

**ADVERTISING**  
**M.A. JOURNALISM AND MASS COMMUNICATION**  
**SEMESTER-IV, PAPER-II**

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# **M.A. Journalism and Mass Communication**

**First Edition : 2023**

**No. of Copies :**

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**Published by:**

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**Centre for Distance Education,  
Acharya Nagarjuna University**

***Printed at:***

## FOREWORD

*Since its establishment in 1976, Acharya Nagarjuna University has been forging ahead in the path of progress and dynamism, offering a variety of courses and research contributions. I am extremely happy that by gaining 'A' grade from the NAAC in the year 2016, Acharya Nagarjuna University is offering educational opportunities at the UG, PG levels apart from research degrees to students from over 443 affiliated colleges spread over the two districts of Guntur and Prakasam.*

*The University has also started the Centre for Distance Education in 2003-04 with the aim of taking higher education to the door step of all the sectors of the society. The centre will be a great help to those who cannot join in colleges, those who cannot afford the exorbitant fees as regular students, and even to housewives desirous of pursuing higher studies. Acharya Nagarjuna University has started offering B.A., and B.Com courses at the Degree level and M.A., M.Com., M.Sc., M.B.A., and L.L.M., courses at the PG level from the academic year 2003-2004 onwards.*

*To facilitate easier understanding by students studying through the distance mode, these self-instruction materials have been prepared by eminent and experienced teachers. The lessons have been drafted with great care and expertise in the stipulated time by these teachers. Constructive ideas and scholarly suggestions are welcome from students and teachers involved respectively. Such ideas will be incorporated for the greater efficacy of this distance mode of education. For clarification of doubts and feedback, weekly classes and contact classes will be arranged at the UG and PG levels respectively.*

*It is my aim that students getting higher education through the Centre for Distance Education should improve their qualification, have better employment opportunities and in turn be part of country's progress. It is my fond desire that in the years to come, the Centre for Distance Education will go from strength to strength in the form of new courses and by catering to larger number of people. My congratulations to all the Directors, Academic Coordinators, Editors and Lesson- writers of the Centre who have helped in these endeavours.*

*Prof. P. Raja Sekhar  
Vice-Chancellor  
Acharya Nagarjuna University*

**M.A. Journalism and Mass Communication**  
**Semester-IV, Paper-II**  
**402JM21 -ADVERTISING**

**Syllabus**

**UNIT-1**

Evolution of advertising - socio economic effects of advertising – types of advertisements – Various phases of advertising – advertising agency system -market research – vocational aspects of advertising

**UNIT-2**

Planning and campaigns – Media selection – newspapers – Magazines – Radio - Television - Direct mail - Outdoor advertising - Hoarding - Bus panels- spectacular- Bulletins

**UNIT-3**

Commercial advertisings - Recent trends in Indian Advertising - Legal and ethical aspects of advertising - Advertising policy

**UNIT-4**

Advertising copy – Visualization – Illustrations – Layout – Headlines – Text – Colour – Graphics – Psychological factors in advertising – Trade marks – Slogans – Evaluation of Effectiveness

**UNIT-5**

Advertising – problems of measurements – Opinion ratings – Concurrent methods – Recall test– Recognition test – Audience evolution for various media – Advertising code

**SUGGESTED READING:**

1. Dunn: Advertising its role in modern society -
2. Hepner: Advertising psychology and research – Warner
3. Cohen: Advertising.
4. vertising.
5. ChunnaWallah: Fundamentals of advertising
6. Mahendra Mohan: Advertising Managemnet Concepts & Cases
7. Wright: Advertising campaigns
8. Thomas Jefkins: Advertising made Simple
9. Leon Quera: Effective advertising

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# LESSON- 1

## EVOLUTION OF ADVERTISING

### Learning Objectives

- ✓ To learn the concept of Advertising and the History of Advertising.
- ✓ To learn the main aspects of Advertising in India and it's importance.
- ✓ To understand the functions of Advertising and their emerging trends.

### Structure

#### 1.1 Introduction

#### 1.2 What is Advertising?

##### 1.2.1 Definition of Advertising

##### 1.2.2 Brief history of Advertising

##### 1.2.3 Characteristics of Advertising

#### 1.3 Advertising in India

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#### 1.4 Objectives and Importance of Advertising

##### 1.4.1 Objectives of Advertising

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#### 1.8 Key Words

#### 1.9 Self-Assessment Questions

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## 1.1 INTRODUCTION

Advertising is one of the most crucial elements of marketing communications. Advertising is a strong communicative force that is very visible and aids in the sale of products, services, concepts, and other things. Many people think that advertising captures the demands of the moment. One might enjoy it or not, but there are ads all over the place. Newspapers, magazines, television, the internet, radio, and all of these media contain advertisements. Every day, the average consumer is exposed to a staggering amount of advertising, especially the metropolitan and semi-urban population.

It nearly seems impossible to maintain complete objectivity and ignore contemporary advertising. The advertisements that we view, read, or hear and either like or dislike make up the majority of the advertising process. Depending on the target audience, a variety of appropriate words are used to characterize advertising, including great, dynamic, enticing, exciting, dull, invasive, irritating, offensive, etc.

Advertising serves as a barometer for the development, improvement, and perfection of society. Our social, cultural, and business environments all include it. Advertising is one of the commercial institutions that is inspected the most, which is hardly surprising. Present day advertisers are heavily scrutinized by the target demographic for whom they are intended as well as by society at large.

## 1.2 WHAT IS ADVERTISING?

The Latin word "advertere," which means to draw attention to a certain subject, is where the word "advertising" originates. An announcement made in public is known as advertising. Today, however, advertising have purposes beyond simply making announcements; they also influence potential customers, serve as a reminder to current customers, and generate demand, brand preference, and brand loyalty, in addition to counteracting the effects of competitor commercials.

Advertising is not directed at a single person, but rather at a group of people. These groups of people are the target audience, who are also potential clients, rather than the wider public. In contrast to personal selling, advertising does not allow for rapid feedback. As a result, it is a sort of paid non-personal communication with a target audience through mass media like television, newspapers, magazines, radio, the internet, etc.

### 1.2.1 Definition of Advertising

According to American Marketing Association: "Advertising is a paid form of non-personal presentation and promotion of goods, services or ideas by an identified sponsor".

According to Philip Kotler: "Advertising is a non-personal form of communication conducted through paid media under clear sponsorship."

John J. Myers says: "Advertising is dissemination of information concerning an idea, service or product to compel action in accordance with the interest of the advertiser".

According to John Kennedy: Advertising is the substitute of human salesman.

David Ogilvy says: "Advertising means to develop favourable brand image to enlarge market share and to increase the profits of the organisation in the long run".

### 1.2.2 Brief history of Advertising

The history of advertising can be well illustrated in seven stages.

1. **Ancient Time:** The fifth century in antiquity is when advertising as we know it now first appeared. Since it dates back to the beginning of humans and human civilization, it has the longest history. When the art of communication was discovered, advertising was born, with word of mouth likely being the first instrument. Advertising has been used to spread information from the time of ancient Rome and Greece. Prior to the invention of printing, signs and criers were employed to inform the public about products or services and to persuade clients of the superiority of their offerings. Symbols used by traders identified their trade. Consequently, using a shop sign to identify the establishment is a remnant of the past.
2. **The Dark Age:** The fall of the Roman Empire and the ascendancy of Charlemagne mark the beginning of the "Dark Age," which lasted from 465 AD to 800 AD. When the Roman Empire fell, trade experienced a setback, which reduced trade and trade routes. During this time, not much talk of advertising is heard. However, that does not imply that all forms of advertising were absent. Public barkers with horns and bells, hand-made posters and placards, and other marketing tactics were employed to draw in potential buyers.
3. **13<sup>th</sup> Century:** The usage of advertising signs peaked in the thirteenth century. In this century, there were so many tavern criers in Paris that they established a union and received a charter from King Philip Augustus. These criers were the ones who first offered free samples during this time.
4. **15th century:** Johann Gutenberg created casting moveable type in the year 1438 and printed the Bible in the year 1456. The field of advertising has taken its first big step with this western discovery. Then, new forms of advertising were accessible, including printed posters, handbills, and booklets.
5. **Sixteenth and seventeenth centuries:** This was the period when printing technology advanced and a greater number of newspapers were introduced, though some of them were similar to newsletters. Early advertisements in these newspapers resembled announcements made by importers of new items in England; for example, adverts for coffee (1652), chocolate (1657), and tea (1658) were launched through newspaper advertisements. Earlier newspaper advertisements were for books and marriage proposals. Initially, newspaper advertisements were of the "pioneering advertising" variety. The face of competitive advertising appeared in England much later in the 18th century.
6. **The eighteenth and nineteenth centuries** saw the emergence and development of competitive advertising. In New York around 1840, various publications started selling advertising space. The transactions were governed by the age-old principle of "Caveat Emptor" (the principle that the buyer should inspect the quality of goods before purchasing). The concept of "brand advertising" was introduced in the nineteenth century. During this time, "point of purchase" advertising became prevalent.



7. The radio, television, and satellite communication were all invented in the twentieth century. The world had become a global village, providing the advertising industry a huge boost. Advertising may be seen and heard from coast to coast and around the world. Information technology and mass communication have advanced to the point that no firm can function without advertising. A company's success or failure is primarily determined by its advertising approach.

Thus, the advertising sector, which began with barkers, evolved into a highly potent mass medium of communication. It is an industry that is at the heart of all enterprises, and without it, no firm can operate today.

### **1.2.3 Characteristics of Advertising**

#### **i. Paid Form:**

Advertising requires the advertiser (also known as the sponsor) to pay for the creation of an advertising message, the purchase of advertising media space, and the monitoring of advertising efforts.

**ii. Tool for Promotion:** Advertising is part of an organization's promotion mix.

#### **iii. One-Way Communication:**

Advertising is one-way communication in which firms communicate with customers through various means.

#### **iv. Personal or Non-Personal:**

Advertising can be non-personal, such as on television. Radio and print commercials, for example, are not as personalized as social media and other cookie-based advertisements.

#### **v. Marketing Mix Element:**

Product, promotion, pricing, and venue are the four primary components of the marketing mix. Advertising is a critical component of "promotion." Other aspects of the marketing mix cannot reach their goals without adequate promotion.

#### **vi. Promotion Mix:**

Advertising is one of four components of the promotion mix, which also includes personal selling, sales promotion, and publicity. It is the most cost-effective way of promotion since it generates demand, promotes sales, and rapidly and effectively reaches the target audience.

## **1.3 ADVERTISING IN INDIA**

One of the important factors driving the market's growth in India is the increasing use of advertising by various organizations to boost client retention and attract new buyers. Aside from that, the increasing use of advertising to increase brand awareness and loyalty is providing a good market picture in the country. Furthermore, there is a growing demand among the general public for quick and cost-effective advertising alternatives. This, together with the increased demand for digital advertising as a result of the rapid adoption of smart phones and smart gadgets with the accessibility of internet access, is fuelling the country's market growth.

Aside from that, the growing trend of promoting through various sports events is providing attractive growth chances for Indian industry investors. The growing consumer desire for online shopping, as well as the rising e-commerce business are positively influencing the market. Numerous advertising companies are rapidly investing in digital advertising in the country, adding to industry growth. Moreover, the growing quantity of media and entertainment models is boosting India's industry growth.

### 1.3.1 Advertising Scene in India

Producing items is now easier than satisfying and attracting customers. Practically for every product on the market, there are numerous brands to choose from. Every business wishes to grow its market share. Advertisers go to great lengths to entice and persuade prospective customers to buy their products and services. Advertising has been recognized as a significant promotional technique, making it a cost-effective mass communication medium. The growth in advertising budget clearly reflects the increasing importance of advertising.

Today, both the quality and quantity of ads have increased as we are exposed to more of them than ever before. The advertising sector currently ranks fifth among the world's major industries, with the first four being oil, autos, computers, and electronics. Advertising has grown tremendously as a result of the expansion of both traditional and non-traditional media. Advertising spending has increased from approximately Rs 49 crores in 1961 to approximately Rs 10,050 crores in 2001. The advertising industry in India is expanding at a rapid pace.

### 1.3.2 Main Aspects of Advertising in India

**Increase in advertising spending:** According to data available from 1961 to 2017, advertising spending in India has increased significantly. The table below demonstrates this.

Year	Advertising spending (Rs in crores)
1961	49 <sup>3</sup>
1971	65 <sup>3</sup>
1981	472 <sup>3</sup>
1991	1545 <sup>3</sup>
2001	10,050 <sup>3</sup>
2011	27433 <sup>1</sup>
2012	28854 <sup>1</sup>
2013	32106 <sup>7</sup>
2014	37405 <sup>1</sup>
2015	49759 <sup>8</sup>
2016	55672 <sup>1</sup>
2017	61204 <sup>1</sup> (Projected)

In 1961, total advertising expenditure in India was Rs. 49 crores; by 2016, this figure had risen to Rs 55672 crores. The major worldwide media management investment conglomerate, presented its biannual advertising expenditure report on 14 February 2017, projecting India's advertising investment at Rs. 61,204 crores in 2017. This is a 10% increase for the calendar year 2017 over the same period in 2016. Advertising spending in India is expanding at a rate of roughly 35% per year.

**Media expansion:** All types of Indian media have seen significant growth in recent years. The Internet has developed as a new millennium medium. With India's rising literacy rate, the number of people reading newspapers and periodicals has increased significantly. The number of television viewers has increased dramatically as income levels and television channels have expanded. Television is currently widely acknowledged as the most powerful advertising medium in India. The expansion of cable television has provided opportunities for small advertisers. Small advertisers can now afford cable television commercials in their local markets. Internet advertising is growing in tandem with the expansion of personal computers. At the moment, the media is dealing with the problem of clutter, or too much advertising.

**Expansion of Advertising Agencies:** The expansion of advertising firms has been widely acknowledged around the world. Dependence on advertising firms is rapidly rising these days. The number of ad agencies in India has climbed from 14 in 1939 to 862 (as of June 7, 2017) (as registered with the Indian Newspapers Society). Many advertising agencies in India are currently owned by foreigners.

**Legal advertising regulations:** The government of India has enacted a number of laws to control advertising and safeguard the interests of consumers. The primary goal of these restrictions is to prevent false and misleading advertisements. (For a list of laws, rules, and regulations governing advertisements, see Annexure IV.)

**Increased market coverage:** Previously, advertising was limited to the wealthier segments of society, but this has changed. It currently covers all segments of society, including the rich consumer group, the middle class consumer group, the poor consumer group, urban and rural consumer groups. Advertisers now create commercials that take into account religious and cultural variances, differences in lifestyle, income level, sex ratio, education level, differences in consumption pattern, and so on. Similarly, different commercials are created to capture the interest of various age groups. As a result, advertising now targets all market sectors.

**Branded products are becoming more popular:** Previously, the Indian market was swamped with a variety of unbranded and local products. However, the current tendency is toward branded products. With the increase in literacy rate, awareness, and standard of life of the Indian people, the scope of advertising has expanded; as a result, a large segment of people today are brand-conscious.

**Advertising of both commodities and services:** Advertisements used to focus on tangible goods; however, advertising of services is now quite widespread. Advertisements for insurance firms, banks, telecommunications companies, tour and travel agencies, courier services, entertainment sectors, and so on are common in the media.

**Increased non-commercial and classified advertising:** Previously, advertisements were mostly issued for commercial objectives. Non-commercial advertisements, on the other hand, are growing increasingly popular in India. Today, several social organizations, government agencies, and political organizations are observed issuing adverts. For example,

commercials raising awareness of numerous social issues and problems such as AIDS, female foeticide, drug addiction, girl education, and so on. We often see commercials that provide public notices such as the deadline for completing an income tax return. The date for pulse polio drops, for example.

Similarly, classified advertisements under specific headings, such as property for sale, tender notice, vehicles for sale, marriage, public appointments, and so on, are fairly popular.

#### 1.4 OBJECTIVES AND IMPORTANCE OF ADVERTISING

The information contained in an advertisement should be beneficial to the buyers. It should provide them with a more satisfying use of their rupees. It should advise them on better ways to solve their difficulties. The advertiser, not the medium, controls the substance of the advertising. Advertising is ineffective without persuasion. A waste of money is an advertisement that fails to impact anyone, either immediately or in the future. The purpose of advertising is to increase the volume of lucrative sales. In other words, advertising costs should not rise unduly.

Messages distributed through newspapers and periodicals. Radio and television broadcasts. Circulars of all types (whether issued by mail, person, through tradesmen, or inserts in packages). Dealer's help material, Window display and counter - display materials and efforts. Store signs, motion movies used for advertising, Advertising and Sales Promotion, novelties with advertising slogans and the advertiser's signature, label tags, and other text accompanying the item.

##### 1.4.1 Objectives of Advertising

- **To boost support:** Advertising boosts the morale of the sales force as well as distributors, wholesalers, and retailers.
- **To increase sales among current, past, and prospective customers:** It entails making a choice regarding media.
- **To retain loyalty:** to keep current and previous customers faithful.
- **To protect an image:** Advertising is used to build an organization's overall image of respect and trust.
- **To communicate with customers:** this includes copy.

##### 1.4.2 Importance of Advertising

###### (i) To the Clients:

**Convenience:** Targeted informational advertisements make the customer's decision-making process easier because they learn what best meets their needs and budget.

**Awareness:** Advertising informs clients about the many products on the market and their features. This knowledge enables clients to compare several items and select the best option for them.

**Better Quality:** Only brands promote themselves and their wares. There are no unbranded product commercials. As no firm wants to waste money on deceptive advertising, which assures greater quality for customers.

###### (ii) To the Business:

**Increased Brand and Product Awareness:** Advertising raises brand and product awareness among consumers in the target market.

**Brand Image:** Effective advertising assists businesses in developing the desired brand image and brand personality in the eyes of their customers.

**Product Differentiation:** Advertising assists businesses in differentiating their products from those of competitors and communicating their characteristics and benefits to the target audience.

**Increases Goodwill:** Advertising reinforces brand vision and increases brand goodwill among customers.

**Value for money:** When compared to other elements of the promotion mix, advertising sends the message to a large audience and tends to be a good value for money.

## 1.5 FUNCTIONS OF ADVERTISING

When a corporation wants to sell a specific product, it must create ways to inform potential buyers about the product. They can count on people finding the product by mistake when they go to the supermarket to buy milk and bread, but that is not the most effective way to reach a large number of people and entice them to buy. The majority of businesses utilize advertising to inform potential buyers that their product exists and is available. Functions of Advertising can be summed up to Influencing, Informing, Increasing Visibility, Adding Value through Other Efforts.

### 1.5.1 Functions of Advertising

- To identify and distinguish products from others. (Branding)
- To convey information.
- To encourage consumers to try new items and to recommend reuse. (new and recurring consumers)
- To encourage distribution.
- Increase brand recognition, preference, and loyalty.
- To reduce sales costs. (For the cost of reaching only one prospect via personal selling, businesses may reach thousands with media advertising.)

### 1.5.2 Advantages of Advertising

**1. Lowers per unit cost:** The widespread attractiveness of marketing raises product demand, which benefits the business by capitalizing on economies of scale.

**2. Aids in Brand Building:** Advertisements aid in brand building. Brands Advertisers are prioritized over non-advertisers.

**3. Aids in the Launch of New Products:** When a new product is supported by advertising, it is much easier to launch it.

**4. Increases Existing Customers Confidence in the Brand:** Advertisements increase existing customers' confidence in the brand because they feel proud when they see an advertisement for the product or brand they use.

**5. Aids in the reduction of customer turnover:** A deliberate promotion of new offers, as well as better service helps lower client turnover in advertising and sales promotion.

**6. Attracts New Customers:** A visually appealing advertisement assists the brand in obtaining new customers and developing its business.

**7. Educates clients:** Advertisements educate clients on the various items available in the market as well as what they should look for in a suitable product.

### 1.5.3 Disadvantages of Advertising

**1. Increases the Costs:** Advertising is a business expense that is added to the cost of the goods. This cost is ultimately borne by the end user.

**2. Misleads the Buyer:** Too many advertisements with comparable claims can confuse the buyer. Buyer decides what to buy and whether or not to acquire the product.

**3. Can Be Misleading:** Some commercials use clever tactics to mislead clients.

**4. Only For Large Companies:** Advertising is an expensive endeavour that only large corporations can afford. This removes small enterprises from competing with large corporations, which gain a market monopoly.

**5. Encourages the Sale of Inferior Products:** Effective advertising can lead to the sale of subpar products that are harmful to the environment.

## 1.6 FUTURE OF ADVERTISING

The advertising industry has changed in the last ten years. With the rise of social media, new means of recording analytics and shifting customer values have profoundly transformed marketers' relationships with their target audiences. The messaging and purchasing patterns of younger consumers, especially millennials born between 1981 and 1996 and members of Generation Z born between 1997 and 2012, have also influenced the marketing environment and the future of advertising, according to the Pew Research Center.

Businesses have expanded their demand for advanced skill sets, and prospective job options for those with an online bachelor's degree in marketing have become more reliant on the technology that drives the economy. While the means and strategies of tomorrow's advertisers may change, the field remains as relevant as it has always been. Jobs in advertising, promotions, and marketing are expected to rise at a 10% annual pace, exceeding the national average of 7%, according to the U.S. Bureau of Labor Statistics (BLS). Preparing for, brainstorming, developing, implementing, and measuring the effectiveness of future advertisements necessitates being current with industry trends.

### 1.6.1 Emerging Trends in Advertising

It's critical to remain on top of trends that will shape the future of advertising. Younger generations, such as millennials and Generation Z, do not respond to the same types of media that older generations do. Whereas earlier generations used to get their news from television, "digitally native" generations, who grew up immersed in technology and the internet, prefer social media and other digital channels. According to AdWeek, 45% of these younger generations use image-based apps like Instagram to discover and interact with companies.

These younger generations of consumers utilize their mobile devices not merely to explore things, but also to make purchases. Forward-thinking marketing experts recognize that focusing mobile advertising can provide big benefits today and in the future.

According to Forbes, these generations have around \$350 billion in purchasing power, thus it's critical that the future of advertising pays attention to these generations purchasing habits and how to sell to them.

### **1.6.2 Opportunities in Advertising**

There are a few traditional abilities that will always be important in the area of advertising, regardless of the medium or message. Communication, creative thinking, collaboration, and narrative skills can come in handy whether you're writing a print ad or integrating codes into a tailored Instagram feed. These abilities are frequently acquired through a combination of formal education and on-the-job training. A degree is useful for studying marketing fundamentals, but it is also necessary to keep up with the latest trends that will become even more significant in the future of advertising.

Certain talents will become increasingly in demand as the marketing industry evolves. Advertising, like many other businesses, will become increasingly automated, with monetary and ad-performance based algorithms. These advertising platforms attempt to enhance social interaction, ROI, and profits without the need to design and manage online campaigns. Google has launched "Auto ads" that automatically insert advertisements at opportune periods for maximum exposure. Although programs like Google Auto Ads are simple, many of these new platforms will necessitate the development of fundamental programming abilities in order to make the data-driven decisions required for this future of advertising.

Future ad efficacy will be considerably more measurable than it is now. The capacity to forecast and track the success of advertising approaches has been critical to increasing the ROI of businesses. For example, tailored targeting enables businesses to tailor marketing campaigns to audiences who are more inclined to buy based on demographics, browsing history, and other criteria. They can select out those who are unlikely to purchase.

eMarketer initiatives Over 60% of digital advertising costs will be paid to platforms such as Google, Facebook, and Alibaba, all of which provide customisation options. Programmers are collaborating with marketers to fine-tune success metrics in order to optimize outcomes on all fronts.

## **1.7 SUMMARY**

Advertising is a vital part of marketing communications, aiding in the sale of products, services, and concepts. It is present in various media and serves as a barometer for society's development. Advertising influences potential customers, reminds current customers, and generates demand, brand preference, and loyalty. The history of advertising spans seven stages, with the advent of radio, television, and satellite communication making it globally visible. Advertising is a paid form of non-personal communication, part of an organization's promotion mix, and is crucial for achieving goals. Advertising in India is driving market growth due to customer retention, brand awareness, and loyalty. Rapid adoption of smart phones, internet access, sports events, online shopping, and e-commerce fuel the industry.

The advertising sector ranks fifth globally, with spending increasing from Rs 49 crores in 1961 to Rs 10,050 crores in 2001.

Advertising spending in India has grown significantly, reaching Rs. 61,204 crores in 2017, a 10% increase from 2016. Media expansion, including the internet and television, has also contributed to this growth. Advertising agencies have grown from 14 to 862, with many owned by foreigners. Branded products are becoming more popular, and non-commercial advertising is also growing to raise awareness of social issues.

Advertising is a vital tool for businesses to reach potential customers and boost sales. It serves various purposes, including boosting support, retaining loyalty, protecting an organization's image, and communicating with customers. Advertising can be distributed through various mediums and offers advantages like lower costs, brand building, and increased customer confidence. However, it also has disadvantages like increased costs, misleading buyers, exclusivity to large corporations, and encouraging inferior product sales. The advertising industry has evolved significantly over the past decade, with jobs expected to rise at a 10% annual pace.

The advertising industry has evolved significantly in the past decade due to social media, analytics, and changing consumer values. Younger consumers, particularly millennials and Generation Z, have influenced marketing. Jobs in advertising, promotions, and marketing are expected to rise at a 10% annual pace. Traditional skills, communication, and collaboration will be crucial in the future. Automated platforms and measurable ad efficacy will also play a role.

### 1.8 KEY WORDS

**Advertising:** One of the most important tools of marketing communications that helps to sell products, services, ideas and images.

**Advertising Agency:** A company that creates, plans, and manages advertising and other forms of promotion and marketing for its customers.

**Market Coverage:** Determination of how much of it you should cover with your promotional strategy of a product or service.

**Consumers:** a person who buys products and services for their own consumption.

**Awareness:** A person's understanding or perspective of a situation or truth.

**Product:** Substance that is manufactured or processed for sale.

**Marketing:** The activity or business of promoting and selling goods or services, including market research and advertising.

**Trends:** A general direction in which something is evolving or changing.

**Cost:** (of an object or action) necessitate the payment of (a predetermined sum of money) before it can be obtained or performed.

**Branding:** The promotion of a specific product or firm through advertising and distinctive design.

### 1.9 SELF ASSESSMENT QUESTIONS

1. What is Advertising?
2. What are the characteristics of Advertising?
3. What are the Advantages and Disadvantages of Advertising?
4. What are the main aspects of Advertising in India?
5. What are some emerging trends in Advertising?



### 1.10 SUGGESTED READINGS

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## LESSON- 2

# SOCIO – ECONOMIC EFFECTS OF ADVERTISING

### Learning Objectives

- ✓ To learn the basics of the Production cost, Distribution cost and Consumer Prices.
- ✓ To understand Social aspects and ethics of Advertising including monopoly and wastes in Advertising.
- ✓ To develop skills in Measuring Effectiveness of Advertising.

### Structure

#### 2.1 Introduction

#### 2.2 Production Cost

- 2.2.1 Definition of Production cost
- 2.2.2 Effects of Advertising on Production cost
- 2.2.3 How are Production costs determined

#### 2.3 Distribution costs and Consumer prices

- 2.3.1 What is Distribution cost
- 2.3.2 Effects of Advertising on Distribution costs
- 2.3.3 Definition of Consumer Prices
- 2.3.4 Effects of Advertising on Consumer Prices

#### 2.4 Advertising, Monopoly and Wastes in Advertising

- 2.4.1 Advertising and Monopoly
- 2.4.2 Defining Wastes in Advertising
- 2.4.3 Factors responsible for wastes in Advertising

#### 2.5 Socio Economic Effects in Advertising

- 2.5.1 Economic Effects in Creating an Advertisement
- 2.5.2 Economic Effects in Accepting an Advertisement
- 2.5.3 Economic Effects in Usage of an Advertisement

#### 2.6 Measuring Effectiveness of Advertising

- 1.6.1 Pre and Post Testing Methods of Advertising
- 1.6.2 Importance of measuring the effectiveness of Advertising

#### 2.7 Summary

#### 2.8 Key Words

#### 2.9 Self Assessment Questions

#### 2.10 Suggested Readings

## **2.1 INTRODUCTION**

Depending on its current facilities and equipment, a company has an optimal (or maximum) level of production that it can handle at any given time at the lowest cost per unit. These elements are the primary factors in determining if advertising raises, or reduces the price of production. Advertising is pervasive and consistently alluring. As a result, it always demands a response. These acts alter a number of national characteristics. We shall comprehend the social and economic aspects of advertising in this study. To simplify, we'll observe how advertising affects the market and society.

## **2.2 PRODUCTION COST**

When a company produces a good or offers a service, it incurs production expenses, which are sometimes referred to as product costs. Numerous charges are included in these fees. For instance, manufacturing expenses for manufacturers include the cost of the labour and raw materials required to make the product. Production expenses in the service sector are related to the labour needed to implement the service and any material costs associated with providing the service. Production expenses also include government levied taxes and royalties that resource extraction businesses are required to pay.

### **2.2.1 Definition of Production Cost**

All of the direct and indirect expenses firms incur when producing a good or rendering a service are referred to as production costs. Various expenditures, including labour, raw materials, consumable manufacturing supplies, and general overhead are included in production costs.

### **2.2.2 Effects of Advertising on Production cost**

Most people agree that advertising lowers the cost of production. This viewpoint is predicated on the idea that an advertiser can decrease production costs by increasing demand. If marketing increases the volume of sales, the manufacturer thanks to the cost savings from large-scale production the manufacturers to purchase in bulk and earn adequate discounts for larger orders from his suppliers. Scale economies can also save from plant usage, transportation, and both in terms of staff and overhead costs. The overall impression is that the true cost of things is decreased by mass production.

By creating demand, advertising also helps to reduce production's overhead expenses. A manufacturer with a sizable seasonal demand might be able to increase the demand through advertising over a longer length of time. The producer may benefit economically decreased storage capacity since he needs less space for storage given that the products are being sold over a shorter period of time and larger time frame throughout the year. A higher turnover rate would indicate that the storage area would be used in season extensively. This would therefore translate into a greater number of units. The producer would split the overhead expenses, and this assist in lowering that production cost.

Every manufacturing facility has an ideal output that determines whether advertising drives up or drives down production costs. Production costs include: (a) Material costs (b) Costs of labour and (c) overhead expenses. The relationship between volume, cost, and price is highly complex, and the impact of advertising on a manufacturer's cost of production is not proven. For some, advertising reduces overall costs while raising overall for others. Advertising may assist in lowering per-unit manufacturing costs for some firms who run their

plants below capacity. With significant advertising, overall unit costs may be lower than they would be without it.

### **2.2.3 How Production costs determined**

An expense must be directly related to producing income for the business in order to qualify as a production cost. Manufacturers are responsible for the costs of labour and raw materials used in the manufacture of their goods. The labour needed to implement and execute services is a production cost for the service sector. Taxes collected by the government and royalties paid by businesses engaged in the extraction of natural resources are both regarded as part of the cost of production.

Both direct and indirect costs are incurred during production. Materials like plastic and metal, as well as employee wages, would be examples of direct costs for the production of a vehicle. Overhead costs like rent and energy bills would be considered indirect costs. The total cost of direct materials and labour as well as the total cost of manufacturing overhead can be added together to get the total cost of the product. Divide this amount by the number of units produced over the time period covered by those costs to get the cost per unit of the product.

Manufacturing cost simply includes the costs involved in creating the product, whereas production cost includes all costs related to a corporation executing its operations. Manufacturing costs solely reflect direct costs, while production costs encompass both direct and indirect costs of running a business.

## **2.3 DISTRIBUTION COSTS AND CONSUMER PRICES**

The cost of distribution is a significant obstacle for any business engaged in distribution. There are numerous different distribution expenses that need to be considered. Additionally, these costs are not constant and may fluctuate sometimes, affecting the distribution cost in the process.

Consumer price includes the price of a product as well as the expenditures associated with its purchase, use, and aftercare. Purchase expenses are made up of the expenditures associated with product research, information collecting, and information acquisition. The most expensive use costs typically apply to durable things that use a lot of resources, such electricity or water, or that require a lot of maintenance. Post-use costs include anything from collecting used products to keeping them and disposing of them after they have been used.

### **2.3.1 What is Distribution cost**

The expense of getting your product to clients is known as the distribution cost. This can include items like the price of packaging, the cost of shipping, and the price of advertising.

The whole cost of manufacturing and selling your goods can include the cost of distribution in some amount. Any applicable taxes and tariffs may also be included in the distribution cost.

### **2.3.2 Effects of Advertising on Distribution Costs**

The widespread consensus is that advertising drives up the cost of delivery. The cost of distribution comprises marketing and sales promotion expenses for displays, demonstrations, and dealers, commissions, rewards, etc. Since the cost of advertising equals one of selling it will inevitably increase the overall amount of selling and distributing costs. An increase in

advertising expenses might not commensurate increase in the cost of distribution, occasionally, advertising may lower the manufacturer's distribution expenses because effective advertising reduces the costs associated with personal selling resulting in significant cost savings for selling. Let's say a 2000 units are distributed monthly by the business firm. The entire cost of distribution includes the salesperson's salary and other costs totalling Rs. 1000. Before advertising, the distribution cost in this instance is Rs. 0.50 per unit. However, after the product is advertised, a cost of Rs. 1600 is spent to distribute an additional 2000 units. Here, the per-unit distribution cost is Rs. 0.40. The distribution cost per unit is lowered from Rs.0.50 to Rs.0.40, it can be said.

Advertising increases the demand for the advertised goods, which lowers the cost of advertising. Successful advertising aids in maintaining stable (rigid) prices. Because flexible price competition benefits our economic system and overall, long-term economic welfare, economists abhor price rigidity. The production and distribution costs are included in the overall price.

Costs of distribution, often known as selling costs or marketing costs, include advertising expenses. One of the many costs is advertising, along with financing, warehousing, transport, and distribution. Due to intense market competition, distribution costs are increasing year over year in a geometric fashion. To "capture" the markets, therefore, significant resources are invested on advertising and other distribution aids. High manufacturer advertising expenses could be advantageous to the store. The manufacturer's marketing initiatives may lower the retailer's distribution expenses because they may result in pre-sales of the goods.

### **2.3.3 Definition of Consumer Prices**

The cost of a good or service is typically meant when using the term price. When ownership of a good or service is passed from the seller to the buyer, it symbolizes the payment made by the consumer and received by the producer. The primary purpose of a product's pricing, from the standpoint of the manufacturer, is to generate income and pay for the expenses associated with a product's manufacture, marketing, and selling. In addition to indicating quality, price also indicates current supply and demand. By assisting in the accomplishment of various marketing goals and enabling market segmentation, it can foster competitive advantages.

### **2.3.4 Effects of Advertising on Consumer Prices**

Production expenses, selling and distribution expenses, and the seller's profit margin make up the consumer price. Marketing costs will rise if advertising is spent.

Advertising is funded by consumers and purchasers of the products and services offered. The consumer will switch to another brand if he feels that the one he is using is not providing the utility he wants. However, over time, promotion might actually result in price reductions. Successful advertising drives up sales and drives down prices. The cost of many new products has decreased as a result of mass manufacture, distribution, and use, including refrigerators, colour televisions, washing machines, computers, and electronic typewriters. The seller now has a sizable volume over which to distribute his overhead to this expansion.

**Advertising affects Consumer Prices** because

(a) Price is established by adding the desired profit to manufacturing costs, advertising has an impact on consumer pricing. One of the elements of cost is advertising. Therefore, the price of a good or service includes the cost of advertisement.

(b) A portion of the cost of distribution is advertising. Costs associated with advertising rise overall, raising the price of the products or services that are advertised.

(c) The cost of advertising rises as a result of competition so prices increase. Advertising does, however, occasionally examine costs. A producer faces intense competition, which makes it difficult for him to gain his market share by setting fair prices. Therefore, even if a price increase takes place, the competition will limit his ability to raise the price. Government regulations on commerce and business make it harder to raise prices as well. A producer is compelled by this to lower expenses rather than to boost pricing.

(d) Negative advertising affects price stability. A "brand" is first made in demand, and then it becomes popular. As a result, "brand loyalty" develops and customers only desire that particular brand. Since the producer already has the consumers' respect, he cannot risk losing it by raising prices.

(e) Increased promotion may result in higher demand and a wider range of products. The producer then discovers that higher demand only allows for production on a large scale and with higher economies of scale. Prices drop if he transfers these savings to the consumer. Here, a decrease in pricing can be attributed in part to advertising.

(f) Other selling costs, such as the price of in-person sales and point-of-sale displays, may decrease with effective advertising. Thus, prices decrease.

(g) While advertisements do increase costs, people are prepared to spend more for the brand they choose. If a customer wants a superior product, he must pay more money. His decision-making process is guided by intellect rather than emotion. So, appealing to reason can help advertising succeed.

Other promoted brands, unadvertised brands, private brands, and alternative and replacement product kinds are also sources of competition. Competition has a significant impact on a seller's pricing. In addition, the costs of unadvertised brands would likely be greater in the absence of marketed goods. The main question is whether advertising results in a higher cost of satisfaction for the consumer.

## **2.4 ADVERTISING, MONOPOLY AND WASTES IN ADVERTISING**

Between a monopoly and perfect competition, monopolistic competition exists, combines aspects of both, and comprises businesses with comparable but distinct product offerings. Industries with monopolistic competition include those in restaurants, hair salons, household goods, and clothes. Numerous rival businesses compete to sell, market, and price goods like dish soap and hamburgers. Pricing is frequently a major tactic for these rival businesses because demand is highly elastic for their products and services. In order to increase sales, one business may decide to cut prices while forgoing a bigger profit margin. A different product might charge more and employ packaging or marketing that implies higher quality or complexity. Businesses frequently employ distinctive branding and marketing techniques to distinguish their products. Because all of the products have the same function, the typical consumer frequently is unable to distinguish between them or evaluate what a reasonable price might be.

We refer to an advertising campaign as being wasted when its goals are not met. The main goals of advertising are to draw attention, pique interest, engender desire, and motivate behaviour. An advertisement is a waste if it is unable to capture our interest. In addition,

rising advertising costs are a result of heightened competition. Some people believe that spending so much money on advertising is unnecessary.

### **2.4.1 Advertising and Monopoly**

Monopoly is when one company is the exclusive provider of a good or service for which there is typically no close substitute and when the company is exempt from the rules of competition. The monopolist is free to determine his own pricing and levels of output.

There are two ways to look at whether or not monopolies result from advertising:

1. Consumers are controlled by advertising in such a way that the marketer has power over their thoughts and purchasing decisions. According to this school of thinking, any monopoly that develops would be the result of controlling supply rather than demand.
2. A more popular viewpoint that linked advertising to monopoly looks at how advertising may work to reduce the number of businesses that compete in a particular industry. The big businesses can spend a lot of money on advertising to make their goods stand out from all other goods. This victory enables them to capture a substantial portion of the market. In this way, advertising prevents the entry of new businesses and leads to a high level of concentration. Monopoly profits are large when there are high monopolistic prices.

The restriction of open competition caused by advertising is believed to promote monopolies. Advertising wants to have monopoly power so they can create a unique trade mark for their goods. Advertising can play a significant influence, although it is becoming less and less of a factor on a trade mark's reputation. People must always make purchases from the brand if they want to have a sensible trade mark. A producer who has a product brand that stands out from all other brands in the same industry enjoys brand monopoly. He completely controls the supply and makes a profit on the sale. He works to develop a sizable and dependable fan base for his brand.

A producer who has been successful in creating a sizable market may have a tendency to hold his prices very rigidly. Insofar as it is possible, he will compete on factors other than price, but he cannot completely avoid price competition. No manufacturer has ever been able to establish a monopoly position for themselves, whether with or without advertising. Because of this, no producer has complete control over supply price.

Even in the absence of advertising, product differentiation, a feature of imperfect competition, would persist. Consumers may still be persuaded to spend more even in the absence of advertising due to product differentiation. Advertising nonetheless has a significant role in drawing consumers' attention to the differences between products. If the advertising is accurate and instructive, there shouldn't be any issues with it. It would be a different situation if there was a monopoly on advertising, meaning that only one manufacturer could use it.

### **2.4.2 Defining Wastes in Advertising**

Waste in advertising is when a campaign or commercial falls short of its intended goals. Every advertisement's major goal is to grab the audience's attention and then persuade them to behave in accordance with the message. Advertising is wasted if it is unable to grab the audience's interest and persuade them to watch it. When they believe that more money is

spent on advertising than is actually necessary, some people complain about wasteful advertising.

### 2.4.3 Factors responsible for wastes in Advertising

The waste in advertising is caused by a variety of sources. The following are a few examples:

**1. Putting the incorrect good or service on the market:** When significant sums of money are spent on an advertising campaign for an incorrect product or service that is introduced without sufficient research and testing as to its quality, wasteful advertising occurs. If the product's or service's quality is such that it does not meet needs. No amount of advertising can increase its scale in light of consumer demands and preferences, and it will be ineffective.

**2. Making Exaggerated Claims in an Ad:** Exaggerated claims are sometimes made in advertising, raising consumer expectations above and beyond what the promoted product can actually deliver. Consumers who are dissatisfied and disillusioned rarely make a second purchase of the product.

**3. Target Market:** Improper Target Market (Consumers) Selection and Improper Product Positioning. Manufacturers occasionally choose the wrong consumers to serve as the promoted product or service's target market, which results in wasted advertising dollars.

**4. Incorrect Advertising Direction:** Incorrect direction is related to incorrect target market selection. The target market (consumers) may not be appropriately identified; yet, advertising efforts may not be made in the right way. It is improper approach if, for instance, a fertilizer company puts up banners all over Mumbai to advertise its fertilizers to farmers.

**5. Inappropriate Launch Timing:** When a radio or television advertising campaign is started at the wrong moment, it wastes money on advertising. For example, launching an advertising campaign for umbrellas in January or October is a ridiculous waste of money.

**6. Improper Media Selection:** Improper media selection results in wasted advertising dollars. It is a case of improper media selection if, for instance, industrial products are advertised on television or in sports magazines since the target audience would not hear the message.

**7. Incorrect Ad Placement:** If an advertisement is put incorrectly on display boards or posters, it is difficult for passer-by to see it. Similarly, if an advertisement is placed incorrectly on a newspaper page, it is difficult for readers to read it.

**8. Excessive Advertising:** Some advertisers engage in a great deal more advertising than is truly necessary. Excessive advertising cannot raise demand past a certain point if the markets for the marketed product are tiny. Waste in advertising is unavoidable.

**9. Lack of Follow up action:** A strong advertising campaign can fail if it is not properly supported by follow-up efforts by other departments of the company, such as when the advertised product is not readily available in the market owing to a distribution issue. Consumer response is insufficient, and advertising spend is wasted as a result.

**10. Unfavourable Marketing Environment:** Lastly, if the general marketing environment is unfavourable for generating positive responses to an advertising campaign, it will inevitably result in wasted advertising. Advertisers are sure to lose a large sum of money on advertisements in such a scenario.



## **2.5 SOCIO ECONOMIC EFFECTS IN ADVERTISING**

The fundamental values of our country free speech, competition, and democracy are upheld by advertising. Advertising has been a significant source of information about our free-market, open economy since the colonial era. Dr. Kenneth Arrow and the late Dr. George Stigler, two economists who shared the Nobel Prize, both praised the importance of advertising, saying it was a potent weapon for competitiveness. It effectively and economically offers useful information about goods and services. In this sense, advertising promotes cheap prices and the entry of new goods and businesses into the market, all of which support the health of the economy.

The business cycle is significantly impacted by advertising as well. Advertising modifies its focus in tandem with the general economy's cycles of expansion and contraction. In recessions such as the current one, advertisements could highlight the cost of a good or service. During a recession, if one business reduces its advertising budget to save money, another business may increase its advertising budget to attract clients and expand its market share. Economic growth is stimulated by advertising. Advertising encourages consumers to spend more in a nation where consumer spending dictates the direction of the economy. Advertising stimulates purchasing, which in turn boosts productivity and jobs in order to fulfil rising demand and give consumers more money to spend.

### **2.5.1 Economic Effects in Creating Advertisement**

Businesses invest in advertising because it boosts sales of already-available items, fosters the uptake of new ones, fosters customer loyalty, and displaces rival brands in the marketplace. While precise ROI varies widely between businesses, campaigns, media outlets, and industries, studies show that every dollar spent on advertising generates \$3–20 in extra sales. In order to thrive in the current dynamic and heterogeneous market, companies need to effectively communicate with their target audience, promptly informing them about the launch of new products, enhanced designs, and competitive pricing. The most effective way to disseminate this kind of information is through advertising.

### **2.5.2 Economic effects in Accepting an Advertisement**

Media outlets that rely on advertising revenue are also subject to the economics of advertising. Numerous types of advertising encourage the production of content and offer it for free or at a significantly reduced cost. For instance, advertising covers around 75% of the cost of a newspaper. Newspapers would cost four times as much to purchase on the newsstand if there was no advertising in them. Advertisers get an audience, while consumers receive free news, music, and entertainment on broadcast radio and television. Without the money that advertising generates, media outlets that the general public takes for granted would either become prohibitively expensive for readers or viewers or would cease to exist altogether. Advertising generates demand, which boosts the economy.

Marketing helps the arts. Music that draws attention to the brand is essential for advertisers. Music directors are approached by musicians who visit advertising companies to pitch tunes for usage in commercials. They know that businesses spend tens of millions of dollars on media buys, which is why they approach agencies. According to Josh Rabinowitz, senior vice president and director of music at Grey Worldwide, "the major record labels don't have that kind of money." Additionally, "You can no longer get the kind of heavy rotation on MTV thanks to TV ads." Some of the top bands will be doing jingles very soon.

### **2.5.3 Economic effects in Usage of an Advertisement**

The viewpoint known as the economics of information demonstrates how consumers gain from seeing advertisements. Advertising lowers search costs—the amount of time customers spend seeking for products—and disutility—the loss of value or unhappiness—caused by choosing the incorrect products by informing consumers. The following are the roles that advertising plays:

- Describing new goods and their functions
- Notifying customers of product availability and places of sale
- Guiding customers in identifying items on store shelves
- Assisting them in differentiating between rival options
- Letting them know about promotions and price details
- Encouraging competition that drives down prices can save consumers money.

## **2.6 MEASURING EFFECTIVENESS OF ADVERTISING**

All marketing initiatives are primarily focused on achieving business, marketing, and advertising goals, i.e., increasing sales turnover in order to maximize profit. The advertiser invests thousands of rupees in advertising. Behind all of these efforts, there is an effort to use advertising to draw customers to the product.

The requirement to assess the success of an advertising campaign typically materializes after the campaign has ended. Whether the company has achieved the expected outcomes, such as the targeted sales profitability or outcomes in terms of a shift in customer behaviour in favour of the company's product, which will inevitably have an impact on the product's future sales.

Pre-tests and post tests are two different sorts of tests that can be used to assess the efficacy of advertising copy. Pre-tests are typically carried out early in the creation process, late in the creation phase, or during the manufacturing stage. The effectiveness of the advertisement copy can be evaluated using a variety of pre- and post-testing approaches.

The efficiency of advertising in a given medium can also be evaluated in any of the following ways: (a) by providing various addresses to various media; (b) by choosing various newspapers for various departments' adverts; (c) by using coupon blanks, etc. may be offered along with the advertisement or (d) Consumer inquiries should include the name of the information's source. The process is referred to as keying the advertising.

### **2.6.1 Pre and Post Testing Methods of Advertising**

There are three ways to test an advertisement:

1. Pre Testing
2. Concurrent testing
3. Post-Testing

Before the advertisement is published, pre testing, sometimes referred to as assessment study, is conducted. To determine how effective the advertisement will be, pre-testing is crucial. Since a lot of money is spent on creating the advertisement copy and other components, it is critical to determine the audience impact. Pre-testing is possible at various stages. from the inception of the idea to its application. Pre-test results should be a guidance. Respondents are questioned in various contexts during pre-testing of advertisements. These environments can be in a lab, a field, etc. It is possible to frame the questions asked to collect information from the respondent that will help you distinguish between strong and weak advertisements.

Concurrent testing happens while a marketing campaign is active. Some of the methods resemble those employed in pretesting. Advertisers can assess how well the message is understood by the target audience and whether they are taking in the message. In order to obtain reliable findings, people meter data is frequently compared with the information gathered from viewers for television.

The post testing method is the most popular testing strategy because it is only evaluated to determine an advertisement's efficacy after it has been running for a while.

### **2.6.2 Importance of Measuring the Effectiveness of Advertising**

(1) It serves as a safety measure in one. Finding ineffective advertisements and advertising campaigns is made easier with the use of testing advertising effectiveness. It enables prompt revisions in advertising to make it consumer- and outcome-oriented. As a result, money wasted on subpar advertising can be prevented.

(2) Offers Recommendations for Corrective Actions Advertising effectiveness testing gives advertisers vital information they may use to counter ineffective advertising.

(3) Prevents Potential Failure: The outcomes of a specific advertising campaign are unknown to advertisers. In order to avoid a total loss, results might be estimated by evaluating advertising effectiveness.

