 LEARNING OBJECTIVES

By the end of this unit, you will be able to:

- explain the reach, frequency and impact of advertising
- describe copy testing
- discuss the advertising recognition and recall tests
- elaborate the issues in assessing impact of advertising
- analyze the performance of an advertising agency.

7.2 INTRODUCTION

An advertisement, in order to be effective, must be designed keeping in mind the age group of the targeted customers, the geographic location and also the cultural aspect. In this unit we will discuss briefly, reach, frequency, copy testing, performance of advertising agencies etc.

7.3 DECIDING ON REACH, FREQUENCY AND IMPACT

7.3.1 Advertising Reach

It is important for an advertiser to understand the target segment of customers before advertising the product or service. In marketing, the concept of segmenting, targeting and positioning are important and need to be constantly taken into consideration by the advertiser. It is important for the advertiser to know the probable customers for whom the product will be advertised. An advertisement will be effective only when the advertiser have knowledge of the demographic, cultural and geographic segments of the target customers.

For example, in terms of age, Pampers, a baby product is advertised in a manner keeping in view the requirement of the baby. Similarly, HFDC Life insurance in its advertisement had advertised its post retirement plans with the tag “jiyo sar utha ke”.

Also, we have seen that “Coke” had involved film star Aamir Khan in its earlier advertisement to market its product in a unique way for the rural customers. Moreover, in order to ensure that its product reaches the rural customers, “Chota Coke’ was introduced.

Advertisers therefore must understand the customers and thereafter try to position their products or services in the minds of their targeted segments.

7.3.2 Advertising Frequency

It is indeed important for the advertiser to know when and how often he should advertise the product. For example, some household products are advertised during the day, preferably during noon so that the homemakers may be targeted. However, most products are advertised during the prime time, i.e. preferably during the evening hours so as to attract most of the customers. Moreover,

there are certain products that are advertised only on popular sports channels so as to target mostly the young customers who are attracted towards sports or adventure. Also products advertised in certain magazines in the business class inside flights are not found in other common magazines. The reason is to attract the HNI customers.

In advertising, we know are familiar with the three concepts of selective attention, selective distortion and selective retention. Every moment the customers come across different types of advertisements. Certain advertisements are able to attract them while most are avoided. In order to sustain in the competition, advertisers must frequently advertise their products in such a way so that it can attract the customers. However, it must be ensured that the products so advertised should be in such a way that it is able to meet the customers' expectations or else the amount invested will be wasted.

7.3.3 Advertising Impact

That the advertisement has been able to create an impact can be judged by the number of preferences it got from the customers. That means customer response for the product. In order to gain a positive and wide response from the customers, the advertiser must create an ad that is able to satisfy the most unmet need of the customer.

For example, Reliance Jio has been able to meet the most unmet need of the customers. It is a perfect example of advertising reach, frequency and impact. Standing on the Digital India campaign, the company has reached the targeted customers in a significant way which is highlighted in the high and positive response from the customers.

7.4 COPY TESTING

Copy testing refers to checking the effectiveness of an advertisement in terms of recall, content and how well the message was comprehended. As the company has to bear a huge advertising expense therefore the ad should be such that the targeted audiences are persuaded to buy the product or service being advertised. Therefore, copy testing is a tool to check the effectiveness of an advertisement. Copy testing can be performed before and after releasing the advertisement in the media. In the first case, it is termed as pre testing and in the second case it is termed as post testing. The results obtained in the pre-tests are used to make improvements if required in the final advertisement. Post-tests, on the other hand, reveal how the advertisement was perceived by the target audiences, i.e. whether it was successful or not. In copy testing, the advertisement is shown to the audience and their reactions are studied. This helps in evaluating the appeal of the advertisement to the target customer and whether the message was communicated properly.