(4) To support the expenditure on advertising: An investment is thought to be the cost of advertising. Since advertising is an investment in marketing, its goals should be made explicit and include the outcomes anticipated from the campaign. It is important to decide in advance on the return rate and size. The advertisement can be deemed successful if the anticipated rate of return is realized in additional profits.

## **2.7 SUMMARY**

Advertising is crucial in determining a company's optimal production level, which is determined by factors like production costs, distribution costs, and consumer prices. Advertising can lower production costs by increasing demand and reducing overhead expenses. The impact of advertising on production costs is complex, and it may help some firms lower per-unit manufacturing costs. Distribution costs, including packaging, shipping, and advertising, can be driven up by advertising, but effective advertising can sometimes lower them by reducing personal selling costs. Distribution costs, including advertising expenses, are rising due to intense market competition. High manufacturer advertising expenses can benefit stores by resulting in pre-sales of goods. Advertising affects consumer prices by adding profit to manufacturing costs, raising distribution costs, and influencing pricing. Successful advertising drives sales and lowers prices, while competition impacts seller pricing. Monopoly, where one company dominates a market, can lead to increased advertising costs and waste. Businesses should focus on meeting their main goals and avoiding waste in advertising efforts.

Waste in advertising refers to the failure of a campaign or commercial to achieve its intended goals, caused by factors such as incorrect product or service placement, exaggerated claims, and unfavorable marketing environments. It has socio-economic effects, upholding values like free speech, competition, and democracy. Advertising promotes cheap prices and new goods, supporting the economy. It stimulates economic growth by encouraging consumers to spend more, boosts productivity, and gives consumers more money to spend. Businesses

invest in advertising to boost sales, foster customer loyalty, and displace rival brands. Advertising also impacts media outlets, providing free news, music, and entertainment. Advertising effectiveness is crucial for businesses to increase sales and maximize profit. Pre-tests and post-tests are used to assess campaign success. Three methods are pre-testing, concurrent testing, and post-testing. Measuring advertising effectiveness allows for revisions, corrective actions, and support for advertising expenditure. Estimating the return rate and size of an advertisement ensures the anticipated return rate is realized in additional profits.

## 2.8 KEY WORDS

**Advertising:** the activity or profession of producing advertisements for commercial products or services.

**Production costs:** Production costs refer to all of the direct and indirect costs businesses face from manufacturing a product or providing a service.

**Distribution costs:** any cost incurred by a wholesaler, retailer, or distributor

**Consumer prices:** The prices paid by people for goods and services in general, especially when considered in relation to economic activity as a whole.

**Monopoly:** the exclusive possession or control of the supply of or trade in a commodity or service.

**Social Aspects:** Are the state of sharing features or attributes among aspects within a particular culture. A social aspect may include **language, standards, regulations, integrity, notions and traditions**

**Ethics:** moral principles that govern a person's behaviour or the conducting of an activity

**Truth:** the quality or state of being true.

**Effectiveness:** the degree to which something is successful in producing a desired result.

**Measure:** a plan or course of action taken to achieve a particular purpose.

## 2.9 SELF ASSESSMENT QUESTIONS

1. Explain the effects of advertising of (a) Production cost, (b) Distribution cost and, (c) Customer price.
2. Write short notes on the following : (a) Effects of Advertising on Production Cost (b) Effects of Advertising on Distribution Costs (c) Effects of Advertising on Consumer Prices
3. Does Advertising Create Monopoly?
4. What is waste in Advertising? Explain the factors responsible for the Waste in Advertising
5. How does Advertising affect Cultural Values?
6. Explain the affects of Advertising on Standard of Living.
7. What are ethics in Advertising?
8. What is "Truth" in Advertising?
9. What are the testing methods of Advertising?
10. What is the importance of measuring effectiveness in advertising?

## 2.10 SUGGESTED READINGS

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## LESSON- 3

# VARIOUS PHASES & TYPES OF ADVERTISING

### Learning Objectives

- ✓ To learn the various phases of Advertising including building of an Advertisement.
- ✓ To understand classification of Advertising and Types of Advertisements.
- ✓ To understand forms of Media Advertising.

### Structure

#### 3.1 Introduction

#### 3.2 Various Phases of Advertising

3.2.1 Stages for Effective Advertising

3.2.2 Creating a Media Strategy

3.2.3 Framework for planning, organizing, and advertising

#### 3.3 Building Advertising Program

3.3.1 Idea Generation

3.3.2 Copy Writing

3.3.3 Layout

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## 3.1 INTRODUCTION

Media planning, which is typically delegated to a media agency, comprises identifying and choosing the best media platforms to utilize for a client's brand or product. The ideal mix of media to accomplish the goals of the marketing campaign is what media planning is all about.

During the planning phase, the media planner must provide answers to queries like:

- What is the total audience that can be reached by using different media?
- Which media (and ad vehicles) are appropriate for the placement of the ads?
- How often should the advertisements appear?
- What is the appropriate amount of money for each medium?

## 3.2 VARIOUS PHASES OF ADVERTISING

Selecting the right media or advertising format can be difficult for small businesses because they have less resources and expertise. For a business that only serves a limited area, large-market television and newspapers are frequently too costly (local newspapers can be used). Unless they are local, magazines typically cover too much ground to be financially viable for small businesses; however some national journals have city or regional editions. Since social media has been around, media advertising has been a terrific option for small businesses with tight budgets since it is accurate, affordable, manageable, and provides a high return on investment.

Effective advertising is now more important than ever in today's fast-paced and always changing digital environment. In an industry where innumerable brands compete for consumers' attention, companies need to figure out how to stand out and connect with their target market. We've defined ten essential stages to help you build memorable and effective advertising campaigns that connect with your target audience, increase brand awareness, and accelerate the expansion of your company in order to achieve advertising success. Through deliberate application of these tested tactics, you'll be well on your way to attaining outstanding outcomes in the cutthroat field of advertising.

### 3.2.1 Stages for Effective Advertising

#### 1. Recognize Your Field.

Determine your advantages, disadvantages, and special qualities. Take an unbiased look at your company. And be honest.

#### 2. Recognize Your Competitors.

Recognize them and their place in the market. What are their advantages and disadvantages? (Follow these steps with your top three Competitors.)

**3. Assume Your Position.**

Create a Unique Selling Proposition (USP) by considering the advantages and disadvantages of both your competitors and yourself. From the perspective of your customers, how do you differentiate yourself from your rivals? When you do, you've discovered your USP.

**4. Create a Theme.**

Include your USP (unique selling proposition) with a memorable advertising theme. Make use of this motif in all of your marketing. (Whether it's a visual theme or a linguistic theme. Consistency is essential, both in appearance and meaning.)

**5. Determine Who Your Target Market Is.**

To whom would your offering most likely appeal? (Gender, age, place of residence, income, etc.) Be concentrated and avoid using a "shotgun" approach to marketing to everyone.

**6. Ads should be tailored to your target market.**

After determining who your target audience is, speak to them in a way that speaks to their needs. The abbreviation W.I.I.F.M. stands for "What's In It For Me," and it sounds like the call letters of a radio station. Whether something will make me happy, solve a problem, or make me feel excited is the feeling that drives all purchasing decisions.

**7. Reach the Market Effectively.**

Make use of the media that will reach that market the most successfully. Not every kind of advertising is suitable or economical for every kind of audience. Before purchasing any material, do some fact-finding and research. The financial line is at risk from copycat marketing.

**8. Evaluate Your Outcomes.**

Create a way to gauge your performance. It's not limited to actual sales alone. Depending on your aims and business, increasing website traffic and making the phone ring are suitable measuring techniques. Making the most of your next advertising budget will be made easier if you know which form of advertising works best.

**9. Create a Budget for Advertising.**

This will vary according to your objectives and be expressed as a proportion of your gross annual revenue. Follow through on your budget after you've decided on it. Reach and effectiveness require patience and repeated exposures to your intended audience.

**10. Think About Using a Marketing Firm.**

Using a professional service to carry out steps 1 through 9 will maximize the return on your advertising spend, regardless of whether you choose to work with Catalpha or another agency.



### 3.2.2 Creating a Media Strategy

Determining the most effective means of delivering a message to the intended audience is the main goal of a media plan. A media plan lays out a methodical procedure that coordinates all involved parties to accomplish this particular objective.

There are four phases to the media plan:

1. Analysis of markets
2. Setting media goals,
3. Developing and implementing a media strategy, and
4. Assessing and monitoring the results

Comparisons like these can be used to find similarities with other marketing concepts, like the consumer decision-making process.

1. Raising awareness of the brand
2. Boosting brand recognition, and
3. The optimization of client contentment

#### **The initial stage:**

The initial market analysis, which includes a situation analysis and a marketing strategy plan, is the first stage of any media plan. These serve as the informational cornerstones upon which the remainder of the media strategy is built. A situation analysis's goal is to comprehend the marketing issue in light of the competition. For instance, conducting a competitive strategy assessment or an internal and external review

The marketing strategy plan ought to delineate precise objectives and goals that will effectively address the emergent marketing issues. Following the completion of the market analysis, the enhanced understanding should point to a suggested target market. enabling the marketers to comprehend the best places to place ads to obtain adequate exposure, the factors influencing a particular demographic, and the most efficient ways to market to that audience.

**The subsequent stage:** The creation of media objectives is the second stage of the media plan. This phase will produce explicit media objectives, such as enhancing brand image through invigorating creativity, just as the marketing analysis led to specific marketing objectives. These goals ought to be restricted to those that can only be accomplished by means of media tactics.

**The Third phase:** It is the development and implementation of the media strategy, where the actions taken to achieve the previously established goals have a direct impact on the process.

Media mix, target market, coverage consideration, geographic coverage, scheduling, reach & frequency, creative aspects & mood, flexibility, or budget considerations are among the criteria that are applied to actions that meet these goals.

**The last stage:** of the media plan involves assessing its efficacy and figuring out what needs to be followed up on. It's critical to evaluate the success of each marketing and media goal because, in the event that they were, it will be advantageous to apply a comparable model in subsequent planning.

### 3.2.3 Framework for Planning, Organizing, and Advertising

Planning and decision-making are at the core of advertising management. An advertising plan's creation, execution, and general administration are under the purview of the advertising manager. Creating and defining alternatives is a fundamental step in creating an advertising plan. Making a decision entails selecting one option from a range of options.

The options include a range of budgetary constraints, distinct goals or tactics, and different options related to copywriting and media selection. Planning, then, is essentially identifying the viable options and narrowing them down to a few choices. An advertising plan represents the process of planning and decision-making as well as the choices made in a specific product and market scenario.

**Setting Up a Framework:** Planning and decision-making in advertising are influenced by both internal and external variables.

The advertising plan, the marketing program, and situation analysis are internal factors. The three components of advertising planning are:

- Media strategy and tactics;
- Message strategy and tactics; and
- Objective setting and target market identification.

Based on research, the advertising strategy should be created in response to a situation analysis. After it has been created, the advertising plan must be carried out as a campaign, taking into account social and legal restrictions and involving a number of facilitating organizations. Let's talk about each of these factors individually.

**Evaluation of Situations:** It entails a thorough examination of every significant element at play in a given circumstance. This implies that fresh investigations into the background and expertise of the company will be made.

For instance, AT&T created a new long-distance phone service plan after conducting five years of research. The study included a field experiment, concept testing, and market segmentation studies. The purpose of the field experiment was to test a new "Cost of Visit" advertising campaign. Although effective, a previous "Reach Out" campaign did not seem to reach a sizable portion of people who had good reason to call but were cutting back on their conversations due to expense. Based on yearly surveys of 3,000 residential phone users, research revealed that the majority of respondents were unaware of the cost of a long-distance call or that calling during off-peak hours could result in lower call costs. After developing and testing five copy alternatives, "Cost of Visit" was selected. Overall, this campaign proved to be more successful than the "Reach Out" campaign because it convinced consumers to call at times that were more profitable for AT&T and less expensive for them. According to one estimate, there would be a \$22 million annual revenue gain the first year and up to \$100 million over the course of five years if 530 million in advertising were switched from "Reach Out" to "Cost of Visit."

This example shows that a thorough situation analysis will address every aspect of marketing and entail a number of questions concerning the type and scope of demand, competition, environmental factors, product, costs, distribution, and the availability of financial and human resources.

**Analysis of consumers and markets:** The first step in situation analysis is to examine the overall market for the good, service, or cause being promoted. This includes examining the market's size, growth rate, seasonality, and geographic distribution.

**Comparative Evaluation:** Planning and decision-making in advertising are influenced by competition and the advertiser's competitive environment. Because competition is such a ubiquitous factor, it will be taken into account throughout the entire planning and decision-making process for advertising. An analysis of the brand's current market share, rivals' market shares, potential market share, and competitors from whom an increased market share could be obtained should all be included. The planner must also understand the goals of the various rival businesses in the product category, as well as their relative advantages and disadvantages. It's critical to consider competition before beginning the planning process.

**Outside Factors:** Environmental, social, and legal considerations are examples of external factors included in the planning framework. These serve as significant roadblocks to the creation of an advertising strategy and decision-making process. When creating targeted advertising, there are a few legal restrictions to take into account. It is illegal to advertise in a misleading manner. It can be challenging to determine what is deceptive because different people may interpret the same advertisements in different ways. Therefore, an advertiser who makes an effort to offer precise, pertinent information needs to be fully aware of other aspects of advertising regulation as well as what, in terms of law and ethics, constitutes deception.

Broad social and economic issues, as outlined below, present an even more challenging consideration for those engaged in the advertising effort.

- Does advertising increase costs or stifle rivalry?
- Is it appropriate to use fear or sex appeals? Minority groups and women are abused in advertisements by placing them in incredibly clichéd parts.
- Is it more annoying than amusing?
- Is an encroachment upon an environment that is already excessively contaminated?
- Children's targeted advertising.

### **3.3 BUILDING ADVERTISING PROGRAM**

Ad-creation stage consists of three stages:

1. Idea Generation
2. Copy-writing
3. Layout

#### **3.3.1 Idea Generation**

1. Orientation: Before beginning the idea generation process, it is essential to determine the communication's goal or purpose. Only then can a suitable creative idea be chosen.

2. Preparation: Enough and pertinent information must be obtained.
3. Analysis: After the data is gathered, it must be appropriately arranged under several headings, such as technical data, data on customer behaviour, data about competitors, etc.
4. Ideation: Ideation is the process of coming up with real ideas by experimenting with various fact and information combinations.
5. Incubation: After an idea is conceived, it is set aside to undergo an incubation period, during which the subconscious works on it.
6. Synthesis: The group has a variety of ideas when it reaches this stage. At this point, the focus is on integrating these concepts and creating something meaningful out of them.
7. Evaluation: In this stage, the different concepts produced in the earlier phases are assessed. Here is a description of the evaluation criteria. The concept ought to be:
  - i) Pertinent to the communication goals.
  - ii) Innovative and able to grab the audience's interest.
  - iii) Adaptable, allowing for future modifications or expansion to include more Advertisements.

### 3.3.2 Copy Writing

In the world of advertising, the word "copy" has a particular meaning. The essence of advertising is the advertisement copy. Written and spoken content expressed in phrases, words, and figures with the intention of reaching the intended audience is known as advertisement copy. In print media, an advertisement's head line, subheadlines, images, slogans, and brand name are its constituent parts.

#### Methods for Writing Copy

To create persuasive advertising copy, a copywriter must provide answers to the following queries:

- For what am I promoting?
- Whom am I promoting to?
- How can I best get my readers to understand the advertisement?
- What is the product's sales location and method?
- When is the product bought and utilized?
- What are the possible legal ramifications?

### 3.3.3 Layout

A layout is a small-scale drawing of the intended commercial. First, a rough layout is created, in which the position of various ad-copy elements is indicated, the headline and subheads are lettered in artwork, and photographs are drawn or supplied. The final layout is prepared by testing and modifying the rough layout. To provide a comprehensive view, the final layout is appended with numerous explanations and mechanical designs. It refers to blueprints for advertisers, guidelines for engravers, and specifications for cost estimation.

"Layout" refers to two different concepts: the first is the advertisement's overall appearance, including its elements and design; the second is the physical representation of the advertisement's design, which serves as a production blueprint.

#### Functions of the Layout:

It Arranges Every Component

Copywriter and Art Director Come Together

It facilitates the advertiser's ability to envision his upcoming advertisement.

It serves as a manual for copy specialists.

### **Copy Checks:**

Advertising's communication value can be evaluated through copy testing. Copy testing, which is a diagnostic rather than an evaluation tool, can be helpful in the process of creative development. A framework for copy testing has two main goals. Finding out if the advertisement can stand out among the competition and make the advertisement stand out to people. The second is to evaluate the advertisement's communication the desired meaning.

## **3.4 CLASSIFICATION OF ADVERTISING**

Function, region, target market, company demand, desired response, and media can all be used to categorize advertising.

### **3.4.1 Functional Classification**

Customers are informed about a product through advertisements. A product's advertisement convinces people to purchase it. An advertisement serves to remind current customers that the product is available on the market.

Based on the functional aspect of advertising, let's talk about some significant forms of this medium.

Advertising that educates consumers about a company's or organization's concepts, goods, or services is known as informative advertising.

Advertising that persuades or inspires potential customers to act quickly and purchase the company's goods or services is known as persuasive advertising. For instance, "Buy one, get one free."

Advertising that serves as a reminder: This type of advertising encourages current clients to use the company's goods and services on a medium- or heavy-usage basis after making at least one purchase. This kind of marketing campaign helps to retain the brand name and product uses in the minds of current consumers.

### **3.4.2 Regional Classification**

Additionally, advertisements can be categorized by region, for example:

A company will carry out global advertising in its global market niches. reputable international publications including Popular Science, Time, Span, Fortune, Futurist, and Far Eastern Economic Review. Worldwide product advertising is also done through cable TV channels. Supermodels and movie stars are employed to advertise luxury goods. Coca-Cola, Pepsi, Sony, and Philips are a few examples.

National advertising is carried out on a national scale by a company. The purpose of doing this is to raise the demand for its goods and services across the nation. BPL (Believe in the best) is one example. Whirlpool Ice Maker (Simple Fast Forward) and so on.

Regional advertising is the term for a manufacturer's promotional effort when it is limited to a particular area of the nation. The company's manufacturer, distributor, or retailer may handle this. Advertisements from local newspapers that are distributed in the states or districts where they are published are one example. The Assam Tribune (exclusive to the Northeast), for instance.

Local advertising is defined as advertising that is focused solely on a single city or area. Professionals sometimes refer to it as retail advertising. Retailers occasionally use this tactic to entice customers to visit their store frequently rather than just for a specific brand. Examples include commercials for local FM stations Gupshup and Ooo la la.

### **3.4.3 Classification on Basis of Target Market**

Advertising can be divided into four subcategories based on the kinds of people who would be exposed to its messages:

**Commercials for consumer goods:** The ultimate consumer is the target audience for this. A person who purchases a good or service for their own use is considered the ultimate consumer. The company that manufactures or distributes the good or service is the one who does this kind of advertising.

Examples include Intel commercials, Kuttons shirts, Lakme cosmetics, and so forth.

**Business-to-business advertising** is another term for industrial product advertising. This is carried out by the industrial manufacturer or his distributor and is intended to raise consumer demand for the goods and services the manufacturer produces. The target audience is the industrial client.

Manufacturers use trade advertising to entice retailers and wholesalers to carry their products. Each manufacturer selects a different medium based on the kind of product he makes, the type of distribution channel he uses, and the resources at his disposal. As a result, it is made for retailers and wholesalers who can market and sell the product.

Manufacturers and distributors use professional advertising to sway the experts in a specific industry or line of business. To the final consumer, these experts prescribe or recommend the products made by these manufacturers.

The producers of these goods make an effort to connect with these experts through planned initiatives. These manufacturers' main targets include physicians, engineers, educators, procurement specialists, architects, and civil contractors.

**Financial advertising:** To raise money from the market, banks, financial institutions, and corporate entities publish advertisements. Prospectuses and application forms are published and displayed prominently so that potential investors can readily find them.

### **3.4.4 Classification based on desired responses and Media**

An advertisement has the power to either positively or negatively impact the target customer's perception. In both situations, the goals are distinct. For this reason, this classification includes two different forms of advertising.

Advertising that prompts customers to take immediate action, known as direct action advertising. As an illustration, consider seasonal sales and magazine coupons.

Aiming to have a positive impact on the reader's or viewer's mind, indirect action advertising is used to promote products or services. He does not buy the product right away after seeing the advertisement, but he does form a positive impression of the company.

This is a brand-new type of advertising called surrogate advertising. In this kind of advertising campaign, the marketer advertises an alternative product. Consider the advertising campaign for Bagpiper soda. The company is marketing Bagpiper Whisky, but they purposely display soda. "KhoobJamega Rang Jab Mil Baithege Teen Yaar... Aap... Main, Aur Bagpiper" is an actor's way of letting them know that the audience is fairly knowledgeable about the product.

The following is a general classification based on media:

**Audio advertising** can be carried out via radio, public address systems, automobile rickshaws, four-wheeler promotions, and other media.

**Visual advertising:** Without the use of text catalogs, pamphlets, fabric banners, brochures, electronic hoardings, simple hoardings, running hoardings, etc., it is done through point-of-purchase displays.

**Audio-visual:** This is accomplished through TV commercials, cable TV commercials, movies, video clips, and theatre slides.

**Written advertising** can be done via letters, faxes, text-filled flyers, brochures, articles, and documents, as well as space marketing features in publications like newspapers.

**Internet advertising:** All kinds of goods and services are widely advertised on the internet. For instance, Bharat Matrimony, [www.asianskyshop.com](http://www.asianskyshop.com), [www.teleshop.com](http://www.teleshop.com), and so forth.

**Verbal advertising:** During conferences, seminars, and group discussions, verbal tools are used to promote ideas, goods, and services. Kinesics also has a significant impact in this situation.

### 3.5 TYPES OF ADVERTISING

Advertising is the process of promoting a business's goods and services via a variety of media in an effort to boost sales. It functions by educating the customer about the product and emphasizing their need to purchase it. Worldwide, advertising has emerged as a crucial component of the business world. Consequently, Businesses set aside a sizable portion of their earnings for advertising. Also, advertising helps to establish the product's brand, which is crucial for generating successful sales.

#### 3.5.1 Product Related Advertising

Its focus is on selling a good or service and providing information about it.

Three categories exist in product advertising.

- A. Innovative Promotion
- B. Stakeholder Promotion
- C. Incentive-Based Marketing

**Innovative Marketing:** In the beginning phases of a product's life cycle, this kind of advertising is employed. Its focus is on creating a "primary" demand. Instead of promoting a single brand, it informs and sells a product category. Take the first advertisement, for instance, for both colour and black-and-white television. These commercials target the customers' feelings and logical intentions.

**Stakeholder Promotion:** It is helpful when the product has reached the stage of market maturation and growth, in particular. Demand that is "selective" is stimulated. Instead of targeting a broad product category, it aims to sell a particular brand. Two kinds of it exist:

**A. Direct Type:** It aims to elicit a purchase right away.

**B. Indirect Type:** It makes an effort to highlight the benefits of the product with the hope that the buyer will be influenced by it when it comes time to make a purchase.

For instance: Advertising on Airlines

Air India makes an effort to compete for the customer's business by offering information about prices, schedules, and phone numbers so that the customer can make reservations directly; or, more gradually, when it advises bringing up Air India's name in conversation with your travel agent.

**C. Incentive-Based Marketing:** This could be helpful if the product has reached a mature or declining stage in the market, or another favourable status. In these situations, the advertiser typically wants to maintain his product name in front of the general public. There is a lot less emphasis on selling—either just the name might be brought up in advertisements that serve as "reminders."

### 3.5.2 Public Service Advertising

This is aimed at a country's or community's social welfare. The amount of goodwill that product and service advertisements bring to the sponsoring organization can be used to gauge how effective they are. A good example of public service advertising is an advertisement encouraging people to avoid driving after drinking. The goal of this kind of advertising is to convey a message that will alter attitudes or behaviours and benefit the general public.

### 3.5.3 Advertising based on Product Life cycle

**Customer Promotion:** The majority of companies that produce consumer goods advertise their products to consumers.

Among them are those who market cigarettes, alcohol, cosmetics, scooters, detergents, and soaps. With a few exceptions, all of these items are packaged goods that a consumer will typically purchase throughout the year. Advertisers are fiercely competing with one another to create a distinct edge for their brand.

**Business Promotion:** Advertising doesn't inspire much confidence in business executives. They only use this kind of advertising because they are afraid that if they stop, their rivals might gain an advantage. The multiple buying influence characteristics, including the derived demand, etc., make the job of the industrial advertiser difficult. The goals change depending on the company and the circumstance. These include: ➤ Educating, ➤ Bringing in orders, ➤ Inducing Inquiries, ➤ Getting the advertiser's name on the buyer's list of sources, ➤ Supporting the Salesman, ➤ Reducing Selling Expenses, ➤ Assisting in Getting Items



Featured in a Publication's News Column, ➤ Creating Awareness for the Company or Its Products, ➤ Motivating Distributors, ➤ Establishing recognition for the Firm or Its Products, ➤ To inspire distributors; ➤ To establish or modify a company's reputation; ➤ To establish or modify a buyer's mindset.

The fundamental appeals typically help the buyer achieve his non-monetary goals or boost his rupee profits. The most widely used media are trade journals, which are followed by catalogs, direct mail, displays, and publications for general management. In industrial advertising, advertising agencies are significantly less helpful.

### 3.5.4 Trade Advertising

**Retail Advertising:** "Covering all advertising by the stores that sell goods directly to the consuming public" is one way to describe this. It also includes advertisements from businesses that provide services to the general public, like banks, gas stations, and beauty parlours. Seldom are advertising agencies used. This duty is typically assigned to the store staff as an additional task to be completed on top of their regular duties. As a result, advertising in retail establishments is frequently demoted to a supporting role.

Cooperative advertising is one facet of retail advertising. It alludes to the price that manufacturers and retailers pay for advertising. From the perspective of the retailer, cooperative advertising enables a store to obtain extra advertising that would not have been possible otherwise.

**Wholesale Advertising:** Generally speaking, wholesalers have little interest in marketing, either for their suppliers or for themselves. They would gain from implementing some of the retailer's image-making strategies, such as the requirement to create a comprehensive marketing plan. They must additionally make a increased utilization of programs and materials for supplier promotion in a way that benefits them.

### 3.5.5 Advertising based on Area of Operation

**Nationwide marketing:** The phrase "national advertising" denotes advertising that is not restricted to any particular region of the country. This kind of advertising is primarily done by marketers of branded goods or services that are distributed through various channels, wherever they may be located. It can be seen in print, electronics, outdoor, and other national and regional media. It seems that the phrase "national advertising" denotes a large-scale marketing initiative. In actuality, this does not imply that the product is distributed across the country. The intention is to remind, convince, or enlighten customers about the brand or company. National advertising frequently pinpoints a particular target market and works to establish a brand for the product.

**Localized Marketing:** It is an organizational geographic alternative. For instance, the Rajpura-based Amrit Vanaspati asserts that it is Punjab's top producer of hydrogenated oil. However, until lately, It mostly restricted itself to the distribution of one vegetable oil brand to the district of Malihabad. (in the Uttar Pradesh, close to Lucknow).

**Regional Promotion:** Usually, retailers handle it instead of manufacturers. These commercials provide customers with targeted information about products, prices, and other details, saving both time and money, place, and so forth. Retailer advertisements typically offer particular product sales during weekends in a range of industries.

### 3.6 FORMS OF MEDIA ADVERTISING

An advertiser has access to nine different kinds of advertising media:

- (1) Newspapers and magazines
- (2) Direct Mail
- (3) Radio Advertising
- (4) Television Advertising
- (5) Movie Promotion
- (6) Outdoor Commercials
- (7) Display of Windows
- (8) Trade shows, exhibits
- (9) Particularly Promotion

#### 3.6.1 Objectives of Media Advertising

It can be challenging to choose the right type of advertising media. Any chosen media must be able to achieve the following three primary goals at the very least:

1. It needs to get to as many people as it can.
2. It needs to catch their interest.
3. It must be cost-effective.

In reality, though, very few media can accomplish all three of the aforementioned goals. The company has access to a variety of advertising media options in India. But the actual Finding the one or ones that are pertinent to the business is the managerial task.

#### 3.6.2 Types of Media Advertising

**(1) Newspapers and magazines:** Newspapers are the most potent and successful form of advertising, and these are the major types of press advertising. Newspapers provide insightful information on a variety of current events. One could call it "a store house of information." There exist Newspapers: weekly, biweekly, and daily. Newspapers are read and distributed most widely by lots of individuals. There are regional, national, and local newspapers.

Periodicals and magazines are additional significant forms of communication. Periodicals can be published on a weekly, monthly, quarterly, biannual, or annual basis. Readers read these with greater interest than they do newspapers. In magazines, advertisements are more both appealing and evocative. Typically, they are colored, which accurately represents the product and leaves the reader with a lasting impression. There are periodicals and magazines written for both the general public and particular social classes. Those are premium publications

covering business, commerce, finance, and economics, among other topics. Additionally, there are specific periodicals for kids, women, and men. The periodicals are more durable and highly appropriate for promoting particular products.

**(2) Direct Mail:** One of the earliest forms of advertising media is direct mail. Using this approach, a message is mailed to potential customers. For this, a mailing list is created. round letters. Under this kind of advertising, folders, calendars, booklets, and catalogues are sent. As for the sales a separate appeal is sent to each buyer in the letter.

**(3) Radio Advertising:** These days, radio advertising is very common. The advertisements are aired on various All India Radio stations. "Word of mouth advertising on a wholesale scale" is how radio advertising is defined. Different regional languages may be used in the advertising messages. The primary benefit of radio advertising is its comprehensive coverage of all listener, regardless of level of education. It is a very powerful tool for widespread popularization, scale different consumer goods. This medium's coverage is more extensive, reaching a wide quantity of watchers. It guarantees faster recurrence.

**(4) Television Advertising:** These days, this is the newest and fastest-growing form of advertising, and its appeal is growing. With the benefits of both sound and sight, it is more efficient than radio. Because it is presented visually, it is more powerful and impressive. leaves the audience with a lasting impression. It is an extremely expensive medium with a limited lifespan that can only be used by large corporations. length and restricted coverage. It is not possible to refer back to the advertisement after its demonstration. The advertisement lasts for a very short time.

**(5) Movie Promotion:** Another name for this is movie theatre advertising. In addition, it offers auditory and visual amenities such as television. Small commercial films are not produced by large corporations and are distributed to various theatres to be screened for the public either prior to or concurrently with regular performances. between scenes. Although not for the same viewers, it has greater repeat value. It has restricted coverage. which only helps the local populace. It is an extremely expensive medium with higher production and distribution expenses. Just large Films for advertisements can be produced by organizations. It guarantees greater adaptability at larger prices. Its efficacy is impossible to accurately gauge. Making movies takes a lot of time, approach.

**(6) Outdoor Commercials:** Posters, placards, electric displays or neon signs, sandwich men, skywriting, bus, train, and tram advertising are some examples of this type of advertising. Another name for this is "mural advertising." Attracting onlookers' attention is the primary goal of outdoor advertising in an instant's flash. The most successful form of advertising is this one. This is ideal in the event that household and consumable items like pens, shoes, fans, soaps, and medications, among others.

**(7) Display of Windows:** This is a typical strategy used by merchants to draw customers in by showcasing their merchandise in storefront windows. Another name for this is an external display. It is the most straightforward and successful way to influence people. Display windows have direct address to the spectators. It plays a crucial role in stimulating the desire to buy in the potential clients. It works like a silent salesperson.

**(8) Trade shows, exhibits:** A trade fair, also known as an exhibition, is a large-scale event that brings together various manufacturers and traders with their merchandise for sale to the many attendees. The exhibition could be arranged on a regional, national, or worldwide scale. ASIA 72, the most recent trade show in Delhi, and Japan's EXPO 70 are a few examples of international exhibitions.

A variety of traders are given different stalls or pavilions to display their goods in. Additionally, the manufacturers give out sales literature and occasionally give away free samples of their products to the public. The customers can also avail themselves of the facilities for practical demonstration. The clients are fully aware of how to use and operate the product.

**(9) Particularly Promotion:** The majority of businesses offer free gifts to consumers, such as calendars, paper weights, diaries, and purses, in an effort to boost sales. The items that are being displayed bear the name of the company or the dealer.

### 3.7 SUMMARY

Media planning is a crucial process for businesses to choose the best media platforms for their brand or product. It involves determining the audience, media and ad vehicles, frequency of advertisements, and budget. Social media advertising is an excellent option for small businesses due to its accuracy, affordability, and high return on investment. A media strategy involves four phases: market analysis, setting media goals, developing and implementing a media strategy, and assessing and monitoring results. By following these steps, businesses can build memorable advertising campaigns, increase brand awareness, and accelerate company expansion.

Advertising management involves planning and decision-making influenced by internal and external factors. Internal factors include the advertising plan, marketing program, and situation analysis. The planning process includes media strategy, message strategy, and target market identification. External factors include environmental, social, and legal considerations. The building of an advertising program involves idea generation, copy-writing, and layout. Legal restrictions and social and economic issues also pose challenges. The goal is to reach the intended audience through written and spoken content.

Advertising is classified based on function, region, target market, company demand, desired response, and media. Functional advertising informs customers about a product, while regional and national advertising raise demand. Target market advertising includes commercials for consumer goods, business-to-business, trade, professional, and financial. Media classifications include audio, visual, audio-visual, written, internet, and verbal advertising. Direct action advertising prompts customers to take immediate action, while indirect action advertising positively impacts the reader's mind. Internet advertising is widely used for promoting ideas, goods, and services.

Advertising is a vital business tool that promotes goods and services through various media channels. There are three types of advertising: product-related, innovative, stakeholder, and incentive-based. Product-related advertising focuses on selling a product and providing information about it. Innovative marketing targets primary demand, stakeholder promotion stimulates selective demand, incentive-based marketing maintains the product name, and public service advertising aims at social welfare. Business Promotion protects competitors and helps buyers achieve non-monetary goals or boost profits. Trade advertising includes direct-to-consumer advertising, cooperative advertising, and wholesale advertising. National advertising is not limited to a specific region, while localized marketing offers targeted information for customers.

Media advertising in India includes nine types: newspapers and magazines, direct mail, radio advertising, television advertising, movie promotion, outdoor commercials, display of windows, trade shows, exhibits, and promotion. Newspapers and magazines are the most effective, while direct mail, radio, television, movie promotion, outdoor commercials, display of windows, trade shows, and promotions are the most popular. Finding the right media for a business is a managerial task.

### 3.8 KEY WORDS

**Media Plan:** A media plan specifies the target audience, the message to be delivered, when it will happen, and through which channels.

**Planning:** The process of making plans for something.

**Organizing:** Make arrangements or preparations

**Regional:** Relating to or characteristic of a region.

**Target Market:** A specific group of people with shared characteristics that a business markets its products or services to.

**Response:** A reaction to something.

**Idea:** A thought or suggestion as to a possible course of action.

**Layout:** The way in which the parts of something are arranged or laid out.

**Copy writing:** The act or occupation of writing text for the purpose of advertising or other forms of marketing.

**Trade:** The action of buying and selling goods and services.

### 3.9 SELF ASSESSMENT QUESTIONS

1. What is Media Planning?
2. Explain the process involved in Media planning?
3. What are different types of Advertising?
4. Explain the Classification of Adverting?
5. What are the steps involved in Building an Advertising program?

### 3.10 SUGGESTED READINGS

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## LESSON -4

# ADVERTISING AGENCY SYSTEM

### Learning Objectives

- ✓ To learn the concept of Advertising Agency and its Functions.
- ✓ To learn the main aspects of AIDA & DAGMAR approach along with Selection criteria of Advertising Agencies.
- ✓ To understand the organisational structure of Advertising Agency and the career options in Advertising.

### Structure

#### 4.1 Introduction

#### 4.2 What is Advertising Agency?

4.2.1 Definition of Advertising Agency

4.2.2 Functions of Advertising Agency

4.2.3 Types of Advertising Agencies

#### 4.3 AIDA Model & DAGMAR approach

4.3.1 AIDA model

4.3.2 DAGMAR Approach

#### 4.4 Advertising Agency Selection

4.4.1 Services Rendered by Advertising Agency

4.4.2 Agency Selection and Accreditation

4.4.3 Agency Client Relationship

#### 4.5 Organisation Structure of Advertising Agency

4.5.1 Working of an Advertising Agency

4.5.2 Methods of Remunerating an Advertising Agency

4.5.3 Client Turnover

#### 4.6 Future of Advertising

4.6.1 Career options in Advertising

#### 4.7 Summary

#### 4.8 Key Words

#### 4.9 Self-Assessment Questions

#### 4.10 Suggested Readings

## 4.1 INTRODUCTION

"A tailor's job is to gather raw materials, locate matching threads, cut fabric into desired shape, sew fabric together, and deliver cloth to customer."

A tailor and an advertising agency are similar. The company creates the advertisements, arranges for their distribution, and then gives them to the client. Advertising agencies are mostly not dependent on any organizations.

These companies put in all the work necessary to sell their clients' products. They have a team of individuals who are experts in their specific fields, which makes it easier and more straightforward for businesses or organizations to connect with their target audience.

William Taylor established the first advertising agency in 1786. James "Jem" White followed in 1800 in London, and Reynell & Son in 1812. A chooses an advertising agency through a producer or merchant to deliver the advertisement on his behalf. The marketer who fails to possess the ability to carry out advertising activities and use advertising services for assistance organizations with a focus on those areas.

## 4.2 WHAT IS ADVERTISING AGENCY?

A manufacturer or trader chooses an advertising agency to deliver the advertisement on his behalf. When an advertiser is unable to carry out advertising activities, they take the assistance of advertising agencies with expertise in those domains.

### 4.2.1 Definition of Advertising Agency

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

An independent business entity with a focus on advertising-related tasks, an advertising agency plans, prepares, and implements advertising campaigns on behalf of its customers. A group of specialists with a focus on advertising is called an advertising agency. The following tasks are completed by advertising agencies for their clients:

1. **Planning:** To create an advertising plan, an advertising agency analyzes the competition and the marketing environment in addition to studying the clients' products or services to determine the inherent qualities in comparison to competitors' products or services.
2. **Preparing:** Also known as formulation of ad-copy, this process involves the agency's experts writing, designing, and producing the advertisement following a study of the product, competition, and marketing environment.
3. **Executing:** At this point, media is chosen for time or location, the advertisement is sent to them, examined, and approved before being published. The media is paid after the advertisement is released, and the client is billed for the services rendered.



### 4.2.2 Functions of Advertising agency

The following Functions are completed by advertising agencies:

**1. Reaching Out to Clients:** First, advertising agencies seek out and make contact with companies that are interested in promoting their goods or services. Ad agencies choose companies with strong financial standing, high-quality goods and services, and effective management.

**2. Planning Advertisement:** Creating an advertisement for a client is the next task for an advertising agency. The ad agency must complete the following tasks for ad planning.

- Analyzing the client's product to determine its intrinsic benefits over the competition's offering.
- Analyzing the product's current and prospective market.
- Examining market trade and economic circumstances.
- A study on the product's seasonal demand
- Analyzing competitors and their advertising expenditures.
- Understanding of distribution channels, including sales and operations.
- creating an advertising strategy

**3. Creative Function:** Individuals with creative talents, such as copywriters, artists, and art directors, The most crucial component is the creative work that graphic specialists must do of every advertising role.

**4. Creating Ad-Copy:** Ad agencies prepare and develop Ad-copy with the assistance of their writers, artists, designers, animators, graphic designers, and film directors.

**5. Client Approval:** The client is shown the ad copy for his approval.

**6. Media Scheduling and Selection:** An essential role of an advertising agency is to choose suitable media for its customers. Ad agencies must take into account a number of factors, including the nature of the product, the needs of their clients, media coverage, ad budget, and targeted customer, and so forth when choosing media.

**7. Ad-Execution:** Following approval, confirmation, and any necessary modifications, the ad copy is given to the media for use in advertisements.

**8. Evaluation Function:** Following the advertisement's execution, the ad agency must assess the advertisement's efficacy to determine its client's benefit.

**9. Marketing Function:** In addition, the advertising agency handles a range of marketing such as choosing a target market, creating products, creating packaging, pricing analysis, distribution channel analysis, market research, sales promotion, advertising, etc.

**10. Research Function:** An advertising agency carries out a variety of research tasks, such as various media, media costs, media reach, media circulation, new media arrival, and information relating to television program and serial ratings and TRPs.

**11. Accounting Function:** The accounting function of an advertising agency entails billing clients, paying employees, obtaining cash discounts from the media, collecting unpaid invoices from them, paying staff members, and paying outside professionals such as writers, producers, and models.

### 4.2.3 Types of Advertising Agencies

Advertising agencies essentially fall into five categories.

1. One type of agency that offers full services is a large agency: Addresses every phase of promotion. Various specialists for various departments. Work begins with data collection and analysis, and concludes with bill payment to those in the media.
2. Engaging Organizations: There is use of contemporary communication methods. Utilizes personal messaging on mobile devices, sends online ads, etc. The generated ads are highly interactive, feature innovative ideas, and are inventive.
3. Creative Boutiques: Exceptionally inventive and creative advertisements; Exclusively focused on producing the ads themselves. Small-scale organizations possessing in-house copywriters, directors, and creative folks.
4. Advertising Agencies: Purchases space for advertisements and offers it to the sponsors. Offers to sell the time that an advertisement will run. Arranges time slots at various radio stations and television networks. Lastly, oversees or verifies if the advertisement has been broadcast at the scheduled time and location or not.
5. Internal Bureaus: Comparable to full-service agencies in quality. Large organizations favour these in-built, operational agencies. These agencies function in accordance with the demands of the organizations. Certain agencies that specialize in certain types of advertisements exist. People with specialized knowledge in that field are needed for these kinds of agencies. For instance, commercials with social commentary, financial and medical themes ads, etc.

### 4.3 AIDA MODEL & DAGMAR APPROACH

Elmo Lewis introduced the AIDA Model, a selling concept, to describe how personal selling operates. The AIDA Model describes how to achieve promotional objectives in terms of the phases at which a consumer interacts with the message. Attention, Interest, Desire, and Action are the stages.

Defining Advertising Goals for Measured Advertising Results is what DAGMAR stands for. Russell Colley created the DAGMAR Model in 1961 to establish advertising goals and gauge advertising performance. The ultimate goal of advertising, according to the DAGMAR Model, is a communication task that aims to raise awareness, disseminate information, shape attitudes, and motivate action.

#### 4.3.1 AIDA Model

**1. Observation:** In this world of endless media, advertisers must be direct and quick to capture the interest of the public. Advertisements must be visually appealing so that viewers will pause to read or watch what the advertiser has to say next. Ads employ strong language and imagery to make them seem appealing.

**2. Inquiry:** Once a portion of the intended audience has shown interest in the advertisement, it is necessary to maintain their attention so they can fully comprehend the message. Acquiring the Gaining the interest of a reader or audience is a more challenging task than capturing their focus. For To Advertisers must remain attentive to the needs of the audience in order to pique interest.

**3. A Desire:** AIDA's Interest and Desire components work together harmoniously. In addition to piquing the audience's curiosity, the advertiser must explain to them how the product or service he is selling can actually benefit them. By making an appeal to their

individual needs and desires, you can accomplish this. Linking features and benefits together is a smart strategy to increase the reader's desire for the advertiser's offering. The offering's key features should have been created with the intention of providing members of the target market with a particular advantage.

**4. Action:** Lastly, the advertiser must be extremely clear about the action he wants the viewers to take—trying, buying, repurchasing, or something else entirely.

#### 4.3.2 DAGMAR Approach

**1. Conscience:** It's important to introduce the target audience to the product or business before assuming that they will make a purchase. Raising consumer awareness of the product or offer is the advertising activity's primary communication goal.

**2. Comprehension:** Adequate knowledge and information about the product or organization is required to entice a purchase; awareness alone is insufficient. The target audience must learn something about the product, company, or offer in this step. The purpose of this advertising activity's communication task is to inform the consumer about the features, advantages, and applications of the product.

**3. Persuasion or Attitude:** A sense of conviction is developed at this stage. Buyers are influenced to the point where they are persuaded that a specific product in the class should be tried at the next opportunity by generating interest and preference. The goal of advertising communication at this stage is to shape the audience's perceptions of the product. This is frequently accomplished by emphasizing the benefits of using the product or by showcasing the product's advantages over competitors.

**4. Action:** Lastly, the communication needs to motivate the customer to make a purchase.

#### 4.4 ADVERTISING AGENCY SELECTION

It's important to take your time when selecting a new advertising agency, whether it's for creative, media, digital, experiential, shopper, public relations, or any of the many other service categories. The time and money invested, as well as the effect on the company, are substantial. Having said that, if you've done your research and considered your motivations for looking for a new agency partner.

##### 4.4.1 Services rendered by Advertising Agency

An advertising agency's primary responsibility is to ensure that the advertising it does for its clients ultimately results in higher profits. Thus, the agency organizes, sets up, and places advertising with the goal in mind. A full-service advertising agency's primary duty is as the following:

- 1. Selecting Clients:** A marketing agency's primary responsibility is to reach out to and identify potential clients who are interested in having their goods, services, or anything else they desire to sell. When reaching out to and selecting clients, preference is given to those businesses with strong morals, competent management, productive products, and The company's financial standing, size and nature of its operations, effective management, and Operational goods, etc., need to be considered appropriately.

2. **Media Selection:** Another crucial duty of the advertising agency is media selection. When choosing a medium, a number of considerations, including price, distribution, and the target audience, audiences, the kind of product, the kinds of customers, and most importantly, the needs of the customers ought to be remembered.
3. **Advertising Planning:** Creating advertising strategies for clients is the third and main responsibility of an advertising agency. In order to accomplish this, the advertising agency needs to have a thorough understanding of the company's offerings, past advertising campaigns, market dynamics, distribution channels, rival brands' products and marketing strategies, the industry to be covered, customer demographics, etc. Selecting the advertising medium for the advertisement to run in is the next planning task. The advertising message needs to be modified for the media it will be displayed on.
4. **Creative Function:** After the planning function concludes, the creative function begins. It involves creating the advertisement's copy, layout, artwork, photos, messaging, and overall theme, among other things. A diverse range of creative individuals, including writers, designers, artists, producers, photographers, and graphic art specialists working for the advertising agency, carry out these tasks.
5. **Research:** The fifth main responsibility of an advertising agency is research. It backs the choices made in the creative and media sectors. To assist the creative staff in creating more eye-catching and impactful advertising copy, advertising agencies collect and evaluate real data regarding the product, size of the market, rivals' tactics, and purchasing patterns, among other things.
6. **Client approval:** The advertising agency's next task is to present the copy to its client and get his or her approval as soon as the advertising copies, etc., are ready. If the client suggests any changes, those suggestions may be included; therefore, the client's final approval is required.
7. **Marketing Function:** The advertising agency also handles marketing tasks like choosing target markets, creating products and packaging, creating a distribution plan, setting prices and discounts, and so forth. It provides its clients with insightful guidance regarding the nature and trends of the market conditions. As a result, the client produces goods while considering the current state of the market.
8. **Evaluation Function:** It is insufficient to just write advertising copy and give it to the media. Having a thorough analysis of the advertising effects for the benefit of his client is the advertising agency's second main duty. If there is a weakness, the client's approval must be obtained before the necessary recommendations can be implemented.
9. **Coordination Function:** To guarantee the long-term success of the advertising campaign, the advertising agency's last but certainly not least crucial responsibility is to set up efficient coordination with the client's sales force and distribution network. Every time the advertising agency gets in touch with the client to discuss the type of advertising to be used, the amount of times the advertisement should be repeated, and any adjustments that should be made in response to suggestions made by the advertiser.

#### 4.4.2 Agency Selection and Accreditation

The following are some considerations to make when choosing the advertising agency:

1. **Suitability:** Depending on the type of advertisement, the agency's location, credit policies, etc., the advertising agency that best meets the needs of the manufacturer or trader is chosen. Typically, an agency close to the advertiser's location is chosen. This facilitates contacting the organization. Second, the agency's size is taken into account with regards to staff, projects, and services rendered. The relationships and connections with the different media come in third. Fourthly, policies are taken into consideration, including conservative and outgoing policies. Lastly, the advertisement takes into account whether or not the agency has accounts with competitors.
2. **Facilities and Services Offered:** A few agencies offer contemporary photo, typesetting, printing, filming, and other facilities. The organizations that offer the most services for the least money are favoured.
3. **Creativity:** The agency's staff members' inventiveness and creative abilities are appropriately taken into account. Using creativity in media, copywriting, layout, photography, and other areas gives the advertiser's goods and services a distinct identity.
4. **Past Performance:** The agency's performance in the past, including its clientele, efficacy, and credit standing, is helpful in choosing it. Inquiring about the agency's timeliness, punctuality, and past performance helps the advertiser determine how trustworthy they are.
5. **Reputation:** The advertising agency's standing is a deciding factor. The agency's reputation is based on its timeliness, effective presentations, positive interactions, timely services, etc.
6. **Management:** The ownership, management, and their policies play a crucial role in the selection of an advertising agency. Their choices are influenced by their policies, which can be either dynamic or conservative.
7. **Rates Charged:** The advertiser takes into account the agency's rates. Generally speaking, prices are determined by factors like reputation, facilities offered, methods used, etc. As a result, an advertiser will choose an agency that can meet their budgetary needs while providing the services they need.
8. **Size of the Agency:** It is important to take the advertising agency's size into account. Larger sizes are preferred, but sometimes small is beautiful too, as a small agency can focus more on the work of its clients.

The Indian Newspaper Society, Doordarshan, and All India Radio accreditation principle guarantees advertising agencies a professional standing. Media owners give accredited agencies credit. They provide their clients, who also benefit from credit facilities, with this benefit. These agencies must also abide by the code of ethics established by the media owners. By doing this, the client is guaranteed a minimum standard from the advertising campaign. When an agency is granted accreditation, it indicates that it has met the following requirements:

- (a) The organization has satisfied its minimal business requirements with the Indian Newspapers Society and Doordarshan/AIR.

(b) Throughout the duration of its provisional accreditation status, the agency demonstrated its creditworthiness.

(c) The organization has complied with the accreditation requirements as announced by the media.

#### **4.4.3 Agency Client Relationship**

The relationship between an agency and its clients must be one of confidence and trust. The ideal partnership produces the best possible advertising effectiveness at a fair price and pays the agency fairly. It is defined by people in the two organizations communicating completely and continuously in both directions in a setting of mutual trust. As part of the company's marketing effort, the agency and advertiser's interdependence facilitates the creation of effective advertising.

- At all times, be courteous to the agency.
- Give as much information as you can about the company and the product that will be promoted. This makes it possible for the agency to perform much better.
- Avoid haggling over the agency's fees needlessly.
- Encourage the agency to produce quality work.
- It is necessary to pay agency fees, media bills, and other expenses on time. The client should never wait for the agency to send a payment reminder.
- Accept the agency's submitted proposals. It is not appropriate for the client to argue just to argue.
- Give the agency enough time to create a successful advertising campaign. The client must refrain from unnecessarily creating a deadline crisis for the agency.
- Minimize disagreements to a minimum.
- Complete the fees for a specific plan or campaign well in advance.
- Provide the agency with any updates regarding his side of information that could aid the agency in better serve the client.

### **4.5 ORGANISATION STRUCTURE OF ADVERTISING AGENCY**

Agencies organizational structures vary based on the functions they perform and the size of their businesses. The highly individualized nature of the advertising agency industry makes it challenging to determine what kind of organizational structure would work best for it. A lot of agencies are set up based on the management's personal inclinations. The group system and the departmental system were used by the majority of large and medium-sized agencies, though some also combined the two.

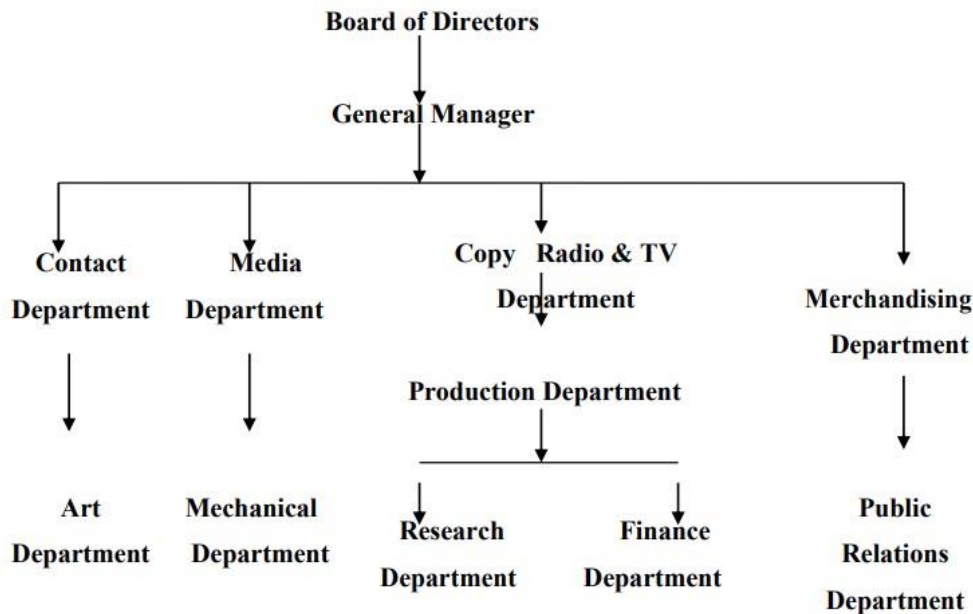
1. **Group System:** In this system, a group of accounts is assigned to writers, artists, media planners, buyers, and other specialists. Everybody is overseen by a group leader or account executive.
2. **Departmental System:** The departmental system allows the same kinds of experts to be categorized under a single department. For example, every writer in the copy division, every artist in the department of art, etc.

#### **4.5.1 Working of an Advertising Agency**

An advertising agency may be organized as a sole proprietorship, partnership, or joint stock company because it is a separate type of business entity. On the other

hand, a reasonable-sized advertising agency might logically choose to organize as a joint stock company. In this scenario, the Managing Director might be supported by a Board of Directors. A general manager may report to the board of directors, and he or she may be in charge of several departmental managers. Depending on the type and scale of the business, different advertising agencies will have different numbers of departmental managers. An advertising agency that is large or moderately sized will have the following organizational structure.

#### Advertising Agency Limited



**Divisions within a Marketing Firm:** An advertising agency may be organized into different departments, each with a designated departmental manager and tasked with carrying out a specific task, possesses expertise in the area assigned to him. The principal divisions of a sizable advertising agencies are:

**Contact Department:** The departmental manager, a senior executive officer, oversees the Contact Department. This department's primary duties are to reach out to potential new clients and keep in touch with current ones. He has several contact men working for him. They serve as the point of contact between the client and the agency. When in the advertiser's office, the contact men represent the agency; they assess the advertiser's needs and let the different departments know what the individual clients require.

**Art Department:** The art manager oversees the art department, which is staffed by artists, layout personnel, and visualizers. An advertiser's rough layout, which is eventually refined into a detailed layout, is created by a visualizer. The art department is in charge of creating the advertisement's visual elements, including layouts, illustrations, and photos, as well as deciding which kinds to use.

**The media department :** is a crucial division that falls under the management and oversight of a media manager. The task of choosing media for the advertiser in accordance with the requirements, guidelines, and budget of the customer. He keeps in close contact with various media outlets.

**The Mechanical Production Department:** is a crucial division that operates under the guidance of a technical manager. This department's primary duties include block creation, printing, proofreading, and other technical tasks.

**The copy department:** is led by a copy manager and has several copy writers working under them. The creation of copies for each advertisement falls under the purview of this department. Writing copy demands creativity, linguistic flair, fluency, and a the representational technique. The departments of art, research, and accounts collaborate closely with one another. It is a significant department as well.

**Research Department:** A distinct research department is established within large advertising agencies, overseen and managed by a research manager. The research manager has a team of analysts, investigators, marketing assistants, and other support staff. clerks in statistics, librarians, etc. This department's primary duty is to research markets. media and additional topics that the advertising agency finds interesting. Improved advertising is beneficial for customers.

**Production Department for Radio and Television:** Should the advertising agency offer radio and television commercials, it would have a distinct department for this use. A manager who is properly qualified to oversee and manage this department supported by several assistants, composers, screenwriters, etc.

**Finance Department:** Organizing and managing finances is the primary duty of the finance department. Therefore, this department is in charge of keeping accurate records, billing and collecting money from clients, and confirming whether advertisements in various media truly showed up on the days it was supposed to, if so, accurately, and whether the text was correctly printed and took care of all the standard accounting-related issues, capturing, etc.

**Merchandising Department:** In large-scale advertising agencies, a distinct department is set up and managed by a merchandising manager who specializes in displays, exhibits, and the planning of different kinds of promotional tools.

**Public Relations Department:** Within a large advertising agency, a distinct department dedicated to public relations is established, overseen by a public relations officer/manager. This department's primary duty is to make and keep in touch as well as mutual respect between the organization and the general public. It carries out liaison duties between the customers and the different public segments, including customers, staff, and proprietors, etc.

#### 4.5.2 Methods of Remunerating an Advertising Agency

These days, practically all meetings of advertising agency associations and advertisement clubs feature a lengthy discussion on the topic of paying the advertising agency. Those are essentially the following three ways to pay. In our nation, the practice of advertising agencies:

1. **The Commission Method:** This is the most traditional and traditional way to pay an advertising agency. With this arrangement, the media owners give the advertising agency a set commission on the advertising bill for the space they purchase to advertise. In the United States and India, the standard commission rate is 15%. Despite the fact that commission rates differ between media and nations, 15% is essentially the standard. For instance, an advertising agency pays Rs. 50,000 to have a full-length advertisement published in a magazine. The magazine will charge the agency Rs. 42,500 net—that is, Rs. 50,000 less 15%. The advertiser will receive a bill from the advertising agency for Rs. 50,000 (the amount the media charges for



advertisements). Therefore, the Rs. 7,500 discrepancy will be considered the advertising agency's compensation. The media typically also offers a cash discount of Rs. 2% in exchange for prompt payment made within a predetermined window of time. The advertising agency typically transfers this cash discount to the advertiser on comparable terms. This approach is generally criticized for the advertising agency's constant temptation to suggest pricey media in an attempt to get paid more.

2. **Fee System:** After a dispute between the advertiser and the advertising agency, the fee system was implemented. The agency maintained that the 15% commission was unjustifiable given the numerous services the advertising agency provided to the client, while the former contended that the rate was too high. The only component of the agency payment under the fee system is the service charges, which must be calculated using the cost plus method. The client may be charged under the system a fixed percentage (flat rate) of the cost as a fee to be paid to the agency along with the bill. The advertising agency is able to use this system to earn a reasonable profit on the services it provides, and subsequently the advertiser only pays for what he actually receives, neither more nor less. The fee system is typically applied to television and radio advertisements.
3. **Service Fees:** In this approach, the cost of the supplies and labor that the advertising agency purchases for the customer—such as artwork, photography, typography, plates, etc.—is increased by the service fees. Usually, it is 15% plus the cost. In reality, one of the aforementioned methods of payment or a mix of the media-commission and fee plan, or a technique used to credit commissions received from the media use is made against the profession fee. When promoting a new product, when advertising agencies are involved, they receive a unique fee base.

#### 4.5.3 Client Turnover

Client turnover is the term used to describe the practice of an advertiser switching from one advertising agency to another. An extremely high client turnover rate costs advertisers a lot of money. The advertiser suffers when an agency is switched on two fronts: first, they have to deal with. Let go of the previous agency and replace it with the new one. It resembles an employer a lot experiencing losses in terms of money and other resources due to a high "rate of labour turnover in his business. The primary cause of both the employer's and the advertiser's losses is productivity. Additionally, as The senior employee's tenure with the company plays a significant role in determining policy. additionally application.

Similar to this, if the company switches to a new agency, all of the previous agency's experience in promoting its product lines would be lost. The previous agency must have already gathered a sizable amount of information regarding the company's offering, the market, the kind and scope of rivalry between customers and a variety of other topics. An enormous amount of data and information not readily transferred to the new organization. Up to forty have been identified by researchers. One of the elements that affects a product's sales is advertising.

"Changing of advertising agency" or "client turnover" refers to the process by which an advertiser moves from one advertising agency to another. Most advertisers have a propensity to occasionally switch advertising agencies. This could cause their advertising campaign's effectiveness to decline.

The rationale behind the switch in advertising agencies:

1. The advertiser is not happy with the advertising agency's services.
2. The advertiser wants to use a new criterion that the current agency does not offer accustomed.
3. There is a significant difference in the way the client and agency view the advertising strategy in a way.
4. Making changes just to make changes.
5. Insufficient communication between the agency's and the client's top executives.
6. A decline in confidence.
7. Alterations in staff can also result in a shift in advertising agency.
8. Considered the other party to be unreasonable.
9. Changes in advertising agencies are also caused by politics and nepotism.

## 4.6 FUTURE OF ADVERTISING

The advertising industry offers a wealth of opportunities for career development, making it a significant profession. The companies in the advertising sector are the advertising agencies, the media outlets, advertisers, and auxiliary services. Every one of them Advertising professionals who are actively involved offer demanding career options to the students to pursue careers in this rapidly growing field.

### 4.6.1 Career options in Advertising

**1. Advertising Agencies:** An advertising agency is a group of experienced marketers that a client hires to organize, create, and distribute an advertising campaign. There are reportedly a total of advertising agencies in India that be approximately 4,000, taking into account studios and unapproved setups. The organizations that are partially accredited or accredited in full account for 550. The quantity of brand-new advertising companies, particularly solo or owner-manager style advertising agencies are growing more quickly. This is so because the advertising industry offers a lot of opportunity for expansion and advancement. Advertising is the best career choice for incredibly driven people with a strong sense of conviction and conviction to see their endeavour through to completion, no matter what the chances. The advertising agency has expanded rapidly, and currently they account for more than Rs. 2000 crores in annual billing.

**2. Account Executive:** In advertising terminology, the term "Account" refers to "Client," and an Account Executive is the individual within the agency staff who is in charge of managing a specific client. And He approaches various possible customers in an effort to find new business for the advertising firm he works for. As the primary connector between the client and the agency. An essential career path in advertising agencies is account executive. He looks into ways to schedule new business by getting in touch with new customers. Account executives that achieve success are elevated to the roles in account director positions.

**3. Copywriter:** Writing copy is a craft, and those with strong communication abilities have a good chance of becoming copywriters. They support the advertising's central theme. Creative teams in most advertising agencies are led by either a visualizer or a copywriter. If the words are poorly set, a good copy can be ruined. On the other hand, a poorly chosen typeface, size, or weight can completely ruin the layout. The production of persuasive copy for the customer validates the copywriter. Copywriters are responsible for creating advertising themes for copy flat forms and crafting the language, which includes heading headlines and slogans.

**4. Visualisers:** Artists known as "visualisers" are responsible for transferring the copywriter's ideas onto paper. Ads that are successful are shaped by visualizers. Typically, the visualisers hold a professional degree in either commercial or fine art. A professional degree or diploma is not necessary for an effective visualizer. Layout and visualization are vital career options.

**5. Creative Department:** The most important department in an advertising agency is the creative department. The entire advertising plan is carried out in this department, which also comes up with the concept or theme for the campaign. The head of the creative department is the creative director. The department's job is to produce advertisements, and its members include copywriters, creative artists, and visualizers. The copywriter and designer are coordinated by the creative director.

**6. Production Department:** The production department offers excellent career development opportunities as well. The production department is split into two sections: one handles the administrative tasks related to the detail work, and the other handles the mechanical preparation of the printed material or advertisement. Numerous individuals in the mechanical production section work in technical capacities with printers, photographers, block makers, and DTP operators to design printouts. Numerous production departments require personnel to support the advertising task in addition to handling the work in multiple languages.

**7. Art Department:** Once the layout is approved, artists use it to create final drawings that can be reproduced. An art director oversees the art department and is responsible for organizing the work to determine the best course of action in order to prepare the illustrations and ultimately the finished artwork.

**8. Free Lancers:** Professionals with a successful track record who work independently are known as free-lancers. They work as copywriters, singers of jingles, radio presenters, visual artists, technical writers, etc. Therefore, if people in the advertising industry are aware of the full social implications of their work and their professional obligations, it can be an exciting and fulfilling career.

#### 4.7 SUMMARY

Advertising agencies are independent businesses that create, prepare, and distribute advertisements for sellers. Established by William Taylor in 1786, they perform tasks like planning, preparing, and executing campaigns, analyzing competition, marketing environment, and clients' products or services. They handle marketing tasks like choosing a target market, creating products, packaging, pricing analysis, and sales promotion. There are five types of advertising agencies: large agencies, engaging organizations, creative boutiques, advertising agencies, and internal bureaus.

Elmo Lewis introduced the AIDA Model, a selling concept involving four stages: Attention, Interest, Desire, and Action. Russell Colley developed the DAGMAR Model in 1961 to set advertising goals and measure performance. The AIDA Model emphasizes direct observation, interest, product benefits, and action, while the DAGMAR approach focuses on consciousness, comprehension, and persuasion.

When choosing an advertising agency, consider factors like client selection, media selection, advertising planning, creative function, research, client approval, marketing, evaluation, and coordination. A full-service agency must ensure efficient coordination with the client's sales force and distribution network for long-term success. Factors like suitability, size, facilities, creativity, past performance, reputation, management, rates charged, and agency size are also important. Accredited agencies meet minimum business requirements and media owners' code of ethics. An ideal partnership between agency and client should be one of confidence and trust, ensuring effective advertising at a fair price.

Advertising agencies have various organizational structures based on their functions and business size. Large and medium-sized agencies use the group system and departmental system, with various departments like contact, art, media, mechanical production, copy, research, production, finance, merchandising, and public relations. Remuneration for advertising agencies can be through commissions, fees, or a combination of these methods. In the US, the commission method is the traditional way, with media owners giving a set commission on the advertising bill. A fee system was implemented after a dispute between the advertiser and agency.

India's advertising agencies, with around 4,000 agencies, offer growth opportunities for experienced marketers. Account executives manage clients, copywriters create persuasive copy, and visualizers shape ads. The creative department coordinates with copywriters, artists, and visualizers. The production department handles administrative tasks, while the art department creates final drawings. Free-lancers can work in various roles, making the advertising industry a fulfilling career.

#### 4.8 KEY WORDS

**Agency:** A business or organization providing a particular service on behalf of another business, person, or group

**Client:** A person or organization using the services of a lawyer or other professional person or company.

**Reputation :** The beliefs or opinions that are generally held about someone or something.

**Coordination:** The organization of the different elements of a complex body or activity so as to enable them to work together effectively.

**Conscience :** A person's moral sense of right and wrong, viewed as acting as a guide to one's behaviour.

**Research:** The systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions.

**Approval:** The action of approving something.

**Reputation:** The beliefs or opinions that are generally held about someone or something.

**Management:** The process of dealing with or controlling things or people.

**Free Lancers:** An individual who makes money on a per-job basis is a freelancer.

#### 4.9 SELF ASSESSMENT QUESTIONS

1. What Does "Advertising Agency" Mean? What are the primary purposes of it?
2. What aspects are taken into account when choosing an advertising agency?
3. Describe How an Advertising Agency Is Organized.
4. List and describe the Advertising Agency's operational structure.
5. What services do advertising agencies provide?
6. Describe the structure and operations of an advertising agency.
7. What considerations would you make when choosing an advertising agency?
8. What standards ought to be followed when choosing an advertising agency?
9. Talk About the Advertising Agency's Benefits to the Company
10. List and describe the ways that advertising agencies are paid for the services that they provide.

#### 4.10 SUGGESTED READINGS

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## LESSON- 5

# MARKET RESEARCH & VOCATIONAL ASPECTS OF ADVERTISING

### Learning Objectives

- ✓ To learn the concept of Market Research and it's importance.
- ✓ To learn the main aspects of Testing of an Advertisement
- ✓ To understand the Vocational Aspects and career in Advertising

### Structure

#### 5.1 Introduction

#### 5.2 Market Research

5.2.1 Definition of Market Research

5.2.2 Need for Market Research

5.2.3 Importance of Market Research

5.2.4 Types of Market Research

#### 5.3 Testing of an Advertisement

5.3.1 Meaning of testing an Advertisement

5.3.2 Need for Evaluating Advertisement Effectiveness

5.3.3 Pre Testing Methods

5.3.4 Post Testing Methods

#### 5.4 Vocational Aspects of Advertising

5.4.1 Emerging Media Options

5.4.2 Advantages and Disadvantages

#### 5.5 Career in Advertising

5.5.1 Job Roles in Advertising

5.5.2 Important skills for an Advertising Career

#### 5.6 Summary

#### 5.7 Key Words

#### 5.8 Self-Assessment Questions

#### 5.9 Suggested Readings

## 5.1 INTRODUCTION

Market research is the systematic, scientific, and ongoing study of customers in the context of market situations, product qualities, and competitors' methods. A well-executed research program produces insights that form the basis of an advertising strategy.

If you want your advertising to be effective, remember to include it in your market research time. Market research will assist in identifying the niche sector of the population from whom the product or service must be targeted. It will also determine why the niche segment chooses the product or service. This data will be used as a guideline for developing advertising efforts.

In rural India, "Hindustan Lever" pioneered the concept of market research in advertising. The pattern was followed by "Hindustan Thompson Associates (HTA) and "Lintas." In 1994-95, the overall advertising income was Rs.775 crores, of which Doordarshan received Rs.400 crore, Rs.200 crores was promoted on the network, and the remaining Rs.175 crores was advertised on satellite channels.

## 5.2 MARKET RESEARCH

Market research can assist advertisers in gathering key information for an ad campaign. Market research is used by advertisers to discover more about a target market as well as useful competition data.

To acquire a good image of the target market, this type of marketing plan necessitates the collection of both qualitative and quantitative data. Marketing professionals employ focus groups and interviews with members of their target audience to acquire qualitative data for their marketing campaigns. Surveys and other quantitative data can give advertisers with additional market knowledge to supplement their qualitative research.

### 5.2.1 Definition of Market Research

Market research is the systematic collection, recording, and analysis of data pertaining to the success of advertising.

Advertising market research is a type of research that focuses on marketing efforts. As such, its ultimate goal is to find the most successful advertisements inside a company's target market. The practice of market research for advertising comprises both pre-campaign and post-campaign operations. Setting up advertising campaigns, narrowing down on your target market, determining which ads are ideal, and analysing the performance of your marketing campaigns are all part of this.

You'll discover that market research is essential at every level of the advertising development process. Let's take a closer look at how to create an efficient advertising strategy through market research geared precisely to it.

### 5.2.2 Need for Market Research

1. Target: This can be determined by ad research, and the message can then be delivered to the appropriate target.

2. **Media Mix:** It enables the right media mix to be determined. It can be used to manage the advertising campaign. Proper media is chosen to reach out to specific categories of potential clients more successfully.
3. **Unique Selling Proposition (USP):** Advertising research aids in the discovery of USPs that can be effectively conveyed in an advertisement.
4. **Costly Errors Can Be Reduced:** Advertising research can help advertisers avoid costly blunders. It might be overspending, using the incorrect media, targeting the wrong audience, and so on.
5. **Budget Amount:** Advertising research also helps to determine the appropriate amount that can be spent on advertising efficiently. Ads can be used at the suitable time and frequency to allocate and utilize the proper budget amount.
6. **Layout, Copy, and Illustrations:** It can assist in the development of effective layout, copy, and illustration that would be most effective in grabbing customer attention and generating effective readership / viewership of the advertisements.
7. **Advertising Appeals:** Proper consumer research will help you understand their likes, dislikes, interests, and preferences. Their purchasing motivations can be studied. As a result, relevant appeals can be made to generate demand among the various prospect groups. As a result, the most effective ad campaign subject can be developed and employed to elicit the desired response from customers.
8. **Competitive Advertising:** Ad research can aid in the development of not just creative but also competitive ads to meet the challenges given by competitors' claims in their advertisements and other marketing efforts.

### **5.2.3 Importance of Market Research**

The following points demonstrate the need for and significance of Market research:

1. **Target Audience:** A certain market/audience can be identified. Through ad research, the message can be directed to the appropriate target audience.
2. **Media-Mix:** It allows you to decide the best media/media-mix to use for your marketing campaign. Proper media is chosen to reach out to specific categories of potential clients more successfully.
3. **Unusual-Selling Proportion (USP):** Research may disclose a previously unknown consumer benefit. Advertising research aids in the discovery of unique selling points (USPs) that can be effectively communicated in advertisements.
4. **Costly Errors Can Be Reduced:** Advertising research can help advertisers avoid costly blunders. Overbudgeting and selecting the incorrect media are two common mistakes. Directing the ad message to the incorrect audience, and so forth.
5. **Budget Amount:** Advertising research also allows for the determination of the appropriate amount that can be effectively spent on advertising. Ads can be used at the suitable time and frequency to allocate and utilize the proper budget amount.
6. **Layout, Copy, and Illustrations:** It can assist in developing effective layout, copy, and illustration that would be most effective in grabbing customer attention and generating effective readership / viewership of the advertisements.



7. **Advertising Appeals:** Proper consumer research will help you understand their likes, dislikes, interests, and preferences. Their purchasing motivations can be studied. As a result, relevant appeals can be made to generate demand among the various prospect groups. As a result, the most effective ad campaign subject can be developed and employed to elicit the desired response from customers.

8. **Competitive Advertising:** Ad research can aid in the development of not just creative but also competitive ads to meet the challenges given by competitors' claims in their advertisements and other marketing efforts.

### 5.2.4 Types of Market Research

Market research is classified into three broad categories:

1. **Budget Research:** This is funded by the amount of money set aside for advertising.
2. **Media Research:** It is concerned with advertising research, the frequency, efficiency, and efficacy of various media and media combinations in reaching target customers.
3. **Copy Research:** This is concerned with what is said and how it is said in the used medium. All of these sectors are linked and interdependent. The use of improper media, for example, would have an impact on even the most effective advertising message. The available budget may also have an impact on media efficacy.

## 5.3 TESTING OF AN ADVERTISEMENT

Ad testing is concerned with determining the effectiveness of advertisements. What exactly is effectiveness? Which variables should be examined or measured to determine the level of advertising effectiveness?

### 5.3.1 Meaning of Testing an Advertisement

In general, the following four types of variables are examined in practice: (1) message variables, (2) media variables, (3) scheduling factors, and (4) budgeting variables.

1. **Message Variables:** In the instance of an advertising message in an advertising message in a conventional print advertisement, the headline, illustration, body text, layout, and font, separately and collectively, would be the variables to be evaluated. The variables to be assessed in television ads would be appeals, themes, propositions, rhetorical style, audio-visual devices, format illustration technique, staging casting music, sound effects, and so on.
2. **Media Variables:** The media testing opportunities are addressed at four levels, namely,
  - (i) The advertiser must determine which media, such as newspapers, magazines, television, radio, or direct mail, to use.
  - (ii) The advertiser must next determine which sub-class of media to use. For example, which newspaper is the king: daily Sunday, evening or morning newspapers? Similarly, what kind of television and/or radio: sport, network, or regional stations, and what kind of magazines: general, women's, sports, healthcare, and so on.
  - (iii) The marketer must next choose specific media vehicles, such as which newspapers in Mumbai to use, which television channels in Delhi to use, and what media mix to employ.

- (iv) Finally, he must determine space units, such as full page, half page, or quarter page, as well as broadcast time units, such as 60 seconds, 20 seconds, and the position of the ad in print and television.
3. **Scheduling Variables:** Consumer behaviour is often influenced by time factors such as the season of the year, special occasions such as Diwali, Christmas, Id day of the month or week, and so on. Television commercial scheduling and frequency continuity are also crucial considerations.
  4. **Budgeting Variables:** The budget influences and is influenced by all other advertising variables. How much money should be allocated to advertising? How should the overall amount of money be allocated to markets, media, sales territories, and individual product lines? The advertiser must assess the relationship between budgeting variables and profit margins.

### 5.3.2 Need for Evaluating Advertisement Effectiveness

1. **Raise Awareness:** Testing advertisements will reveal whether the advertising message, product, or service advertised has a greater influence. Testing allows the marketer to be aware of all of the reasons why an advertisement was effective or not.

2. **Affects Attitudes:** Testing allows the advertiser to determine whether the prospects' attitudes about the promoted goods or service have changed or not, as well as whether any message of the advertisement is remembered by the client.

3. **Actuate Action:** Advertisement testing allows advertisers to analyse how prospects respond to advertisements. It offers him a notion of when, how, and why a customer accepts or rejects a particular product. This will assist him in presenting the product in such a way that he (the prospects) makes a favourable or positive action.

4. **Determine Overall Effectiveness:** Testing advertisements assists advertisers in determining the overall effectiveness of a specific advertisement in terms of headlines, layout, copy, images, layout, or any other quality that is significant inside the commercial.

Thus, advertising evaluation can be completed prior to the end of the campaign. The basic goal of reviewing the campaign is to "get all the bugs out" before giving valuable funds. When advertisements are tested after a campaign, it is referred to as a "post-mortem" of advertisement effectiveness.

Advertising can be evaluated or tested before or after it is implemented. Both have distinct advantages.

### 5.3.3 Pre Testing Methods

An advertisement can be tested at two stages: (a) prior to the start of the advertising campaign, and (b) after the start of the advertising campaign. The former is known as "pre-testing," while the latter is known as "post-testing."

The pre-testing methods are as follows:

1. **Proposition Evaluations:** Proposition tests are used to evaluate inventive strategies. Strategy refers to the several paths that might be taken in order to choose the best course of action. For example, a watch manufacturing company's advertising campaign might employ the following strategies: (i) It is a fashionable watch for the fashion-conscious man. (ii) It is a reliable timepiece. (iii) It is a low-cost watch that seems like it costs twice as much.

Each concept illustrates a distinct watch advertising strategy. Fashionable, costly, and dependable appearance. To determine which is the best representative sample of prospective watch purchasers, all three would be exhibited on separate cards as if they were different timepieces. The sample respondents would then be asked to select one of the watches and provide their selections. The most commonly accepted concept would become an advertising campaign.

2. **Concept Testing:** This procedure is similar to Proposition Testing, except that instead of presenting alternative methods on the cards, rough-drawn marketing concepts are employed. Because the general public is not used to seeing rough advertisement concepts, respondents must be informed in advance that what they are about to see is a rough layout of the artist. Headlines should be displayed clearly, and irrelevant features such as cufflinks on a shirt should be avoided because they may prompt respondents to wonder why they are there, whether they are fashionable, and so on.
3. **Sales Area Testing:** The most accurate way to test the effectiveness of any advertisement is to run it in one or two specific locations at first. Because effectiveness is first tested in a limited area, this testing is used to facilitate the introduction of large-scale advertising campaigns.
4. **Folio testing:** Folio testing are used for finished or nearly finished press ads. A folder contains a test advertising as well as a handful of other advertisements. The "Folio" created in this manner is then presented to a chosen few consumers who are expected to respond. Later in the interview, the consumer is asked to discuss the rest advertisement's attractiveness and motivational power in raising curiosity, arousing desire, and attracting attention. This pre-testing strategy identifies the most response advertisement.
5. **Simulated tests** are tests in which consumers are exposed to alternate pieces of copy via point-of-purchase displays of direct mail. These tests are less complicated and less expensive to implement than traditional sales tests. They are, however, fabricated.

### 5.3.4 Post Testing Methods

Post-tests are tests that are conducted after the start of an advertising campaign. Post-testing allows you to investigate the effects of advertising on effective sales promotion.

The procedures for post-testing are as follows:

1. **Recognition Tests:** In this procedure, respondents are asked to identify the contents of commercials they may have seen. The goal of this test is to determine the degree of effective influence of advertising.
2. **Recall testing:** In contrast to recognition testing, recall tests consider the full advertising campaign. Where only certain adverts are taken into account after an advertising has been launched, recall tests are used to assess its attention, intrigue, and memory value.
3. **Inquiry and Coupon Response:** The marketer provides a free sample to the reader upon request during inquiry testing. To take advantage of the deal, the reader must mail the voucher. Such adverts are almost certainly distributed concurrently in multiple editions of the newspaper or magazine. The advertising are keyed in order to determine which of the numerous advertisements elicited the greatest response. It is thought that the advertisement that generates the most queries is superior to others.

4. Split-Run Test: This is a variation on the inquiry test. An advertiser buys two spots in a magazine that offers split-run options. The two adverts differ in only one way: one offers the cold drink in a transparent bottle, while the other presents the cold drink in a non-transparent bottle. The advertising has been keyed. Now, in two separate markets, namely, cold drink offered in transparent bottle is more, it is assumed that this advertisement has been more successful than the second.

5. Psychological Tests: A range of psychological tests, such as storytelling, word association, sentence completion, depth interviewing, and so on, are utilized. This test seeks to determine what the responder has seen in various advertising and what they signify to him. Only certified interviewers can administer these examinations.

## **5.4 VOCATIONAL ASPECTS OF ADVERTISING**

Advertising is a fast-paced and highly creative industry. Advertising occupations, regardless of title, often involve planning, researching, and designing commercials or marketing campaigns. In this field, most specialists labour under stringent deadlines. Specialized advertising is becoming more common, particularly online or digital advertising.

Because of the rising popularity of advertising, various media options have evolved. Cell phone advertising and social media marketing are two examples of Emerging Media Options.

### **5.4.1 Emerging Media Options**

Car Cards: Car cards are small, thick leaflets or posters that are placed inside vehicles such as buses or railway trains. They are also displayed on the window screens or side panes of automobiles. The primary goal is to remind tourists about the goods. It is probable, however, that many travellers will not look at the cards while traveling.

Traveling Displays: These car cards are displayed in front of cars or local trains. Their goal is to draw the attention of individuals outside the public or on railway stations.

Sandwich Boards or Tall Man Advertising: A sandwich board advertisement is carried by a man who has two posters posted on both sides of him. Because he is sandwiched between two boards, the man is known as a sandwich man. He travels from one street to the next, attracting the attention of onlookers. To add to the unique sight, a tall man carrying the boards walks with the help of long sticks and wears a hilarious mask and attire, attracting passersby.

Sky Writing or Sky Balloons: A painted balloon or a plastic sheet with an advertisement message may be connected to the tail of a flying aeroplane in this sort. This is a highly exceptional occurrence. It piques people's interest.

### **5.4.2 Advantages and Disadvantages**

#### **Advantages**

1. It efficiently supports or supplements the press media.
2. It is continually reminding customers about the products.
3. It is colourful and appealing to the eye. As a result, prospects enjoy this type of promotion.
4. It has broad appeal. It attracts the entire human population, both literates and illiterates.
5. This media is more permanent than newspapers, films, magazines, and so forth.

6. It allows for the development of talents, skills, and art.

### **Disadvantages**

1. Measuring reaction is challenging because it appeals to the general population rather than a specific group.
2. Wastages may occur if the wrong sight, materials, or procedures are used. Wastages are also formed as a result of damage to posters, hoarding, and so on.
3. This medium can only be used as a supplement to other media such as television, radio, and so on.
4. It is said that posters, hoardings, neon signs, and other advertisements detract from the natural beauty of the locations.

## **5.5 CAREER IN ADVERTISING**

Because the advertising industry is so diverse, there are numerous job titles and descriptions. While some professions are more concerned with management responsibilities, others are more concerned with the creative parts of advertising. Some technical vocations are also included in this sector.

### **5.5.1 Job Roles in Advertising**

**1. Analyst of Market Research:** A market research analyst's key responsibilities include examining sales and marketing trends, gathering competitive data, deciding which things consumers want and who pays what price for them, and assessing the performance of previous marketing activities. They then use their understanding of the target audience to advertise products through commercials, advertising brochures, and sales methods. Excellent verbal and written communication skills are required for this position.

**2. Accounts Manager:** An advertising account executive's responsibilities include customer relationship management and company growth. They serve as a liaison between the client and the creative team. Account executives are responsible for providing critical budget, target audience, and market competition information to the right teams, as well as accurately interpreting client goals and objectives.

**3. Photographer:** Photographers capture photos of an organization's products or services. It is critical that these photos be of the greatest quality in order to capture the attention of potential customers and arouse their interest in the company's products. To do this, advertising photographers may meet with the client to discuss their ideas for the session. It is critical to understand the photographic style that clients are looking for as well as the message they want to send to customers through the ad.

**4. Graphics Designer:** In addition to producing the aesthetic parts of advertising, graphics designers play an important role in supporting businesses in meeting their marketing and advertising objectives. They create designs, logos, and other visual concepts to communicate the tone and key messaging of the organization to the intended audience. Understanding image editing software, layout software, and other computer applications can be beneficial in this position.

**5. Web designers:** plan, design, and code websites and web pages to produce user-friendly websites that adhere to design rules and criteria. It is critical that they understand design principles and the user experience. Web designers are essential for branding, increasing

website traffic, and recruiting new customers. They also manage and update the company's media on a regular basis.

**6. Event Manager:** Many companies use event planners to promote their brand, products, and services through live and virtual events. They oversee the entire event production process, including meeting with clients to assess their needs, investigating locations, maintaining vendor connections and client interactions, negotiating contracts, and managing finances.

**7. Copywriter:** A copywriter works with advertising agencies to create content for the marketing and sale of various products and services. Depending on the sort of content, they use short- and long-format writing, such as slogans, product descriptions, and promotional messaging. Copywriters usually adapt their clients' ideas into compelling copy that adheres to tone and message specifications. They develop content for firms' websites, blogs, social media platforms, and other digital channels.

**8. Social Media Manager:** The primary responsibility of a social media manager is to raise brand recognition and manage the organization's communication across multiple social media channels. They plan, create, and distribute textual and visual material that appeals to their target audience and captures a company's voice. Social media managers routinely plan postings in advance to maintain a consistent publishing schedule and enhance follower engagement. They also use tools like analytics to track the performance of the channels. It is critical to keep up with new trends in order to benefit the business.

**9. Art Director:** Art directors are in charge of creating the visual elements of advertising campaigns. They work together with the writers and graphic designer to generate unique and eye-catching commercials that meet the needs of the customer. Art directors must be creative, have strong IT skills, work well under pressure, and have a good eye for detail.

### 5.5.2 Important skills for an Advertising Career

Advertising occupations generally necessitate creative, technical, and interpersonal qualities in order to effectively investigate, design, plan, and execute campaigns and other business-generating endeavours. Here are some key skills to cultivate for the advertising career you want to pursue:

**Digital Abilities:** The level of technical competence required varies according on the task. Many companies now look for applicants who have a basic understanding of search engine optimization, HTML, and coding. Knowledge of content management systems is also advantageous because organizations typically utilize them to connect with other creatives, store web content, and manage projects. You can improve these skills by using free online tools and enrolling in online courses.

**Creativity:** Most advertising jobs require a high level of creativity. Abstract notions are commonly used by experts in this field to generate interesting content and products. Advertising professionals must be creative in order to establish unique marketing strategies, build continuing campaigns, and create appealing written and visual material.

**Communication, both verbal and written:** Effective written and verbal communication is the foundation of advertising, and it is required for practically every position in this business. Because an organization normally offers directions regarding a project's objectives and needs, accurate implementation of a concept or idea necessitates good communication. Advertising occupations are highly collaborative, with effective teamwork and communication increasing innovation and speeding up operations.

**Analytical abilities:** Data interpretation and analysis are critical in advertising since they frequently drive strategy and decision-making. Web analytics, for example, provides a lot of information about a target audience. As a result, it is critical to identify the data that is most relevant to the organization's goals and to extract actionable insights to successfully assist decision-making.

**Time administration:** The advertising industry is fast-paced and deadline-driven. Depending on your employment, you may be required to work on multiple projects with tight deadlines at the same time. Meeting deadlines and remaining inside a project's budget require the ability to manage your time wisely.

## 5.6 SUMMARY

Market research is a systematic study of customers, market situations, product qualities, and competitors' methods to identify niche segments and determine their preferences. It is essential in advertising development, assisting in gathering key information for campaigns, identifying target markets, and analyzing campaign performance. Market research is classified into budget research, media research, and copy research, which focus on budget allocation, media effectiveness, and advertising appeals. Pioneered by Hindustan Lever in rural India, it helps marketers understand target audience, media mix, unique selling proposition, and cost-effective advertising strategies.

Advertising testing is a crucial process for assessing the effectiveness of advertisements. It involves examining message variables, media variables, scheduling factors, and budgeting variables. Evaluating advertisement effectiveness helps raise awareness, affect attitudes, and determine overall effectiveness. Pre-testing methods include proposition evaluations, concept testing, sales area testing, folio testing, and simulation tests. Post-testing methods include recognition tests, recall testing, inquiry and coupon response, and coupon testing. By conducting pre-testing and post-testing, advertisers can identify effective strategies, adjust strategies, and ultimately improve their campaigns.

Advertising is a rapidly growing, creative industry with emerging media options like cell phone advertising, social media marketing, car cards, and sky writing. Advantages include efficient support, visual appeal, permanence, and talent development. Disadvantages include measurement challenges, waste, and need for supplementation. Careful planning and design are crucial for success.

The advertising industry is diverse, with various job titles including market research analyst, accounts manager, photographer, graphics designer, web designer, event manager, copywriter, social media manager, and art director. These roles involve analyzing sales and marketing trends, gathering data, deciding consumer preferences, and assessing previous marketing activities. Key skills for an advertising career include digital abilities, creativity, effective communication, analytical abilities, and time management. Technical competence can be improved through online tools and courses.

## 5.7 KEY WORDS

**Art Director:** The person responsible for overseeing the artistic aspects of a film, publication, or other media production.

**Creativity:** The use of imagination or original ideas to create something; inventiveness.

**Market:** A regular gathering of people for the purchase and sale of provisions, livestock, and other commodities.

**Research:** The systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions.

**Vocational:** Directed at a particular occupation and its skills.

**Variable:** Not consistent or having a fixed pattern; liable to change.

**Social Media:** Websites and applications that enable users to create and share content or to participate in social networking.

**Event:** A thing that happens or takes place, especially one of importance.

**Graphics:** The products of the graphic arts, especially commercial design or illustration.

## 5.8 SELF-ASSESSMENT QUESTIONS

1. Define Market research.
2. What is the need and importance of Market Research?
3. What is testing of an Advertisement?
4. Explain the need of Evaluating Advertising Effectiveness.
5. What is meant by Pre-testing? What are its methods?
6. What do you mean by post-testing? Explain its methods.

## 5.9 SUGGESTED READINGS

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# LESSON- 6

## ADVERTISING PLANNING

### LEARNING OBJECTIVES

- ✓ To interpret how the Advertising planning reaches target audience by.
  - Understand the Fundamentals
  - Conduct Market Research
  - Set Clear Advertising Objectives
  - Develop Creative Strategies
  - Select Appropriate Media Channels
  - Budget and Resource Allocation

### STRUCTURE

#### 6.1 Introduction

#### 6.2 Set Clear Objectives

#### 6.3 Understand the Target Audience

#### 6.4 Budget Allocation

#### 6.5 Choose Advertising Channels

6.5.1 Digital Advertising

6.5.2 Traditional Advertising

6.5.3 Content Marketing:

6.5.4 Influencer Marketing

#### 6.6 Create Compelling Content

#### 6.7 Design and Creative

#### 6.8 Summary

#### 6.9 Self-Assessment Questions

#### 6.10 Suggested Readings

## 6.1 INTRODUCTION

Advertising strategies are utilised by companies and organisations in order to sell their goods, services, or messages to a certain demographic. Advertising planning and campaigns are essential components of marketing strategies. These strategies can be utilised to communicate with a diverse range of individuals. One strategy for accomplishing this objective is to focus one's advertising efforts on a specific group of consumers. In order to investigate further, it is possible to accomplish certain marketing objectives, such as increasing brand awareness, driving sales, or improving engagement, with the assistance of advertising campaigns that have been effectively planned and carried out in the appropriate manner in accordance with the requirements of the situation. This is due to the fact that certain marketing objectives, such as increasing brand awareness, boosting sales, or improving engagement, can be accomplished.

## 6.2 SET CLEAR OBJECTIVES

Establishing precise objectives for advertising planning and campaigns is vital to guarantee the concentration and efficacy of marketing endeavors. Clearly stated objectives serve as a navigational tool for advertising endeavors, enabling the quantification of achievements and influencing creative and strategic choices. The following is a comprehensive procedural outline for establishing precise objectives in the context of advertising planning and campaigns:

**Outline the overarching objectives of the business:** Begin with comprehending the overarching business objectives of the organisation. Potential objectives that organisations may pursue include enhancing financial performance, enlarging their market presence, introducing novel offerings, or enhancing the recognition and perception of their brand. It is imperative that the advertising objectives are congruent with the overarching corporate goals.

**Understanding the Target Audience:** It is imperative to have a clear and concise definition of the target audience. It is imperative to possess a comprehensive understanding of one's ideal customer base, encompassing their demographic characteristics, behavioural patterns, interests, and specific needs. This information can assist in the customization of advertising objectives to effectively target the intended audience.

**SMART objectives:** A set of criteria that guide the formulation of effective goals. The acronym SMART represents the following components: Specific, Measurable, Achievable, Relevant, and Time-bound. Please include a clear and concise statement outlining the intended objectives. Please provide more precise details regarding the desired result. The first step in assessing success is to establish measurable criteria. This entails determining the specific metrics that will be used to gauge progress, such as sales figures, website traffic statistics, or surveys on brand awareness.

**Feasible:** Establish targets that are both practical and achievable within the constraints of the resources at the disposal. It is imperative to ensure that the objectives established are directly aligned with the overarching business and marketing goals. The concept of time-bound is establishing a specific timeline or deadline within

which to accomplish one's objectives. There are various types of advertising objectives that organisations employ to achieve their marketing goals. Depending on the specific objectives and goals of the organisation and marketing strategy, the advertising objectives you may consider encompass a range of potential outcomes.

### **The augmentation of brand recognition**

Increasing website traffic and generating leads or sales are two crucial objectives for businesses in the digital era. Enhancing website traffic involves implementing strategies to attract more visitors to a website, while generating leads or sales entails converting these visitors into potential customers or clients. These objectives are of paramount importance as they contribute to the overall success and growth of a business. Improving customer engagement is a crucial aspect of business operations, as it fosters a deeper connection between the company and its clientele. This can be achieved through several strategies, such as effective communication, personalised interactions, and the provision of valuable resources. By actively engaging with customers, businesses may gather feedback, address concerns, and build long-lasting relationships, ultimately leading to increased customer satisfaction and loyalty. In addition, promoting customer retention. The objective of expanding market reach is to increase the geographical coverage of a company's products or services in order to access new customer segments and enhance overall market penetration.

Developing a substantial social media following-

The process of imparting knowledge and information to clients regarding the products or services that a business provides.

### **Enhancing brand impression or reputation**

The task at hand involves quantifying the objectives. It is imperative to establish clear and specific targets on the numerical values and metrics that are to be attained. As an illustration, one may aspire to enhance the volume of visitors to a website by 20% over a span of six months, generate a monthly influx of 500 novel prospects, or attain a 10% expansion in revenue over the subsequent quarter.

**Establishing Priorities:** When faced with various objectives, it is important to prioritise them accordingly. The identification of the most crucial objectives for the current state of the organisation and the subsequent allocation of resources in alignment with these objectives is vital.

### **Developing an Effective Campaign Strategy: A Comprehensive Guide**

Create a well-defined and coherent advertising campaign strategy that is in accordance with the predetermined objectives. To accomplish the desired objectives, it is imperative to delineate the requisite components, including channels, messaging, creative assets, and budgetary considerations.

**Monitor and Adjust:** Regularly monitor the progress of the advertising activities against the objectives. In the event that one's progress towards achieving their goals is not satisfactory, it is imperative to be ready to adapt and modify tactics or objectives accordingly. Conduct a comprehensive assessment and analysis of the outcomes in relation to the predetermined objectives upon the completion of the campaign. Conduct a comprehensive analysis to evaluate the effectiveness and shortcomings of past campaigns, with the aim of providing insights to enhance future advertising

planning processes. Communication and alignment are essential factors to consider in the context of an advertising campaign. It is crucial to ensure that all stakeholders, including the marketing and creative teams as well as the management, possess a clear understanding of the campaign's objectives and are in agreement with them. Effective communication is crucial for achieving success. By establishing precise and measurable targets that adhere to the SMART criteria, one can enhance the likelihood of attaining marketing goals and optimising the return on investment in advertising.

### 6.3 UNDERSTAND THE TARGET AUDIENCE

The comprehension of the target audience is vital in order to facilitate efficient advertising strategizing and execution. By possessing a comprehensive understanding of the target audience, you can generate material that is more pertinent and captivating, effectively communicate the message to the appropriate individuals, and ultimately enhance the efficacy of the campaigns. The following is a comprehensive procedural manual elucidating the process of comprehending one's target audience for the purpose of advertising.

1. **Market Research:** - Undertake comprehensive market research in order to ascertain the target demographic of potential clients. This includes conducting research on industry trends, analysing competitors, and examining customer behaviours.
2. **Client profiling:** - Develop comprehensive client profiles or buyer personas. These profiles should comprise demographics (age, gender, location, income), psychographics (lifestyle, values, hobbies), and pain areas.
3. **Surveys and input:** - Gather input from the current client base. Surveys, focus groups, and social media interactions have the potential to yield significant insights regarding the desires and requirements of one's target audience.
4. **Data Analysis:** - Employ data analytics tools to collect and analyse data pertaining to client behaviour. This encompasses several metrics such as website traffic, interactions on social media platforms, and engagement through email communications.
5. **Segmentation** entails the process of categorising one's audience into distinct segments based on shared features. This feature enables the customization of advertising messages to certain subgroups within the intended audience.
6. **Analysis of Competitors:** - Conduct an examination of the strategies employed by the competitors and the specific target audience they are focusing on. This process might assist in the identification of gaps or opportunities within the market.
7. **Customer Journey Mapping:** - Gain a comprehensive understanding of the diverse touch points that the target audience engages with throughout their customer journey. This will assist in the development of advertising material that is in line with these touchpoints.
8. **Content Personalization:** - Create personalized content that speaks directly to the target audience's requirements, pain areas, and interests. This includes the utilization of personalised landing pages, electronic mail communications, and advertising content.