7.5 ADVERTISING RECOGNITION AND RECALL TESTS

Recognition test is a special type of tests in advertising that is used to measure the awareness level of the target audience regarding an advertisement to which he has been exposed to. In this an advertisement is shown or described to the respondents and his verbal responses are noted. If the respondent has seen the advertisement, then he is asked questions regarding the copy of the message, name of the brand etc. Tests which are used to check the recognition are:

a) **Mail Survey:** In this a questionnaire containing the description of an advertisement and a few questions regarding the advertisement is mailed to the target audience. The brand name is not revealed and the respondents have to identify it. Respondents are then required to fill up the questionnaire and mail back the filled up forms. Such surveys are also conducted to measure the recognition for radio and TV commercials.

b) **Starch Tests:** This test is intended to find out whether a reader has observed a particular advertisement in a magazine. Daniel Starch, a psychologist had invented this test in 1923 to measure the effectiveness of print ads. The pre-condition for such a test is that the respondents should have already read the same issue of the magazine in normal conditions as a regular reading. During the test, the respondents are asked whether he has seen or read the advertisement before. Depending on the responses, the advertisement in the magazine are divided into three categories:

i. **Read Most:** The respondents read half or more of the copy.

ii. **Seen Associated**: The respondents read only that part of the advertisement which describes the brand or service.

iii. **Noted:** The respondents remember seeing the advertisement.

Starch scores obtained in such a manner are found to be highly reliable. This test also reveals that the recognition of an advertisement also depends on the product class, variable of the copy (size, colour, etc) and media used.

Recall is defined as the process of remembering something or recovering information by mental effort. It is based on the theory that the commercial leaves an impression on the mind of the person who has seen it. Recall tests are designed to measure an advertisement's impact by asking respondents to recall particular components of an advertisement.

Depending on the amount of help given to the respondents to recall the advertisement, the recall is classified as unaided recall and aided recall. In unaided recall the respondent is not prompted with any elements of the advertisement. He is given only the name of the product or service. It involves the respondent questions like 'name the soft drinks he knows'. In aided recall, the respondent is prompted with the brand name or some pictures of a commercial. It involves questions like 'have you heard of a soft drink called Mountain dew?'

Day-After-recall tests

Day-after-recall (DAR) test was designed by George Gallup in 1940. This test is conducted 24 hours to 72 hours after the telecast of the

commercial. The respondents are selected randomly and are contacted by telephone. They are asked if they remember watching any advertisement of the product category. If the respondent replies with the correct brand name, then the response is called unaided recall. Otherwise the respondent is given some more information about the commercial.



CHECK YOUR PROGRESS

Q 1: An advertisement will be effective only when the advertiser have knowledge of the ....., ... and ..... segments of the target customers.

Q 2: In advertising, we know are familiar with the three concepts of ....., ... and .....

Q 3: Define Copy testing.

.....

.....

Q 4: What is Recognition tests?

.....

.....

Q 5: What is Recall tests?

.....

.....

7.6 ISSUES IN ASSESSING IMPACT OF ADVERTISING

Advertising today have become a part of our day to day lives. This 21st century can be rightly called as the age of advertising. Advertising has been able to cast a deep impact in the social as well as the economic aspect of our day-to-day activities.

Social Aspect of Advertising

Though the main aim of advertising is to enhance the sales and generate profit for the organization yet today with the passage of time, it has become an indispensible part of our modern society. Some people are of the opinion that advertising has both positive as well as negative impact on the society. That advertising have had a positive and effective role in the society can be assessed by whether the advertisement has any message for the welfare of the society or whether it is able to improve the standard of living of the people, has been able to highlight the cultural values of the society etc. A society consists of people with diverse habits, customs, attitudes, beliefs, rituals and values. An advertiser must understand these factors well before advertising a product or a service. Similarly, advertising and culture are indispensible. An advertisement must be able to link the product or the service with the culture, values and customs of a society. It will not be entirely wrong to say that the cultural norms, beliefs and values are the basis for selecting and evaluating the goods and services.