9. **Testing and Iteration:** - It is imperative to consistently conduct tests on advertising campaigns and collect data regarding their performance. Utilise A/B testing as a methodological approach to iteratively enhance the efficacy of the messaging and delivery strategies, by discerning and implementing the most resonant options with the target audience.

10. **Input Loop:** - Foster the solicitation of input from the target audience and employ it as a means to enhance and optimize the advertising endeavors. The input provided by customers can be of great value in the process of refining and optimising marketing strategies.

11. **Maintain Awareness:** - Continuously be informed about developments within the respective business, alongside alterations in consumer tastes and behaviours. Adjust the advertising techniques in accordance with the given circumstances.

12. **Monitoring Metrics:** - Employ the practise of monitoring key performance indicators (KPIs) in order to assess the effectiveness of the efforts. This may encompass several measures such as click-through rates, conversion rates, and return on investment.

13. **Stay abreast of current trends** and technologies in the field of advertising and marketing. Maintaining a culture of innovation can provide a strategic advantage by outperforming competitors and effectively captivating one's target audience.

It is important to note that the comprehension of one's target audience is a continuous and evolving endeavor. The dynamic nature of consumer behaviour and preferences necessitates the adoption of an agile approach to advertising campaigns in order to effectively adjust to these changes. By thoroughly understanding the characteristics and preferences of the target audience, you can develop advertising strategies that effectively connect with them and yield improved outcomes.

## 6.4 BUDGET ALLOCATION

The allocation of funds for advertising planning and campaigns might exhibit substantial variation contingent upon multiple elements, encompassing business objectives, target demographic, industry, and accessible resources. The following is a comprehensive guideline outlining successful strategies for allocating advertising budgets.

1. **Establishing Objectives:** - Commence by precisely delineating the advertising goals. Are you seeking to enhance brand recognition, augment website traffic, generate potential customers, raise sales, or attain a mix of these objectives? The allocation of the budget will be contingent upon the major objectives.

2. **Calculate the Total Budget Allocation:** - Ascertain the aggregate sum of funds available for allocation towards advertising endeavors. The determination of this will be contingent upon the individual's comprehensive financial assets and the anticipated return on investment (ROI).

3. It is advisable to do a thorough examination of industry benchmarks pertaining to advertising expenditure within the specific market. This methodology can yield a first approximation of the advertising budget allocated by competitors or like enterprises.

The allocation of resources by marketing channel is an important aspect of marketing strategy. Make a determination on the selection of advertising channels to be utilised. Typical channels encompass several forms of advertising, such as internet platforms (e.g., social media, search engines, display ads), conventional mediums (e.g., television, radio, print), as well as other alternatives like email marketing and content marketing. It is advisable to distribute a proportion of the financial resources to each communication channel, taking into consideration the level of engagement exhibited by the target audience and the potential for attaining optimal outcomes. For instance, if the target demographic primarily engages with social media platforms, it is advisable to invest a substantial amount of the advertising budget towards social media advertising.

5. Experimental Testing and Optimization: - Commence the process by allocating a budget that allows for adaptability, and proceed with conducting test campaigns. It is imperative to closely monitor the performance of each channel and make necessary adjustments to the budget allocation accordingly. Certain channels may produce more favourable outcomes compared to others, and it is advisable to allocate the resources in a manner that maximises their effectiveness. In this analysis, it is important to take into account both fixed costs and variable costs. It is important to consider that advertising expenditures might encompass both fixed and variable costs. Fixed costs refer to continuous expenditures that a business incurs, including employees, software subscriptions, and website hosting. Variable costs are associated with particular initiatives, such as advertising expenditures and the production of creative materials.

7. Seasonal Factors: - In the event that the firm encounters seasonal variations, it is advisable to dedicate a greater portion of the budget towards advertising during periods of heightened demand, while reducing expenditures during periods of decreased activity.

8. Monitoring and Analytics: - Allocate resources towards the acquisition of analytics solutions in order to effectively monitor and evaluate the efficacy of the advertising initiatives. Utilise key performance indicators (KPIs) to evaluate the return on investment (ROI) for each channel, and thereafter modify the allocation of the budget in accordance with the obtained data.

9. Demonstrating Adaptability: - Display a willingness to be flexible and adjust budget allocation in response to evolving market conditions or upon identifying optimal strategies for the organisation. In this section, we will discuss the importance of including both creativity and content in the analysis. It is important to bear in mind that the efficacy of advertising campaigns is heavily influenced by the calibre of the advertising material and creative elements employed. It is advisable to designate a specific portion of the financial resources towards the development of content, design, and other creative assets.

It is important to note that there is no universally applicable method for the allocation of budgets. The allocation of the advertising budget will be contingent upon the distinct requirements and objectives of the organisation. It is advisable to consistently evaluate and revise the budget allocation in order to optimize the effectiveness of the advertising endeavors.

## 6.5 CHOOSE ADVERTISING CHANNELS

### 6.5.1 Digital Advertising

### 6.5.2 Traditional Advertising

### 6.5.3 Content Marketing:

### 6.5.4 Influencer Marketing

The selection of appropriate advertising channels plays a pivotal role in the strategic planning and execution of advertising campaigns, as it significantly impacts the efficacy of reaching the intended target audience. Every channel possesses distinct advantages and disadvantages, and the selection should be contingent upon one's particular objectives, intended audience, and financial resources. The following is a concise summary of each channel:

**6.5.1 Digital Advertising:** Search Engine Advertising (Pay-Per-Click): Employing platforms such as Google Ads to exhibit advertisements to those actively seeking information related to certain keywords. This strategy is highly effective for reaching visitors who demonstrate a strong intention to engage with the content or take a certain action.

Display Advertising: Refers to the utilization of banner ads, video ads, and interactive adverts that are prominently featured on various websites and applications. Effective for enhancing brand recognition and visibility.

Social Media Advertising: Various social media platforms such as Facebook, Instagram, Twitter, and LinkedIn provide advertisers with the opportunity to employ highly focused advertising strategies in order to effectively engage specific demographic segments.

Email marketing involves the dissemination of promotional content through the use of electronic mail to a designated group of individuals who have voluntarily subscribed to receive such communications.

Digital advertising offers a high level of measurability and real-time adjustability, rendering it a good choice for firms seeking data-driven campaigns.

**6.5.2 Traditional Advertising:** Television Advertising: Commercials aired on television has the ability to reach a wide-ranging audience, albeit at a considerable cost and with limited targeting capabilities compared to digital platforms.

Radio Advertising: Radio advertisements have the potential to be a cost-effective marketing strategy that can effectively target local or regional businesses.

Print Advertising: Print media such as magazines, newspapers, and billboards can serve as effective channels for targeted marketing efforts, particularly in localised or specialised markets.

Traditional advertising platforms continue to hold significance, particularly in targeting elderly groups or regions CHARACTERIZED by restricted internet accessibility.

**6.5.3 Content Marketing:** Blogging: The process of generating and disseminating compelling and educational blog content on one's own website.

Video Marketing: The strategic practise of producing and disseminating video-based content on digital platforms, such as YouTube, with the aim of promoting products, services, or ideas.

Podcasting involves the creation and dissemination of audio content with the aim of engaging and appealing to an audience that prefers auditory experiences.

Social Media Content Strategy: Implementing a consistent schedule of publishing captivating content on various social media channels. The primary objective of content marketing is to deliver valuable information and establish a dedicated consumer base over the passage of time. This option is quite advantageous for enterprises seeking to establish credibility and engender confidence.

**6.5.4 Influencer Marketing:** Utilizing Social Media Influencers: Engaging in partnerships with influential individuals within the specific field to endorse and advertise the offerings. Blogging/Content Creation Professionals: Collaborating with bloggers or content creators who possess a target audience that aligns with our objectives.

The utilization of influencer marketing enables businesses to access the existing fan base of an influencer and exploit their credibility in order to endorse their brand. Targeting younger groups can yield significant results. When making decisions regarding advertising channels, it is important to take into account the demographic characteristics, preferences, and online activities of the target audience. Furthermore, it is imperative to evaluate the financial resources, objectives, and the characteristics of the offerings. Frequently, employing a combination of diverse channels might prove to be the most efficacious approach, as it affords the opportunity to engage with one's target audience across several touchpoints and platforms.

## 6.6 CREATE COMPELLING CONTENT

The development of persuasive material for advertising planning and campaigns necessitates a deliberate strategy that is consistent with the brand, appeals to the intended audience, and motivates the desired behavior. Presented below is a comprehensive, sequential approach aimed at assisting individuals in the creation of compelling advertising content:

1. Audience Analysis: - Conduct thorough research to identify and categorise the intended audience based on factors such as demographic characteristics, areas of interest, and specific challenges they may face. To enhance comprehension of customers' requirements and interests, it is advisable to construct comprehensive buyer personas.
2. Establishing Clear Objectives: - Formulate precise, quantifiable, attainable, pertinent, and time-constrained (SMART) objectives for the campaign. The user's text does not provide any information to rewrite in an academic manner. Is the objective to enhance brand recognition, augment website traffic, generate potential customers, or enhance sales performance?



3. Formulate a distinctive value proposition (USP):- Determine the distinguishing factors that differentiate the product or service from competitors. Emphasize the distinctive advantages and value proposition that the offering delivers to buyers.
4. Develop an Engaging Communication - Develop a succinct and impactful tagline or phrase that effectively conveys the unique selling proposition (USP).The user's text does not provide any information. Employing persuasive language and incorporating storytelling techniques can effectively captivate the audience on an emotional level.
5. Opt for the Appropriate Media: - Determine the most suitable platforms for the campaign, such as social media, television, radio, print, and online advertisements. One should take into account the financial resources, audience reach, and efficacy of each communication platform.
6. Develop Visually Compelling Content: - Employ high-resolution photographs, videos, and graphics that effectively connect with the intended demographic. It is imperative to maintain visual coherence between brand identity and visual elements.
7. Narrative Approach: - Employ narrative strategies to establish a personal connection with the audience. Narratives facilitate the establishment of emotional connections and content becomes more memorable.
8. Develop a Call to Action (CTA): Provide explicit instructions to the intended recipients regarding the specific course of action to be undertaken (e.g., "Proceed with the purchase," "Complete the registration process," "Acquire further knowledge"). - Enhance the visibility and persuasive appeal of the Call-to-Action (CTA).
9. Use Social Proof: - Incorporate testimonials, reviews, and case studies to establish trust. - Emphasize the excellent experiences reported by past clientele.
10. Maintain Simplicity and Conciseness: - Refrain from incorporating unnecessary details and overwhelming the reader with excessive information. The communication should strive for clarity and accessibility. - Employ language that is unambiguous and direct.
11. A/B Testing: - Conduct experiments with several iterations of the content to ascertain the most effective version that resonates with the target audience. - The process of continuous optimization is undertaken by utilising performance data.
12. Mobile Optimization: - It is imperative to ensure that the material is designed to be compatible with mobile devices, since there is a significant increase in the number of consumers accessing content through such devices.
13. Ensuring Consistency across Campaigns: - It is important to retain a consistent brand voice, colour scheme, and style throughout all advertising materials.
14. Tracking and Analysis: - Incorporate analytical tools to assess the effectiveness of the campaign. - Analyze data to make informed decisions and improve future efforts.
15. Effective Budget Allocation: - Employ a strategic approach to distributing the budget across several channels in order to optimize return on investment (ROI).
16. Legal and Ethical Considerations: - It is imperative to ensure that the content adheres to advertising standards, avoiding any potential for misleading or harming customers.

17. **Enhancing Audience Engagement:** - Foster active engagement with the audience through social media platforms by actively participating in discussions, addressing comments, and promptly responding to inquiries.

It is important to bear in mind that persuasive information ought to establish a connection with the intended audience, elicit emotional responses, and motivate them to engage in a desired course of action. It is imperative to consistently enhance one's strategy by utilising data and feedback in order to maximise the effectiveness of advertising campaigns.

## 6.7 DESIGN AND CREATIVE

The incorporation of design and creative components holds significant importance in the strategic development and execution of advertising planning and campaigns. They have a substantial part in captivating the attention of the audience, effectively conveying the intended message, and ultimately motivating the required actions. This document is a comprehensive guide on the integration of design and creative components within the context of advertising planning and campaigns. Gain a comprehensive understanding of the target audience. Prior to delving into the realm of design, it is imperative to conduct thorough research and gain a comprehensive understanding of the target audience. What are the preferences, pain spots, and interests of the individuals in question? This material will provide guidance for the creative decision-making.

2. **Establishing Clear Objectives:** - It is imperative to articulate precise and quantifiable objectives for the advertising strategy. Are you want to enhance brand recognition, stimulate sales, or publicise an occasion? The artistic aspects should be in accordance with these objectives.

3. **Developing an Engaging Message:** - Construct a succinct and captivating message that effectively connects with the target audience. Effective copywriting necessitates clarity, persuasiveness, and emotional engagement.

4. **Selection of the Appropriate Advertising Medium:** - The choice of the advertising medium should be based on the target audience and the objectives of the advertising campaign. The various forms of communication channels encompass digital platforms (such as social media, internet, and email), print media (including magazines and newspapers), as well as outdoor advertising mediums (such as billboards and posters).

5. **Visual Identity:** - Establish a cohesive visual identity encompassing the brand's logo, colour palette, typographic choices, and style guidelines. Maintaining consistency is crucial for establishing and reinforcing brand identification.

6. **Graphic Design:** - Collaborate with graphic designers to develop aesthetically pleasing advertisements. When analysing a visual composition, it is essential to take into account many elements such as the arrangement of elements, the use of imagery, and the overall aesthetic appeal. It is imperative to ensure that the design of the communication material harmonises with the intended message and is consistent with the identity of the brand.

7. **Utilization of Video and Animation in Digital advertising:** - The incorporation of video and animation in digital advertising has proven to be very impactful. Utilise

these tools to narrate a compelling narrative or showcase the practical application of the product. It is imperative to ensure that the content is both captivating and easily shareable.

8. The Significance of Photography: - The importance of producing high-quality visual content cannot be overstated, particularly on platforms that heavily rely on visual elements such as Instagram. It is advisable to allocate resources towards acquiring professional photographic services that effectively convey and embody the essence of the company.

9. Typography: - It is imperative to meticulously select typefaces that possess legibility and are consistent with the spirit of the brand. Typography has the ability to communicate and intensify emotions, hence augmenting the intended message.

10. A/B Testing: - Conduct experiments by varying creative components inside the campaign and employ A/B testing to ascertain the most effective approach. This include potential modifications in headline content, visual elements such as graphics, colour schemes, as well as persuasive prompts or calls to action.

11. Storyline Construction: - Employ the art of storytelling to create a captivating storyline within the advertisement. Narratives that are effectively conveyed possess the ability to captivate the audience, establish an emotional bond, and leave a lasting impression on the intended message.

12. User Experience (UX): - In the case of a campaign that incorporates a landing page or website, it is imperative to guarantee a cohesive and uninterrupted user experience. The design and navigation of the system should possess qualities of intuitiveness, responsiveness, and mobile-friendliness.

13. Ensuring Consistency across Channels: - It is imperative to uphold a uniform visual appearance and messaging across various marketing channels, including but not limited to social media platforms, email marketing campaigns, and traditional offline advertising methods.

14. Legal and Ethical Considerations: - It is imperative to ensure that the advertising aligns with applicable legal regulations and ethical principles. The presence of deceptive or derogatory advertisements has the potential to negatively impact the reputation of the brand. In the context of academic discourse, the concept of "Feedback and Iteration" refers to the process of receiving constructive criticism and making subsequent improvements or revisions based on that feedback. This iterative approach is commonly employed in. It is imperative to consistently observe and evaluate the efficacy of the advertisements. Gather feedback from the target audience and make appropriate adjustments to the creative aspects in order to enhance outcomes.

16. Allocation of money: - It is recommended to allocate a suitable proportion of the money towards design and creative components. The efficacy of the campaign can be significantly enhanced by the incorporation of high-quality design and creative work.

It is imperative to bear in mind that the achievement of successful advertising campaigns necessitates the harmonious integration of a well-devised strategic framework and innovative implementation. By prioritising the consideration of design and creative features, one may develop advertisements that effectively catch attention and provide the intended outcomes for their business or brand.

## 6.8 SUMMARY

Advertising planning and campaigns play a crucial role in the implementation of marketing strategy for both enterprises and organisations. The primary objective of these endeavors is to efficiently disseminate products, services, or messages to a certain target demographic. The following is a concise overview of the fundamental elements involved in the process of advertising planning and the execution of advertising campaigns. **Market Research:** Comprehensive market research serves as the fundamental basis for a successful campaign. This entails comprehending the target demographic, their inclinations, actions, and the competitive environment.

**Establishing Objectives:** Precisely articulate the intended outcomes of the advertising effort. These objectives may encompass enhancing brand recognition, augmenting sales figures, or altering consumer perspectives.

**Budget Allocation:** Ascertain the financial resources allocated for the implementation of the campaign. This encompasses not alone the expenditure on media placements, but also the costs related to creative development and other associated expenses.

**Creative Development:** Generate captivating and immersive content for the campaign, encompassing graphic components, written material, and multimedia aspects. It is imperative to ensure that the material is in accordance with the brand's identity and messaging.

The process of media planning involves making strategic decisions about the selection of channels and platforms for advertising purposes. This encompasses both conventional media channels such as television, radio, and print, as well as digital platforms including social media, websites, and email marketing.

**Targeting and Segmentation:** Employing a systematic approach to discern the distinct demographics and psychographics of the target audience, so ensuring that the advertising efforts are effectively directed towards the appropriate individuals at the optimal moment. **Dissemination of Messages:** Execute the campaign using selected media platforms. It is imperative to guarantee that the communication remains coherent and in accordance with the brand's established positioning.

The campaign's performance should be consistently monitored through the utilization of key performance indicators (KPIs). Conduct a comprehensive analysis of the data in order to identify any necessary modifications.

**A/B Testing:** Conduct experiments by varying creative aspects, messaging, and locations in order to enhance the effectiveness of the campaign.

**Receiving input and Implementing Adaptation:** Engage in active listening to customer input and afterwards modify the campaign in response. This may entail modifying artistic components or strategic placements of media.

**Legal and Ethical Considerations:** It is imperative to ensure that the campaign adheres to applicable legal statutes and ethical norms, including but not limited to truthfulness in advertising and privacy rules. **Temporal Considerations:** Assess the temporal aspects of the campaign, considering considerations such as seasonality, holidays, and other pertinent variables. **Measurement and Return on Investment (ROI):** Evaluate the return on investment (ROI) in order to ascertain the efficacy of the campaign. This

entails conducting a comparative analysis of the campaign's costs in relation to the money generated or other objectives accomplished.

**Post-Campaign Evaluation:** Following the conclusion of the campaign, undertake a comprehensive assessment of its effectiveness. This report aims to provide an analysis of the successes and failures encountered during the course of the campaign, with the intention of offering valuable insights to guide future campaign endeavors. **Long-Term Brand Building:** Advertising efforts should not only focus on short-term aims but also contribute to long-term brand building and client loyalty.

In essence, the process of advertising planning and campaigns entails a methodical technique to effectively promote products, services, or messages to a specific target demographic. The attainment of intended results and return on investment (ROI) in advertising endeavors hinges upon several crucial components, namely efficient planning, ingenuity, strategic media placement, and ongoing monitoring.

## 6.9 SELF ASSESSMENT QUESTIONS

1. What is the primary goal of advertising in a marketing strategy, and why is it important?
2. Describe the key elements of a well-structured advertising campaign.
3. How do you define a target audience, and why is it crucial in advertising planning?
4. What are the major steps in the advertising planning process, from initial concept to execution?
5. Explain the difference between the unique selling proposition (USP) and the unique value proposition (UVP) in advertising.
6. How do you conduct market research to gather information for the advertising campaign?
7. Describe the concept of media planning and its significance in advertising.
8. What are the primary advertising channels and platforms, and how do you choose the most suitable ones for the campaign?
9. How do you set advertising campaign objectives and key performance indicators (KPIs) for measuring success?

## 6.10 SUGGESTED READINGS

1. "Ogilvy on Advertising" by David Ogilvy
2. "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan
3. "Made to Stick: Why Some Ideas Survive and Others Die" by Chip Heath and Dan Heath
4. "The Art of Client Service" by Robert Solomon
5. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
6. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger

# LESSON- 7

## ADVERTISING CAMPAIGNS

### Learning Objectives

- ✓ To analyse the Effective planning and execution drive sales or engagement.
  - Campaign Planning and Execution
  - Case Studies and Analysis
  - Presentation and Communication Skills
  - Adapting to Changing Markets
  - Crisis Management in Advertising
  - Global and Cross-Cultural Considerations
  - Environmental and Social Responsibility
  - Building Brand Awareness
  - ROI and Cost-Benefit Analysis
  - Professional Development

### Structure

#### 7.1 Campaign Execution

#### 7.2 Monitoring and Optimization

#### 7.3 A/B Testing

#### 7.4 Reporting and Analysis

#### 7.5 Adjust and Repeat

#### 7.6 Compliance and Legal Considerations

#### 7.7 Measuring ROI

#### 7.8 Post-Campaign Evaluation

#### 7.9 Summary

#### 7.10 Self-Assessment Questions

#### 7.11 Suggested Readings

### 7.1 CAMPAIGN EXECUTION

The execution of a campaign in advertising planning and campaigns encompasses the practical implementation of the advertising strategy and creative components with the aim of effectively reaching the intended audience and attaining the campaign's objectives. The following are the essential procedures and factors to be taken into account in order to achieve successful campaign execution:

1. Pre-Launch Preparation: - Completion of Creative Assets: Verify the finalisation of all commercials, graphics, films, and other creative components, ensuring their alignment with the campaign's objectives. Media planning involves the process of strategically selecting the appropriate media channels and platforms to effectively reach the intended target audience. The various channels encompassed within this category may consist of television, radio, print media, digital platforms, social media, outdoor advertising, and other similar mediums.

- Budget Allocation: The process of distributing financial resources to various channels and activities, with the objective of ensuring its alignment with the media plan.

2. Coordination: - Team Collaboration: It is imperative to establish effective communication and coordination among team members to ensure a cohesive and synchronised approach to executing the campaign. This entails ensuring that all team members are well-informed and have a clear understanding of their respective roles and responsibilities.

- Vendor Relationships: It is crucial to establish and maintain effective communication and clearly define expectations when collaborating with external partners or agencies.

3. Distribution of Content: - Placement of Advertisements: Establish and distribute the advertising content to the designated media channels. This may entail the submission of advertisement creatives to various newspapers, the organisation of social media posts according to a predetermined schedule, or the distribution of video advertisements to broadcasting platforms.

- Ad Trafficking: This task involves the accurate placement and tracking of advertisements on digital platforms. The implementation of ad tags and tracking pixels may be necessary.

4. Monitoring and Optimization: - Real-time Tracking: Employ a continuous monitoring approach to assess the effectiveness of the advertisements and campaigns. Utilise analytical tools and data to assess the efficacy of the campaign.

- A/B Testing: Whenever feasible, it is advisable to conduct A/B testing in order to compare and contrast various ad creatives, messages, or targeting methods with the objective of identifying the most effective approach.

- Modifications: It is imperative to be prepared to make timely modifications to the campaign in response to the data and insights that you acquire. Potential strategies for optimising advertising campaigns may involve various actions such as reallocating funding, adapting ad creatives, or adjusting targeting criteria.

5. Enhancing Audience Engagement: - Facilitating Social Media Engagement: Foster active participation with the audience on various social media platforms by promptly addressing comments, inquiries, and issues.

- Community Management: Undertake the responsibilities associated with community management and customer service pertaining to the campaign.

6. Feedback and Reporting: - Periodic Reporting: Consistently furnish stakeholders with reports about the campaign's performance, encompassing essential metrics and key performance indicators (KPIs).

- Extracting Knowledge from Data: Conduct a thorough analysis of the data in order to derive valuable insights and extract meaningful lessons that can inform and guide future initiatives.

7. Evaluation of the Post-Campaign: - Evaluation of Outcomes: Undertake a thorough examination of the campaign's effectiveness in relation to its predetermined goals.

- Collect Feedback: Request feedback from the team, partners, and clients in order to find areas that can be enhanced. Documentation is a crucial aspect of any academic or professional endeavor. It involves the recording and preservation of information, processes, and procedures for future reference and understanding. Documentation serves multiple purposes, including providing evidence of work done. The present document aims to provide a comprehensive account of the campaign. It is imperative to maintain comprehensive documentation of all components associated with the campaign, encompassing contractual agreements, financial records, artistic resources, and analytical evaluations. The provided documentation holds significant value for future reference purposes.

9. Conclusion of Campaign: - Settlement of Invoices: Ensure timely payment of all outstanding amounts to vendors and partners.

- Debriefing: Organise a debriefing session to facilitate a comprehensive discussion on the successes and areas for improvement in forthcoming campaigns.

- Archiving: It is recommended to systematically store all campaign-related materials for the purpose of future reference.

The achievement of a successful campaign execution necessitates the integration of meticulous planning, meticulous attention to detail, and the ability to respond to changing circumstances. Effective communication and teamwork among team members and external partners play a crucial role in ensuring the success of an advertising campaign.

## 7.2 MONITORING AND OPTIMIZATION

The use of monitoring and optimization strategies is of utmost importance in ensuring the effectiveness and success of advertising planning and campaigns. In order to optimize outcomes, it is imperative to consistently evaluate the performance of one's campaign and implement necessary modifications. Here's a step-by-step method to monitoring and optimizing the advertising efforts:

1. Establishing Clear Objectives: - Prior to initiating any advertising effort, it is imperative to establish precise and quantifiable objectives. These objectives may encompass activities such as enhancing brand recognition, augmenting website traffic, developing potential customer contacts, or amplifying sales.

2. Opt for Appropriate Metrics: - Carefully choose key performance indicators (KPIs) that are in line with the aims. Prominent advertising indicators encompass click-through rate (CTR), conversion rate, return on ad spend (ROAS), cost per acquisition (CPA), among others.

3. Leverage Analytics Tools: - Employ sophisticated analytics tools, such as Google Analytics, Facebook Insights, or the integrated analytics offered by advertising



platforms. These solutions have the capability to offer comprehensive data regarding the performance of a campaign. It is important to consistently assess and evaluate the performance of campaigns. It is imperative to closely monitor the performance of the campaign from the minute it is launched. In order to assess performance, it is essential to monitor key performance indicators, identify potential problems, and evaluate outcomes in relation to predetermined goals.

5. A/B Testing: - Employ A/B testing methodologies to evaluate and contrast various ad creatives, headlines, ad copy, and targeting options. This enables the user to discern the most effective strategies and subsequently optimize their campaigns accordingly.

6. Budget Management: - Continuously monitor the allocation of financial resources towards advertising expenditures and make appropriate modifications as deemed essential. Allocate resources from low-performing advertisements to those that are yielding more favorable outcomes. It is advisable to utilize budget management solutions offered by advertising platforms.

7. Audience Segmentation: - Consistently enhance the precision of the audience segmentation. Conduct a comprehensive analysis of the data in order to gain insights into the specific demographics, interests, or behaviors that are exerting the most influence on conversion rates. Adjust the target audience either by broadening or narrowing it as necessary.

8. Optimization of Ad Creatives: - Consistently enhance and revise the advertisement creatives. The provision of new and original material can effectively maintain the interest of the audience and serve as a strategy to alleviate the phenomenon of ad fatigue.

9. Keyword Optimization for Pay-Per-Click (PPC) Campaigns: - It is advisable to consistently assess and enhance the keyword inventory for pay-per-click (PPC) campaigns. Remove extraneous keywords and include high-performing ones into the content.

10. Evaluation of Ad Placements: - Continuously assess the effectiveness of ad placements. Please modify the campaign strategy to give priority to platforms, websites, or specific spots within those platforms that have demonstrated superior performance.

11. Optimizing Landing Pages for Conversion: - It is crucial to ensure that the landing pages are effectively optimized to maximize conversion rates. Conduct experiments with various layouts, content arrangements, and calls to action in order to enhance the user experience and augment conversion rates.

12. Advertisement Scheduling: - Evaluate the optimal performance times for the advertisements. In order to enhance the effectiveness of ad campaigns, it is advisable to optimize ad scheduling by strategically targeting the intended audience during periods of heightened engagement.

13. Geotargeting: - Optimize the geotargeting configuration according to the regions that exhibit the highest conversion rates. One potential strategy is to increase the allocation of financial resources to regions that have demonstrated high levels of performance.

14. Ad Quality and Relevance: - It is imperative to ensure that the advertisements are in line with the search intent or user interests. Advertisements that are of superior quality and relevance tend to be allocated more favorable positions and incur reduced expenses.

15. Performance Reports and Analysis: - Consistently produce and evaluate performance reports. Utilize the acquired information to make well-informed decisions regarding adjustments and optimizations.

16. Automation and Machine Learning: - It is advisable to contemplate the utilization of automated bidding and optimization technologies provided by advertising platforms. Machine learning has the potential to enhance campaign optimization by leveraging past data.

The purpose of this section is to conduct a competitive analysis. It is advisable to closely monitor the advertising endeavors of the competitors. It is vital to comprehend the techniques employed by competitors and afterwards adapt one's own approach in order to maintain competitiveness. It is important to remain updated on current industry trends. The advertising industry is characterized by constant evolution and change. It is imperative to remain well-informed regarding market developments and emerging advertising technology in order to effectively adapt and optimize one's campaigns. Regular review and adaptation are essential components of any academic endeavor. It is crucial to periodically assess and modify one's approach in order to ensure continued progress and success. By regularly reviewing and adapting our methods, we may identify areas for improvement, address any challenges. It is imperative to consistently evaluate and modify advertising strategy in accordance with performance statistics. It is imperative to demonstrate a willingness to adapt and optimize advertising as necessary. Monitoring and optimization are continuous and iterative procedures. By maintaining a state of constant vigilance and implementing adjustments based on empirical data, one can optimize the efficacy of advertising strategy and campaigns, so yielding superior outcomes and a greater return on investment.

### 7.3 A/B TESTING

A/B testing is a robust process utilized for the optimization of advertising strategy and campaigns. Marketers are afforded the opportunity to conduct experiments on several iterations of their advertisements or strategies, with the aim of ascertaining the most effective option. This enables them to make informed decisions based on empirical evidence, so enhancing the efficacy of their advertising endeavors. The following is a comprehensive procedural manual outlining the utilization of A/B testing within the framework of advertising strategizing and campaign execution:

1. Establishing Precise Objectives: Articulate explicit targets for the advertising effort. Potential benefits may encompass improvements in click-through rates (CTR), conversion rates, return on investment (ROI), or any other relevant measure that matches with the specific objectives of the organization.

2. Identification of Variables for Testing: Identify the specific components of the advertising campaign that you intend to evaluate. These elements may encompass advertising material, visual content, titles, prompts for action, targeting choices, design of landing pages, and even the scheduling of advertisements.

3. **Generate Variations:** Produce numerous iterations (A and B) of the selected components for the purpose of experimentation. It is imperative to ensure that the variables under consideration exhibit variation in a singular manner, with just one variable being altered at a time. As an illustration, it is possible to generate two distinct advertisement headlines while maintaining all other elements unchanged.
4. **Random Assignment:** Employ a random assignment method to allocate the target audience into either the A group or the B group. Ensuring a high degree of similarity between the two groups is crucial in order to enhance the meaningfulness of the test results.
5. **Execute the Experiment:** Conduct a concurrent deployment of both iterations of the advertisements to comparable demographic segments. Ensure that the experiment is conducted for an adequate duration in order to gather data that is statistically significant.
6. **Data Monitoring and Analysis:** Engage in the systematic observation and evaluation of the performance of both versions A and B. Key performance indicators (KPIs) that should be monitored encompass click-through rate (CTR), conversion rates, engagement, and any other pertinent metrics. Commonly used tools such as Google Analytics and advertising platforms frequently have A/B testing capabilities inside their functionalities.
7. **Statistical Significance:** It is important to ensure that the sample size utilized in the study is sufficiently large in order to yield statistically significant findings. One may employ online calculators to ascertain the necessary sample size, taking into account the anticipated effect size, significance level, and statistical power.
8. **Facilitate Informed Decision-Making:** Following the acquisition of an adequate amount of data, conduct an analysis of the outcomes to ascertain the superior performance between version A and version B. Select the option that is in accordance with the objectives and optimize it accordingly.
9. **Iterative and Repetitive Process:** Proceed with the implementation of the successful version and persist in doing more testing and iterations on other variables or elements. The constant nature of the procedure can result in a continual enhancement of the advertising strategies.
10. **Documentation and Acquisition of Knowledge:** Maintain comprehensive records of the A/B experiments, including the variables investigated and the corresponding outcomes. Over the course of time, individuals have the capacity to develop a valuable reservoir of knowledge pertaining to the efficacy and inefficacy of their advertising endeavors.
11. **Exploring Multivariate Testing:** After optimizing individual parts, the next step is to engage in multivariate testing, a method that enables the examination of various combinations of variables in order to identify the most impactful overall advertising plan.
12. **Adherence to Ethical Practices:** It is imperative to consistently adhere to ethical advertising practices and guarantee that the experiments are conducted with transparency and utmost respect for the target audience.

A/B testing is a dynamic procedure that can assist in the optimization of advertising efforts to get improved outcomes. It is imperative to bear in mind that the effectiveness of a campaign can vary, and so, ongoing testing and adaption are essential for achieving sustained success.

## 7.4 REPORTING AND ANALYSIS

The inclusion of reporting and analysis is integral to the strategic development and execution of advertising strategy and campaigns. These individuals assist advertisers and marketers in evaluating the efficiency of their endeavors, formulating judgements based on data, and enhancing their tactics. This document presents a detailed reference outlining the recommended approach for reporting and analysis within the realm of advertising planning and campaigns.

The first step in every academic endeavor is to establish clear objectives. Begin by establishing precise and explicit goals for the advertising strategy. What specific objectives are you aiming to accomplish, such as enhancing brand recognition, augmenting website visitation, generating potential customer interest, or boosting sales figures?

2. Choose Key Performance Indicators (KPIs):

- Determine the key performance indicators (KPIs) that are in line with the stated objectives. Prominent key performance indicators (KPIs) in advertising encompass click-through rate (CTR), conversion rate, cost per click (CPC), cost per acquisition (CPA), return on ad spend (ROAS), among others.

3. Implementation of Tracking: - It is imperative to establish appropriate tracking methods to effectively monitor user interactions and conversions. Utilize various tracking codes such as Google Analytics, Facebook Pixel, or other advertising platform-specific capabilities.

4. Data Collection: - Acquire data from advertising campaigns, encompassing impressions, clicks, conversions, and expenditure. The provided data will serve as the fundamental basis for conducting the analysis.

5. Data Integration: - The process of consolidating data from several advertising platforms into a centralised area or dashboard to provide more streamlined analysis. The attainment of this objective can be facilitated by employing data analytics and visualization technologies such as Google Data Studio, Tableau, or Microsoft Power BI.

6. Consistently Evaluate Performance: - Consistently assess the performance of the campaign either in real-time or at regular intervals. Please identify any notable fluctuations or patterns.

7. A/B Testing: - Employ A/B testing methodologies to evaluate the effects of various ad creatives, headlines, targeting options, or landing sites. Analyze the results to determine which elements perform best.

8. Comparative Analysis: - Conduct a comparative evaluation of the performance exhibited by other advertising channels, campaigns, or ad sets. Determine the entities

that are yielding the most favorable outcomes and distribute the financial resources accordingly.

9. Attribution Modeling: - Evaluate the impact of various touch points on conversion rates. Various attribution models, such as first-click, last-click, linear, and time-decay, offer valuable insights into the customer journey.

10. Customer Segmentation: - Employ the practice of dividing the target audience into distinct groups based on demographic characteristics, behavioral patterns, or other relevant aspects. Examine the diverse reactions of various target audiences to the advertisements and afterwards customize the marketing strategies in response.

11. Allocation of Budget: - Employing data analysis techniques to make educated judgment and Allocate resources towards campaigns or channels that demonstrate strong performance.

12. Calculation of Return on Investment (ROI): - The ROI for each campaign can be determined by evaluating the revenue earned in relation to the advertising expenditure. This aids in evaluating the comprehensive profitability of one's advertising endeavors. The process of generating a report. Generate comprehensive reports that provide a summary of the performance of the advertising initiatives. The reports ought to encompass valuable observations, key performance indicators (KPIs), and suggestions for enhancing efficiency.

14. Continuous Optimization: - Employ the knowledge acquired from the analysis to enhance the efficiency of advertising efforts. Optimize ad wording, targeting, bidding techniques, and other components to enhance performance.

15. Utilization of Predictive Analysis: - It is advisable to employ predictive analytics as a means to anticipate forthcoming performance and implement proactive modifications to one's advertising plan.

16. Stakeholder Communication: - Disseminate the outcomes and suggestions to pertinent stakeholders, such the marketing department, top-level management, or clientele.

17. Acquire Knowledge and Engage in Continuous Improvement: - The advertising domain undergoes perpetual transformation. It is imperative to engage in continuous learning from data and adjust plans accordingly in order to maintain competitiveness and relevance.

By adhering to these prescribed procedures and utilising data-centric observations, one can enhance decision-making capabilities, optimize the efficacy of advertising endeavors, and attain desired marketing goals.

## **7.5 ADJUST AND REPEAT**

"ADJUST AND REPEAT" is a basic technique for iterative advertising planning and campaign management. This statement underscores the significance of ongoing optimization and drawing insights from past endeavors in order to enhance the efficacy of advertising campaigns. The following is a comprehensive analysis of each individual step:

1. Refine: - Conduct Data Analysis: Commence the process by scrutinizing the data obtained from the preceding advertising initiatives. This encompasses essential performance metrics, commonly referred to as key performance indicators (KPIs), which comprise click-through rates, conversion rates, return on investment (ROI), and cost per acquisition (CPA).

- Identification of Weaknesses: Please identify the specific areas in which the prior campaigns may have exhibited suboptimal performance. This can pertain to several aspects such as targeting, messaging, creative elements, or the selection of advertising channels.

- Audience Segmentation: Enhance the precision of the audience segmentation by utilizing the insights derived from the data research. This will aid in enhancing the precision of the advertising endeavors in reaching the appropriate target population.

2. Strategic Adaptation: - Message Refinement: Revise advertising messaging and creative components in accordance with the successes and failures observed in prior campaigns. It is imperative to ensure that the content of the messaging remains pertinent to the intended audience and is in line with the objectives of the campaign.

- Enhancing Budget Allocation Optimization: Implement a strategic reallocation of financial resources to prioritize and devote a greater proportion of funds towards the most effective channels and initiatives. This may mean lowering spending on underperforming areas.

- Exploration of Novel Strategies: Deliberate the adoption of innovative advertising strategies or channels that have developed subsequent to the previous campaign. It is advisable to have a receptive attitude towards the exploration and implementation of novel methodologies in order to achieve optimal efficacy in engaging one's target audience.

3. Reiteration: - Initiate New Campaigns: Execute the modified strategies in fresh advertising campaigns. It is imperative to ensure that one's campaigns are meticulously designed, encompassing well stated objectives, a well-defined target audience, and comprehensive measuring data.

- Real-Time Monitoring: Employ real-time monitoring to consistently assess the performance of the ongoing campaigns. Utilize analytics tools and dashboards to remain well-informed and promptly implement necessary adjustments, if deemed necessary.

Acquire knowledge and record information. Following the conclusion of each campaign, it is imperative to undertake a comprehensive post-campaign analysis. This report aims to evaluate the effectiveness of various strategies employed and identify areas of improvement. It will discuss the successful aspects as well as the shortcomings encountered during the process. The provided information will be of great value for forthcoming initiatives. The process of iterating and improving is essential in academic research and problem-solving. Utilize the knowledge acquired from each campaign to inform the subsequent planning cycle. To optimize outcomes, it is vital to employ data-driven methodologies and consistently enhance advertising campaigns.

The model known as "ADJUST AND REPEAT" underscores the iterative aspect of effective advertising strategy and campaign management. By continually modifying

one's strategy in accordance with insights derived from data analysis and repeating this iterative process, one may effectively react to evolving market conditions and enhance the overall efficacy of advertising endeavors.

## 7.6 COMPLIANCE AND LEGAL CONSIDERATIONS

The inclusion of compliance and legal issues is of utmost importance in the process of advertising planning and campaigns, as it serves the purpose of ensuring businesses' adherence to applicable laws and regulations, safeguarding their brand reputation, and upholding ethical standards. The following are essential factors to be taken into account in relation to compliance and legal matters pertaining to advertising:

**The Concept of Truthfulness in Advertising:** Advertisements are required to adhere to the principles of truthfulness and accuracy, hence prohibiting the inclusion of any deceptive or misleading content. It is imperative that assertions pertaining to the advantages, efficacy, or cost of a product are both precise and supported by evidence. Consumer protection laws refer to a set of legal regulations that are designed to safeguard the rights and interests of consumers. These laws aim to ensure that consumers are protected from unfair or deceptive practices by businesses and are provided with It is imperative for advertisers to possess knowledge of consumer protection legislation, including the restrictions established by the Federal Trade Commission (FTC) within the United States. These regulations serve to prohibit deceptive practices, misleading advertising, and unjust competition.

3. **Compliance with Privacy rules:** It is imperative to ensure that the advertising initiatives adhere to privacy rules, specifically in relation to the collection and utilization of customer data. In numerous legal jurisdictions, it is a requirement to get explicit consent prior to the collection or utilization of personal information.

4. **Copyright and Intellectual Property:** It is imperative to adhere to copyright regulations when including photos, audio, or any other copyrighted material into the advertisements. It is imperative to ensure that one possesses the requisite permissions or licences in order to utilize said resources.

5. It is imperative to refrain from violating the trademark rights of others. Conducting thorough research and obtaining explicit permission for the utilization of brand names, logos, or slogans is vital in order to mitigate potential legal conflicts.

6. **Endorsements and Testimonials in Academic Contexts:** In the event that advertisements incorporate endorsements or testimonials, it is imperative that they be authentic, and that the affiliation between the endorser and the company is transparently revealed. The Federal Trade Commission (FTC) in the United States has established standards pertaining to this matter. Regulatory compliance refers to the adherence and conformity to laws, regulations, and guidelines set forth by governing bodies and regulatory authorities. Various industries may be subject to special regulations that dictate the practices and standards of advertising. Pharmaceutical advertising is subject to stringent regulations owing to its association with health and safety considerations. Age restrictions are limitations imposed based on a person's age. It is important to take into consideration the age limitations imposed on specific items or services, such as alcohol, tobacco, or gambling. Advertisements promoting such products should adhere to age-appropriate standards and comply with legal regulations. Environmental and sustainability claims refer to assertions made on the

positive impact or adherence to environmentally friendly practices and principles. It is imperative to confirm the accuracy and substantiation of any statements pertaining to the environment or sustainability in the advertising. The dissemination of deceptive green washing assertions may result in legal ramifications.

10. Compliance with Online Advertising Regulations: The realm of digital advertising, encompassing online platforms and social media, is subject to particular regulations pertaining to disclosure, tracking cookies, and safeguarding personal privacy. It is essential to acquaint oneself with these regulations.

11. Geographical Regulations: An Analysis of Spatial Constraints Advertising regulations might differ among countries or regions, making it imperative to adhere to the specific guidelines of the markets being targeted.

12. Competitions and Giveaways: When conducting a campaign that include contests or sweepstakes, it is imperative to familiarize oneself with the legal statutes and regulations that regulate such promotional activities. This includes comprehending the guidelines pertaining to entry requirements, eligibility criteria, and the distribution of rewards.

13. Ensuring Accessibility: It is imperative to guarantee that digital information and websites are accessible to those with disabilities, in compliance with legal requirements such as the Americans with Disabilities Act (ADA).

14. Ensuring Data Security: It is imperative to implement measures to safeguard the data that is collected, particularly where personal information is involved. It is imperative to establish robust security protocols and adhere to data protection regulations such as the General Data Protection Regulation (GDPR) in the European region. The following are guidelines for the use of social media. Each social media site possesses its own set of regulations and advertising guidelines. It is advisable to acquaint oneself with these standards in order to prevent the suspension of one's account or the rejection of advertisements. In this section, we will discuss the ethical considerations related to the topic at hand. Although an action may adhere to legal requirements, its ethical implications may not always align with moral principles. It is imperative to contemplate the ethical ramifications associated with advertising practices, as any transgression of ethical standards has the potential to detrimentally impact the reputation of one's business.

Consulting with legal professionals who have expertise in advertising and marketing compliance is vital in order to guarantee that the campaigns adhere to all legal obligations. Noncompliance with advertising standards can lead to financial penalties, legal proceedings, and substantial harm to a company's image. Consequently, ensuring adherence to legal requirements and considering legal implications are of utmost importance in the process of advertising strategizing and implementation.

## 7.7 MEASURING ROI

The assessment of Return on Investment (ROI) is a crucial aspect in the evaluation of advertising strategy and campaigns, as it enables the measurement of the efficacy of marketing endeavors and facilitates informed decision-making for the optimization of tactics. Return on investment (ROI) is a crucial indicator that provides insight into the financial effectiveness of advertising endeavors.



The following is a comprehensive procedural outline for quantifying return on investment (ROI) in the context of advertising strategizing and campaigns:

One important step in achieving success is to establish clear and specific goals and objectives. The task at hand involves establishing clear and quantifiable objectives for the advertising strategy. Are you seeking to enhance sales, generate leads, augment brand awareness, or accomplish another specific objective?

2. Cost Calculation: - Determine all the expenditures linked to the advertising campaign, encompassing creative development, media procurement, technological resources, and any other pertinent costs. This should encompass both explicit and implicit expenses.

3. Quantify Revenue: - Monitor the financial gains derived from the implementation of the advertising plan. This may entail the implementation of distinct monitoring systems, such as UTM parameters or dedicated phone lines for marketing initiatives, in order to precisely attribute conversions.

4. Calculation of Profit by Deducting Costs from income: - Determine the profit of the campaign by subtracting the aggregate costs from the overall income generated.

To calculate the return on investment (ROI), employ the subsequent formula: The formula for calculating Return on Investment (ROI) is derived by dividing the Net Profit by the Total Costs, and then multiplying the result by 100. This calculation will yield the return on investment (ROI) expressed as a percentage. One essential practice is to regularly monitor and assess Key Performance Indicators (KPIs). The user's text does not provide any information to rewrite in an academic manner. In addition to measuring return on investment (ROI), it is advisable to monitor other key performance indicators (KPIs) that are in line with the objectives of the campaign. These metrics may encompass click-through rates, conversion rates, customer acquisition cost (CAC), and customer lifetime value (CLV).

7. Conduct a thorough analysis and make necessary adjustments to the advertising effort on an ongoing basis. In the event that the return on investment (ROI) falls below anticipated levels, it is advisable to contemplate modifications to one's strategic approach. These changes may encompass refining target audience selection, optimizing messaging techniques, or reevaluating the selection of advertising platforms.

8. Comparative Analysis of Advertising Channels: - In the case of employing advertisements across many platforms, such as social media, search engines, and display ads, it is advisable to assess the return on investment (ROI) from each channel in order to optimize resource allocation.

9. The examination of Attribution Models: - Various attribution models, including as first-touch, last-touch, linear, and temporal decay, can have an influence on the distribution of return on investment (ROI) among touchpoints within the customer journey. Select the one that most effectively corresponds with the campaign objectives.

10. A/B Testing: - Employ A/B testing methodology to evaluate and contrast diverse creatives, ad copy, landing pages, and other components with the aim of enhancing the overall effectiveness of the campaign.

Determine the long-term return on investment (ROI). It is imperative to contemplate the enduring consequences of advertising efforts on client retention and lifetime value. Certain return on investment (ROI) may not be readily apparent at the outset, but can manifest gradually over a period of time.

12. Maintain a historical record in order to track and analyse campaign outcomes, hence facilitating the identification of long-term trends and patterns. This can assist in the enhancement of advertising techniques.

13. Employ Analytics technologies: - Employ analytics and tracking technologies to automate the process of data collecting and analysis. Tools like as Google Analytics, Facebook Ads Manager, and a range of marketing automation tools have the potential to offer significant information.

The evaluation of return on investment (ROI) for advertising campaigns is a continuous undertaking that necessitates consistent surveillance, analysis, and adaptation. By adhering to these sequential procedures, one can enhance their comprehension of the efficacy of their advertising endeavors and formulate decisions based on empirical evidence in order to optimize their return on investment.

## 7.8 POST-CAMPAIGN EVALUATION

The post-campaign evaluation is an essential component of advertising planning and campaigns. The assessment of the efficacy of advertising and marketing initiatives aids advertisers and marketers in making data-driven decisions for subsequent campaigns. Presented here is an all-encompassing manual elucidating the process of conducting a post-campaign review.

1. Establishing Objectives: - Begin by reassessing the campaign objectives that were established prior to its initiation. What was the objective you were aiming to accomplish? Potential objectives could encompass several aspects such as enhancing brand recognition, generating leads, increasing sales, or fostering involvement.

2. Data Collection: - Collect any pertinent data pertaining to the campaign. This may encompass several forms of data, such as website analytics, social media metrics, email open rates, sales data, and other relevant sources of information. It is imperative to acquire data from both pre-campaign and campaign periods in order to facilitate a comprehensive comparative analysis.

Key Performance Indicators (KPIs) are metrics that are used to evaluate the performance and progress of an organization or individual towards achieving their goals. KPIs are typically specific, measurable, and relevant to the objectives being assessed. They provide a

- Determine the key performance indicators (KPIs) that are in line with the stated objectives. Common key performance indicators (KPIs) encompass many measurements such as click-through rates (CTR), conversion rates, return on investment (ROI), engagement metrics, and other relevant indicators.

4. Conduct a comprehensive analysis of the data to have a thorough understanding of the campaign's performance. Conduct an analysis to identify recurring patterns,

trends, and deviations from the norm. It is important to take into account both quantitative and qualitative data.

5. Evaluation of Budget Performance: - Conduct a comparative analysis between the realized expenditures and the allocated budget for the campaign. Evaluate the extent to which the campaign adhered to the allocated budget and determine if the return on investment adequately validates the incurred expenses.

6. Calculation of Return on Investment (ROI): - Determine the return on investment for the campaign. This entails conducting a comparison between the revenue collected and the costs incurred during the campaign. A positive return on investment (ROI) signifies a campaign that has achieved success.

7. Evaluation of Audience Reach and Targeting: - Assess the effectiveness of the campaign in reaching its designated target audience. Examine demographic, geographic, and behavioral data in order to assess the efficacy of the campaign's targeting strategies.

8. Evaluation of Creative and Messaging: - Evaluate the efficacy of the creative components (e.g., advertisement copy, images, videos) and messaging. Conduct an analysis to ascertain the elements that elicited a positive response from the audience, as well as those that failed to do so.

9. A/B Testing: - In the event that A/B tests were carried out during the campaign, it is advisable to assess the outcomes in order to ascertain the superior performance of the respective variations. Utilize the provided knowledge to enhance forthcoming promotions.

10. Analysis of Social Media: - Assess the metrics associated with social media, encompassing indicators such as likes, shares, comments, and the expansion of followers. Understand the attitude behind the campaign and if it was positive or negative.

11. Customer Feedback: - Acquire feedback from customers and members of the target audience in order to obtain valuable information regarding their impressions of the campaign. Identify potential areas of enhancement based on the user's input.

12. Analysis of Competitors: - Evaluate the performance of the campaign in relation to that of competitors. What were the distinctive approaches they employed, and what insights may be gleaned from their tactics?

**Key Takeaways:** In this inquiry, the essential takeaways derived from the campaign are to be succinctly encapsulated. Please analyze the aspects that were successful and those that were not. Utilize the provided knowledge to enhance forthcoming promotions.

14. Recommendations: - Drawing from the assessment, offer suggestions for enhancing forthcoming campaigns. It is advisable to contemplate modifications pertaining to the intended recipients, communication content, artistic elements, and platforms employed for dissemination.

15. The results should be consolidated into a comprehensive report or presentation. Disseminate this information to the team, stakeholders, or clients in order to effectively convey the outcomes and understandings.

16. Future Planning: - Use the insights gathered from the post-campaign review to inform the future advertising planning and campaigns. Modify the approach, goals, and methods accordingly.

A post-campaign evaluation is an iterative process that enables advertisers to enhance their tactics and optimize their advertising endeavors for improved outcomes in future campaigns.

## 7.9 SUMMARY

The following is a concise overview of the fundamental elements involved in the process of advertising planning and the execution of advertising campaigns.

**Dissemination of Messages:** Execute the campaign using selected media platforms. It is imperative to guarantee that the communication remains coherent and in accordance with the brand's established positioning.

The campaign's performance should be consistently monitored through the utilization of key performance indicators (KPIs). Conduct a comprehensive analysis of the data in order to identify any necessary modifications.

**A/B Testing:** Conduct experiments by varying creative aspects, messaging, and locations in order to enhance the effectiveness of the campaign.

**Receiving input and Implementing Adaptation:** Engage in active listening to customer input and afterwards modify the campaign in response. This may entail modifying artistic components or strategic placements of media.

**Legal and Ethical Considerations:** It is imperative to ensure that the campaign adheres to applicable legal statutes and ethical norms, including but not limited to truthfulness in advertising and privacy rules.

**Temporal Considerations:** Assess the temporal aspects of the campaign, considering considerations such as seasonality, holidays, and other pertinent variables.

**Measurement and Return on Investment (ROI):** Evaluate the return on investment (ROI) in order to ascertain the efficacy of the campaign. This entails conducting a comparative analysis of the campaign's costs in relation to the money generated or other objectives accomplished.

**Post-Campaign Evaluation:** Following the conclusion of the campaign, undertake a comprehensive assessment of its effectiveness. This report aims to provide an analysis of the successes and failures encountered during the course of the campaign, with the intention of offering valuable insights to guide future campaign endeavors.

**Long-Term Brand Building:** Advertising efforts should not only focus on short-term aims but also contribute to long-term brand building and client loyalty.

In essence, the process of advertising planning and campaigns entails a methodical technique to effectively promote products, services, or messages to a specific target demographic. The attainment of intended results and return on investment (ROI) in advertising endeavors hinges upon several crucial components, namely efficient planning, ingenuity, strategic media placement, and ongoing monitoring.

## 7.10 SELF ASSESSMENT QUESTIONS

1. What is the role of creative elements, such as visuals and copy, in an advertising campaign?
2. How can you ensure that the advertising campaign is aligned with the brand's messaging and image?
3. What are the ethical considerations in advertising, and how can you ensure the campaign is ethically sound?
4. Explain the importance of budgeting in advertising planning, and how do you create an effective budget for a campaign?
5. How do you assess the effectiveness of an advertising campaign, and what metrics or tools can be used for evaluation?
6. Describe the difference between online and offline advertising strategies and their respective advantages and disadvantages.
7. What role does consumer behavior and psychology play in designing effective advertising campaigns?
8. How can you adapt the advertising campaign to different cultural and demographic audiences?
9. Give an example of a successful advertising campaign and analyze what made it effective.
10. How do you handle challenges and adapt the advertising plan when unexpected events or market conditions change?

## 7.11 SUGGESTED READINGS

1. "Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders" by Adam Morgan
2. "Positioning: The Battle for The Mind" by Al Ries and Jack Trout
3. "Hacking Growth: How Today's Fastest-Growing Companies Drive Breakout Success" by Sean Ellis and Morgan Brown
4. "The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells" by Robert W. Bly
5. "Contemporary Advertising" by William F. Arens and Michael F. Weigold
6. "Hooked: How to Build Habit-Forming Products" by NirEyal

# **LESSON- 8**

## **MEDIA SELECTION -I**

### **Learning Objectives**

- To Understand the Fundamentals of Advertising Media
- Evaluate Different Media Channels
- Analyze Media Consumption Habits
- Set Advertising Objectives
- Create a Media Plan
- Understand Media Buying
- Measure and Analyze Campaign Performance

### **Structure**

#### **8.1 Introduction**

#### **8.2 Media Selection**

#### **8.3 Newspapers**

#### **8.4 Magazines**

#### **8.5 Radio**

#### **8.6 Television**

#### **8.7 Summary**

#### **8.8 Self-Assessment Questions**

#### **8.9 Suggested Readings**

### **8.1 INTRODUCTION**

The selection of advertising medium is a crucial element within an organization's marketing strategy. The process entails selecting the most optimal channels or platforms to effectively communicate the advertising message to the intended audience. The choice of media should be in accordance with one's marketing objectives, the characteristics of the target audience, and the allocated money.

### **8.2 MEDIA SELECTION**

When making judgments on media selection, it is important to take into account several crucial elements and criteria.

1. **Identification of Target Audience:** It is imperative to gain a comprehensive understanding of the demographic characteristics, behavioral patterns, preferences, and media consumption habits of the intended target audience. This information will provide guidance in selecting appropriate media outlets for effectively reaching the target audience.
2. **Marketing Objectives:** Articulate the marketing objectives, encompassing the aim to enhance brand recognition, stimulate sales, or endorse a particular product or service. Various media platforms are more appropriate for specific aims.
3. **Budget Allocation:** Establishing an advertising budget is crucial as it will have a substantial impact on the selection of media channels. Certain media options exhibit greater cost-effectiveness compared to others, necessitating a careful allocation of budgetary resources.
4. **Media Reach and Coverage:** It is important to evaluate the possible reach and coverage offered by each media channel. Are you seeking a wide-ranging audience or a narrowly focused one? Certain channels possess a broader scope of influence, but others cater to a more specific and specialized audience.
5. **Classification of Media Types:** Media can be classified into diverse categories, encompassing print media (such as newspapers and magazines), broadcast media (including television and radio), digital media (encompassing websites and social media platforms), out-of-home media (such as billboards and transit advertisements), and other forms. Please choose the type(s) that align most well with the aims.
6. **Timing and Scheduling:** Establish the specific temporal parameters and frequency at which you intend to execute the advertising campaigns. Various forms of media offer varying degrees of freedom when it comes to timing and scheduling.
7. **Geographical Factors:** It is important to take into account the geographical location of the target audience and determine the extent to which the advertising efforts should be tailored to local, regional, national, or international contexts.
8. **Competitive Analysis:** Conduct an examination of the media channels employed by the competitors. This can offer valuable details regarding the probable location of the target audience.
9. **The utilization of diverse advertising material and creativity is contingent upon the specific media platform being employed. It is important to customize the message in order to align with the selected media platform.**
10. **Measurement and Analytics:** Establish a methodology to assess the efficacy of advertising endeavors. Numerous digital media platforms offer comprehensive analytics, facilitating the monitoring and evaluation of performance.
11. **The concept of integration entails an examination of the synergistic potential of many media channels in order to establish a unified and harmonized advertising strategy. The integration of cross-channel strategies has the potential to augment one's reach and influence.**
12. **Experimentation and Optimization:** It is advisable to conduct tests on various media channels and techniques. It is advisable to actively monitor the efficacy of the advertisements and remain prepared to modify the media choices in response to the obtained outcomes.

13. Legal and Ethical Considerations: It is imperative to ensure that the advertising adheres to pertinent legal statutes and ethical norms, particularly in industries that are deemed sensitive such as healthcare, finance, and alcohol.

In conclusion, the selection of advertising media should be a thoroughly investigated and empirically-supported determination that is consistent with one's overarching marketing strategy and objectives. The consistent assessment and adjustment of one's media selection approach might result in advertising campaigns that are more impactful and streamlined in their execution.

### 8.3 NEWSPAPERS

The process of advertising media selection in newspapers involves the careful consideration of choosing the most suitable newspaper or newspapers to effectively convey the advertisements and effectively reach the intended target audience. Newspapers have historically been regarded as a popular medium for advertising due to their extensive readership and ability to reach both local and national audiences. When making decisions regarding the utilization of newspapers as a medium for advertising, it is crucial to bear in mind the following significant factors:

1. The first step in the process involves identifying the target audience. The initial stage involves identifying the target audience. With whom are you attempting to establish communication? Consider the demographic composition, interests, and geographic location of the intended target audience. The newspapers encompass a diverse range of readership.
2. Establishing the Geographic Scope: - Initially, determine the specific geographical location that is intended to be the focal point. Do you necessitate a target audience that is confined to a specific locality, encompassing a regional scope, extending to a national level, or even reaching an international scale? Select newspapers that demonstrate appropriate levels of circulation and audience reach.
3. The topic of readership and circulation is of significant importance in the field of media studies. Conduct a comprehensive examination of the demographic characteristics pertaining to both the readership and circulation of prospective publications. Seek out newspapers that cater to readers who closely align with the demographic characteristics of the target audience, and proceed to subscribe to those publications.
4. Examination of Editorial Content: It is advisable to scrutinize the editorial content with the overall tone of the newspaper. Ensure that it aligns with the corporate identity of the organization and effectively conveys the intended communication. While several magazines adopt a more serious tone, others adopt a more lighthearted tone in their writing.
5. Potential Ad Placement Options: Request information regarding the diverse array of ad placement options, encompassing front-page ads, display ads, classified ads, and inserts. Select the option that most effectively aligns with both the financial limitations and the marketing objectives.
6. Selection of Ad Size and Format: Opt for the ad size and format that best aligns with the content and intended message to be communicated. There is a potential



correlation between the size of advertisements and the level of attention they receive, although it is important to note that larger ads typically incur higher costs.

7. Establish the desired frequency at which the advertising campaigns are to be executed. This particular step holds significant importance. Establishing brand recognition necessitates frequent and consistent exposure.

8. Cost: Conduct a comparative analysis of the rates and prices provided by different newspapers for the purpose of advertising placement. Consider both the budgetary constraints and the expected return on investment (ROI) that you anticipate deriving from the advertising efforts.

9. Special Features and Supplements: Several newspapers include distinct features, sections, or supplements that cater to certain interests, such as sports, lifestyle, or business. 9. Conduct an inquiry to determine the extent to which these prospects align with the advertising objectives that you have established.

10. The Role of Ad Design and Creativity: Engage in a collaborative process with an experienced designer to develop aesthetically appealing and captivating advertisements that effectively engage the intended target audience. In order to effectively convey the message, it is imperative that the commercial possesses distinctiveness and clarity.

It is imperative to have a concise and enticing call to action within the commercial. The user's text does not provide any information to be rewritten in an academic manner. It is advisable to incorporate a call to action within the advertisement. Motivate the individuals perusing the written content to undertake the necessary course of action, such as accessing the website, initiating a phone call, or patronizing the establishment.

12. Implementation of Tracking and analytical: To effectively assess the efficacy of newspaper advertisements, it is imperative to establish a comprehensive tracking and analytical framework. In order to effectively track response rates, many methods can be employed, such as the utilization of unique URLs, dedicated phone lines, or exclusive discount codes.

13. In the context of advertising, after identifying the newspapers that align most effectively with the advertising objectives, it is advisable to engage in negotiations with the sales representatives of those newspapers to establish ad pricing and contractual terms. When drafting the advertising contract, it is imperative to include a comprehensive and unambiguous description of the stipulated requirements, along with the corresponding deadlines.

14. Factors to Contemplate from a Legal and Ethical Perspective: - It is imperative to ensure that the commercials align with the ethical principles and advertising regulations that are currently enforced within the jurisdiction. It is advisable to refrain from making assertions that may be factually incorrect or potentially deceptive.

15. Synergistic Integration with Diverse Media Platforms: During the formulation of the marketing strategy, careful consideration should be given to the strategic alignment of newspaper advertising within the broader media landscape. The utilization of this tool can be combined with several other media channels, including internet advertising and social media platforms.

It is important to consider that the effectiveness of newspaper advertising might vary significantly based on specific objectives and target audience. Conducting periodic evaluations of newspaper advertisements and promptly adapting media selection as needed are crucial for optimizing outcomes.

## 8.4 MAGAZINES

The process of choosing the appropriate advertising medium inside magazines holds significant importance within the realm of advertising campaigns. In order to arrive at a well-informed conclusion, it is important to take into account a multitude of aspects.

1. **Target Audience:** Determine the precise demographic characteristics and areas of interest pertaining to the intended audience. Magazines cater to a diverse range of specialized interests, encompassing domains such as fashion, health, technology, and business. Select magazines that have a readership that is congruent with the product or service.

2. **Circulation and Readership:** Seek out periodicals that possess a significant level of circulation and readership. When examining the overall quantity of copies in circulation and the specific number of individuals who engage with the material, it is important to take into account both factors. Kindly request the most up-to-date audited circulation statistics in order to ascertain its accuracy.

3. **Evaluation of Editorial substance:** Assess the editorial substance and tone employed within the publication. Ensure that it aligns well with the brand identity and communication objectives. Advertising in a magazine that aligns with a comparable set of values and beliefs can potentially yield more effectiveness.

4. **Frequency and Timing:** It is important to take into account the frequency at which the magazine is published. Various advertising objectives may be better suited by publications that are released on a monthly, quarterly, or seasonal basis. The timing of addressing certain concerns is of utmost importance, as there is a possibility of them overlapping with holidays or special events.

5. **Dimensions and Positioning:** Determine the dimensions and positioning of the advertisement. Full-page advertisements are characterized by their heightened visibility, although smaller advertisements possess the potential for cost-effectiveness. When making a decision on the placement of advertisements, it is important to consider factors such as budgetary constraints and desired objectives. Options to be considered include inside front cover, back cover, centerfold, or normal page placements.

6. **Comparison of Advertising Rates and Costs:** Conduct a comparative analysis of advertising rates across various periodicals. Consideration should be given to the budgetary constraints and the anticipated return on investment (ROI). It is important to bear in mind that premium ad spots typically incur a greater expense.

7. **Print vs. Digital:** Evaluate the decision of whether to engage in advertising through print magazines, digital publications, or a combination of both. Online editions have

the capacity to include interactive features, hence enhancing user engagement, whilst print publications possess a physical presence that elicits a certain allure.

8. **Advertisement Creative:** Customize the advertisement creative to align with the style and format of the publication. To maximize the visibility and aesthetic coherence of the advertisement, it is crucial to ensure that it distinguishes itself while maintaining alignment with the overarching design of the magazine.

9. **Historical Performance and Empirical Analysis:** Conduct an examination of the advertisers' previous achievements inside the magazine. Certain publications include case studies or testimonials featuring past clients. This analysis might provide valuable data regarding the efficacy of the publication.

10. **Distribution and Geographic Coverage:** Evaluate the magazine's distribution and extent of geographic coverage. Magazines can possess distribution networks that span across several geographical scales, including regional, national, and even worldwide levels. The selection should be made in accordance with the identified target market.

11. **Comprehension of Ad Production and Deadlines:** Gain a comprehensive understanding of the process of ad production and the associated time constraints. It is important to allocate a sufficient amount of time to engage in the process of designing, reviewing, and submitting the advertisement in order to adhere to the specified publication dates.

12. **Enhancing Audience interaction:** Certain publications may provide supplementary avenues for audience interaction, such as sponsored content, advertorials, or contests. Consider exploring these solutions if they are in line with the advertising objectives.

13. **Establishment of Measurable Goals:** The establishment of advertising goals that are explicit and can be objectively measured. The methodology for evaluating the effectiveness of the campaign should be established, encompassing various metrics such as sales figures, website traffic, and other relevant key performance indicators.

14. **Comparison of Long-term and Short-term Goals:** It is important to evaluate if the campaign is oriented towards achieving immediate benefits or establishing a lasting brand presence. The aforementioned factor will have an impact on the selection of the magazine and the positioning of advertisements.

15. **Negotiation and Flexibility:** It is advisable to be well prepared to engage in discussions over rates and terms with the advertising department of the magazine. Occasionally, it is possible to obtain more advantageous agreements, particularly when engaging in extended-term obligations.

16. **Legal and Ethical Considerations:** It is imperative to ensure that the advertisement adheres to all legal and ethical requirements. This encompasses refraining from making inaccurate assertions, abiding by copyright regulations, and demonstrating respect for individuals' privacy.

It is important to bear in mind that the selection of a magazine can have a substantial influence on the efficacy of an advertising campaign. Conducting thorough research,

strategic planning, and developing engaging content are crucial in order to optimize the return on investment.

## 8.5 RADIO

The process of choosing an appropriate advertising medium for radio necessitates the careful consideration of multiple aspects in order to effectively reach the desired target demographic and achieve the predetermined marketing objectives. Presented below is a comprehensive, sequential guide aimed at facilitating the process of making well-informed judgments pertaining to the selection of radio advertising media.

1. **Defining the Target Audience:** - Gaining a comprehensive understanding of the preferred client base: Develop comprehensive buyer personas to ascertain their demographic characteristics, interests, and behavioral patterns.
2. **Establishing Explicit Objectives:** - Articulate the specific aims of the advertising effort. Would you like to enhance brand recognition, augment website traffic, generate potential customers, or enhance sales?
3. **Allocation of Budget:** - Ascertain the amount that can be allocated towards the radio advertising campaign. The media choices made by individuals are influenced by their budgetary constraints.
4. **Geographic Coverage:** - Determine the desired scope of advertisement, whether it be local, regional, or national in nature. Local businesses often prioritize advertising on local stations, whereas national firms tend to opt for a broader network of stations.
5. **Selection of Stations:** - Conduct research on radio stations in order to identify those that are in line with the intended target demographic. When analyzing the impact of various factors on radio programming, it is essential to take into account elements such as the format of the radio station (e.g., talk radio, music, news), the extent of its audience reach, and the demographics of its listeners.
6. **Day parting** involves strategically selecting the optimal time of day during which the target audience is most inclined to engage with the content. Morning and evening commute periods are commonly favored options.
7. **Frequency:** - Establish the desired frequency at which the advertisement is to be displayed. An increased frequency may be required to enhance memory and improve the retention of messages.
8. **Advertisement Duration:** - Determine the length of the radio advertisement, commonly ranging from 15, 30, or 60 seconds. The magnitude of the length has a direct impact on the expenses incurred in the production process, as well as the extent to which the intended message may be effectively communicated.
9. **Development of Ad Creative:** - Generate compelling and enduring material for radio advertisements. It is imperative to ensure that the content is in accordance with the brand and messaging objectives. The utilization of professional voice talent and production techniques can have a significant impact.
10. **Engage in rate negotiation:** - Initiate communication with radio stations to engage in discussions pertaining to advertising pricing. When analyzing the variables at play,

it is important to take into account many elements, including the allocation of time slots, the length of advertisements, and the duration of contracts.

11. Conduct testing: - Whenever feasible, it is advisable to do preliminary testing on a smaller scale to assess the efficacy of various stations, time slots, and ad creatives prior to embarking on a larger campaign.

The process of monitoring and measuring- Monitor the efficacy of the radio advertisements by employing distinct call-to-action strategies, promotional codes, or exclusive landing pages. Conduct a comprehensive analysis of the data in order to evaluate the return on investment (ROI) and implement any modifications accordingly.

13. Legal and Compliance Considerations: - It is imperative to ensure that the radio advertisement adheres to the regulatory and legal obligations specific to the geographical jurisdiction. Certain industries may be subject to certain advertising regulations.

14. Employing Multi-Platform Advertising Strategies: - It is advisable to contemplate the integration of the radio campaign with online advertising or other marketing channels to adopt a more thorough approach.

15. Ongoing Optimization: - Consistently evaluate the efficacy of the radio advertising and implement necessary modifications to enhance the campaign for improved outcomes.

It is crucial to bear in mind that the efficacy of a radio advertising campaign is contingent upon the adeptness in choosing appropriate medium, crafting persuasive advertisement content, and adeptly responding to dynamic market circumstances. It is imperative to consistently evaluate one's approach in order to ascertain its congruence with both the set objectives and the preferences of the intended audience.

## 8.6 TELEVISION

The strategic choice of television advertising media plays a pivotal role in effectively reaching the intended target population and attaining marketing objectives. The following are essential factors and procedures to direct the media selection process:

1. The first step in the process is to establish a clear definition of the target audience. It is imperative to gain a comprehensive understanding of the demographic, psychographic, and behavioral characteristics of the target audience. Determine the specific locations and time periods during which individuals are most inclined to engage in television viewing.

2. Establishing Definitive Advertising Objectives: - Ascertain the precise goals that are to be accomplished, be it enhancing brand recognition, generating leads, increasing product sales, or any other desired outcome.

3. Allocation of Financial Resources: - Establish the designated amount for investment in television advertising. It is advisable to distribute the budget judiciously among several networks and time windows.

4. Select Appropriate Television Channels: - Conduct thorough investigation into television channels that effectively appeal to the specific demographic of the intended

audience. It is advisable to take into account both local and national networks, taking into consideration the geographical scope of the target audience.

5. Day part Targeting: - Determine the optimal timing for broadcasting advertisements by considering the viewing patterns of the target demographic on television. Day parts encompass several segments of the day, such as the morning, midday, early fringe, prime time, late night, and so forth.

6. Selection of Programs: - Opt for programs that are in line with the brand and effectively appeal to the target demographic. For instance, while aiming to promote a sports product, it is advisable to strategically advertise during sports events.

7. Determining the Duration of ads: - Make a decision on the duration of the ads. Typical choices include durations of 15 seconds, 30 seconds, and 60 seconds. Extended time slots offer a greater opportunity for narrative development, whilst abbreviated ones are more economically advantageous.

8. Media Buying: - Engage in rate negotiations with television networks or employ the services of an advertising agency to procure media time on the behalf. It is advisable to explore alternatives such as upfront buying, which involves booking time in advance, or scatter buying, which is acquiring advertising slots closer to the scheduled airtime.

9. Creative Development: - Generate captivating and enduring television advertisements that establish a strong connection with the intended demographic. It is imperative to ensure that the content of the advertisement is congruent with the chosen channel and show.

10. Placement of Advertisements: - Collaborate with the network to ensure the scheduled airing of advertisements in appropriate time slots. The performance of ad rotation and placement should be monitored in order to enhance its effectiveness.

11. Evaluation of Performance: - Employ a range of indicators, including reach, frequency, GRPs (Gross Rating Points), and conversion rates, to evaluate the efficacy of the television advertising campaign. The user's text does not provide any information to rewrite in an academic manner. Modify the approach in accordance with the performance statistics in order to maximize the effectiveness of the campaign.

12. Regulatory Compliance: - It is imperative to ensure that television advertising adhere to the legal and ethical requirements established by the pertinent regulatory authorities.

13. Testing and Iteration: - Employ A/B testing, when feasible, to ascertain the optimal advertisements and time slots for the campaign. Continuously change and improve the television advertising approach based on the outcomes and audience feedback.

14. The concept of digital integration should be taken into consideration, whereby digital channels such as social media and internet advertising are utilized to supplement a television campaign and augment its scope.

By adhering to the prescribed procedures and thoroughly evaluating the intended recipients, objectives, and financial resources, one can arrive at well-informed choices pertaining to the selection of advertising media in the realm of television. It is

important to acknowledge that a meticulously strategized and proficiently implemented television advertising campaign possesses the potential to serve as a formidable instrument in cultivating brand recognition and stimulating business expansion.

## 8.7 SUMMARY

Advertising medium selection is vital to marketing and advertising efforts. The procedure involves choosing places and channels to promote to a specific demographic. The key elements of advertising media selection are summarized below:

Audience targeting involves finding and selecting groups of people who are likely to be interested in a message, product, or service. Understanding the target audience is vital when choosing media. Marketers must understand prospective customers' demographics, psychographics, and behaviors to choose the best media channels to reach them.

Media Options: Television, radio, print, outdoor advertising, social media, websites, email marketing, and mobile apps are all available. Each choice has pros and cons.

Budget constraints must be considered in this investigation. Budget constraints are critical to media selection. Marketers must carefully allocate their investment across media platforms to ensure their commercials receive enough exposure and frequency.

A media planning strategy outlines the procedures and timing for ad placement across media platforms. This process involves setting goals, creating a timeline, and allocating funds.

Comparison of reach and frequency. Marketers must balance reaching a wide audience with frequently exposing them to their message. The equilibrium depends on campaign goals and product/service features.

Media research examines impacts, content, and audience reception. Data and research are key to media choices. Marketers use market research, media consumption trends, and audience surveys to make decisions and evaluate campaign performance.

Integration is a basic mathematical process that finds a function's anti derivative. Often, the best advertisement uses multiple media platforms. Integrated marketing uses many media's advantages to create a comprehensive marketing approach.

Digital advertising promotes products, services, and brands via digital platforms. As the internet and digital technology have developed, so has digital advertising. The platform offers precise targeting, rapid tracking, and display, video, and social network advertising.

Testing and Optimization: Testing and optimizing media choices and ad creatives improves campaign success. Marketers use A/B testing and data analytics to improve their strategies.

Return on Investment (ROI) measures investment profitability. Assessing advertising campaigns' effectiveness is crucial. Marketers use KPIs like click-through rates, conversion rates, and sales statistics to assess media selection ROI.

This section covers regulatory and ethical issues. Marketers must follow advertising laws and ethics while picking media. Ads must not be deceptive, offensive, or infringe on copyright and trademark laws.

In conclusion, choosing advertising medium requires careful consideration of target audience, financial resources, media platforms, and strategic channel integration. Advertising campaigns must be studied and analyzed to maximize their impact and comply with regulations.

## **8.8 SELF-ASSESSMENT QUESTIONS**

1. Why is advertising media selection important in marketing?
2. Contrast traditional and digital advertising. How has digital media changed advertising?
3. What factors should you consider when choosing a product or service's advertising media?
4. Can you explain how target audience affects advertising media selection?
5. Discuss in detail about Newspaper selection for Advertising?
6. Interpret the significance of magazines in the realm of Advertising
7. Analyse the selection of the Radio for Advertising?
8. How Television is an appropriate medium pick for Advertising?
9. Can you describe the media selection process from research to execution?

## **8.9 SUGGESTED READINGS**

1. "Advertising Media Planning: A Brand Management Approach" by Larry D. Kelley and Donald W. Jugenheimer
2. "Media Planning: A Practical Guide" by Jim Surmanek and Michael Lanctot
3. "How to Win Friends and Influence People" by Dale Carnegie
4. "Advertising and Integrated Brand Promotion" by Thomas C. O'Guinn, Chris T. Allen, and Richard J. Semenik
5. "Media Planning & Buying in the 21st Century: Integrating Traditional & Digital Media" by Ronald D. Geskey and Edward F. Papazian
6. "The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying" by Helen Katz



# **LESSON- 9**

## **MEDIA SELECTION -II**

### **Learning Objectives**

- To Stay Updated on Industry Trends
- Develop Critical Thinking and Decision-Making Skills
- Create Effective Media Campaigns
- Ethical Considerations
- Budget Management
- Effective Communication
- Case Studies and Practical Application

### **Structure**

#### **9.1 Introduction**

#### **9.2 Media Selection**

#### **9.3 Direct Mail**

#### **9.4 Outdoor Advertising**

#### **9.5 Hoarding**

#### **9.6 Bus Panel**

#### **9.7 Spectacular**

#### **9.8 Bulletins**

#### **9.9 Summary**

#### **9.10 Self-Assessment Questions**

#### **9.11 Suggested Readings**

### **9.1 INTRODUCTION**

The choice of advertising media holds significant importance in the marketing strategy of a firm. The procedure involves the identification and selection of the most suitable channels or platforms for the purpose of efficiently conveying the advertising message to the target audience. The selection of media should align with an individual's marketing objectives, the specific attributes of the intended audience, and the allotted budgetary resources.

## 9.2 MEDIA SELECTION

When evaluating media selection, it is imperative to consider various essential factors and criteria.

1. **Identification of Target Audience:** Acquiring a thorough comprehension of the demographic attributes, behavioral tendencies, preferences, and media consumption practices of the desired target audience is of utmost importance. This information will offer help in the selection of suitable media outlets for efficiently reaching the intended audience.

2. **Marketing Objectives:** This section outlines the marketing objectives, which include the goal of improving brand awareness, driving sales, and promoting a certain product or service. Different media outlets are better suited for specific objectives.

3. **Allocation of Budget:** The establishment of an advertising budget is of utmost importance as it will significantly influence the choice of media outlets. Certain types of media have a higher level of cost-effectiveness in comparison to others, hence requiring a meticulous distribution of financial resources.

4. **Assessment of Media Reach and Coverage:** It is imperative to assess the potential extent and scope provided by each media source. Are you aiming to attract a broad and diverse audience or a more specific and targeted one? Certain channels have a wider range of influence, while others cater to a more specific and specialized demographic.

5. **Categorization of Media Types:** Media can be categorized into various classifications, which include print media (such as newspapers and magazines), broadcast media (including television and radio), digital media (encompassing websites and social media platforms), out-of-home media (such as billboards and transit advertisements), and other miscellaneous forms. Please select the type(s) that best fit with the objectives.

6. **Timing and Scheduling:** Determine the precise temporal parameters and frequency at which you plan to implement the advertising efforts. Different types of media provide different levels of flexibility in terms of timing and scheduling.

7. **Consideration of Geographical Factors:** It is vital to consider the geographical positioning of the intended audience and ascertain the degree to which advertising endeavors should be customized to suit local, regional, national, or worldwide circumstances.

8. **Competitive Analysis:** Perform a comprehensive evaluation of the media channels utilized by the competitors. This information can provide significant insights into the potential geographic distribution of the target audience.

The effective use of various advertising materials and the use of creative strategies depend on the unique media platform being utilized. The alignment of one's message with the chosen media channel is crucial and necessitates customization.

10. **Measurement and Analytics:** Develop a systematic approach for evaluating the effectiveness of advertising initiatives. A wide range of digital media platforms have extensive analytics capabilities, which enable the systematic tracking and assessment of performance.

The concept of integration involves analyzing the potential synergy of several media channels to build a cohesive and synchronized advertising plan. The use of cross-channel techniques possesses the capacity to enhance an individual's scope and impact.

12. Experimentation and Optimization: It is recommended to engage in empirical investigations across diverse media channels and methodologies. It is recommended to engage in proactive monitoring of the effectiveness of advertisements and to be prepared to make adjustments to media selections based on the resulting outcomes.

13. Legal and Ethical Considerations: It is crucial to guarantee that one's advertising aligns with relevant legal regulations and ethical standards, especially in businesses that are considered sensitive, such as healthcare, finance, and alcohol.

In conclusion, the process of choosing advertising media should involve comprehensive investigation and reliance on empirical evidence. This decision should align with one's overarching marketing strategy and objectives. The continuous evaluation and refinement of an individual's media selection strategy may lead to advertising campaigns that are more effective and efficient in their implementation.

### **9.3 DIRECT MAIL**

The careful selection of appropriate media for a direct mail advertising campaign is of paramount importance in order to effectively reach the intended target population and achieve the desired outcomes. The following are few crucial factors to take into account while selecting media for direct mail advertising:

The intended audience for this study is... The task at hand involves the identification of the target audience and the subsequent creation of comprehensive customer personas. It is essential to gain a comprehensive understanding of the demographics, interests, behaviors, and preferences of the target population. This information will serve as a guiding factor in the media selection process.

2. Various Direct Mail Formats: - Common direct mail formats encompass postcards, letters, brochures, catalogs, and promotional goods. Select the format that most effectively aligns with the intended communication and financial resources.

3. Mailing Lists: - The mailing list you possess plays a crucial role in the process of media selection. You can use in-house customer data, purchase lists, or develop custom lists based on particular criteria. It is imperative to ensure that the composition of the mailing list is congruent with the characteristics and preferences of the intended target audience.

4. Geographic Targeting: - Take into consideration the specific geographic region that you intend to focus on. Businesses have the option to utilize mailing lists at several levels, including local, regional, national, or international, depending on their specific objectives.

5. Customization: - Employing personalized direct mail pieces might enhance engagement levels. Incorporate the addressee's appellation and customize the communication to match with their own requirements or preferences.

6. Design and Creativity: - The design of the direct mail item should include visually appealing and captivating qualities. Employing visually captivating elements, vibrant

colors, and persuasive language to enhance the visibility and impact of the message is crucial.

7. The influence of printing and production quality on the efficacy of direct mail is considerable. When evaluating the characteristics of paper, it is important to take into account many elements such as paper quality, finish, and printing procedures.

Timing and frequency are important factors to consider in various contexts. Determine the timing and frequency for the dissemination of direct mail. The timing of marketing initiatives can be influenced by seasonal campaigns, holidays, and special events. It is advisable to adopt a multi-touch technique in order to strengthen the impact of the message.

9. Budgetary considerations significantly influence the choice of media. It is imperative to ensure that the selected media is in accordance with the financial limitations imposed. Achieving a harmonious equilibrium between the level of quality and the degree of cost-effectiveness is of paramount significance.

10. Tracking and Measurement: - Employ tracking techniques to assess the efficacy of the campaign. To effectively track response rates and return on investment (ROI), it is advisable to employ distinct offer codes, QR codes, or specialized landing pages.

11. Compliance and Regulatory Considerations: - Familiarize individual with the pertinent postal regulations and compliance obligations associated with direct mail. Ensure that the campaign compliance to these standards in order to avoid delivery troubles.

12. Experimentation: - It is advisable to engage in A/B testing by utilizing various media formats, messaging, and designs in order to ascertain the most effective means of connecting with the target audience.

13. Synergistic Integration with Complementary Marketing Channels: - Deliberate upon the strategic alignment of the direct mail campaign with other marketing endeavors, such email marketing, social media, or internet advertising, to ensure a unified and coherent brand message.

14. Collaborate with Industry Experts: - In cases where there is uncertainty regarding optimal media selection or a need for support in the design and implementation of a direct mail campaign, it is advisable to engage with professionals in the industry, such as advertising agencies or printing businesses.

It is important to note that effective direct mail advertising campaigns include meticulous preparation, implementation, and analysis. By taking into account these variables, individuals can make well-informed choices regarding media selection, so enhancing the efficacy of their direct mail advertising endeavors.

## **9.4 OUTDOOR ADVERTISING**

The strategic choice of outdoor advertising medium is crucial in order to optimize the effectiveness of message dissemination to the intended target audience. Outdoor advertising comprises a diverse array of formats, such as billboards, transit advertisements, bus shelters, and various others. The following are important factors to be taken into account when selecting medium for outdoor advertising:

The target audience and location are important factors to consider in every academic study or research project. Please provide an analysis of the intended demographic and their geographical distribution. The examination of the demographic characteristics and behavioral patterns of the individuals who will be exposed to the outdoor advertisements warrants attention. Selecting venues that are in line with the habits and interests of the target audience is crucial.

Billboard advertising is a form of outdoor advertising that involves the display of large advertisements on billboards, which are typically located in high-traffic areas such as highways, city streets, and commercial districts. This form Billboards are widely recognized as a prevalent form of outdoor advertising. When choosing billboard placements, it is important to take into account many elements such as the size of the billboard, its location, visibility, and the patterns of traffic in the area. Digital billboards provide a high degree of versatility in terms of content and can be effortlessly updated.

3. Transit Advertising: - Advertising on public transportation vehicles such as buses, trains, and subways can offer significant visibility in metropolitan regions. Take into account the routes and timetables that align with the daily commuting patterns of the target demographic.

4. Urban Furnishings: - Bus shelters, seats, kiosks, and other urban furnishings present advertising prospects. Identify sites where individuals congregate or engage in periods of waiting, such as transit terminals or commercial areas.

Digital screens and LED displays have gained significant popularity as a means of outdoor advertising. Dynamic material can be incorporated into websites, and its judicious placement can enhance its visibility.

6. Timing and Seasonality: - It is advisable to take into account the temporal aspects of the outdoor advertising strategy. Certain messages may exhibit more relevance during particular seasons or events, but others possess the capacity to persist throughout the entire year.

7. Creativity and Design: - The outdoor advertisement design should possess visually captivating qualities and facilitate immediate comprehension with a cursory observation. Utilize visually captivating elements and employ succinct communication strategies. This analysis will examine the influence of colors, fonts, and visuals.

8. Illumination: - It is imperative to ensure that outdoor advertisements are adequately illuminated, particularly when they are intended for nocturnal exhibition. The implementation of appropriate lighting has the potential to improve visibility and exert a significant influence.

9. Legal and Regulatory Obligations: - Ensure compliance with local rules and secure the requisite permissions for outdoor advertising. Adherence to zoning laws and limits is of paramount importance.

10. Analysis of the Competitive Landscape: - Conduct an examination of the outdoor advertising ecosystem within the designated target region. It is imperative to comprehend the actions undertaken by competitors in order to mitigate issues related to market saturation and identify potential avenues for differentiation.

11. Budget: - The financial resources at the disposal will have a significant impact on the selection and extent of outdoor advertising strategies that can be employed. Achieve fiscal equilibrium by aligning the budgetary allocations with the strategic objectives and anticipated outcomes of the campaign.

12. Maintenance and Upkeep: - It is imperative to prioritize the proper maintenance and upkeep of the chosen outdoor advertising medium in order to preserve its quality and maximize the efficacy of the campaign.

13. Evaluating Effectiveness: - Employ tracking techniques to evaluate the efficacy of the outdoor advertising campaign. Track fluctuations in brand recognition, online visitor volume, physical visitor volume, or sales as a result of the advertisements.

14. Integration with Complementary Marketing Channels: - Evaluate the alignment of the outdoor advertising campaign within the broader context of the comprehensive marketing plan. The alignment of this marketing effort with other online and offline strategies is crucial in order to maintain a consistent brand message.

Outdoor advertising possesses the potential to effectively engage a wide-ranging demographic. Through careful consideration of these aspects, one can make well-informed decisions regarding media selection, so optimizing the efficacy of an outdoor advertising campaign.

## 9.5 HOARDING

The proper selection of media for hoarding advertising, commonly referred to as billboard advertising, is crucial in order to optimize the effectiveness of the message's reach to the intended target population. The following are important factors to consider when selecting medium for hoarding advertising:

1. Geographical position: The placement of one's hoarding is arguably the most crucial determinant in media choices. Select densely populated locations where the intended demographic is more certain to encounter the billboard. When evaluating a location, it is important to take into account many elements such as visibility, traffic flow, and the demographics of the surrounding area.

2. Analysis of Audience Demographics: - Gain a comprehensive understanding of the sociodemographic characteristics of those who are exposed to the billboard advertisement. This encompasses demographic factors such as age, gender, income, and personal interests. It is imperative to ensure that the placement of the billboard is congruent with the intended target demographic.

3. Variability in Billboard Dimensions: - Billboards exhibit a range of dimensions, encompassing traditional posters as well as expansive digital screens. Choose the appropriate size that aligns with the financial resources and effectively conveys the message with the desired level of visibility and impact.

4. **Classification of Billboards:** - Billboards exhibit a range of classifications, including conventional static billboards, digital billboards, and transit advertising on buses, subways, or transit stations. Select the category that most effectively aligns with the campaign objectives and financial resources.
5. **Visibility:** - It is important to take into account the angle and distance at which the billboard will be perceptible to vehicular traffic passing by. It is imperative to ensure that the billboard is prominently visible from the road and remains unobstructed by surrounding structures, such as buildings, trees, or other billboards.
6. **Aesthetic Design:** - The design and content of the billboard should possess visual appeal and facilitate rapid comprehension within a brief timeframe. In order to effectively engage the audience, it is recommended to include visually appealing graphics, limit the amount of textual content, and provide a distinct and persuasive call to action.
7. **Maintaining Brand Consistency:** - It is imperative to ensure that hoarding advertising efforts are in line with the brand's identity and message, thereby establishing a cohesive image throughout all advertising platforms.
8. **Illumination and Temporal Factors:** - When employing digital billboards, it is important to take into account the influence of illumination and temporal factors on the efficacy of the message. Optimize visibility by adjusting the brightness and scheduling display times.
9. **Duration** refers to the length of time that a particular event or activity lasts. Please determine the desired duration for the display of the hoarding. Certain billboards are leased for short durations, whilst others are regarded as long-term capital commitments. The duration of the campaign should be in accordance with the objectives set for it.
10. **Legislation and Permits:** - It is crucial to acquaint oneself with the pertinent municipal legislation and permitting prerequisites for billboard advertising. It is imperative to ensure that the campaign adheres to all legal and municipal regulations and limitations.
11. **Budgetary Considerations:** - The financial resources available will determine the dimensions, category, and placement of the billboard. It is imperative to ensure that the chosen media is in accordance with the financial limitations, while simultaneously achieving the intended effect.
12. **Monitoring and Measurement:** - Establish and deploy tools to assess the efficacy of the hoarding advertising campaign. Monitor key performance indicators such as the number of individuals physically present, website traffic, or sales figures that can be directly linked to the impact of the billboard advertisement.
13. The implementation of creative rotation is recommended for digital billboards, as it allows for frequent changes in the displayed content. This strategy serves to sustain audience attention and ensure the message remains engaging and up-to-date.
14. **Maintenance:** - It is imperative to engage in routine maintenance and sanitation procedures for the billboard in order to uphold its optimal state and sustain its efficacy in conveying the intended message.

The utilization of hoarding advertising has the potential to be a highly effective means of reaching a wide-ranging target audience. However, the efficacy of this approach is contingent upon careful consideration of media selection, the creation of captivating designs, and the strategic positioning of the advertisements. By taking into account these variables, individuals can make well-informed judgments in order to optimize the effectiveness of their hoarding advertising strategy.

## 9.6 BUS PANEL

The strategic choice of media for bus panel advertising is of paramount importance in order to optimize the exposure and effectiveness of one's message. The following are important factors to be taken into account when selecting media for bus panel advertising:

1. Types of Bus Panels: - Buses provide a range of advertising opportunities, encompassing exterior panels, inside panels, and digital screens. Select the category that corresponds to the campaign objectives and financial resources.
2. Target Audience Analysis: - Determine the target audience by examining their demographic characteristics and behavioral patterns. Take into account the specific locations and timeframes in which individuals are most certain to come across bus advertising.
3. Geographic Location: - Identify the specific geographic region in which you intend for the message to be disseminated. One has the option to engage in bus advertising inside certain cities, regions, or along specific routes.
4. Analysis of Bus Routes and Stops: - Conduct an analysis of bus routes and stops in order to ascertain the optimal exposure of the advertisements to the intended target audience. Select routes that are in accordance with the desired target demographics.
5. Considerations for Ad Size and positioning: - It is important to carefully consider the size and positioning of the bus panel adverts. Placements that are larger and more prominent in nature generally incur higher expenses, although they provide enhanced visibility.
6. Design and Creativity: - It is imperative to ensure that the design of the advertisement is visually appealing and successfully communicates the intended message. Incorporate vivid hues, prominent typographic elements, and visually unambiguous graphics.
7. Durability of Advertising Materials: - Outdoor advertising is subjected to a range of weather conditions. Select materials and printing procedures that possess the ability to endure exposure to rain, sunlight, and several other weather elements.
8. Duration and frequency are two important factors to consider in various contexts. Determine the duration for which the advertisements will be displayed on the buses. Extended campaign durations have the potential to provide enhanced visibility; nevertheless, it is important to note that they may also incur elevated expenses. Take into account the frequency with which the message will be encountered.



9. Analysis of Competitors: - Conduct thorough research on competitors to ascertain whether they are employing bus panel advertising as a marketing strategy. This might aid in the identification of opportunities and gaps within the market.

10. Financial Considerations: - The allocation of financial resources will have a substantial impact on the choice of media. It is advisable to adopt a pragmatic approach when considering one's financial capabilities and make informed decisions by selecting alternatives that offer optimal returns on investment.

11. Monitoring and Evaluation: - Establish tools to monitor and evaluate the effectiveness of the bus panel advertising. One potential strategy for monitoring response rates and return on investment (ROI) is to employ distinct QR codes, phone numbers, or landing pages.

12. Compliance with Local legislation: - It is imperative to ensure that the advertisements adhere to local legislation, encompassing limitations on size, content, and placement.

13. Consistency of Messaging: - It is important to ensure that the content displayed on the bus panel advertisement is in harmony with the overarching brand message and marketing plan. The establishment of brand recognition heavily relies on maintaining consistency in messaging across various media platforms.

14. Collaborative Alliances: - Engage in partnerships with established designers and advertising companies to conceive and implement captivating bus panel commercials.

15. Synergy with Other Marketing Channels: - Deliberate the potential of integrating bus panel advertising with other marketing channels, such as social media or web advertising, to establish a comprehensive and cohesive marketing strategy.

The achievement of effective bus panel advertising necessitates meticulous strategizing and innovative implementation. By taking into account these variables, one may make informed decisions regarding media possibilities and effectively enhance the efficacy of their bus panel advertising campaign.

## 9.7 SPECTACULAR

The careful selection of appropriate media for an advertising campaign of exceptional quality is of utmost importance in order to guarantee that the intended message effectively attracts the attention of the desired audience and creates a lasting impression. Spectacular advertising is commonly characterized by the utilization of prominent, attention-grabbing exhibits and necessitates a methodical and calculated approach. The following are important factors to consider while selecting medium for amazing advertising:

1. The importance of location in many contexts is well recognized and emphasized. The selection of a suitable venue is of utmost importance in the execution of impactful advertising campaigns. One should seek out areas with high levels of pedestrian and vehicular activity, such as bustling urban centers, notable landmarks, major transportation nodes, or often visited event locations. The selection of the place should be in accordance with the intended target audience.