Economic Aspect of advertising

Sahni, N.K., and Gupta, M., (2011); "Advertising and Sales Management (Text and Cases)", have mentioned that advertising is a sub-system of the economic system. It is indirectly the backbone of any economic activity as it touches and influences the life of each and everyone within the society. Not only that advertising has an impact on the production and distribution costs but also on the consumer prices of various products as well. It is indeed true that the prices of different goods and services would have been otherwise low if there would have no advertisement at all. The expenditure incurred on advertising the products and services are in some way passed on to the customer who will have to bear the burden of it in the form of high cost of the products. But it is also known that effective advertising will also enhance sales volume and will therefore indirectly lead to reduction in cost of production and distribution.

7.7 MEASURING THE PERFORMANCE OF AN ADVERTISING AGENCY

An advertising agency is an integral part in the world of advertising. It is bestowed with the responsibility of creatively designing an ad to its successful implementation so as not only to persuade the target customers towards the products but also to enhance the sales volume and net profit of the respective company. A company has to make significant investment for the success of an ad campaign. Here, the role of an agency is significant. In order to stand up to the high customer expectations and also to sustain in the cut throat competition, an advertising agency has to come up with some sort of inquisitiveness in designing an ad. The effectiveness of an agency can be measured and known by the number of responses that the ad campaign receives. From the company's point of view, the success of an agency would be highlighted if there is a significant rise in the sales volume of the product. Its performance becomes even more prominent during the festive season, when they come up with much more creativity in the ads that they design for the company because it is mostly during such times that there is a possibility of high sales.

For example, most of the ads in case of consumer durables companies are prepared by the advertising agencies wherein the names of the dealers and distributors of the company are incorporated so that the customers can contact them regarding product related information. Therefore the company sales people often visit the dealers to know about the status of their products in terms of the sales volume. Moreover, an advertising agency must also take into consideration that the ad is cost effective as well.

Overall, the work of an advertising agency will be considered successful, if it is able to attract the target customers well and is able to generate greater awareness about the products through the ad which will bring in more revenue for the company and is cost effective.



7.8 LET US SUM UP

- An advertiser to understand his target segment of customers before advertising the product or service.
- Selective attention, selective distortion and selective retention are the three concepts of advertising
- Advertisers must frequently advertise their products in such a way so that it can attract the customers.
- A good advertisement is one where targeted audiences are persuaded to buy the product or service being advertised.
- Recognition and Recall tests are used to measure the effectiveness advertisement.
- The main aim of advertising is to enhance the sales and generate profit for the organization
- Advertising has both positive as well as negative impact on the society.
- Advertising has an impact on the production cost, distribution cost and on the consumer prices of goods and services.



7.9 FURTHER READINGS

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



7.10 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q No 1: An advertisement will be effective only when the advertiser have knowledge of the demographic, cultural and geographic segments of the target customers.

Ans to Q No 2: In advertising, we know are familiar with the three concepts of selective attention, selective distortion and selective retention.

Ans to Q No 3: Copy testing is a process to check the effectiveness of advertisements in terms of recall, content and how well the message was comprehended

Ans to Q No 4: Recognition test is a special type of tests in advertising that is used to measure the awareness level of the target audience regarding an advertisement to which he has been exposed to.

Ans to Q No 5: Recall test is defined as the process of remembering something or recovering information by mental effort. It is based on the theory that the commercial leaves an impression on the mind of the person who has seen it.

The effectiveness of an advertising agency can be assessed by the increase in the sales volume of the products, customer response, revenue generation for the company and cost effectiveness.



7.11 MODEL QUESTIONS

A: Short Questions (answer in around 150 words)

Q 1: Write short notes on–

a) Advertising fewquency b) Spcial aspect of advertising.

Q 2: What is the meaning of advertising reach?

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

Q 1: Discuss the concept of advertising reach, frequency and impact with examples.

Q 2: Why Copy testing is important?

Q 3: Explain Recognition and Recall test of advertising.

Q 4: "Advertising has both positive and negative effect on the society"- Explain.

Q 5: How can the performance of an advertising agency be assessed?

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