2. **Outdoor Billboards:** - Traditional billboards, particularly those with digital capabilities, have demonstrated their efficacy in facilitating remarkable advertising campaigns. These platforms provide ample space for conveying the message and can be carefully positioned to optimize visibility.
3. **Digital Screens and LED Displays:** - LED displays and digital screens offer a versatile platform for presenting dynamic material. These technologies are well-suited for the transmission of dynamic visual content, such as moving images, videos, and real-time updates. One should take into account places with significant footfall and expansive digital billboards.
4. **Building Wraps and Banners:** - Utilizing building wraps or enormous banners on noteworthy structures might generate an exceptionally impressive advertising showcase. These phenomena have the potential to captivate one's attention, especially in a notable manner.
5. **Transportation Advertising:** - Employ advertising strategies on buses, trams, subways, and several other modes of public transportation. Mobile displays have the capacity to effectively engage a broad and heterogeneous audience.
6. **The Significance of Event Sponsorship:** - The act of sponsoring large events, festivals, or sports contests is a valuable avenue for the implementation of impactful advertising strategies. The utilization of large displays, banners, and branded installations during such events has the potential to yield significant effectiveness.
7. **Airport Advertising:** - Airports are frequently visited by a heterogeneous and prosperous demographic. One potential strategy to be considered is the utilization of advertising techniques at airports, involving the deployment of expansive displays, banners, and other visually striking features.
8. **Interactive Displays:** - Integrate interactive components such as touchscreens or augmented reality (AR) experiences into the captivating advertising strategies. These techniques have the ability to captivate the audience and create a lasting impact.
9. **Utilization of 3D Projections and Holograms:** - Employing 3D projections or holograms as a means to generate a visually captivating and deeply engaging experience. These technologies have the potential to enhance the visibility and impact of advertising amidst a highly competitive market environment.
10. **Incorporation of Sound and Sensory components:** - It is advisable to include audio components or scents in order to activate numerous senses and enhance the overall experience, hence increasing its memorability.
11. **Budget and Return on Investment (ROI):** - The cost of implementing exceptional advertising campaigns might be substantial. Evaluate the financial resources and analyze the possible profitability. Assess the cost per impression as well as the influence on brand recognition and sales.
12. **Licensing and Permits:** - It is imperative to obtain the requisite licenses and permits for the designated venue and media platform. Ensuring adherence to local legislation is of utmost importance.
13. **Creativity and Impact:** - The attainment of exceptional advertising outcomes necessitates the application of creativity and innovation. Collaborate with designers and creative firms to develop a visually captivating and influential campaign.

14. Safety and Environmental Implications: - It is imperative to exercise caution regarding safety considerations, particularly when engaging in campaigns that entail substantial constructions or installations. Furthermore, it is imperative to take into account the environmental ramifications and long-term viability of the promotional materials.

15. Measurement and Tracking: - Incorporate strategies for assessing the efficacy of the campaign, such as doing analyses of foot traffic, conducting studies on brand recall, or evaluating interaction on social media platforms.

The essence of exceptional advertising is in its ability to create a significant impact. Thoroughly strategizing, implementing, and assessing the campaign is vital in order to attain the intended outcomes and effectively engage the designated demographic.

## 9.8 BULLETINS

Selecting the right media for bulletin advertising, often seen on large roadside billboards, is crucial to ensure that the message reaches the desired audience and delivers the desired impact. Here are some key considerations for media selection in bulletin advertising:

1. Location and Visibility: The location of the bulletin is of paramount importance. Consider high-traffic areas, major highways, and densely populated regions to maximize visibility. Visibility from various angles and distances is also essential.
2. Target Audience: Identify the target audience and select billboard locations that align with their demographics, interests, and behaviors. Make sure the billboard is seen by the right people.
3. Size and Format: Bulletins come in various sizes and formats. Consider the size that best suits the message and budget. Larger billboards tend to have greater visibility but can be more expensive.
4. Digital vs. Static: Some billboards are digital and allow for dynamic content. Choose between digital and static billboards based on the message and budget. Digital billboards offer the flexibility to change content frequently.
5. Design and Creativity: The design of the bulletin is critical. Create eye-catching visuals and concise, impactful messaging. Ensure the design can be quickly comprehended by passing drivers.
6. Duration of Display: Decide how long the billboard will be displayed. Some billboards are rented for a few weeks, while others are long-term commitments. This depends on the campaign goals and budget.
7. Lighting: Consider whether the billboard will be illuminated or not. Illuminated billboards are visible at night, which can extend the message's reach.
8. Permits and Regulations: Ensure you comply with local zoning laws and permitting requirements for billboard advertising. Regulations regarding size, lighting, and placement can vary from one location to another.

9. **Traffic Data:** Analyze traffic data to understand the number of vehicles and pedestrians passing by the billboard each day. This helps in estimating the potential exposure of the message.
10. **Competition:** Research other billboards in the area to gauge the level of competition and assess whether there's room for the message to stand out.
11. **Production Quality:** Use high-quality graphics, printing, and construction to ensure the bulletin is visually appealing and durable.
12. **Tracking and Measurement:** Implement tracking mechanisms to measure the success of the bulletin advertising campaign. This could include tracking website traffic, phone inquiries, or sales in the vicinity of the billboard.
13. **Budget:** The budget will dictate the media selection to a large extent. Consider the cost of renting the billboard space, designing the creative, and any ongoing maintenance.
14. **Integration with Other Media:** Consider how the bulletin advertising will integrate with the overall marketing strategy, including other advertising channels, such as social media, print, or television.
15. **Consider Partnering with Professionals:** If you're unfamiliar with bulletin advertising, or if it's a complex campaign, consider working with a specialized outdoor advertising agency that can guide you through the process.

Selecting the right billboard and location is essential for a successful bulletin advertising campaign. By carefully considering these factors and conducting thorough research, you can maximize the impact of the message and reach the target audience effectively.

## 9.9 SUMMARY

The process of selecting advertising mediums is of utmost importance in the realm of marketing and advertising. The methodology entails the selection of certain locations and communication channels for the purpose of promoting to a targeted population. The fundamental components of advertising media selection are succinctly outlined as follows:

Audience targeting encompasses the process of identifying and selecting certain cohorts of individuals who are anticipated to exhibit interest in a given message, product, or service. The comprehension of the target audience holds significant importance in the process of media selection. In order to effectively select appropriate media channels for reaching potential customers, marketers must possess a comprehensive understanding of their target audience's demographics, psychographics, and behavioral patterns.

The available choices in media platforms and various communication channels are accessible, including television, radio, print media, outdoor advertising, social media platforms, websites, email marketing, and mobile applications. Every option presents advantages and disadvantages.

The inquiry necessitates the consideration of budgetary limitations. The consideration of budgetary limitations plays a crucial role in the process of media selection. In order to ensure sufficient exposure and frequency of their commercials, marketers must engage in a meticulous allocation of their expenditure across various media platforms.

A media planning strategy delineates the methodologies and scheduling for the placement of advertisements across various media platforms. The aforementioned procedure encompasses the establishment of objectives, formulation of a schedule, and allocation of financial resources.

Comparative analysis of reach and frequency: Marketers are faced with the challenge of striking a balance between effectively reaching a broad audience and ensuring frequent exposure to their message. The establishment of equilibrium is contingent upon the specific objectives of a campaign and the distinctive characteristics of the product or service being promoted.

Media research encompasses the study of various aspects, including the effects, substance, and reception by the public. The utilization of data and research plays a crucial role in the decision-making process regarding media selections. Marketers employ market research, analyze media consumption trends, and conduct audience surveys in order to inform decision-making processes and assess the effectiveness of advertising campaigns.

Integration is a fundamental mathematics procedure used to get the ant derivative of a given function. Frequently, the most effective advertising strategies employ a diverse range of media platforms. Integrated marketing leverages the various advantages offered by multiple media channels to develop a comprehensive marketing strategy.

Digital advertising is a marketing strategy that uses digital channels to promote and endorse products, services, and brands. The advancement of the internet and digital technology has correspondingly led to the evolution of digital advertising. The platform provides accurate targeting, efficient tracking, and advertising capabilities across display, video, and social network channels.

The process of testing and optimization is a crucial aspect in various fields of study and industries. It involves the systematic examination and evaluation of different variables, strategies, or systems to the process of testing and optimizing media choices and ad creative has been shown to enhance the effectiveness of advertising campaigns. Marketers employ A/B testing and data analytics methodologies in order to enhance their strategy.

The Return on Investment (ROI) metric quantifies the profitability of an investment. The evaluation of the efficacy of advertising efforts holds significant importance. Marketers employ key performance indicators (KPIs) like as click-through rates, conversion rates, and sales figures in order to evaluate the return on investment (ROI) of media selection.

This section addresses the regulatory and ethical considerations. It is imperative for marketers to adhere to advertising rules and ethical guidelines while selecting media platforms. Advertisements must adhere to strict guidelines to ensure they do not engage in deceptive practices, contain harmful content, or violate copyright and trademark laws.

In summary, the selection of an advertising medium necessitates thoughtful evaluation of factors such as the intended recipient group, available financial means, various media channels, and the integration of strategic communication channels. The examination and analysis of advertising campaigns are vital in order to optimize their effectiveness and ensure adherence to regulatory standards.

### **9.10 SELF-ASSESSMENT QUESTIONS**

1. What is the primary goal of media selection in communication and advertising?
2. List and describe the key factors that influence media selection decisions.
3. Explain the difference between traditional and digital media. How does this difference impact media selection?
4. When choosing a media channel, what are the advantages and disadvantages of using television as a medium?
5. What function does direct mail selection serve in advertising?
6. Which objectives do outdoor advertisements serve in advertising?
7. Discuss the process of hoarding selection in advertising.
8. Which bus panels are suitable as a form of advertising media?
9. Elucidate on the process of selecting spectacles in advertising.
10. Describe the process of selecting advertising bulletins.
11. Describe a case study where a company made an effective media selection decision and the impact it had on their campaign's success.
12. What are the current trends and emerging technologies that are influencing media selection in the digital age?

### **9.11 SUGGESTED READINGS**

1. "Media Selection: The Seduction of Advertising" by Charles N. Warner
2. "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick
3. "Media Planning for Advertising and Promotion" by Larry Kelley, Donald Jugenheimer, and Mark Lanke
4. "Media Planning Workbook: An Introduction to Media Planning in Advertising" by William Arens and David Schaefer

5. "Media Planning: A Practical Guide" by Jim Surmanek and Jack Taddeo
6. "Media Planning and Buying" by Carolyn B. Heller
7. "Media Selection: The Seduction of Advertising" by Charles N. Warner
8. "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick
9. "Media Planning for Advertising and Promotion" by Larry Kelley, Donald Jugenheimer, and Mark Lanke
10. "Media Planning Workbook: An Introduction to Media Planning in Advertising" by William Arens and David Schaefer

## LESSON- 10

# COMMERCIAL ADVERTISING & RECENT TRENDS IN INDIAN ADVERTISING

### Learning Objectives

- ✓ To learn the concept of Commercial Advertising and its advantages.
- ✓ To learn the main aspects in Improving Brand awareness.
- ✓ To understand the recent emerging trends in Indian Advertising.

### Structure

#### 10.1 Introduction

#### 10.2 What is Commercial Advertising?

- 10.2.1 Commercial Advertising Platforms
- 10.2.2 Commercial Television Advertising
- 10.2.3 Commercial Radio Advertising

#### 10.3 Advantages of Commercial Advertising

- 10.3.1 Targeted Audience
- 10.3.2 Direct Selling through traditional channels

#### 10.4 Improve Brand Awareness

- 10.4.1 Increase Sales & Demand
- 10.4.2 Commercial Advertisement Examples

#### 10.5 Recent trends in Indian advertising

- 10.5.1 Indian Advertising
- 10.5.2 Emerging trends in Indian Advertising

#### 10.6 Summary

#### 10.7 Key Words

#### 10.8 Self-Assessment Questions

#### 10.9 Suggested Readings

### 10.1 INTRODUCTION

Businesses and organizations can use commercial marketing as a valuable strategy to engage with customers and increase sales of their products. Organizations and individuals can use these strategies outside of the commercial sector to better understand their target audience or to convey messages. This suggests that knowing how commercial marketing operates could be helpful for any kind of business.



The goal of advertising is to pique consumers' interest in making a purchase, going to a particular place, or using a particular good or service. Commercial advertising, in general, refers to the use of advertising to generate revenue. The main goal of advertising is to increase consumer awareness of brands, products, and places. Under some conditions, advertising accomplishes a public goal, like a campaign to increase public awareness of an issue.

Persuading customers to buy products or services in order to advance a business's interests is known as commercial marketing. These customers may be individuals or businesses.

Its goal is to turn potential customers who are already aware of the brand and product into paying customers. Campaigns are designed by marketers to help potential customers understand how a particular good or service could improve their lives. Between publishers and advertisers who wish to track their advertising campaigns in real time, an advertising platform acts as a go-between.

In 2022, a variety of trends were observed in the mobile marketing industry. They were successful, unsuccessful, or even a means of introducing new rules and procedures. Mobile marketing trends are subject to constant change due to a multitude of factors, including the pandemic, which is particularly noteworthy in this fast-paced and unpredictable industry. Additionally, the knock-on effect won't go away quickly.

Worldwide advertising is expected to grow by 5.9% in 2022. In contrast, a 16.8% growth in advertising revenue is anticipated in India by 2023. Many emerging digital markets have moved directly from the website phase to Smartphones and tablets when it comes to mobile traffic. India ranks among the top regions for mobile-first users, with Ghana, Nigeria, and Kenya following closely behind. Conversely, only 52% of users exclusively use mobile devices.

Nowadays, companies want to increase brand awareness among consumers who use mobile devices by maximizing their marketing initiatives and achieving quantifiable results. Here are six mobile marketing trends that we have been observing in the latter months of 2022 but will see an improved impression in 2023, with a more personalized approach to reach the right audience and foster customer loyalty.

## **10.2 WHAT IS COMMERCIAL ADVERTISING?**

Commercial advertising is a set of activities carried out by commercial businesses or companies to influence prospective customers to act in ways that will maximize the value of the business over a long period.

The main objective of commercial advertising is to introduce a new product, create awareness, and ultimately, make consumers switch to the product promoted. It also works to remind the target audience of the existence of the product in order to create a continuous demand over time.

Commercial advertising is a significant approach that organizations and brands use to enhance their business ideas, services, or product sales. Organizations utilize various strategies to convey messages or to better understand their target audience. Commercial advertising means any message designed for delivery through a motion picture film or video

medium to gain the attention of the right consumers or influence consumers' feelings towards a particular product, service, event, or cause.

Usually, advertisers aim to stimulate interest in buying a product, visiting a certain location, or using a specific product or service. In general, commercial advertising is the use of advertising to produce profit for the business. Advertising is meant to raise customer awareness of persons, locations, or products. It also serves a public purpose, such as a campaign to raise public awareness of an issue.

### **10.2.1 Commercial Advertising Platforms**

The list of channels advertisers use today is long and ever-growing. Print, television, Google, Facebook, Instagram, email, video, audio, apps, and websites are some common platforms that brands use to expand their reach. These platforms operate as a middle-man between publishers and advertisers who monitor their advertising campaigns in real-time.

### **10.2.2 Commercial Television Advertising**

More than half of all Indian households now own a television (TV). They serve different purposes altogether. Audiences rely on television for news, culture, education, and entertainment which acts as a medium to connect to the world.

The television industry in India is diverse and produces thousands of programs. In between these programs comes commercial television advertising which disrupts viewers' attempts to watch programs. Television commercial ads have long been used by advertisers to offer their products or services to customers. It is also because most of the commercials are between 15 and 60 seconds long, which can be intrusive, especially since multiple advertisements are aired during a single TV show.

Television commercials (TVC) duration greatly varies but they usually fall between 10 seconds to 3 minutes long. It is of utmost importance to keep in mind that the message conveyed via TVC should be catchy and keep the viewers from losing interest within the first few seconds of the commercial.

An effective Television Commercial should meet the following criteria:

- It should convey a clear message
- Single-minded – should only deliver ONE clear message to the audience.
- It should have a clear brand association and can be easily recalled. For instance, when one talks about instant noodles Maggi comes to mind, Colgate when referring to toothpaste, etc.
- Unique – not something similar to an existing brand.
- It should provide the possibility of purchasing the product after watching the advertisement.
- TV ads should be visually striking and memorable. They need high-quality visuals, sound effects, and music to create an impactful experience for viewers.
- Before any TVC is ready to be received by the consumer, it will go through the censorship board for the final cut. After necessary censorship edits, the completed commercial will then finally be released to media networks.

An example of effective Television advertising is:

### **1. Nike's 'Just Do It' ad.**

The Nike commercial quickly became an iconic advertisement and was released in 1988. It always used inspirational messaging to encourage the audience to take action and welcome their potential. The iconic "Just Do It" campaign, showed an 80-year-old marathon runner Walt Stack, often referred to as "Iron Man", running the Golden Gate Bridge in San Francisco. Soon the Chicago Bulls's young superstar and other world-famous athletes were telling the world to "Just Do It" while Nike's sales kept rising.

### **2. Burger King's**

The Burger King commercial featured a man dressed up as a chicken who did whatever the viewer asked him to do. It helped to promote Burger King's TenderCrisp sandwich and went down in history as one of the most effective and memorable TV ads of all time.

These are just two examples of successful TV ads that demonstrate the power and effectiveness of TV commercial advertising. By taking the time to thoughtfully prepare a plan and execute it to effortlessly reach out to the target audience and accomplish outstanding results.

### **10.2.3 Commercial Radio Advertising**

People are all ears when it comes to radio! Radio is a part of our everyday life, be it at work, at home, at leisure, or in the moving car. When people listen to the radio, they are listening to it on a one-to-one basis as if someone is directly speaking to them. There is a personal connection to what is being said via this platform. Thus, brands utilize this power of engaging with their listeners to achieve their motive.

Radio advertising is often a first-rate approach to expand any business or a new idea, to raise brand awareness and drive sales. Advertisers pay for airtime on commercial radio stations to broadcast the advertiser's commercial to their listeners. There are assorted ads from which marketers pick in radio advertising, much as corporations may also pursue multiple print advertising alternatives (newspaper vs magazine, for example) or online advertising options (email vs social media).

The radio industry is anticipating superior ad volume and ad revenue in 2023. A study by Television Audience Measurement (TAM) for the industry predicts that at least a 25% increase in ad volume in 2022, backs up this optimistic forecast. According to TRAI's September 2022 quarter report, radio advertisement revenue increased by 11%.

There are 388 operating commercial FM radio stations in 113 cities controlled by 36 private FM radio operators as of 30th September 2022, according to a report released by the Telecom Regulatory Authority of India (TRAI). Contrary to some current beliefs, the future for radio commercial ads looks brighter than before.

Let's look at one of the most powerful and effective radio advertisements in history.

I'm Lovin' It reminds us of McDonald's most popular jingle.

"I'm Lovin' It" is a jingle for American fast food chain McDonald's. Jingles use music or catchy tunes with or without words to boost memory recall among listeners. The popular ditty "Ba da bababaaa... I'm lovin' it!" from McDonald's is the best example of a popular jingle ads. This jingle connects with people in every culture. It worked in every language and was heard around the world.

### **10.3 ADVANTAGES OF COMMERCIAL ADVERTISING**

When planning to build an advertising campaign plan on any platform, an idea or approach based on your business model is what will deliver impressive results. In order to make remarkable use of commercial advertising the following factors need to be in mind.

#### **10.3.1 Target Audience**

An advantage of commercial advertising is the ability to select and target your commercial to the exact consumer group you want to reach. This can be achieved only when one selects the right medium, one can position their ad to a specific audience that's most likely to be interested in the product or service. Brands should always keep in mind that ads should be consistent with marketing strategies and their objectives. For instance, a brand sends out personalized messages that encourage customers to do specified activities. Furthermore, such advertisements help increase brand visibility, recognition and stimulate audience interest and product demand.

#### **10.3.2 Direct selling through traditional channels**

In general, advertising promotes the mass production of items and increases sales. By increasing advertising spending one may see an adequate increase in sales while decreasing selling expenditures. For any business that sells a product that requires a demonstration for customers to identify its benefits, infomercials like "Book Now" and "Call Now" are remarkably effective even today. The 30-, 60-, and 120-second spots on TV and Radio, known as direct response advertising, can be highly persuasive.

### **10.4 IMPROVE BRAND AWARENESS**

Commercial advertising can help a brand in increasing brand awareness and sales volume. A well-crafted advertisement can make a lasting impression on customers and create a sense of familiarity with the brand. By repeatedly hearing or viewing your ad on the radio, TV, or other platform the listener or viewer will become more and more familiar with your brand and more likely to choose your products or services over the competition.

#### **10.4.1 Increase sales & demand**

Successful commercial marketing allows consumers to understand why they should purchase a product, perhaps increasing sales of the brand. This leads to generating more income, which is then utilized to produce new goods and broadens the brand's impact. Commercial marketing also helps the brand differentiate itself from its competitors.

#### **10.4.2 Commercial Advertisement Examples**

Adidas – Behind-the-scenes advertisement  
Ad campaign – Television, Print, Internet

Adidas, the world's one of the greatest shoe manufacturers, is constantly thriving through innovative ways with its advertising. Whether it's launching a personalized shopping app or showing behind-the-scenes footage of their production process, Adidas understands how to gain the true trust of its customers.

Adidas, as a part of their commercial ad campaign, once demonstrated how robots are diligently utilized in the production process, which was beneficial because it exposed some

behind-the-scenes of their manufacturing process. This helps to reassure the customer that the company is doing all possible to minimize human mistakes.

Apple – Get a Mac (2006)  
Ad Campaign – Television

Till date, there are many unique and great Apple campaigns, but this one particularly takes most of the appreciation from its audience. In an ad video, which is just one of a series of iterations of this campaign, the Mac vs. the PC debate ended up being one of the most successful campaigns ever for Apple Inc. The effect was so great that the company experienced 42% market stock growth in the first year with its help.

The planning of this commercial allowed Apple's audience to know everything they needed to know about the product without being noticeable. This objective plays a key role as brands are able to explain their product's benefits in a relatable way, so consumers can see themselves using it.

## **10.5 RECENT TRENDS IN INDIAN ADVERTISING**

It can be challenging to stay on top of the trends in the rapidly changing field of digital marketing in order to optimize outcomes and maintain a competitive edge and marketers must be well-versed on the newest developments in digital marketing in today's fast-paced business world. These are a few of the most popular trends in digital marketing that can support business expansion.

### **1. Social Media Influencers**

Influencer marketing is a digital marketing tactic in which companies collaborate with people who have a large following on social media platforms to market their goods and services. It enables businesses to expand their social media audience and strengthen their brand presence.

With so many young people living in India, influencer marketing is a great approach to reach a large audience. India's influencer marketing business is expected to be worth around INR 12 billion by 2022. By 2026, the sector is projected to grow to INR 28 billion. Additionally, a 25% yearly growth is anticipated over the following five years. Influencer marketing not only helps firms reach a large audience, but it also builds credibility and trust.

### **2. Multichannel Advertising**

India is one of the biggest and fastest-growing digitally enabled consumer marketplaces in the world, with over 500 million social media users and a billion mobile phone users. Today's consumer values convenience and personalization over cost. They prioritize the consumer experience over the goods, thus businesses must employ Omni channel marketing. Businesses can provide a smooth user experience, or CX, across all channels with the help of Omni channel marketing. Omni channel marketing is a marketing strategy that guarantees consumer engagement and satisfaction across all channels. In order to deliver an outstanding customer experience throughout the buyer's journey, it maps customer profiles and takes into account the trip a consumer makes with a brand across numerous platforms and devices. In India, Omni channel marketing extends beyond social media and includes accepting payments using QR codes at physical stores and e-commerce websites.

### **3. Artificial Intelligence**

The process of creating intelligent computer systems that carry out tasks akin to those of the human brain is known as artificial intelligence, or AI.

AI is utilized in a variety of industries to automate company processes, understand client wants and demands, and obtain a competitive edge. It is also utilized for tracking and creating effective marketing campaigns, as well as for identifying patterns in purchasing behavior. Furthermore, a variety of customer and marketing-related tasks, including as content production, ad monitoring, customer interaction, and so forth, are supported by AI technologies such as machine learning and deep learning. The economy of the nation is expected to benefit from AI. According to a research, by 2025, data and AI might boost India's GDP by a large amount (\$450–500 billion).

### **4. Video Advertising**

A powerful digital marketing tool for companies looking to grow their clientele is video marketing. Compared to other digital marketing channels, they are thought to be more successful. Videos are a digital marketing trend to watch in 2023 because they are enticing, easy to watch, and informative. Short videos have been incorporated into the algorithms of many social media platforms, including Facebook, YouTube, Instagram, and others, to help marketers connect with their target market.

### **5. Metaverse**

The term "metaverse" refers to a broad category that includes our interactions with technology. It is described as a 3D-enabled cyberspace that enables users to experience a business online through the use of cutting-edge internet technologies such as augmented reality (AR), virtual reality (VR), and other modern techniques. Despite using VR and AR, metaverse is still accessible through laptops, smartphones, and other internet-enabled devices. India is fifth only after the United States, Indonesia, Japan, and the Philippines in terms of interest in metaverse projects, according to a DappRadar report. India is anticipated to have a significant role in the Metaverse due to its large talent pool, vibrant startup ecosystem, and growing young population.

### **6. Extended Content**

A product, brand, or service can be covered in-depth and widely by long-form content for the audience. One digital marketing trend to watch in 2023 is long-term content, as many business-to-business and business-to-consumer marketers have discovered that it can be more effective than short-form content.

As a hint:

Because it fosters greater consumer interaction and brand awareness, long-form content is more beneficial than short-form content.

A kind of content marketing known as "long-form content" is blog posts or articles that are longer than three thousand words.

### **7. Adaptive Online Guides**

Online websites known as progressive web pages can send push notifications, load more quickly than standard web pages, and be accessed offline. The demand for websites with superior user interfaces has been met by the progressive web page. More growth in this most recent digital marketing trend is anticipated in 2023.

### **8. AI chatters**

Without the need for human assistance, chatbots give users a quick and simple way to find information. The ability to serve a global customer base, be available around-the-clock,

respond to the most common questions from clients without the need for human assistance, and assist users in making marketing decisions are the key features of chatbots.

### **9. Mobile-Friendly Design**

Mobile optimization is something to think about for marketers looking to increase their brand's online presence and reach. It enables them to provide their users with interesting mobile browsing experiences. Using mobile optimization to draw in your target audience for your mobile app can become an essential part of your marketing plan.

### **10. Streaming live**

One new trend in digital marketing is live streaming. It directly connects with the audience, which means it has the potential to become a significant marketing trend. It makes it possible for viewers to emotionally connect with one another. It's interesting to note that live streaming is becoming more common in India. A report states that between 2016 and 2018, there was a 300% surge in searches for the term "Facebook Live Stream." Furthermore, live streaming becomes easier to access with the help of immersive experience tools like AR, VR, and 360-degree streaming, transforming it from a marketing gimmick to a way of life.

### **11. SEO, or search engine optimization**

Businesses in the modern era need to make sure that their content and website can be found on search engine results pages (SERPs), generating both short- and long-term traffic returns. Although SEO is not new, it is becoming increasingly integrated into contemporary marketing tactics. Marketers that made an investment in an SEO strategy in 2022 and witnessed a rise in website traffic will make additional investments in 2023.

### **12. Internet-Based Store**

Social media algorithms' frequent updates have made it easier for brands to create an online marketplace where they can sell their products and services to their target market directly. Brands can now communicate with a worldwide audience thanks to the social media marketplace. Additionally, it has shown to be a successful method of communicating and interacting with them (a worldwide audience), raising brand awareness, etc.

### **13. Content with Brands**

In the world of marketing, this kind of content is taking off quickly. Content without traditional advertising is referred to as branded content. It can contain content that offers customers relevant value, such as podcasts, videos, and articles. In contrast to sales-oriented ads, branded content inspires, informs, and teaches. Its primary goal is to use content to increase engagement. Branded content tells a story with the intention of evoking an emotional response by incorporating the brand's mission and values into the story. It is more concerned with creating a dialogue about the brand than with converting sales. According to a Brandgym survey, 84% of social media users ignore phone advertisements. Moreover, they watch only 5.5 of the 15-second video as millennials are less likely to watch TV serials, this type of marketing appeals to them more.

#### **10.5.1 Indian Advertising**

Advertising is designed to promote any product, service, or cause on any platform of advertising, such as television, print, radio, internet or online, mobile, and outdoor. It acts as an introduction to a product, an effective way to increase brand awareness and assists in easy tracking of consumer behavior. Advertisements also aid in increasing the engagement of

customers towards the brand and its product by offering information about the product and helping in decision-making process. It encourages businesses to differentiate themselves and offer unique and valuable products and services to customers. Healthy competition inspires businesses to do their best – leads to better prices and better quality products – as they strive to offer the best value to their customers.

### **10.5.2 Emerging trends in Indian Advertising**

The growing adoption of advertising by various businesses is on the rise to increase customer retention and attract prospective buyers. One of the key factors of advertising is to enhance brand awareness and loyalty of a business by offering a positive outlook in the market.

The advertising business landscape in India has mushroomed in the recent past. Ads have entered every space possible – from traditional to digital mediums – resulting in growing adoption of advertising among the public which in turn enhances key factors driving the market like brand awareness, increasing number of media and entertainment approaches, and rising demand for advertising solutions for new ideas and businesses. The Indian advertising market was valued at approximately INR 916.32 billion in 2023. The market is further expected to grow at a CAGR of 11.0% during the forecast period of 2024-2032 to reach INR 2344.01 billion by 2032. The main growth driving factors for the Indian advertising business could be rapid urbanization, technological acceptance, and rising business and their need to prompt brand recall in the audience's mind.

Among businesses and masses there is a rise in the need for convenient and cost-effective advertising solutions. The rising trend of advertising through various events is offering profitable growth opportunities in the industry. Many advertising agencies are swiftly investing in digital advertising, which is highly contributing to the growth of the industry.

Digital media is taking over the market dominance of TV and print media. The increasing consumer preference towards online shopping, along with the flourishing e-commerce industry, is greatly influencing the market to meet the demands of the consumers. The advertising industry is set to reach new heights with innovative technologies emerging more than ever in the market.

### **10.6 SUMMARY**

In today's business world, brands are obliged to pivot and interact with their customers in new ways. Commercial ads remain to help brands evolve by positioning their products in the minds of the right public. Through these ads the company's new approaches via TV, radio or other forms come to life. Advertisers' new ways to reach potential customers is a never ending process. As the media landscape keeps changing, advertisers also tend to look for unique and effective opportunities to obtain the needs of their customers.

With the internet playing a powerful role and penetrating into deeper markets, the advertising industry has found a successful way to stay connected and achieve its goal on a larger base. Brands and advertisers are taking vigorous measures to maximize the impact of digital advertising in an attempt to reach their target audience. The future holds an



unprecedented growth of the Indian advertising sector as digital advertising is booming along with traditional media adding exponentially to it.

## 10.7 KEY WORDS

**Advertiser:** The manufacturer, Service Company, retailer, or supplier who advertises their product or service.

**Advertising:** A paid, mediated, form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

**Advertising plan:** An explicit outline of what goals an advertising campaign should achieve, how to accomplish those goals, and how to determine whether or not the campaign was successful in obtaining those goals.

**Commercial advertising:** Advertising that involves commercial interests rather than advocating a social or political cause.

**Demographics:** Basic objective descriptive classifications of consumers, such as their age, sex, income, education, size of household, ownership of home, etc. This does not include classification by subjective attitudes or opinions of consumers.

**Direct marketing:** Sending a promotional message directly to consumers, rather than via a mass medium

**Jingle:** A short song, usually mentioning a brand or product benefit, used in a commercial.

**Persuasion process:** The process used by advertising to influence audience or prospect attitudes, especially purchase intent and product perception by appealing to reason or emotion.

**Target audience:** A specified audience or demographic group for which an advertising message is designed

**Advertiser:** The manufacturer, Service Company, retailer, or supplier who advertises their product or service.

**Advertising:** A paid, mediated, form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

**Audience:** The number of people or households exposed to a vehicle, without regard to whether they actually saw or heard the material conveyed by that vehicle.

**Consumer advertising:** Advertising directed at a person who will actually use the product for their own benefit, rather than to a business or dealer.

**Image advertising:** Promoting the image, or general perception, of a product or service, rather than promoting its functional attributes. Commonly used for differentiating brands of parity products.

### 10.8 SELF ASSESSMENT QUESTIONS

1. What is commercial advertising?
2. What is the main purpose of commercial advertising?
3. What are the advantages of commercial advertisements?
4. How long does a commercial ad usually take?
5. Are commercial ads effective in fulfilling the purpose?
6. What is the growth rate of the Indian Advertising Market?
7. What are the Recent trends in Indian Advertising?

### 10.9 SUGGESTED READINGS

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## LESSON- 11

# LEGAL AND ETHICAL ASPECTS OF ADVERTISING

### Learning Objectives

- ✓ To learn the concept of Laws and Acts related to Advertising.
- ✓ To learn the main aspects by studying the case studies.
- ✓ To understand the Legal and Ethical issues in Indian Advertising.

### Structure

#### 11.1 Introduction

#### 11.2 Laws and Acts Relevant to Advertising

11.2.1 Advertising Laws

11.2.2 Advertising Bodies - AAAI & ASCI

#### 11.3 Case Studies

11.3.1 Case I: Maggi Ketchup

11.3.2 Case II: KMP Oils

11.3.3 Case III : Pepsodent

#### 11.4 Legal Issues in Advertising

11.4.1 Advertising Regulation

#### 11.5 Ethical Issues in Advertising

11.5.1 Social Responsibility of Advertising

11.5.2 Ethical Advertising Principles

#### 11.6 Self-Regulation in Advertising

#### 11.7 Summary

#### 11.8 Key Words

#### 11.9 Self Assessment Questions

#### 11.10 Suggested Readings

## 11.1 INTRODUCTION

Advertising has grown by leaps and bounds from being a small-scale business to a full-fledged industry. More specifically in the current century, it has emerged as one of the major industries and expanded its horizons in the creative aspect, the capital used or the number of personnel involved.

The Indian advertising industry in less time has established a niche for itself and placed itself on the global map as advertising is the most commonly used marketing method by businesses. Ads usually take longer than word of mouth or networks but have greater potential to reach a large number of people. As the public is bombarded with various advertisements on a daily basis, they are subject to many regulations. Advertising has both legal and ethical aspects that businesses need to consider while delivering advertising messages to its audiences. There are certain laws and specific legislative orders that supervise the action of the advertising industry which determines both its operation and the content of its output.

## 11.2 LAWS AND ACTS RELEVANT TO ADVERTISING

Advertisements are primarily a channel through which brands convey information to its customers. The information transmitted through ads helps brands acquire as many customers as possible. When the message by brands has an effect on the general public at large, the law allows them to raise their voice against objectionable use of advertising techniques that are harmful to society and guarantees advertisers to behave fairly in competition.

Some of the major legal provisions concerning advertising industry are as follows:

1. The Customer Protection Act of 1986 Under the definition of "unfair commercial practices" in Section 2(r) of the Act, deceptive ads, including misrepresentations or false allures, are covered. Under the Act, one may seek redress for unfair commercial practices involving deceptive ads.
2. The Young Persons (Harmful Publications) Act, 1956, prohibits the dissemination of publications deemed to be harmful to persons under the age of twenty years.
3. The Indecent Representation of Women (Prohibition) Act, 1986, forbids the depiction of women in an indecent or derogatory manner in the mass media.
4. The Children Act, 1960, prohibits the disclosure of the name and address and other particulars of any child involved in certain proceedings.
5. The Emblems and Names (prevention of Improper Use) Act, 1950, forbids the use by any private party of certain names, emblems, etc.
6. The Prevention of Insults to the National Honour Act, 1971, forbids the bringing into contempt of the national flag or the Constitution of India in any manner.
7. The Indian Penal Code, 1860, prohibits the publication of matters connected to unauthorized lotteries, while the Indian Post Office Act, 1898, imposes a similar prohibition on the transmission by the post of such matter. The Indian Penal Code, 1860, also prohibits

the publication of appeals using national symbols for furthering the prospects of any candidate at an election.

8. The Drugs and Magic Remedies (objectionable Advertisement) Act, 1954, prohibits advertisements for products and services claiming to cure certain medical conditions.

9. The Prize Competitions Act, 1955, prohibits the publication of matter with unauthorized prize competitions, while the Prize Chits and Money Circulation Schemes (Banning) Act, 1978, imposes a similar prohibition in respect of chits and money circulation schemes.

10. Section 292 and 293 of the Indian Penal Code, 1860, prohibit the dissemination of any obscene matter. The Indian Post Office Act, 1898, imposes a similar 83 Legal and Ethical Issues in Advertising prohibition on the transmission of obscene matter through the post. The Customs Act, 1962, allows the detention and seizure of any obscene matter sought to be imported into the country.

### 11.2.1 Advertising Laws

The idea of advertising emerged as a result of both competitive marketing tactics and a rise in business transactions. It is a means of exchanging messages.

Every aspect of life is exposed to and encounters advertising messages. Advertising is a type of public communication that is paid for with the intention of influencing the choices and actions of the people it is directed towards. His definition would cover any message that the general public would typically recognize as an advertisement, regardless of whether it is distributed for free for whatever reason.

#### Constitutional standing

Per article 19 (1) a, the right to freedom of speech and expression is considered fundamental. The SC has included commercial speech, or advertising, into FOSE through a number of precedent-setting decisions, albeit with limitations that allow the government to legally control commercial commercials. It has the power to prohibit unfair, false, misleading, and deceptive advertising.

In order to safeguard the nation's integrity, security, public order, morality, and decency as well as to avoid contempt of court, vulgarity, incitement to commit an offence, and defamation, the government may place restrictions on the right to FOSE, according to Article 19(2) of the Indian Constitution.

Advertising restrictions are derived from Article 19 (2). The Supreme Court distinguished between commercial advertising and advertising intended to convey and spread ideas in *Hamdard Dawakhana v. UoI*. The SC recognized advertising as a component of the right to FOSE in *MTNL v. TATA Press*.

#### Laws Concerning Advertising in India

- Rules Over the Media
- The 1978 Press Council Act
- Rules for Cable Television Networks, 1994

- Doordarshan and All India Radio's Code for Commercial Advertising Electronic Media Monitoring Center (EMMC)
- Press Council of India's Guidelines for Journalist Conduct
- The News Broadcasters Association Code of Conduct

### **Laws Protecting Society and Consumer**

- The Young Persons (Harmful Publications) Act of 1956 and the Emblems and Names (Prevention of Improper Use) Act of 1950 are laws that safeguard society and the consumer.
- Indecent Representation of Women (Prohibition) Act of 1986; Companies Act of 1956; Standards of Weight & Measures Act of 1976
- The 1986 Consumer Protection Act
- laws pertaining to rights of intellectual property

### **Sector-Specific Legislation**

- The 1940 Drugs and Cosmetics Act
- The Human Organ Transplantation Act of 1994
- The Drugs and Magical Remedies (Prohibited Advertising) Act enacted in 1954
- Act of 1961 is advocated by the Prenatal Diagnostic Techniques (Regulation and Prevention of Misuse) Act of 1994.
- Act of 1992 Regulating Production, Supply, and Distribution of Infant Foods, Breastfeeding Bottles, and Alternatives to Breast milk
- India's Securities and Exchange Board Act, 1992
- The Act of 1978 that outlawed the prize chits and money circulation schemes
- Act of 2003 prohibiting the advertisement of cigarettes and other tobacco products and regulating trade and commerce, production, supply, and distribution
- The Prize Competitions Act of 1955, the Public Gambling Act of 1867, the Lotteries (Regulation) Act of 1998, and the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations 2001
- The 2006 Food Safety and Standards Act
- Public Morals and Public Policy: According to the Indian Penal Code 1860, it is unlawful to disseminate any offensive material.
- A similar restriction is imposed under the Indian Post Office Act of 1898.
- Any indecent material may be seized and detained under the Customs Acts.

- Public broadcast of information that is harmful to the public is prohibited by the Young Persons (Harmful Publications) Act of 1956.
- The portrayal of women in an indecent way is prohibited by the Indecent Representation of Women (Prohibition) Act 1986.
- It is against the Emblems & Names (Prevention of Improper Use) Act to use specific names, emblems, etc. without permission.
- Contempt for the national flag or the constitution is covered by the Prevention of Insults to National Honor Act.
- The Indian Penal Code of 1980 forbids the dissemination of information on unapproved lotteries.
- Advertisements for goods and services that promise to treat specific medical diseases are forbidden by the Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954.
- The reward Competition Act of 1955 forbids the release of any unapproved reward information.

### **11.2.2 Advertising Bodies – AAI & ASCI**

#### **Advertising Agencies Association of India (AAAI)**

It serves as the recognized national association for advertising agencies. Founded to ensure that they maintain their vital and growing role in the country, they strive to achieve the following goals.

- It is a representative organization whose members include several small, medium, and large-sized agencies. To safeguard the interests of Indian consumers and to help guarantee that advertising is tasteful and truthful.
- To boost business and industrial activities and assist Indian advertisers by boosting sales, increasing sales, and improving productivity & profitability.
- To challenge costly and inefficient advertising in order to enable small business owners to compete with the largest and use advertising to grow
- Encourage young people's interest in the communication industry, support educational and training initiatives, and give members useful information. This service is also available to non-members for a charge.
- To provide a shared platform for enhancing and maintaining the reputation of the advertising industry and to act as a spokesperson against unjustified criticism or limitations on advertising.
- To create a venue where officials of the government, media owners, advertising agencies, and advertisers may get together to discuss issues that are important to all of them.
- To provide efficient cooperation and communication with government representatives and agencies in order to increase their comprehension of the function of advertising, advertising, and advertising agencies.
- To collaborate with government organizations on issues like taxes, political campaign advertising, legislation, radio and television advertising, pharmaceutical restrictions, tobacco or alcohol advertising, and other sensitive and difficult topics.

## Advertising Standards Council of India (ASCI)

Founded in 1985, ASCI is a voluntary self-regulatory group whose goals are to uphold ethical advertising practices and increase public trust in commercials.

The goals of the council are:

- To guarantee the veracity and integrity of the statements and assertions made in advertisements
- To guarantee that commercials don't violate widely acknowledged norms of public decency
- To protect against the heedless use of advertising to promote goods thought to be harmful to people or the environment.
- To make sure that commercials follow the rules of commonly accepted competitive behavior in business while maintaining the integrity of competition to educate consumers about their options

The Board of Governors and the Consumer Complaints Council comprise ASCI.

There are four members of the Board of Governors from each of the four advertising-related sections:

1. Promoters
2. Marketing Companies
3. Media (publishers, broadcasters, radio hosts, etc.)
4. Associated industries (e.g., PR, market research, advertising producers, outdoor agency, and business schools)

## ASCI Codes

- A Code for Self-Regulation in Advertising has been accepted by the ASCI.
- It represents a dedication to truthful advertising and equitable competition in the marketplace.
- It represents the defense of the rightful interests of customers and everyone involved in advertising, including media outlets, advertisers, and advertising agencies.
- The major objective of ASCI is to uphold and strengthen public trust in advertising.
- By requiring advertisements to be: Honest and truthful with consumers and rivals, ASCI aims to ensure that they adhere to its Code for Self-Regulation.
- Within the parameters of widely acknowledged norms of appropriateness and public decency
- Not used arbitrarily to promote goods that are dangerous or damaging to people, especially children, to an extent that is unacceptable to society as a whole. Not disparaging of rival businesses.
- No Plagiarism.



## 11.3 CASE STUDIES

Let us have a look at some of the cases to understand the scope of such issues.

### 11.3.1 Case I: Maggi Ketchup

A question has always been asked about the role and scope of the MRTP Commission's jurisdiction. Observers feel that in some cases the Commission has passed orders on some trade practices expressly authorized by some law "in force for the time being". In a couple of cases, the commission passed orders with respect to trade practices concerning the Weights and Measures Act, 1976.

Maggi Ketchup, a product of Nestle, was being sold by the company in packages of 400 gm, which the MRTP Commission alleged was in contravention of the provisions of the Weights and Measures (packaged Commodities) Rules, 1977. Hence, the company had indulged in an unfair trade practice. The logic was that uniform packaging with other brands would permit a reasonable comparison of price by the consumer. The proceedings were, however, dropped after hearing the arguments as there was no financial loss or injury to the consumers involved.

The packaging of the ketchup could not be equated with that of medicine where an incorrect size of dosage could lead to injury. The member, therefore, held that the company had not indulged in an unfair trade practice and dropped the proceedings.

### 11.3.2 Case II: KMP Oils

In yet another case, the Ahmedabad-based Public Interest Issues Research Academy complained to the Commission against KMP Oils, engaged in the manufacture and marketing of coconut oil. It was alleged by the complainant that the company's volumetric packaging constituted an unfair trade practice as one litre of oil was 10 per cent less than one kilogram by weight, resulting in a wrongful loss of 10 per cent in quantity to the unwary customer. The company had to comply with the law.

Sanjeev Sachar, a specialist in MRTP law, thus analyzed that although Food Specialties (now Nestle) had violated the packaging rules, the practice was held to be fair since there was no financial loss to the consumer. On the other hand, KMP Oil was "rapped on the knuckles" because there was a loss involved. Companies, hence, would have to bear in mind that "what is contemplated in law is not only the actual loss or injury but the capacity and tendency of the trade practice to cause loss and injury to the consumer".

### 11.3.3 Case III: Pepsodent

"MRTP orders halt to 102% ad. campaign to protect consumers interest. Prima facie case established", was the headline of an advertisement by the leading toothpaste Colgate in some of the leading newspapers on 11 November, 1997. The ad. obviously was a celebration by the company of winning a case against rival 87 Legal and Ethical Issues in Advertising Pepsodent toothpaste, whose long campaign in various mass media, "proof that Pepsodent is 102 percent better than the leading toothpaste" had led Colgate to complain against Pepsodent to the MRTP. The advertisement says it all. Hindustan Lever was restrained from "referring

to any Colgate toothpaste in any manner, either directly or indirectly, by means of any allusion or hint in its TV commercials or newspaper advertisement or hoardings, by comparison of its New Pepsodent with any product of Colgate in general, and Colgate Dental Cream in particular".

The company was given a week's time to comply with the order. The Colgate ad. appeared on the front page of the Times of India. On page three one could see the same Pepsodent ad. against which the injunctions were issued. The ad. continued to appear for some more days that is before the expiry of the deadline of a week. Industry insiders feel that as competition hots up, brand wars are spilling over from the market place into the courtroom. The marketers resort to "hit-and run" tactics to pre-empt MRTP action. The trick is to run sales promotion for short durations. Even if it's hauled up by the Commission, which according to experience is "usually after the scheme has run its course" , the marketers get away by saying they could not have helped.

## 11.4 LEGAL ISSUES IN ADVERTISING

Understanding the legality of advertising will help a brand avoid litigation and questions about their legal integrity. If a business creates any misleading impression about the price, value or quality of consumer products or services, it is likely to be against the law. Therefore, the law regulates to protect consumers from false, deceptive or misleading ads. When advertising an idea, product or service, a brand needs to pay attention to legal considerations. Here are some key legal issues in advertising:

1. **False Advertising:** False advertising is considered a crime in the eyes of the law as it can purposely misleads the consumer to buy a product, rather than making an unintentional mistake.
2. **Deceptive Advertising:** It is any type of advertising that is false, misleading, or has the effect of deceiving consumers. It can be used with ambiguous language or images to misrepresent a product or service.
3. **Comparative Advertising:** Making unfair or untrue comparisons between a product or service and presenting one's own product as superior when compared to a competitor's product.
4. **Endorsements and Testimonials:** Using endorsements and testimonials without revealing any material connections between the endorser and the advertiser.
5. **Children's Advertising:** Children are a vulnerable audience, any advertising campaign impacting children in a way that is unfair or deceptive, or that takes advantage of their gullibility.

### 11.4.1 Advertising Regulation

Since a quarter of a century ago, there has been a need for advertising regulation. The Advertising Club of Ireland founded the Better Business Bureau, the first self-regulatory body. In the USA, there were roughly 240 BBBs by 1976. While the National Advertising Review Board, a council for Better Business Bureaus, has been in operation in the USA since 1971, Tsalikis (2006) notes that the board receives complaints from the National Advertising Division and takes appropriate action.

The Federal Trade Commission Act, passed in 1914, established a federal agency responsible for regulating advertising. The agency concentrated on limiting false and

misleading advertisements. A misrepresentation, omission, or action that is likely to mislead is considered to be in an advertisement when it involves any of the following.

1. A practice that is likely to cause confusion, an omission, or a misrepresentation.
2. The customer behaving sensibly given the situation.
3. The procedure is significant, and there is a chance of consumer harm.

## 11.5 ETHICAL ISSUES IN ADVERTISING

In addition to legal issues, advertising also raises ethical concerns. Ethics is the most important characteristic of the advertising industry. Ethics allows to set clearly defined principles that govern the mode of communication between seller and buyer. Here are some key ethical issues in advertising:

1. **Stereotyping:** Using stereotypes or promoting harmful or offensive images or ideas.
2. **Exploitation:** Using vulnerable groups, such as migrants, minorities, children or the elderly, for commercial gain.
3. **Privacy:** Usage of personal data or collecting any information without the individual's consent.
4. **Cultural Sensitivity:** Failing to acknowledge and respect cultural differences can be ineffective. Using discriminatory images or language that may be offensive to certain cultures or groups. Any blunder can lead to reputational damage, loss of trust, and financial setbacks.
5. **Environmental aspect:** Advertising any ideas, products or services that have any negative impact on the environment are supposedly unethical.

### 11.5.1 Social Responsibility of Advertising

1. To stay away from unhealthy rivalry.
2. To prevent using deceit to divert sales
3. Not to impede innovation with the use of market power.
4. To prevent overexposure of consumers to deceptive and fraudulent claims.
5. Public accountability.
6. Duty to the corporate family, which consists of management, investors, and staff
7. Moral and ethical aspects.
8. Affecting government agencies' interests.

### 11.5.2 Ethical Advertising Principles

The Institute for Advertising Ethics (IAE) is supported by Microsoft Advertising. The basis of the IAE's strategy for creating a more reliable digital marketplace is a set of nine principles for ethical advertising.<sup>3</sup> They are predicated on the idea that all forms of communication, including advertising, ought to constantly act in the best interests of customers, since doing so benefits businesses. These guidelines are an excellent way to make sure that your advertising practices don't cause you to lose the trust of your target audience.

**PRINCIPLE 1:** The pursuit of truth and the highest ethical standards in serving the public is a shared goal among advertising, public relations, marketing communications, news, and editorial.

**PRINCIPLE 2:** When creating and disseminating commercial information to consumers, professionals in the fields of advertising, public relations, and marketing communications have a duty to uphold the highest standards of personal ethics.

**PRINCIPLE 3:** Both online and offline, advertisers should make a clear distinction between corporate communications, public relations, and advertising from news and editorial content and entertainment.

**PRINCIPLE 4:** In the interest of full disclosure and transparency, advertisers should explicitly disclose all material conditions, such as payment or receipt of a free product, that affect endorsements in social and traditional channels, as well as the identities of endorsers.

**PRINCIPLE 5:** Based on the type of audience their advertisements are intended for as well as the nature of the product or service they are promoting, advertisers ought to treat customers fairly.

**PRINCIPLE 6:** Customers' right to privacy should never be violated by marketers through marketing communications, and their decision to participate in sharing their information should be clear-cut and simple.

**PRINCIPLE 7:** In order to resolve advertising practices, advertisers should collaborate with industry self-regulatory programs and abide by all applicable federal, state, and local advertising laws.

**PRINCIPLE 8:** Members of the team creating advertisements should be allowed to voice their ethical concerns internally, and advertisers and their agencies, as well as online and offline media, should privately discuss any potential ethical concerns.

**PRINCIPLE 9:** Transparency and complete disclosure of business ownership and arrangements, agency compensation and rebates, and media incentives should be the foundation of trust between advertising and public relations business partners, including clients, and their agencies, media vendors, and third-party suppliers.

## 11.6 SELF-REGULATION IN ADVERTISING

Advertising reflects today's society. Anything related to an ad, its text, message, illustrations, the product, the appeal used will have an impact on viewers. Ad Self-Regulation is a way for the advertising industry to actively regulate itself to ensure that advertisements are legal, harmless, decent and truthful.

The advertising industry developed self-regulatory practices and guidelines to address the legal and ethical issues of their content. The self-regulatory system of the advertising industry is supervised by organizations such as the Advertising Standards Council of India (ASCI), which provides a code of conduct for advertising in India. The ASCI code requires that advertising prohibits ads that are offensive or harmful to the public. The regulations also include guidelines for areas such as misleading claims, safety, and environmental claims.

## 11.7 SUMMARY

Advertising is one of the most powerful tools widely used for promoting products and services, which makes it very important to check the legal and ethical concerns. In order to maintain public confidence, it is important for regulators to take fast action against the exhibition of indecent and deceptive advertisements. Following best practices for ethical and

legal advertising, such as being honest, transparent, respectful, taking responsibility, and protecting privacy, will allow advertisers to produce advertisements that are not only effective but also socially acceptable.

### 11.8 KEY WORDS

**Advertiser:** The manufacturer, service company, retailer, or supplier who advertises their product or service.

**Advertising:** A paid, mediated, form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

**Audience:** The number of people or households exposed to a vehicle, without regard to whether they actually saw or heard the material conveyed by that vehicle.

**Consumer advertising:** Advertising directed at a person who will actually use the product for their own benefit, rather than to a business or dealer.

**Image advertising:** Promoting the image, or general perception, of a product or service, rather than promoting its functional attributes. Commonly used for differentiating brands of parity products.

**ASCI:** The Advertising Standards Council of India.

**CCPA:** Central Consumer Protection Authority

### 11.9 SELF ASSESSMENT QUESTIONS

1. What are the major laws that regulate advertising?
2. Why are advertising laws important?
3. Why are ethics important in a developing society like India?
4. What is the law for misleading advertisements?

### 11.10 SUGGESTED READINGS

1. Eckler P., Bolls P. Spreading the Virus: Emotional Tone of Viral Advertising and Its Effect on Forwarding Intentions and Attitudes. *J. Interact. Advert.* 2011;11:1–11. doi: 10.1080/15252019.2011.10722180.
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## LESSON- 12

# ADVERTISING POLICY

### Learning Objectives

- Understanding the Brand Guidelines
- Comprehending Legal and Ethical Standards
- Familiarity with Advertising Platforms
- Target Audience Understanding
- Message Creation and Copywriting
- Budget Management
- Metrics and Analytics
- Compliance with Industry Standards
- Crisis Management and Response
- Continuous Learning and Adaptation
- Collaboration and Communication
- Performance Measurement

### Structure

#### 12.1 Introduction to Advertising Policy

#### 12.2 Government Regulation of Advertising

#### 12.3 Industry Self-Regulation

#### 12.4 The Directorate of Advertising and Visual Publicity (DAVP)

#### 12.5 Tariffs & Regulations

#### 12.6 Central Board of Film Certification (CBFC)

#### 12.7 Digital Advertising

#### 12.8 Press Council of India

#### 12.9 Television Rating Points (TRP):

#### 12.10 The Cable Television Network Rules, 1994:

#### 12.11 Consumer Protection Act, 2019:

#### 12.12 Summary

#### 12.13 Self-Assessment Questions

#### 12.14 Suggested Readings

## 12.1 INTRODUCTION TO ADVERTISING POLICY

An advertising policy encompasses a collection of regulations, standards, and rules that dictate the creation, distribution, and presentation of advertisements. These policies are established by many entities, such as governments, advertising platforms, industry associations, and organisations, in order to guarantee that advertisements are ethical, lawful, and comply with specified criteria. Advertising policies are crucial for upholding equity, openness, and consumer safeguarding, while also fostering robust competition in the advertising sector. Below are few fundamental components of advertising policy:

1. **Consumer Protection:** Advertising policies frequently give priority to safeguarding consumers against fraudulent or misleading advertising practices. This encompasses regulations prohibiting inaccurate assertions, deceptive schemes, and the utilisation of misleading pictures or testimonials.
2. **Veracity in Marketing:** Advertisers are generally obligated to guarantee the veracity of their communications and avoid any form of deceit. This entails presenting substantiating evidence for assertions made in advertisements.
3. **Privacy and data protection:** Advertising policies frequently deal with matters concerning the gathering and utilization of consumer data for the purpose of targeted advertising. Advertisers may be mandated to get explicit consent from users prior to collecting and utilizing their personal information.
4. **Regulation of Specific Industries:** Industries including drugs, tobacco, and alcohol have distinct advertising policies because of the potential health and safety consequences associated with their goods.
5. **Tobacco and alcohol advertising** is subject to stringent prohibitions in many areas to deter the marketing of detrimental or habit-forming substances, especially to minors.
6. **Environmental Responsibility:** Certain advertising policies try to foster environmental responsibility by forbidding deceptive or misleading environmental assertions (referred to as green washing) and promoting sustainable practices.
7. **Children's Advertising:** Advertising targeted towards children is subject to certain laws designed to safeguard young and susceptible viewers from potentially harmful or unsuitable material.
8. **Advertising rules** may encompass intellectual property matters, such as trademark and copyright infringements, in order to safeguard the rights of the original producers.
9. **Regulations** frequently prohibit unfair competition by means of deceptive comparisons or disparagement of rivals' products or services.
10. **Accessibility:** Certain advertising policies may mandate that advertisements be made accessible to those with disabilities, thereby guaranteeing that no one is marginalized from the advantages of advertising on account of their abilities.

11. Ethical Standards: Numerous advertising rules incorporate clauses pertaining to ethical standards in advertising, which aim to foster honesty, integrity, and responsible advertising practices.

12. Regulatory Bodies: Multiple governmental authorities and industry organisations may supervise and uphold advertising policies. They have the authority to levy fines, penalties, or other repercussions for infractions.

13. The advertising policies can significantly differ between regions or countries, reflecting variations in culture, law, and society.

Strict adherence to advertising regulations is essential for advertisers, agencies, and publishers in order to prevent legal complications, uphold their reputation, and establish customer trust. Noncompliance with these regulations may lead to legal proceedings, monetary sanctions, and harm to a brand's reputation. Hence, comprehending and abiding by advertising policies is an essential facet of the advertising sector.

## **12.2 GOVERNMENT REGULATION OF ADVERTISING**

Government control of advertising is a prevalent strategy in numerous nations to safeguard consumers, foster equitable competition, and tackle potential adverse externalities linked to advertising. The degree and characteristics of regulation might vary considerably across different countries; however, there are certain shared elements to take into account:

1. Advertising Truthfulness: Governments frequently mandate that advertising must be accurate and devoid of any deceptive elements. Advertisers are obligated to substantiate their assertions with proof and are prohibited from making fraudulent statements regarding their products or services.

2. Consumer Protection: Regulations are designed to safeguard consumers against misleading or detrimental advertising. This encompasses regulations against deceptive marketing practices, such as embellishing the advantages of a product, concealing crucial details, or employing misleading visuals.

3. Product Labelling: Governments may mandate precise labelling for particular products, such as food, pharmaceuticals, or hazardous chemicals, in order to guarantee that consumers are provided with precise information regarding the contents and any hazards.

4. Comparative advertising, the practice of comparing one's product or service to a competitor's, is subject to regulation in certain nations. Advertising should adhere to truthfulness and refrain from unfairly disparaging competition.

5. Advertising targeted towards children is typically subject to limitations due to their potentially limited comprehension and discernment compared to adults. Regulations may impose restrictions on specific forms of content, such as advertising promoting unhealthy food or tobacco, that are aired during programmes targeted at children.

6. Privacy Concerns: The expansion of online advertising has prompted governments to increase their involvement in overseeing the acquisition of data and privacy practices employed by advertisers and online platforms.



7. Tobacco and alcohol advertising: Numerous nations enforce stringent rules on the promotion of tobacco and alcohol products, frequently setting restrictions on the content and placement of these advertisements in order to mitigate their possible negative effects.
8. Political Advertising: Certain jurisdictions have established regulations to enhance transparency and prevent the dissemination of deceptive material in political campaigns.
9. Regulations may mandate that environmental statements in advertising must be both truthful and verifiable in order to prevent the deceptive practice of green washing and false environmental marketing.
10. Regulations may also oversee sponsorships and endorsements made by celebrities or influencers to maintain openness and avoid fraudulent activities.
11. Regulation of Specific Industries: Certain areas, like pharmaceuticals, finance, and telecommunications, are subject to stricter advertising rules owing to their potential influence on public health, consumer finances, and market competition.
12. Advertising Standards Bodies: Numerous nations possess self-regulatory entities or industry groups that develop ethical guidelines for advertising and manage grievances from consumers and competitors.

Regulations can be enforced through a range of methods, such as imposing fines, issuing injunctions, and initiating legal proceedings against advertisers who are found to be in breach. The objective of these legislation is to achieve a harmonious equilibrium between safeguarding customers, fostering competition, and upholding the rights of free speech. The regulations and enforcement techniques might differ significantly based on the legal and cultural setting of each country.

### **12.3 INDUSTRY SELF-REGULATION**

Advertising industry self-regulation involves the voluntary implementation of codes of conduct, rules, and best practices by the advertising sector to regulate itself. The purpose of these self-regulatory procedures is to guarantee the veracity, clarity, and morality of advertising, while simultaneously safeguarding customers and upholding the industry's reputation. The following are essential components of self-regulation in the advertising industry:

1. Codes of Conduct: Industry organizations, such as the American Advertising Federation (AAF) or the Advertising Standards Authority (ASA) in the UK, create sets of rules and ethical principles that advertisers are expected to adhere to. These principles encompass a wide range of advertising issues, such as veracity, openness, equity, and accountability.
2. Advertisers willingly commit to abide by these standards, and industry self-regulatory entities are accountable for ensuring adherence. The organization has the authority to examine and settle grievances raised by consumers, rivals, or other interested parties concerning advertisements that may be misleading or unethical.

3. **Openness:** Self-regulation enhances openness by mandating marketers to divulge any possible conflicts of interest, associations, or affiliations that may impact the content of their advertisements. This facilitates consumers in making well-informed selections.
4. **Promotion of Transparent and Truthful Communication:** Advertisers are urged to employ unambiguous, precise, and sincere language in their advertisements. It is advisable for them to refrain from making spurious assertions, hyperbolic comments, or deceptive remarks that may mislead consumers.
5. **Safeguarding Vulnerable Audiences:** Self-regulatory rules frequently incorporate measures to shield susceptible audiences, such as children, from potentially detrimental or misleading advertising practices.
6. **The rise of digital advertising** has prompted the expansion of self-regulation to encompass online privacy and data protection. Advertisers are required to adhere to industry norms and optimal methods for gathering, utilizing, and protecting customer data.
7. **Pre-clearance:** Advertisers may be advised or obligated to obtain pre-clearance for some types of advertisements, particularly those related to sensitive sectors such as healthcare or financial services.
8. **Education and Training:** Industry self-regulation frequently involves efforts to instruct marketers, agencies, and marketing professionals on ethical advertising practices and adherence to regulatory rules.
9. **Continuous improvement:** Self-regulatory entities consistently evaluate and revise their codes and guidelines to accommodate advancements in technology, societal shifts, and evolving consumer demands.
10. **Collaboration with Government Regulators:** Although self-regulation is optional, it frequently operates in tandem with government regulations. Industry associations may engage in partnerships with government bodies to establish and uphold advertising regulations and protocols.

The efficacy of self-regulation in the advertising sector can be inconsistent, and several detractors contend that it may not be adequate to tackle all concerns, especially in the swiftly changing digital advertising environment. However, it has a crucial function in advancing ethical advertising standards and upholding consumer confidence in the field.

#### **12.4 THE DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP)**

The Directorate of Advertising and Visual Publicity (DAVP) is indeed a government organization in India that plays a crucial role in planning and executing advertising and publicity campaigns on behalf of various government ministries and departments. DAVP's primary objective is to facilitate the dissemination of information about government programs, policies, and initiatives to the public. It acts as a centralized agency that coordinates and oversees advertising and publicity efforts for the government of India.

DAVP works with various media outlets, including newspapers, television, radio, and digital platforms, to reach a wide audience. It helps in designing and implementing advertising

campaigns, creating multimedia content, and placing government advertisements in appropriate media channels. The organization also ensures that these campaigns adhere to established guidelines and standards.

Overall, DAVP plays a crucial role in enhancing government communication and promoting transparency by effectively conveying information to the citizens of India about the government's activities and initiatives.

## 12.5 TARIFFS & REGULATIONS

The Indian government had various advertising policies and regulations in place to govern advertising across different media platforms. However, specific policies and tariffs can change over time, and it's important to refer to the most up-to-date information from official sources or regulatory authorities for the latest details.

Advertising rates can indeed vary widely based on a variety of factors. Tariffs or advertising rates are essentially the prices or fees that businesses or individuals need to pay for advertising space or time in different mediums. Here are some of the key factors that can influence advertising rates:

1. **Medium:** Different advertising mediums have varying cost structures. For example, television advertising tends to be more expensive than newspaper or online advertising due to the reach and production costs associated with TV commercials.
2. **Location:** The geographic location where you want to run your ads can impact pricing. Advertising in a major city or a high-demand area may be more expensive than in smaller or less competitive markets.
3. **Audience Reach:** The size and demographics of the audience that the medium reaches can significantly affect rates. Media with a larger, more targeted, or desirable audience often charge higher rates.
4. **Time of Day and Day of the Week:** In the case of radio and television advertising, rates can vary based on the time slot and day of the week. Prime time slots during high-traffic hours typically command higher rates.
5. **Ad Format:** Different ad formats, such as full-page print ads in magazines or video ads on websites, may have varying rates. More elaborate or attention-grabbing ad formats usually cost more.
6. **Ad Size and Placement:** In print media, the size of the ad and its placement within the publication can influence pricing. Front-page ads or centerfold placements often come at a premium.
7. **Ad Duration:** For online advertising, the duration of the ad campaign can affect rates. Longer campaigns may have discounted rates compared to short-term or one-time placements.
8. **Frequency:** Committing to a higher frequency of ad placements or a long-term advertising contract may result in discounts or negotiated lower rates.

9. Competition: The level of competition in a specific medium can affect pricing. More competitive markets may have higher rates due to increased demand for advertising space.

10. Seasonality: Some industries and products may have peak seasons or specific times of the year when advertising rates are higher due to increased consumer demand.

11. Ad Quality: The quality of the ad design and content can also influence rates. Well-designed, engaging ads may be more expensive to place.

12. Negotiation: In many cases, advertisers can negotiate rates with media outlets, especially for long-term or larger campaigns.

It's important for advertisers to carefully consider these factors and their advertising goals when choosing the right medium and determining their budget. Understanding the tariff structures of different advertising options is essential for making informed decisions about where to invest their advertising budget.

## **12.6 CENTRAL BOARD OF FILM CERTIFICATION (CBFC)**

The Central Board of Film Certification (CBFC) is a statutory body in India that is responsible for certifying films and advertisements for public exhibition. While the CBFC primarily focuses on certifying films and ensuring that they conform to appropriate guidelines related to content and age-appropriateness, it does not directly regulate the content of advertisements shown in cinemas.

Advertisements shown in cinemas are generally regulated by the Advertising Standards Council of India (ASCI) and other relevant government authorities. The ASCI is a self-regulatory body that sets and enforces advertising standards and guidelines for all forms of advertising in India, including those in cinemas. These guidelines encompass various aspects of advertising, such as content, ethics, and the avoidance of misleading or offensive material. The CBFC and ASCI have different roles and responsibilities when it comes to content regulation in cinema, with the CBFC focusing on films and ASCI on advertising. While the CBFC certifies films to ensure they are suitable for public exhibition, including assigning age-appropriate certifications, ASCI monitors and addresses complaints related to misleading or inappropriate advertisements across various media platforms, including cinema. In summary, the CBFC's main role is to certify films, and ASCI is responsible for regulating the content of advertisements, including those shown in cinemas, to ensure they adhere to appropriate advertising standards.

## **12.7 DIGITAL ADVERTISING**

The Advertising Standards Council of India (ASCI) is a self-regulatory organization in India that monitors and regulates advertising content to ensure that it adheres to ethical and legal standards. ASCI's role is to promote responsible and honest advertising in India across various media platforms, including print, television, radio, and, in recent years, digital advertising.

With the growth of digital advertising, ASCI has extended its scope to include online advertising. It has recognized the importance of regulating content in the digital space due to the increasing prevalence of online advertising and marketing. ASCI have formulated guidelines and rules for digital advertising, just as it has for other forms of advertising.

ASCI's guidelines for digital advertising typically cover various aspects, including:

1. **Truthfulness and Honesty:** Advertisements in the digital space must be truthful, honest, and not misleading. They should not make false claims or exaggerate product benefits.
2. **Disclaimers and Disclosures:** If an advertisement contains disclaimers or important information that consumers should know, these should be clearly and prominently displayed.
3. **Privacy and Data Protection:** Advertisers are expected to respect user privacy and data protection laws. They should not misuse personal data and should comply with relevant data protection regulations.
4. **Endorsements and Testimonials:** If an advertisement features endorsements or testimonials, endorsements should be clear.
5. **Comparative Advertising:** If an advertisement compares a product or service to competitors, it should be fair, accurate, and not disparaging.
6. **Gender and Social Sensitivity:** Advertisements should avoid promoting stereotypes or content that is offensive or demeaning to any gender or social group.

ASCI has a Consumer Complaints Council (CCC) that reviews and addresses complaints from consumers and other stakeholders regarding advertising content that may violate ASCI's guidelines. They can take various actions, such as asking advertisers to modify or withdraw their ads if they are found to be in violation.

In addition to monitoring and regulating digital advertising content, ASCI also educates advertisers and agencies about the importance of responsible advertising practices and works towards creating a self-regulatory ecosystem in the advertising industry.

It's worth noting that as the digital advertising landscape evolves, ASCI continues to adapt and update its guidelines to address new challenges and emerging issues in the online advertising space. This helps ensure that consumers are protected from misleading or harmful digital advertising practices.

## 12.8 PRESS COUNCIL OF INDIA

**Press Council of India:** The Press Council of India (PCI) is a statutory body in India that was established to promote and maintain high standards of journalism in print media, including newspapers and magazines. It serves as a self-regulatory authority for the print media industry and plays a crucial role in upholding journalistic ethics and standards.

The PCI has established guidelines and standards for various aspects of print media, including advertising content. These guidelines are designed to ensure that advertisements in newspapers and magazines adhere to certain ethical and professional standards. Some of the key aspects covered by the PCI guidelines for advertising content include:

1. **Separation of Editorial and Advertising:** The PCI emphasizes the importance of maintaining a clear distinction between editorial content and advertisements. Advertisements should be clearly labeled as such to avoid any confusion among readers.

2. **Avoidance of Misleading Content:** Advertisements should not contain false or misleading information that may deceive or mislead the public. They should be accurate and truthful.
3. **Protection of Consumer Interests:** Advertisements should not promote products or services that are harmful to public health and safety. They should not encourage activities that are illegal or unethical.
4. **Sensitivity to Social and Cultural Values:** Advertisements should be sensitive to the cultural and social values of the Indian society. They should not promote content that is offensive or disrespectful.
5. **Privacy and Dignity:** Advertisements should respect the privacy and dignity of individuals. They should not invade personal privacy or contain content that is derogatory or offensive.
6. **Compliance with Laws:** Advertisements must comply with all relevant laws and regulations, including those related to advertising standards and consumer protection.

The PCI has the authority to receive and address complaints related to violations of these guidelines. It plays a crucial role in upholding the ethical and professional standards of the print media industry in India. Journalists, advertisers, and media organizations are expected to follow these guidelines to ensure responsible and ethical journalism and advertising practices.

## **12.9 TELEVISION RATING POINTS (TRP)**

Television Rating Points (TRP) are a metric used to measure the popularity of television programs and advertisements. In India, TRAI (Telecom Regulatory Authority of India) had indeed issued regulations related to TRPs to ensure transparency and accuracy in their calculation and reporting.

The need for such regulations arose due to concerns about the accuracy and credibility of TRP data. TRPs play a crucial role in the television industry, as they influence advertising rates and program decisions. Inaccurate or manipulated TRP data could lead to unfair competition and financial losses for stakeholders in the industry.

Some key points about TRAI's regulations related to TRPs in India:

1. **BARC (Broadcast Audience Research Council):** TRAI worked with BARC, a joint industry body, to oversee and regulate television ratings in the country. BARC was responsible for collecting and publishing TRP data.
2. **Transparency and Auditing:** TRAI's regulations aimed to make the TRP calculation process more transparent and subject to auditing. The guidelines required BARC to follow transparent methodologies for data collection and processing.
3. **Avoiding Unethical Practices:** The regulations addressed concerns related to unethical practices such as bribing households to watch specific channels or programs to manipulate TRPs.
4. **Accuracy and Fairness:** The goal was to ensure that TRP data accurately represented viewership patterns and that it was free from manipulation. This would help advertisers make informed decisions about where to allocate their budgets.

5. Penalties: The regulations also outlined penalties for violations, including fines and potential imprisonment for those found guilty of manipulating TRP data.

## **12.10 THE CABLE TELEVISION NETWORK RULES, 1994**

The Cable Television Network Rules, 1994, are regulations that pertain to the advertising practices on cable television networks in India. These rules were formulated by the Ministry of Information and Broadcasting in India and provide guidelines and restrictions on the content and duration of advertisements that can be broadcast on cable television networks. Here are some key points regarding these rules:

1. **Maximum Duration of Advertising:** The rules specify the maximum duration of advertising allowed per hour on cable television networks. This limitation is aimed at ensuring that there is a reasonable balance between programming and advertising content.
2. **Restricted Categories of Advertisements:** The rules restrict the airing of certain categories of advertisements. Notably, advertisements that promote alcohol and tobacco are typically prohibited or subject to strict regulations. This is in line with efforts to limit the promotion of potentially harmful products.
3. **Family-Friendly Content:** The rules aim to ensure that the content of advertisements is family-friendly and appropriate for the general audience. They may contain provisions that prohibit explicit or offensive content.
4. **Adherence to the Advertising Code:** Cable television networks are expected to adhere to the Advertising Code, which is a set of guidelines and standards for advertising content. The Advertising Code includes principles related to decency, fairness, and honesty in advertising.
5. **Content Review and Monitoring:** The rules may require cable television networks to review and monitor the advertisements they broadcast to ensure compliance with the regulations. This can include pre-screening of ads to ensure they meet the specified criteria.

## **12.11 CONSUMER PROTECTION ACT, 2019**

The Consumer Protection Act, 2019 is indeed a significant piece of legislation in India that aims to protect and promote the interests of consumers. It replaced the earlier Consumer Protection Act of 1986. The Act includes provisions related to misleading advertisements and unfair trade practices, among other things. Here are some key aspects related to these provisions:

1. **Misleading Advertisements:** The Act empowers consumers and authorities to take action against false or misleading advertisements. It defines a misleading advertisement as one that falsely describes a product or service, or gives a false guarantee, or is likely to mislead the consumers concerning the nature, substance, quantity, or quality of a product or service.

2. **Central Consumer Protection Authority (CCPA):** The Act establishes the CCPA, a regulatory authority with the power to investigate and take action against unfair trade practices and misleading advertisements. The CCPA has the authority to impose penalties on manufacturers or endorsers of misleading advertisements.
3. **Penalties:** The Act introduces penalties for both manufacturers and endorsers of misleading advertisements. Manufacturers can face fines and even imprisonment for subsequent offenses. Endorsers, which include celebrities who promote products or services in advertisements, can also face penalties if they are found to be promoting misleading advertisements.
4. **Unfair Trade Practices:** The Act addresses various unfair trade practices such as:
  - Making false claims about the quality, quantity, or standard of a product or Service.
  - Providing false guarantees about a product or service.
  - Charging a price that is higher than the specified price.
  - Failing to provide goods or services after accepting payment.
  - Selling goods or services that is hazardous to life or safety.

The Act empowers consumers to file complaints against unfair trade practices, and the CCPA can take action against businesses engaged in such practices.

5. **Consumer Disputes Redressal Commissions:** The Act also establishes Consumer Disputes Redressal Commissions at the district, state, and national levels to adjudicate consumer disputes. These commissions have the authority to hear cases related to unfair trade practices, misleading advertisements, and other consumer grievances.

The Consumer Protection Act, 2019 is designed to strengthen consumer rights and provide consumers with a mechanism to seek redressal for grievances related to misleading advertisements and unfair trade practices. It emphasizes the importance of protecting consumer interests and holding businesses accountable for their actions.

## 12.12 SUMMARY

An advertising policy encompasses a collection of regulations, standards, and rules that dictate the creation, distribution, and presentation of advertisements. These policies are established by many entities, such as governments, advertising platforms, industry associations, and organizations, in order to guarantee that advertisements are ethical, lawful, and comply with specified criteria. Advertising policies are crucial for upholding equity, openness, and consumer safeguarding, while also fostering robust competition in the advertising sector.

Below are few fundamental components of advertising policy:

Strict adherence to advertising regulations is essential for advertisers, agencies, and publishers in order to prevent legal complications, uphold their reputation, and establish customer trust. Noncompliance with these regulations may lead to legal proceedings, monetary sanctions, and harm to a brand's reputation. Hence, comprehending and abiding by advertising policies is an essential facet of the advertising sector.

Government control of advertising is a prevalent strategy in numerous nations to safeguard consumers, foster equitable competition, and tackle potential adverse externalities linked to



advertising. The degree and characteristics of regulation might vary considerably across different countries; however, there are certain shared elements to take into account:

Regulations can be enforced through a range of methods, such as imposing fines, issuing injunctions, and initiating legal proceedings against advertisers who are found to be in breach. The objective of these legislation is to achieve a harmonious equilibrium between safeguarding customers, fostering competition, and upholding the rights of free speech. The regulations and enforcement techniques might differ significantly based on the legal and cultural setting of each country.

Advertising industry self-regulation involves the voluntary implementation of codes of conduct, rules, and best practices by the advertising sector to regulate itself. The purpose of these self-regulatory procedures is to guarantee the veracity, clarity, and morality of advertising, while simultaneously safeguarding customers and upholding the industry's reputation.

The following are essential components of self-regulation in the advertising industry:

The efficacy of self-regulation in the advertising sector can be inconsistent, and several detractors contend that it may not be adequate to tackle all concerns, especially in the swiftly changing digital advertising environment. However, it has a crucial function in advancing ethical advertising standards and upholding consumer confidence in the field.

The Directorate of Advertising and Visual Publicity (DAVP) is indeed a government organization in India that plays a crucial role in planning and executing advertising and publicity campaigns on behalf of various government ministries and departments. DAVP's primary objective is to facilitate the dissemination of information about government programs, policies, and initiatives to the public. It acts as a centralized agency that coordinates and oversees advertising and publicity efforts for the government of India.

DAVP works with various media outlets, including newspapers, television, radio, and digital platforms, to reach a wide audience. It helps in designing and implementing advertising campaigns, creating multimedia content, and placing government advertisements in appropriate media channels. The organization also ensures that these campaigns adhere to established guidelines and standards.

Overall, DAVP plays a crucial role in enhancing government communication and promoting transparency by effectively conveying information to the citizens of India about the government's activities and initiatives.

The Indian government had various advertising policies and regulations in place to govern advertising across different media platforms. However, specific policies and tariffs can change over time, and it's important to refer to the most up-to-date information from official sources or regulatory authorities for the latest details.

Advertising rates can indeed vary widely based on a variety of factors. Tariffs or advertising rates are essentially the prices or fees that businesses or individuals need to pay for advertising space or time in different mediums.

Here are some of the key factors that can influence advertising rates:

It's important for advertisers to carefully consider these factors and their advertising goals when choosing the right medium and determining their budget. Understanding the tariff structures of different advertising options is essential for making informed decisions about where to invest their advertising budget.

The Central Board of Film Certification (CBFC) is a statutory body in India that is responsible for certifying films and advertisements for public exhibition. While the CBFC primarily focuses on certifying films and ensuring that they conform to appropriate guidelines related to content and age-appropriateness, it does not directly regulate the content of advertisements shown in cinemas.

Advertisements shown in cinemas are generally regulated by the Advertising Standards Council of India (ASCI) and other relevant government authorities. The ASCI is a self-regulatory body that sets and enforces advertising standards and guidelines for all forms of advertising in India, including those in cinemas. These guidelines encompass various aspects of advertising, such as content, ethics, and the avoidance of misleading or offensive material. The CBFC and ASCI have different roles and responsibilities when it comes to content regulation in cinema, with the CBFC focusing on films and ASCI on advertising. While the CBFC certifies films to ensure they are suitable for public exhibition, including assigning age-appropriate certifications, ASCI monitors and addresses complaints related to misleading or inappropriate advertisements across various media platforms, including cinema.

In summary, the CBFC's main role is to certify films, and ASCI is responsible for regulating the content of advertisements, including those shown in cinemas, to ensure they adhere to appropriate advertising standards.

The Advertising Standards Council of India (ASCI) is a self-regulatory organization in India that monitors and regulates advertising content to ensure that it adheres to ethical and legal standards. ASCI's role is to promote responsible and honest advertising in India across various media platforms, including print, television, radio, and, in recent years, digital advertising.

With the growth of digital advertising, ASCI has extended its scope to include online advertising. It has recognized the importance of regulating content in the digital space due to the increasing prevalence of online advertising and marketing. ASCI has formulated guidelines and rules for digital advertising, just as it has for other forms of advertising.

ASCI's guidelines for digital advertising typically cover various aspects, including:

ASCI has a Consumer Complaints Council (CCC) that reviews and addresses complaints from consumers and other stakeholders regarding advertising content that may violate ASCI's guidelines. They can take various actions, such as asking advertisers to modify or withdraw their ads if they are found to be in violation.

In addition to monitoring and regulating digital advertising content, ASCI also educates advertisers and agencies about the importance of responsible advertising practices and works towards creating a self-regulatory ecosystem in the advertising industry.

It's worth noting that as the digital advertising landscape evolves, ASCI continues to adapt and update its guidelines to address new challenges and emerging issues in the online advertising space. This helps ensure that consumers are protected from misleading or harmful digital advertising practices.

The Press Council of India (PCI) is a statutory body in India that was established to promote and maintain high standards of journalism in print media, including newspapers and magazines. It serves as a self-regulatory authority for the print media industry and plays a crucial role in upholding journalistic ethics and standards.

The PCI has established guidelines and standards for various aspects of print media, including advertising content. These guidelines are designed to ensure that advertisements in newspapers and magazines adhere to certain ethical and professional standards. Some of the key aspects covered by the PCI guidelines for advertising content include:

The PCI has the authority to receive and address complaints related to violations of these guidelines. It plays a crucial role in upholding the ethical and professional standards of the print media industry in India. Journalists, advertisers, and media organizations are expected to follow these guidelines to ensure responsible and ethical journalism and advertising practices.

Television Rating Points (TRP) are a metric used to measure the popularity of television programs and advertisements. In India, TRAI (Telecom Regulatory Authority of India) had indeed issued regulations related to TRPs to ensure transparency and accuracy in their calculation and reporting.

The need for such regulations arose due to concerns about the accuracy and credibility of TRP data. TRPs play a crucial role in the television industry, as they influence advertising rates and program decisions. Inaccurate or manipulated TRP data could lead to unfair competition and financial losses for stakeholders in the industry.

Some key points about TRAI's regulations related to TRPs in India: It's important to note that the television industry is dynamic, and regulations can change over time.

The Cable Television Network Rules, 1994, are regulations that pertain to the advertising practices on cable television networks in India. These rules were formulated by the Ministry of Information and Broadcasting in India and provide guidelines and restrictions on the content and duration of advertisements that can be broadcast on cable television networks.

Here are some key points regarding these rules:

The Consumer Protection Act, 2019 is indeed a significant piece of legislation in India that aims to protect and promote the interests of consumers. It replaced the earlier Consumer Protection Act of 1986. The Act includes provisions related to misleading advertisements and unfair trade practices, among other things. Here are some key aspects related to these provisions:

The Consumer Protection Act, 2019 is designed to strengthen consumer rights and provide consumers with a mechanism to seek redress for grievances related to misleading advertisements and unfair trade practices. It emphasizes the importance of protecting consumer interests and holding businesses accountable for their actions.

## **12.13 SELF-EVALUATION QUESTIONS**

### **1.1 Government Regulation of Advertising:**

- a. What is the primary purpose of government regulation in advertising?
- b. Can you name some key laws or regulations related to advertising in your country?
- c. How does government regulation impact the advertising industry?

### 1.2 Industry Self-Regulation:

- a. What is the role of industry self-regulation in advertising?
- b. Provide examples of industry self-regulatory bodies in the advertising field.
- c. How do industry self-regulatory mechanisms benefit both advertisers and consumers?

### 1.3 The Directorate of Advertising and Visual Publicity (DAVP):

- a. What is the DAVP, and what is its role in advertising?
- b. How does the DAVP influence government advertising campaigns?
- c. Can you name some major campaigns managed by the DAVP?

### 1.4 Tariffs & Regulations:

- a. Explain the concept of tariffs and regulations in advertising.
- b. How do tariffs and regulations impact the cost and distribution of advertising?
- c. Provide examples of specific tariffs and regulations in advertising.

### 1.5 Central Board of Film Certification (CBFC):

- a. What is the role of the CBFC in advertising, particularly in relation to film and video content?
- b. How does the CBFC ensure that advertising content complies with its guidelines?
- c. Can you give an example of an advertising campaign that faced scrutiny from the CBFC?

### 1.6 Digital Advertising:

- a. How has the landscape of advertising changed with the rise of digital advertising?
- b. What are some key challenges and opportunities in digital advertising?
- c. How does digital advertising differ from traditional advertising in terms of regulation?

### 1.7 Press Council of India:

- a. What is the Press Council of India, and what is its role in regulating advertising content in the media?
- b. How does the Press Council handle complaints related to unethical advertising practices?
- c. Can you provide an example of a case where the Press Council intervened in an advertising matter?

### 1.8 Television Rating Points (TRP):

- a. What are Television Rating Points (TRP), and how are they relevant to advertising?
- b. How can advertisers use TRP data to make informed decisions?
- c. Discuss the importance of accurate TRP measurements in the television advertising industry.

### 1.9 The Cable Television Network Rules, 1994:

- a. What are the key provisions of the Cable Television Network Rules, 1994?
- b. How do these rules impact cable television advertising and content?
- c. Provide an example of a situation where these rules were enforced.

### 1.10 Consumer Protection Act, 2019:

- a. How does the Consumer Protection Act, 2019, affect advertising and consumer rights?
- b. What are the main provisions related to advertising in this act?
- c. Can you give an example of a case where the Consumer Protection Act was invoked in response to misleading advertising?

**12.14 SUGGESTED READINGS**

1. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch.
2. "Advertising and Promotion: Communicating Brands" by Chris Hackley.
3. "Advertising Law: A Global Legal Perspective" by William R. Buckley.
4. "Advertising and Marketing Law in a Nutshell" by William M. Richman and David W. Barnes.
5. "Self-Regulation in Advertising" by IAA & Global Advertising Lawyers Alliance.
6. Research papers and reports from advertising industry self-regulatory bodies such as the Advertising Standards Council of India (ASCI) or the Advertising Standards Authority (ASA) in the UK.
7. "Film Certification in India: A Critical Appraisal" by Ranjan Thakur.
8. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry.
9. "The Art of Digital Advertising: The Definitive Guide for Creating Strategic, Targeted, and Measurable Online Campaigns" by Andrew Whitaker.
10. "Media and Society in India: An Introduction" by PradipNinan Thomas.
11. "Consumer Protection Act 2019: A Commentary" by RohitKochhar and RoopalKanoi.

## LESSON- 13

# ADVERTISING COPY AND VISUALIZATION

### Learning Objectives:

- ✓ To define advertising copy
- ✓ To know the principles of advertising copy
- ✓ To study the role of visualization in advertising

Structure:

### 13.1 Introduction

### 13.2 Advertising Copy

13.2.1 Types of advertising copies

13.2.2 Advertising copy elements

### 13.3 Principles of advertising copy on Print, Radio, Television and Social Media Platforms

### 13.4 The role of Visualization in Advertisements

### 13.5 Summary

### 13.6 Keywords

### 13.7 Self Assessment Questions

### 13.8 Suggested Readings

## 13.1 INTRODUCTION

An Advertising copy is the content that encourages potential consumers to take purchase decisions of a product service. Visualization in advertising is all about including visual imagery to attract attention, to illustrate product or service benefits and to establish brand's identity in the minds of target audience. Advertising copy and visualization together can enhance the communication process of an advertisement and drive the audience towards desired actions.

## 13.2 ADVERTISING COPY

An Advertising copy is the text that appears on print, television advertising or online advertising (Social Media Posts, Website content, email marketing and more) and plays an important role in marketing and advertising. An effective advertising copy can grab the reader's or viewer's attention, convey a compelling message, and motivate them to take a

specific action, such as making a purchase decision, signing up for a newsletter, or visiting a website. An advertising campaign can't be successful without good advertising copy.

### 13.2.1 Types of Advertising Copies

An advertising copy promotes the product or service and persuades the audience to take specific decisions. There are various types of advertising copies which are designed to achieve different audiences.

The types of Advertising copies are:

**Storytelling Copy:** This involves narrating a compelling story to draw audience attention toward brands. It often uses character, conflict, and resolution to engage audience on a deeper emotional level. Storytelling has an observable longer attention span when compared to traditional advertising because it engages the audience in a narrative. When the audience connect with a story, they are more likely to remember the brand and develop a positive attitude towards the brand. This form can be adapted to various media formats like written words, spoken words, audio, video, and visual graphics.

**Informative Copy:** It provides information to the audience rather than persuading them to purchase a product or service. This form helps to demonstrate expertise and build trust for the brand. The informative content lets the consumer get educated about the product or service because audience prefers to do research before making a purchase decision. The engaging content likely lets consumers to share, comment or interact with the brand. An informative copy shows that you care about the needs and interests of your customers.

**Questioning Copy:** In this process thought-provoking questions will be addressed to the audience and encourage them to focus on problems or needs. The question words can evoke curiosity, concern, empathy, or excitement to create emotional connection with the product or brand. A unique and thought-provoking questioning copy helps the brand to stand out from the competitors. Generally questioning advertisements provide solution to the challenges and drive audience to take action.

**Educational Copy:** The object of this copy is to educate the people properly about the uses of a product. This copy introduces new products in the market in such a way that the product gets a warm welcome by the consumers. This copy highlights the special features of product, their uses, and benefits. Sometimes the new product is compared with the existing ones. Educational copy of the advertisement may be of two types: introductory or missionary. The introductory copy has the object to introduce the product while missionary copy is created to propagate the existing product.

**Institutional Copy:** Institutional copy sells the name of the company or the advertise, not the product. The object is to build the goodwill of the firm. This copy seeks to create reputation of the firm through its philosophies, objectives and policies.

**Reason-Why Copy:** This term 'reason-why' was popularized by Claude Hopkins, who believed advertising should always give consumers a reason to buy the product. With sound reasons and arguments, this copy seeks to convince the readers about why a particular product should be purchased.

**Human Interest Copy:** This copy makes its appeal to the emotions senses of human beings. Emotions include the feelings like sympathy, fear, curiosity, learning, questioning, etc. while senses are like touch, hearing, sight, taste and smell. Thus, the human interest copy appeals more to sentiments, impulses and heart rather than to the loci and intellect.

Human interest copy can be classified into following types

- a. **Fear copy** – The fear copy of advertisement appeals to human sense of fear. This copy arouses the interest to protect life and property. It creates awareness towards the risks, dangers, hazards and perils of life by using ‘fear’.
- b. **Story copy** – This story copy advertisement tries to create interest in the minds of the readers through words, dialogues and language. The experiences of some customers with the product advertised are narrated in the copy.
- c. **Predicament Copy** – This copy explains humourously the major benefits of product over other competing products. Sometimes, it is prepared by using the elements of ear story or philosophy.

**Testimonial Copy:** It is a recommendation from satisfied customers or celebrity to promote a product or service. It is important for new or lesser-known brands which are trying to establish themselves in the market. Testimonials allow audience to connect people with same problems. These provide social proof to bring certainty to uncertain situations. Positive endorsement can create excitement, relief or happiness among the audiences and emotionally incline them towards the product or service. It’s important to ensure that the testimonials are genuine and relevant to brand values.

**Comparative Copy:** It’s about comparing a product or service with its competitive product or service. This helps to showcase unique features, superior quality, better pricing, and other attributes which sets unique selling points of a product/service. Effective demonstration about the superiority of a product can influence audience opinions. Advertisers must ensure their comparisons are accurate and supported by evidence of legal and ethical concerns. A clear and concise message is always important to avoid confusion among consumers. Comparative advertising has a long-term effect on building brand identity, brand reputation and sustained brand benefits.

**Descriptive Copy:** Most copies include some description of the product of service. When the description becomes the major focus of the advertisement, the copy is called descriptive. This copy is prepared when the appearance of the product or the reward it promises needs strong emphasis I advertisement.

**Humorous Copy:** Most of the time humor is an attention grabber. The funny advertisements have a capacity to stand out from the advertising clutter. These can create an emotional bond between the brand and audience. These have the capacity to go viral in social media platforms. The extended reach beyond the regular audience can create additional identification for the brand. The entertainment value of humorous copy lets the audience engage with it and lets them share with others. But while creating humorous advertising one must be careful because the funny angle differs from person to person. One should take care of offensive and controversial presentation of a product or service or brand because there is a chance of damage to brand’s reputation. Brands should consider culture differences during global campaigns because what’s funny in one culture may not be same in some other culture.

**Dialogue Copy:** Dialogue copy, if it is well written, is interesting, convincing, and persuasive. Dialouge must be well-written. Poor dialogue is dull. Unnatural dialogue is unconvincing.

**Narrative Copy:** In narrative copy, the story is important. Almost everyone likes to hear an interesting story. It is a reliable approach to communicating and advertising point. Among the common forms of narrative copy are the short story, the picture and caption, and comic strip.



**Suggestive Copy:** This copy tries to provide valuable suggestions to the consumers regarding the product directly or indirectly.

**a. Direct suggestive Copy** – It appeals to reader directly about the product and tries to convince them. It makes statements with reference to products. It does not compel the readers to buy.

**b. Indirect Suggestive Copy** – It does not express the message or the theme to the readers directly. The consumers are expected to understand it in their own interest. In indirectly suggest the reader to buy the product advertised.

**Expository Copy:** This copy explains facts directly. It tells everything about the product to the consumers. It does not hide the facts. The statements about the copy are simple and direct.

**Scientific Copy:** In this copy, the technical specifications of a product are examined. The features and merits of the product are described in scientific terms. It provides conviction value to the copy. Saffols-a low cholesterol edible oil makes use of a scientific copy.

**Topical Copy:** When the copy is integrated to a recent happening or event, it is called topical copy. Most political events, national sports, world events, parliament news, or global events are presented in topical advertising copy. For latest events in the field of budgets or games topical copy can be used.

**Questioning Copy:** In this copy, several questions are put forward not to seek answers but to emphasize a certain attribute. In marketing ready-mades, Park Avenue puts a question in advertisement: Should a grown man's clothes just conceal his body or reveal his mind? Thus, this copy can emphasize any aspect of the product by raising a question.

**Prestige Copy:** In this copy, the product is not directly advertised; rather a favourable atmosphere is created for sale of the product. The copy is used to build an image of product. Vimal Shirting, S. Kumars Suiting have this kind of advertising Copy. These create an image of a successful man's product

### 13.2.2 Advertising Copy Elements

**Headline:** It is the first thing that is observed by the readers or viewers when they see an advertisement. The effective headline should be attention grabbing, concise and relevant to the product or service. This convinces the readers or viewers to continue with the reading of the ad copy. Most of the time, the headline of an advertising copy appears to be bold for visibility and to attract people. In general, a catchy headline is chosen in order to draw the attention of the audience towards the advertisement. It is the highly read part of the advertisement.

**Subheading:** This follows the headline of the advertising copy. It provides additional information regarding headlines or supports the headline and encourages the reader to continue to read. Usually, this information can be kept in smaller font size when compared to headline.

**Body Copy:** This is the main content which provides detailed information regarding the product or service highlighting the features, benefits, functionality of the product. This should address the pain points or the needs of the product to the target audience. It can be short or long depending on the advertisement. The body copy should be clear, persuasive and well organized.

### **Caption**

The font size of a caption is smaller than the body copy to indicate the sales points.

### **Blurb or Balloon**

This word indicates that the illustration of the advertising copy will be said by one of the characters appearing in the ad campaign. There are several instances when a blurb or balloon is used as the headline and displayed in a large size.

### **Box and Panels**

These are used for indicating important information about the product, such as a warning or special offer, etc.

### **Slogans, logotype and signature**

These elements are found in each and every advertisement. They are unique tags that help in recalling the company or brand. Helps it help differentiate the company's product from products offered by the competitors.

**Unique Selling Proposition (USP) and Slogans:** The USP sets the product or service apart from competitors. It is a unique benefit that the product or service has. It is essential to communicate the USP in an advertising copy to create compelling reasons to choose the product or service.

Slogans are used for effective communication about the brand. Slogans are very short, easy to remember and convey brands unique selling proposition and sometimes these establish the emotional connection with consumer. These help to create brand recognition and brand awareness among the consumers.

Some of the famous examples are, "Nike"-Just Do It, "Apple"- Think Different, "McDonald's"-I'm Lovin' It, "BMW": The Ultimate Driving Machine.

**Visual Elements:** These are the images, graphics, videos that complement text in advertising copy. Visual elements convey the message in a more engaging and memorable way.

### **Characteristics of ad copy elements**

**Originality:** As you all know that nothing is better than original content. When the content is new, the audience notices and likes it as well. Hence, it attracts the target audience and remains in their mind for a long time. Also, it helps the advertisement to stand out from the crowd.

**Clarity:** Advertising copy should be clear and not vague. It must not confuse the audience or leave any doubts in their minds. So, it has to be written with proper consideration and thought.

**Coherence:** A brand's ecosystem consists of various parts, one such part is the advertising copy. Hence, it has to be coherent with different elements of the brand.

**Informative:** An ad copy must tell the audience about how the product is helpful to them and also, how it can improve the quality of their lives.

**Simple:** an advertising copy should be simple and ready to understand. For writing the script easily understandable words must be used.

**True:** It must not state any false commitments. Whatever claims the product makes must be true, in order to be successful in the market. This is because, if the product makes a false commitment, then sooner or later the truth will be disclosed.

**Brief:** The audience is more attracted to a short advertisement, which does not consume their time. Further, it involves meticulously writing the script of the ad without jeopardizing its meaning.

**Persuasive Language:** Persuasion means making someone believe something or making them feel like they want the product. Using persuasive words like “Exclusive Deal of the week”, “Limited offer”, “Sale ends soon” and “Must-have” evoke emotions and create sense of urgency in the consumers.

The effective advertising copy should know its target audience, who are based on demographics (age, gender, educational qualification, and geographic location), psychographics (attitudes, values, lifestyle and interests), Purchase Cycle (awareness, consideration and decision-making) and communication channels (Print, Electronic or Online Media). It should provide a clear and concise message with no ambiguity or jargon to make audiences understand the meaning. An effective advertising copy states the audience what to do next by using action words like “Buy now” and “Subscribe”. Regular testing and optimization are key for the improvement of an advertising copy.

### **13.3 PRINCIPLES OF ADVERTISING COPY ON PRINT, RADIO, TELEVISION AND SOCIAL MEDIA PLATFORMS**

The principles of advertising copy vary from Print, Radio, Television and New Media Platforms. Here are some of the key principles that need to be considered.

#### **Principles of Print advertising copy:**

- Message should be in simple and straight forward language without jargons.
- Headlines should be attention grabbing and entice audiences to read further.
- Concentration should be on benefits rather than features and explanation towards how the product or service is a problem solver for audience needs.
- There should be compelling images or illustrations or graphs to enhance the message.
- Easy to read fonts should be used in a proper alignment according to the brand's identity.
- Include a persuasive element to let the readers know what to do next by using words like “Visit our website” and “Apply Today”.
- There should be a highlight statement which mentions the unique selling point stating why customers should buy your brand instead of competitive ones.

#### **Principles of Radio advertising copy:**

Radio is the medium, which is for the ears, to grab the attention of audience and for effective advertisements, certain principles need to be followed.

- Message should be concise and easy to remember.
- Engage professional voice artists to deliver the message effectively. The style and tone of the artist should match brand's identity.
- Prefer storytelling techniques with emotions to make your message unique.

- Use sound effects and background music to create a mood that complements the message.
- Repeat the advertisement at different times and from different stations to reinforce the message and brand recognition.
- Ensure with the specific requirements of radio compliance.

### **Principles of Television advertising copy:**

Television advertising includes significant investment, so one needs to strategically execute the campaigns for fruitful results. Some of the principles which help to create effective and impactful advertising are here.

- Understand Television is an audio-visual medium. Adapt the message according to visuals, music and sound effects and visual effects.
- Use high quality visuals created by following production values, aesthetically pleasing and compelling to take decisions.
- Pay attention to story, editing, sound design and color correction to appeal to the audience.
- The duration of the advertisement needs to be chosen according to time slot availability and budget. Television advertisement duration stands from 15 seconds to 60 seconds and more.
- Prefer prime time slots to reach large number of audiences. Generally, primetime slots are expensive.
- An endorsement by a celebrity increases compassion and drives audiences to take purchase decisions. If the message is from the celebrity, whom the target audience adore or interested in can hike the sales.

### **Principles of Social Media advertising copy:**

Social media advertising is a combination of creativity, strategy, data analysis and optimization. Effective and engaging communication needs staying up to date with latest social media trends and platforms. Here are some principles that need to be followed.

- It's a platform which can define the target audience on behalf of their demographic and psychographic variables. This specific feature helps to reach out to the target audience effectively.
- Choose a specific platform which can drive to target audience because all the social media platforms are not same.
- Create high quality images or visuals that help to capture the attention. The content created should match the brand's image.
- Strategic and realistic budget allotment to promote advertising on social media is cost effective and can succeed.
- Use appropriate ad formats for social media promotion. Most followed formats are image ads, video ads, carousel ads and story ads.
- Analyze the active time of your audience and schedule the advertisement accordingly for maximum reach and engagement.
- Ensure that the advertisement is mobile optimized for seamless user experience.

### 13.4 THE ROLE OF VISUALIZATION IN ADVERTISEMENTS

Visualization is a process which determines the position of elements- layout, content, headline, body text, tagline, images, and colors. It helps to convert abstract ideas into effective advertising messages. The process of visualization depends on the teamwork of copy writers, artists, producers and designers. Visualization plays an important role in advertising by

**Attracting attention:** The alignment of eye-catching images or videos can attract the attention of audiences by conveying a story. The colors used in an advertisement have a capacity to evoke emotions and feelings.

**Conveying Information:** Information can be communicated effectively because of images, charts and graphs mentioning the benefits, features, and specifications. The arrangement of visual elements directs the attention towards the important part of the advertisement.

**Enhancing the recall value:** According to research studies people remember advertisement visuals accompanied by words. Demonstration of a product helps to recall the product or service. The incorporation of visuals, music and narration can create a multi-sensory experience and make the advertisement memorable.

**Call to action:** The Visual buttons like “click here”, “make a call”, “Visit website” drive the audience towards action.

### 13.5 SUMMARY

The collaboration between advertising copy and visualization is important for successful advertising campaign. These things together can create persuasive, compelling and creative advertisements that motivate audiences to become consumers of the product/service.

Advertising copy is crucial for promoting a product or service and persuading potential consumers to make purchase decisions. It can be found in print, television, online, and social media platforms. Effective advertising copy grabs the reader's attention, conveys a compelling message, and motivates them to take specific actions. There are various types of advertising copies, including storytelling, informative, questioning, testimonial, comparative, humorous, and body copy.

Storytelling copy involves narrating a compelling story to engage the audience on an emotional level. This form can be adapted to various media formats, such as written words, spoken words, audio, video, and visual graphics. Informative copy provides information rather than persuading, demonstrating expertise and building trust for the brand. Questioning copy addresses thought-provoking questions to create emotional connections with the product or brand. Testimonial copy is important for new or lesser-known brands trying to establish themselves in the market. Comparative copy showcases unique features, superior quality, better pricing, and other attributes, setting unique selling points. Humorous copy can create an emotional bond between the brand and audience, but it must be careful not to offend or controversially present the product or service.

Advertising copy elements include the headline, subheading, body copy, unique selling proposition (USP), slogans, visual elements, and persuasive language. The headline should be attention-grabbing, concise, and relevant to the product or service, while the subheading should provide additional information and support the headline. Body copy should address pain points or the needs of the product, while persuasive language should evoke emotions and urgency in the audience.

To create effective advertising copy, it should know its target audience, including demographics, psychographics, purchase cycle, and communication channels. A clear and concise message with no ambiguity or jargon is essential, and action words like "Buy now" and "Subscribe" should be used. Regular testing and optimization are key for improving advertising copy.

The principles of advertising copy vary across Print, Radio, Television, and Social Media platforms. In Print advertising, simple language, attention-grabbing headlines, and a focus on benefits are essential. In Radio advertising, concise messages, engaging voice artists, storytelling techniques, sound effects, and repetition are key. Television advertising requires strategic execution, understanding the audio-visual medium, using high-quality visuals, and paying attention to story, editing, sound design, and color correction.

Social media advertising involves creativity, strategy, data analysis, and optimization. It is crucial to choose a specific platform, create high-quality images, and allocate a realistic budget for promotion. Ad formats like image ads, video ads, carousel ads, and story ads are popular. Analyzing the active time of the audience and scheduling advertisements accordingly are also essential.

Visualization plays a crucial role in advertising by attracting attention, conveying information, enhancing recall value, and driving action. Visual buttons like "click here," "make a call," and "Visit website" can drive the audience towards action. It is essential to consider the specific requirements of radio compliance and the audience's demographic and psychographic variables when creating effective advertising.

### 13.6 KEYWORDS

**Advertising Message:** It is a creative communication made by the brand to prompt its audience to take decisions.

**Copy:** It refers to text and content to engage audience towards a specific advertisement.

**Advertising Clutter:** It is the excessive amount of advertising messages received by audiences per day.

**Brand:** It is the identity of a business to represent the promise of quality, service and experience to its customers.

### 13.7 SELF ASSESSMENT QUESTIONS

- 1) What do you mean by advertising copy? Explain various elements of an advertising copy.
- 2) Discuss the principles of Print and television advertising copy?
- 3) What is visualization and explain the role of visualization in advertising copy?

### 13.8 SUGGESTED READINGS

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## LESSON 14

# ILLUSTRATION- LAYOUT-HEADLINES-TEXT- COLOR-GRAPHICS

### Learning Objectives

- ✓ To understand illustration techniques
- ✓ To Study the layout principles
- ✓ To define the role of headlines in advertising
- ✓ To discuss the role of text, color and graphics in advertising

### Structure

#### 14.1 Introduction

#### 14.2 Illustration

#### 14.3 Layout

#### 14.4 Headlines

#### 14.5 Text

#### 14.6 Color

#### 14.7 Graphics

#### 14.8 Summary

#### 14.9 Keywords

#### 14.10 Self Assessment questions

#### 14.11 Suggested Readings

### 14.1 INTRODUCTION

The lesson focuses on providing glimpse into the visual components in designing to convey advertising messages to its target audiences. This discusses about the collective significance and individual role of Illustration, layout, headlines, text, color and graphics. A creative appeal has a capacity for positive impact on the target audience. This can be achieved by proper designing and writing on a poster or for an advertisement.

## 14.2 ILLUSTRATION

Illustrations are images and photographs which include visual contents like artwork, colors, and identification marks (trademark, company logo etc.). The goal of these visual contents is to create awareness to the general public and to persuade the potential customer to purchase the product. The decision to place visual content plays a crucial role in advertising. There are many products where the illustrations have become contemporary culture icons. Example: “Amul”.

### Importance of Illustrations:

1. Illustrations can get attention and then promote brand, product, or service.
2. They help to communicate the relevant idea effectively and quickly.
3. They help to enforce the advertisement text and make the advertisement more believable.
4. Helps to Communicate an idea that might be impossible or even offensive to say in words.

Advertising illustrations can be used in:

**Print Advertising:** Illustrations are used in newspapers, magazines, billboards and other print media to communicate the message of a product or service or a brand.

**Television Advertising:** Even though it is an audio-visual medium, where the moving images play a major role. There are always illustrations to communicate the brand's message.

**Online Advertising:** Illustrations are used to create online advertisements, social media advertisements such as banner ads and social media posts.

### Types of advertising illustrations:

Here are different ways of service or product depicted in an illustration for advertising:

**Product Itself:** In many advertisements the product itself as an illustration can be observed because this approach can be an effective tool to convey the benefits, features and value to potential customers. This approach is common in industries like fashion, food, electronics and cosmetics and also in the industries where visuals play a significant role.

**Example:** The poster advertising uses illustration of the product Tata Nexon with a tag line Choose Safety before you need it. It clearly describes that car is the India's safest car with full six star by global NCAP ratings. When the safety features are considered it's a car with six airbags and fortified cabin, an iron clad skeleton to protect from outside.

**Product in use:** This type of illustrations benefit organization and business in communication, marketing and user experience. In the poster we can clearly see the product being used as an illustration. In the poster the red lipstick is used on the model's lips and other shades are used to represent the availability.







**Product ready for use:** An illustration of a product which is ready for use can make people easily understand the key benefits of the product. In the below example LG washing machine is connected to the smart phone and illustrations used are clearly depicting the smart operating system.



**The product being tested:** These illustrations show the tests that a product undergoes before it is sold. This is more preferable in business-to-business sale of products. Below is the poster of Ghadi detergent which is showcasing laboratory and scientist testing the powder for certification.



**Particular part of the product:** Particular feature of the product can be emphasized by the close-up illustration or photography. In the below poster we can clearly see the ingredients used in Quaker Oats along with its years of experiments on oats with different combination. The poster clearly illustrated the berries used along with oats to attract the audiences.



**Different features of the product:** Several brands have unique features that can be visualized. This can be clearly observed in automobiles to showcase the durability and ruggedness of the automobile by driving them through rocky and slippery roads. The below illustration of Thar on a rugged watery slope is the best example



**Consumer Reward from the product:** Because of the illustration consumer can come to know the reward they can get after the use of product; this depends on the type of the product and its specific features. For example, we can find the Fair and lovely advertisement which clearly shows the reward a woman get after the use



**Effects of not using the product:** If an illustration is not used in the advertisement, it can have positive and negative effects depending on the target audience, context and creative strategy followed. The potential effects are:

**Intrigue:** By not revealing the product immediately, the curiosity of the viewer makes him/her more engaged with the advertisement. They may try to learn more about the advertisement and try to find out about the product.

**Storytelling:** without showing the product illustration, a story can be told or a message can be conveyed which is beyond the product itself. The process of storytelling helps the advertisers to stand out and engage in an information overloaded era. With storytelling advertisers can evoke emotional connections and make consumers remember the message and brand.

**Branding:** In some instances, an advertisement without product can be used strategically to promote brand's value or identity. This can be more useful to the established brands.

Along with positive effects there are certain effects which needs to be considered:

#### **Negative Effects:**

**Lack of Clarity:** As the consumers do not see the product, they may not understand the connection between the product and the advertisements. This can result on the effectiveness of the advertisement.

**Missed sales:** if the objective of the advertisement is immediate sales, the strategy of not using the product illustration can result negatively.

**Confusion:** In some cases, not using the product illustration can create confusion among the consumers about the product, if the advertisement fails to communicate the main features of the product.

### **14.3 LAYOUT**

Layout is the arrangement of visual elements- illustration, typography, logo and free space in an advertisement. An attractive layout helps the advertiser to stand out the competitors. This creates a visual hierarchy by placing the important elements at a prominent place. Layout designing brings the copy writer and designers together. It helps in estimating the cost of production of an advertisement. Layout is limited to certain sizes and shapes (like posters, billboards, newspaper advertisements, banners and so on). Here are some key elements of layout in advertising.

**Visual Hierarchy:** It is the establishment of visual elements prominently in a layout. The headline is the first one to be given prominence and then the second one to be subheading or the features of the product.

**Balance:** It is one of the elements to achieve aesthetically pleasing and harmonious results. This ensures to draw viewers eyes to the right place to convey the message. The visual balance can be created by rule of thirds in a layout, by dividing it into 3\*3 block and placing the important elements in the grids or at the intersection of the grids. A formal and structured look can be achieved by symmetrical balance(Placing the elements on both sides of the central axis).

**Typography:** It's about choosing the font to build brand recognition and trust. The font selected should be easy to read. The typefaces, serif fonts which are with decorative lines at

the end of the letters are traditional and represent formality, while San-serif fonts are with non-decorative lines and represent modernity and simplicity. The font size of headline, subhead and content should always be distinct. The alignment of the text in a layout in single column, double column or multiple columns can impact the readability and visual appearance. One has to ensure the consistency of the same font throughout different platforms of advertising (posters, banners, pop-ups, Television advertising and etc) to be professional and to contribute to brands recognition.

**Color:** Color has a capacity to evoke emotions and reinforce brand identity. Contrast and bright colors can draw the attention of audiences. According to the color psychology red can convey passion and excitement, blue can represent calmness and trust and green represents environment. According to this advertiser can use colors and trigger the audience emotions. A contrast color between the background and foreground(text) helps to enhance the readability. A unique color scheme differentiates one brand from the other and makes the brand more memorable than competitors. When deciding on the colors it is important to consider the cultural significance to ensure that the message is not misrepresented.

**White Space:** This can also be considered as a negative space in designing. It refers to the empty space between text and images. The adequate space helps to increase the readability of Headlines, subheads and the body copy. It ensures to stand out an image, when space is left around an image. Visual hierarchy is also possible with the space. An important message can have less space around them, and the less important elements can have more space to understand the order of importance.

#### 14.4 HEADLINES

Headlines are one of the first point contact between the advertisement and customer. The purpose of these is to attract and convey the message in a concise and compelling manner. Generally, headlines use attention-grabbing techniques to create interest in the viewers. These communicate the main message or important feature or an offer of the advertisement. The headline created should be related to the target audience, it should speak about their needs, desires and pains, where the audience can feel that product or service designed for them. A well-crafted headline has the capacity to persuade the audience to take action. It drives the audience to take action by using the words visit website, join us, upgrade, life-changing, now available and so on to influence the audience in decision-making. Headlines should align with brand identity and the theme of the campaign. This helps to reinforce the advertising message.

A well-designed headline can be associated with the advertisement for a long time. This can help to set the tone of advertisement by making it humorous, serious, emotional or informative by fulfilling the audience expectations. When creating an headline it is important to use clear and readable typography with proper spacing and layout design where the headline can be easily digestible. In digital advertising headlines play a major role in Search Engine Optimization (SEO). Including the key words in a headline helps to appear in search engine results for digital media users. The headlines used must complement the image used for the advertisement. It provides a context to the image and helps the audiences to understand the story or scenario depicted. It can answer questions like who, what, where and when.

## 14.5 TEXT

Text in advertising design refers to the written word in advertisement. It is used to convey message, provide information or show impact on target audience. A text in a advertising design has certain key elements: **Headline:** A catchy and compelling statement to be noticed by the audience in an advertisement. **Subheading:** Which is smaller in font size from headline and positioned beneath the headline to provide the features of product or service. **Body Copy:** It includes detailed description of product or service. **Slogans and Taglines:** These are the short phrases to reinforce the brand image and identity. Example: “Thumbs up- Taste the Thunder”. Product names, itself is a crucial element in the advertisement. **Legal Disclaimer:** The brands related to pharmaceuticals and financial services or brands running offer campaigns include legal disclaimers to ensure compliance with laws and regulations. Along with these elements the choice of fonts, color and text layout significantly affect the readability and visual appeal of an advertisement.

The font chosen for text shouldn't be included in the background and one should be careful about the font size, line spacing and letter spacing which makes sure of the readability by the viewers. One should use certain fonts and styles to create a professional look for the advertisement. Usage of too many fonts may create clutter and disturbance to the design. It's important to know the brand's identity and personality to choose the font which aligns with brands character. Combining contrast fonts like bold with simple font can work well in a design. It is important to use same fonts through out the campaign to maintain brand identity and recognition. One has to ensure that the colors used for fonts should harmonize with brands colors scheme. Make sure to use a licensed font and avoid free fonts. The fonts used in a design may look different on different platforms, so testing them is important before going for the final output.

## 14.6 COLOR

Color is one of the essential elements to attract attention of audience in a cluttered advertising. The repetitive usage of the same color for a brand helps in brand recognition. Colors can be used to reinforce the message or features of the product. One can set a mood or tone of the advertisement, warm colors set a sense of urgency whereas cool colors evoke calmness and trust. The proper contrast maintained between background and the text can increase the readability. Product differentiation is possible with color. Colors can influence the target audience on behalf of the cultural and seasonal relevance.

Here is the representation of colors in advertising design:

**Red:** It is associated with energy, excitement, desire, passion and love. It is an attention seeker and can create a sense of urgency. In advertising design red is frequently used for clearance, sales and discount promotions.

**Green:** It's the color which hints our relationship with nature. It is associated with purity, growth and freshness. It's used for organic, eco-friendly and sustainable products or brands. The dark green represents wealth and prestige.

**Blue:** It is associated with trust, reliability, and calmness over intensity. Technology and financial companies use blue in their logo or branding activities to convey stability, sincerity, and strength. Lighter shades of blue can create a peaceful effect.

**Yellow:** It is the brightest color of the spectrum and is associated with cheerfulness and optimism. According to studies yellow has the capacity to increase the activity of the left side

of the brain, which is a powerhouse of rational thinking. It is used to convey a sense of warmth. Preferably used in children's products or to indicate discount or deals.

**Orange:** It's a combination of yellow's cheerfulness and red's energy. It represents fascination, creativity, determination, and creativity. It helps the brand to stand out from the competitors.

**Purple:** It's the secondary color of red and is associated with power, luxury and elegance. It's used by the corporate brands to show its exclusivity. Lighter shades are associated with romance and nostalgia.

**Pink:** It's a combination of pale red with white. It is associated with love, tenderness, youth and femininity. It's used mostly for the product which target females. Darker shades can represent maturity and sophistication.

**Black:** It's a versatile color where one can consider elegant or depressing. It is associated with sophistication, luxury and power. Many elegant brands use black to represent premium image.

**White:** It is a universal symbolic color which represents purity, wholeness and sincerity. It is used in health, hygiene and tech products. It can create a feeling of simplicity when used in combinations.

**Brown:** A color of seriousness, stability, wisdom, earthiness and reliability. Commonly used in food and beverage advertising. It has a capacity to convey a sense of tradition and comfort.

## 14.7 GRAPHICS

Graphics is the combination of visual elements and design components used to promote the brand or product or service to attract the attention of target audience. These play an important role in effective advertising campaigns. Graphics include visuals which can be images or illustrations which are related to the brand or product. The brand logos and branding elements can establish brand identity and develop brand recognition on repetitive placements. The color schemes used in graphics evoke different emotions in the target audience and elicit different responses. The arrangement of visual elements on page or screen plays a critical role in clear communication of the message. The hierarchical placement lets the call to action or primary message at center. Symbols and icons can be used to represent ideas concise and clear. Graphics used for advertising should be adaptable to different media print, electronic and social media.

## 14.8 SUMMARY

This lesson explores the importance of visual components in advertising, including illustrations, layout, headlines, text, color, and graphics. These elements help create awareness and persuade potential customers to purchase a product or service. Illustrations are images and photographs that include artwork, colors, and identification marks, such as trademarks or company logos. They are crucial for promoting a brand, communicating relevant ideas effectively, making the advertisement more believable, and conveying impossible or offensive ideas.

Advertising illustrations can be used in print advertising, television advertising, online advertising, and social media. Different types of illustrations include product illustrations,

product in use, product ready for use, product being tested, particular part of the product, and different features of the product.

The effects of not using the product in an advertisement can have positive and negative effects depending on the target audience, context, and creative strategy. Positive effects include engaging the viewer with the advertisement, allowing them to learn more about the product, and storytelling, which helps advertisers evoke emotional connections and make consumers remember the message and brand.

However, negative effects of not using the product illustration include lack of clarity, missed sales, and confusion among consumers. In some cases, an advertisement without the product can be strategically used to promote the brand's value or identity. Overall, proper design and writing on posters and advertisements can have a positive impact on the target audience.

Layout in advertising is the arrangement of visual elements, creating a hierarchy and balance. Font choice is crucial for brand recognition and trust. Color plays a significant role, with contrast colors evoking emotions and reinforcing brand identity. White space increases readability. Headlines are the first point contact between the advertisement and customer, aiming to attract and convey the message concisely. Text, including headlines, subheadings, body copy, slogans, and taglines, reinforces the brand image. Legal disclaimers are essential for offer campaigns. Choose a font aligned with the brand's identity and avoid free fonts.

Color is a crucial element in advertising, attracting attention and reinforcing a brand's message. It can set a mood or tone, with warm colors evoking urgency and cool colors evoking calmness and trust. Colors can influence the target audience based on cultural and seasonal relevance. Red, green, blue, yellow, and orange are commonly used colors in advertising design. Red is associated with energy, excitement, and passion, while green signifies purity and growth. Blue is associated with trust, reliability, and calmness, while yellow is associated with cheerfulness and optimism. Orange is a combination of yellow's cheerfulness and red's energy, representing fascination and creativity. Purple is associated with power, luxury, and elegance, while pink is associated with love, tenderness, youth, and femininity. Black is versatile and elegant, while white is universally symbolic and represents purity and sincerity. Brown is a symbol of seriousness, stability, wisdom, earthiness, and reliability. Graphics, including images and illustrations, play a crucial role in promoting a brand or product, establishing brand identity, and developing brand recognition.

## 14.9 KEYWORDS

**Poster:** It is a design which combines images, text, graphics and informative communication.

**Design:** It is a combination of visual and textual elements to promote a product or service to attract attention and persuade audience to take decisions.

**Background and foreground:** In a poster it is the backdrop to the main elements of design and foreground is the area that contains main elements of the design.

**Hierarchy:** It is about prioritizing elements in a design. Placing one element of the other depending on its importance.

**14.10 SELF ASSESSMENT QUESTIONS**

- 1) Explain different types of illustrations to design a poster.
- 2) Write about the importance of color in design and discuss color psychology of any five colors.
- 3) Write about the role of headline in a design.
- 4) Explain the key elements of layout

**14.11 SUGGESTED READINGS**

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## LESSON 15

# PSYCHOLOGICAL FACTORS IN ADVERTISING

### Learning Objectives

- ✓ To learn about the psychological triggers
- ✓ To understand consumer behavior
- ✓ To learn the application of psychological factors for effective advertising

### Structure

#### 15.1 Introduction

#### 15.2 Emotional Elements in advertising

#### 15.3 Perception in advertising

#### 15.4 Cognitive Dissonance in advertising

#### 15.5 Motivation and Hierarchy theory

#### 15.6 Learning psychology of audience

#### 15.7 Summary

#### 15.8 Keywords

#### 15.9 Self Assessment questions

#### 15.10 Suggested Readings

### 15.1 INTRODUCTION

Psychology plays an important role in advertising to influence consumer decisions, to create effective and persuasive advertising. This provides insight into how people think and take decisions. Advertising involved with emotions can create a long-lasting sense of connection with the target audience. Brands often depend on brand personality and loyalty to create a positive impression in the minds of consumers. Effective advertising addresses the needs and desires of the audience and turns them into consumers.

### 15.2 EMOTIONAL ELEMENTS IN ADVERTISING

Emotional appeals can be positive or negative in nature to motivate audiences to take purchase decisions. To connect with the audience emotional level and tap on their feelings, needs, desires and values some key elements are required.

Humor emotion breaks the ice between brand and the audience and creates a positive association with a brand. A story creation with retro music and image with reference to past experiences can trigger the emotional response of audience. When an advertisement is related

to safety, security and health, fear and anxiety related emotions can motivate audience to take action. Aspirational advertisements tap into consumers desires to achieve a certain lifestyle. This kind of appeal can create a sense of longing and a belief that purchasing certain product can help to fulfil the aspirations of audiences. An unexpected twist in a story, unexpected visual and unconventional approach in an advertisement have a capacity to attract the audience and create a memorable experience. Appeal to audience with a sense of urgency and scarcity of certain products can create a fear of missing out and force them to take an action. The advertisements which appeal to the senses like visual beauty, sound of drizzling or soothing music can create emotional response to influence audience.

### 15.3 PERCEPTION IN ADVERTISING

Perception refers to how consumers interpret the messages and information presented in an advertisement. Individuals who need the same product may not purchase same brand because of their differences in perception. For some people Dell is the best brand to purchase, for some people it may be one of the best brands.

There are three different processes of perception in advertising:

**Selective Attention:** Nowadays people are overexposed to the large number of advertisements in different forms as billboards, posters, television and social media platforms as posts, reels and stories. To cope with overloaded information people need to filter and ignore certain messages which doesn't seem interesting and not relevant to the moment. To attract the attention of audiences, advertisers must compete with various stimuli like using bright colors, loud sounds and emotional content. The personalization aspect and targeting most of the time play a significant role in making certain advertisements more specific toward individuals.

**Selective Distortion:** People spend their time paying attention to the information that confirms their existing beliefs or preconceived notions and attitudes, which means they are receptive to messages which align their values and preferences. When a brand can build an image by consistent information among different media there is scope to reduce selective perception among audiences. Ethical and transparent advertising ensures consumers make an informed decision.

**Selective Retention:** This is a process where consumers selectively remember the advertisement which is useful to them. A retention process can be enhanced with the repetitive exposure to the same advertisement. A selective retention can occur when consumers pay selective attention towards an advertisement. Retention can happen when a product is relevant to their needs, interest, and current situations. A clear and straight forward message can retain audiences. Highly involved consumers retain information from searches they have made. Example:- A person who wanted to purchase a watch may remember the advertisement he watched recently or several days ago about Fastrack.

### 15.4 COGNITIVE DISSONANCE IN ADVERTISING

According to Leon Festinger's theory, cognitive dissonance is a psychological phenomenon which is experienced by an audience when there is inconsistency between the message they are exposed to and to their beliefs and attitudes. A cognitive dissonance can occur when a person is experiencing odd times because of his lifestyle/values and watches an advertisement which portrays the same lifestyle. A cognitive dissonance can also occur when an

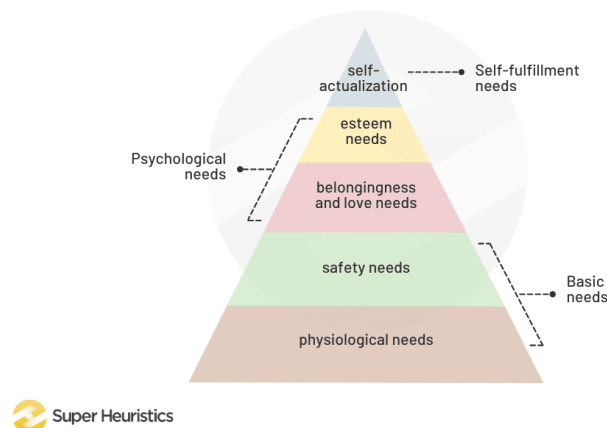
advertisement exaggerates a product's performance and the personal experience of the consumer with the product does not live up to the mark. A consumer may experience cognitive dissonance after purchasing the product when there is a negative or conflicting feedback opinion about the product.

Cognitive dissonance can be reduced or resolved by using strategies to increase positive brand image. Offering evidence to the claim raised can help to reduce doubts and cognitive dissonance about a product. Offering a warranty and guaranty can reduce the perceived risk of purchase decision by the consumers. An advertisement with emphasis on benefits of the product can justify the purchase decision of a consumer.

## 15.5 MOTIVATION AND HIERARCHY THEORY

Motivation is one of the psychological factors in driving audiences to become consumers. Motivation is the reason which lead audience to act in a particular way. Whenever we consider consumer behavior "Maslow's Hierarchy of needs" is one of the important tools to be considered by the advertisers. According to this the lower the product is portrayed on the pyramid the larger will be its market.

### Maslow's Hierarchy of Needs



#### Malow's Hierarchy of needs

This is a pyramid shape with basic needs at the bottom and high-level and intangible needs at the top level of the pyramid. A person can move to high level needs when his/her basic needs are fulfilled.

**Physiological Needs:** The first and lowest level of needs in the Malow's Hierarchy is physiological needs. These are the most basic survival needs of the audience like food, water, shelter and clothing. Once these needs are satisfied then people move to the next level of fulfillment.

**Safety Needs:** The second level in the Hierarchy of needs is safety needs. This includes health, job safety and a safe environment. The goal of meeting safety needs is to have stability in life.

**Belongingness and love needs:** The third level of involves in humans interpersonal feeling of belongingness. Humans tend to be belonging and acceptance in family groups and social groups. The sense of belonging make them feel comfortable and it is a result of being accepted, respected and loved. Some large social groups are co-workers, clubs, sports teams and online communities. Small social groups are family members, intimate partners, friends and mentors. For some people the need of self-esteem is more important than belongingness and love needs.

**Esteem Needs:** It's about self-respect and respect from others. Self-esteem is a feeling of accomplishment, respect and competence. And the other one is esteem from others recognition, status, and reputation.

**Self-actualization needs:** This stage is where a person seeks personal growth, realizing their potential, self-fulfillment and achieving a sense of purpose. These include education, skill development – like music, dance, athletics, design, cooking, traveling to other places and winning awards.

## 15.6 LEARNING PSYCHOLOGY OF AUDIENCE

According to Philip Kotler learning is a process which changes individual's behavior out of the experience and can be interplay between the elements drives, stimuli, cues, response and reinforcement.

**Drives:** In simple terms it is an urge to attain a goal or satisfy needs. It is one of the psychological motivations that enforce audiences to take action. By understanding a drive, advertisers can come up with effective advertisements. Emotional drives like fear, happiness, love, humor and nostalgia can influence consumers in decision making. A message with success, promising progress, or personal development always motivates consumers. The highlights about a product how it makes life easier, saves time and streamlines daily task can tap on efficiency of advertisement.

**Stimulus:** It is a factor which is designed to provoke a response or reaction from viewers. This helps to grab the attention, evoke emotions, create interest, and encourage action. This includes different types of stimuli; Visual Stimuli: This includes shapes, images, colors, typography and layout design. Audio stimuli: This includes jingles, background music and impactful sound effects that trigger audience emotions. Intellectual Stimuli: The facts and statistics can stimulate audiences' curiosity to know more about the product. Celebrity Endorsement: This is about using a celebrity to capture the attention and building credibility of brand. Using multiple stimuli in an advertisement can help advertisers to create memorable experiences for the audience.

**Cues:** These are visuals which can catch the eyesight using vibrant colors, striking images or shapes and engaging story. The cues are also auditory with memorable phrases, jingles and attractive music. Product placement in a film is one of the subtle cues which promotes product or service. The cues are important to communicate brand's message to audience.

**Response:** It is all about action taken by the audience because of advertisement. The action includes filling out a form, signing up for a service, visiting a website and making a purchase decision. The response data helps the advertisers and marketers to understand how successful the ad is in achieving its objectives. The desired response depends on the goal of the advertisement. If the goal is to increase sales the response should be increase in purchases of the product, if the goal is to increase brand awareness the response should be increase in

traffic towards website. The response analysis helps in refining the strategies of advertisements to connect with audiences.

**Reinforcement:** It is the pleasure or enjoyment received by the consumer after purchasing a product. A positive reinforcement can lead to repetitive purchase decisions. The usage of positive testimonials, reviews, celebrity endorsements, seeing others enjoying the benefits of the product or service can reinforce the belief that product is worthy.

### 15.7 SUMMARY

Psychological factors in advertising help the brand to understand, persuade and influence the consumer behavior by touching into the human complexities and psychological decision-making process. A well-crafted message by considering psychological factors can connect the audiences emotionally and increase the brand loyalty.

### 15.8 KEY WORDS

**Nostalgia:**It's a bittersweet feeling, a wistful yearning for times gone by, which may be associated with specific memories, places, objects, or cultural elements.

**Jingles:** Short and catchy memorable tunes created specifically for an advertisement or a platform.

**Background Music:** An audio music which is played in a setting, this is designed to enhance an experience rather than central focus.

**Cognition:** It is a mental process associated with understanding, storing and processing information.

### 15.9 SELF ASSESSMENT QUESTIONS

- 1) What are the key elements required in emotional advertising?
- 2) Write about learning psychology.
- 3) Explain Maslow's hierarchy of needs.
- 4) Discuss cognitive dissonance.

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## LESSON- 16

# TRADEMARKS- SLOGANS-EVALUATION OF EFFECTIVENESS

### Learning Objectives

- ✓ To know about Trademarks and slogans
- ✓ To study the effectiveness elements in advertising
- ✓ To know the effectiveness evaluation process

### Structure

#### 16.1 Introduction

#### 16.2 Trademarks

#### 16.3 Slogans

#### 16.4 Evaluation of effectiveness elements

#### 16.5 Summary

#### 16.6 Keywords

#### 16.7 Self assessment questions

#### 16.8 Suggested Readings

### 16.1 INTRODUCTION

Trademarks and slogans are part of cues to the audience to encourage them to take certain action regarding the advertisements. A trademark is a logo or design or expression that differentiates a brand from competitors. It is important to protect the brand identity and reputation. Whereas slogans are memorable phrases to position a brand or service. These help to create brand recognition, to communicate key benefits and values of a brand or service to audiences.

The evaluation of effectiveness in advertising is assessing the performance and success of an advertising campaign in achieving their objectives. The effectiveness can be evaluated by using market research, consumer behavior analysis and social media metrics. The evaluation helps in optimizing budget allocation, creating effective advertising, and marketing campaigns.

## 16.2 TRADEMARKS

A trademark is a recognizable sign, symbol, design, phrase that differentiates a product from all of its kind. It helps consumers to identify different products and services associated with a particular brand. When a new brand is started it is important to register a trademark to protect your intellectual property and avoid further problems of usage of same symbol by others or negative message spread by competitor in comparative advertising.

There are different types of trademarks to cover different aspects of branding and intellectual property. Here are some common types:

**Word Marks:** These are the trademarks which are made out of letters, words and numbers without any stylization. Examples: Google, Coca-Cola, Apple, Microsoft, Calvin Klein.

**Descriptive Trademark:** This provides information about the product or service. It may describe the nature, ingredients or purpose of the product. Example: “Crispy” for potato chips and “Creamy” for milk products. The words crispy and creamy describe the quality of a product. A descriptive mark has the capacity to transform quality into a unique identifier of a particular brand.

**Suggestive Mark:** This evokes the characteristics of a product or service. These require consumers intellect and imagination to understand the nature of goods or services. These also require consumers to make connection between the marks and the product or service’s purpose or nature. Example: “Netflix” an online platform. It’s a combination of Net(network) that provides combination of flicks (Films), which implies connection between internet and movies. “Airbus”, A company which manufactures buses for air which are Airplanes.

**Fanciful Mark:** These are newly coined or created words where there is no meaning for it unless the word is associated with a particular product or service. These are the strongest and unique marks to get trademarks easily. Example: “Kodak”, for camera equipment. There is no prior meaning to the word before it is used by the company. These fanciful marks are valuable assets to the companies because of their strong and easy identification.

**Arbitrary Marks:** These are trademarks created from the words which are used in daily life. But these do not represent or describe the product or service .Example: “Apple”, it is a brand which sells computers and electronic devices. But the name nowhere implies any relation to computers and technology. The strength of these arbitrary marks relies on their ability to make a brand memorable without apparent relationship with the product or service.

## 16.3 SLOGANS

A slogan is a catchy phrase used to convey the message of a brand, product or service. It is a short and concise statement which can create impactful expression in the minds of the consumers to make them associated with product or service. Slogans are used in campaigns to create brand recognition, communicate brands unique selling points, evoke emotions or to convince audience to take desired action. A well-crafted slogan is a powerful and recognizable element in brand’s identity. Here are different types of slogans.

**Descriptive Slogan:**These are concise, direct and highlight the unique selling point of the brand/product/service. These provide clear information about product attributes and benefits. Example: “KFC”, It's Finger Lickin' Good.

**Provocative Slogan:**It aims to provoke the audience by challenging the status quo or lets the audience to make bold decision. Example: “Apple”- “Think different”

**Emotional Slogans:** These evoke feelings and sense of responsibility, empowerment, happiness and nostalgia. Its aim is to connect with audience emotional level. Example: “Hallmark”-When you care enough to send the very best.

**Aspirational Slogans:** These are the slogans which reflect or inspire the aspirations of the audience. They depict the idealised vision of brand. Example: “Disney”- The happiest place on earth.

**Rhyming Slogans:** These use catchy and memorable rhyming words to describe the features or benefits. Example: “Kit-Kat”-Have a break, have a Kit-kat.

**Question Based slogans:** These use question words to engage the audience or to challenge the audience to think. Example: “Verizon Wireless”- Can you hear me now?

**Pun based slogans:** These are wordplays where there is a possibility to create different meaning of a word or the word which sounds alike but have a different meaning. Example: “LG”, Life’s Good.

## 16.4 EVALUATION OF EFFECTIVENESS ELEMENTS

Effectiveness of an advertising is about the degree to which an advertising campaign or advertisement has reached. An advertisement campaign is not complete without measuring its effectiveness in reaching the right set of audience to achieve its goals. It helps to measure the strengths and weaknesses of advertising campaign. The effectiveness measurement helps brands to find out the successful elements and use them in the future.

Here are some key aspects which needs to be considered to evaluate the effectiveness of advertising.

### **Reach and Exposure:**

Reach refers to the total number of unique households or individuals exposed to particular advertisement within a given duration.

Exposure refers to the number of times a target audience is exposed to an advertisement. This is very important because the increase in number of exposures can affect the retention and action of an audiences.

To do Reach and Exposure evaluation, a quantitative research analysis can be done. A quantitative analysis includes numerical data and statistical methods to measure and assess the effectiveness of an ad. It can be done using tools like social media analytics, google analytics or proprietary software to gather data matrix which are impressions, clicks and other engagements or number of people viewed and advertisement on Television or listened to a audio on Radio. Statistical analysis can determine the correlation between ad reach and user behaviour. Regression analysis helps to understand the relationship between variables. Running different advertisements to different set of people helps to analyse how ad reach differs among the segments made. Comparing the investment of ad campaign with revenue generated helps in finding financial impact of advertisement reach. Surveys and feedback forms can look at the impact of advertising in audience purchase decisions.

To do exposure research one has to define the specific aspect of exposure like reach, frequency engagement or impact of different advertising channels which needs to be measured. Defining demographic and psychographic characteristics can help to reach target audience with the advertisement. Selecting the metrics to find reach, who see the



advertisement, how often they see it and recall (how well they remember it) and engagement (taking action) will help to measure the exposure. To find the effectiveness, survey method is useful to gather information regarding recall, recognition and impact. Observational studies analyse interaction with advertisement in a natural and controlled environment. Eye tracking studies help to find how long audience are focusing on different elements of advertising, Big data analysis drives toward measuring exposure.

**Engagement:** This includes various interactions that audience have with an advertisement like shares, comments, retweets, filling a puzzle and sending to the specified address for a gift. For video content tracking the time user spent to watch an advertisement provides insights into the level of engagement. Heatmap analysis is one of the processes to analyse user behaviour patterns on a website like where users click with cursor, where the user spending time on website, and moves the cursor.

Engagement metrics help advertisers to understand how audience are interacting with their content. The research includes tracking behaviour of an audience on social media platforms, websites and specific call to action elements. To get insights about audience perceptions, preference and their emotional response to advertisement feedback through surveys, focus group discussions and interviews can be used. Conducting longitudinal studies identifies trends and patterns in consumer preferences. Evaluation of type of content like video, infographics, images, user-generated content etc., can help to create more engaging content for targeted audience. The neuroscience-based methods which include EEG (Electroencephalogram) to measure brain activity can look at the emotional reaction of the target audience.

**Brand Awareness:** This includes the research related to how well the brand is known to its target audience. Here we can look at how many times a brand name is mentioned online. One can measure the potentiality of your poster using analysis studies. Tracking brand awareness helps in finding how well your brand is perceived and who can recall your Brand.

To do brand awareness research distributing questionnaires to target audience over online, mail or in-person interviews help to find recognition, recall and association of brand. These studies help in assessing changes in perception, recognition and recall. Qualitative research with focused group discussion or personal interviews help to understand how audience perceive an advertisement. Evaluating an advertisement using A/B testing or split testing helps in measuring effectiveness of ad campaign in enhancing brand recognition. Comparative research with competitive brand's recognition and perception helps to understand where a brand stands in the market. Brand equity measurement using factors like perceived quality, brand loyalty and brand association makes us understand overall brand awareness. Correlating sales data with advertising helps us to understand the impact of brand visibility on sales.

## 16.5 SUMMARY

There are different methods of advertising evaluations to find the effectiveness. The discussed methods can be employed separately for understanding one aspect of effectiveness and when they are employed in combinations these can provide comprehensive understanding about effectiveness of advertisement on audience using different platforms.

## 16.6 KEYWORDS

**Target Audience:** A specific group of people which the product/service intend to reach.

**Demographics:** The characteristics which include age, gender, ethnicity, education, income and more.

**Psychographics:** These are personality traits, interest, hobbies, opinions, lifestyle choices, social class and more.

## 16.7 SELF ASSESSMENT QUESTIONS

- 1) Write about different types of trademarks.
- 2) Discuss different types of slogans with examples.
- 3) What is evaluation of effectiveness of an advertisement and discuss the methods

## 16.8 SUGGESTED READINGS

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## LESSON- 17

# ADVERTISING -PROBLEMS OF MEASUREMENT

### AIM

There are some issues which need to point out at the time of evaluating advertising performance and determining its effectiveness. One of them, the Measuring advertising can be challenging with several factors like target audience, frequency, engagement, brand awareness, the media outlets used to run the ad, purchase intent, and sales.

### OBJECTIVES OF STUDY

- To determine the problems of measuring advertising.
- To formulate measurable objectives for advertising canvass.
- Decide what factors the canvass should be evaluated.
- Evaluate the advertising canvass and quality of research.

### Structure

#### 17.1 Problems measuring Advertising

- 17.1.1 Introduction
- 17.1.2 Problems measuring Advertising
- 17.1.3 Evaluation of Advertising
- 17.1.4 Methods of measuring advertising

#### 17.2 Opinion rating of advertising

- 17.2.1 Introduction
- 17.2.2 Need of Customer opinion Surveys
- 17.2.3 Types of Customers opinion Surveys
- 17.2.4 Customer Opinion Surveys Template Benefits

#### 17.3 Summary

#### 17.4 Self-Assessment Questions

#### 17.5 References

### 17.1 PROBLEMS MEASURING ADVERTISING

#### 17.1.1 Introduction

Advertising is a form of commercial mass communication intended to increase product sales. It refers to market, audiences, sponsors, persuasion, products, services, and mass communication. etc. Advertising is based on the idea that it should generate a positive Return on Investment (ROI) for the advertiser. It can be measured by using a variety of

metrics, such as reach, frequency, engagement, brand awareness, brand recall, purchase intent, and sales. These metrics can help the advertisers to determine their canvass for achieving its objectives for improvement.

In this study the problems of advertising and the techniques used to measure the advertising effectiveness. Effectiveness is measured by the difference between results and objectives. Thus, it is an evaluation of advertising.

Advertisers began to measure the effectiveness of their advertising in terms of their ability to increase brand recognition and recall. In the 1980s and 1990s, advertising effectiveness became more focused on sales, with the introduction of direct response advertising. This type of advertising was designed to generate an immediate response from consumers, such as making a purchase or calling a phone number. The effectiveness of this canvass was measured in terms of their return on investment (ROI).

### 17.1.2 Problems of measuring advertising

Measuring advertising can be challenging due to several factors:

**Target Audience:** A target audience is a subset of consumers that a company is attempting to reach through advertising. To discover the target audience, do a survey such as Customers are interviewed using a sample set of required questions. Examine the social following, Examine your marketing performance metrics.

**Frequency:** The number of times an advertisement is likely to be seen by a certain target audience during a specified amount of time is referred to as the frequency of that advertisement's exposure. It is possible to quantify the frequency of the occurrence in terms of hours, days, weeks, or even months. Although increased exposure has the potential to improve brand touch points, it is essential to be aware of the underlying effects of ad fatigue.

**Engagement:** The level of involvement and participation that users have with a brand's online presence is referred to as engagement. This can involve things like going to a website, clicking on adverts, viewing movies, filling out forms, and buying things.

**Brand awareness:** Consumers' familiarity with a specific product or service is referred to as brand awareness. A brand awareness campaign aims to familiarize the general public with a new or revised product while distinguishing it from the competitors.

**The Media Outlets Used To Run The Ad:** The process of selecting the most effective medium for an advertising campaign is known as advertising media selection. Planners assess a variety of elements when evaluating media efficiency, including the required coverage and number of exposures in a target population. The relative expense of media advertising and the media environment, purchasing media space may also be part of media planning. Media strategists must have a thorough awareness of the advantages and disadvantages of each of the major media options. The media sector is dynamic; new advertising media possibilities emerge on a regular basis. Digital and social media are altering how customers consume media and influencing how they obtain product information.

**Purchase Intent:** Purchase intent indicates a buyer's likelihood of buying. Based on historical data, marketers utilize predictive modeling to anticipate future results for purchase intent.

**Sales:** Advertising sales, sometimes known as ad sales, enable companies to promote their goods and services to their target markets. Advertising sales professionals may offer their clients advertising space on a variety of media platforms, including digital and physical platforms.

### 17.1.3 Evaluation of advertising

Evaluating advertising involves measuring the impact of an advertising canvass on the target audience. Here are some key steps in evaluating advertising effectiveness:

- **Define objectives:** The first step in determining advertising performance is to precisely identify the canvass' objectives. Increasing brand recognition, generating leads or sales, boosting brand perception, or changing consumer behavior are some examples. Specific, measurable, realistic, relevant, and time-bound goals should be established.  
**Establish metrics:** Once the objectives have been established, advertisers must assess the efficacy of their advertisement. Reach, frequency, engagement, brand recognition, brand memory, buy intent, and sales are some examples.
- **Determine baseline metrics:** Advertisers should establish baseline metrics before commencing advertising to give a benchmark for measuring the success of the campaign. This may entail conducting surveys or other research to assess the attitudes, actions, and perceptions of the target audience.
- **Monitor advertising performance:** Advertisers should monitor performance data during the canvass to determine how well the advertisement is reaching its goals. This could include monitoring website traffic, social media activity, or sales data.
- **Analyse results:** Once the advertising is complete, advertisers need to analyze the results and compare them to the baseline metrics. This will help them determine whether the advertising was successful and identify areas for improvement.
- **Adjust strategy:** Based on the analysis of the results, advertisers should adjust their strategy and messaging for future advertising. This may involve tweaking the creative approach, targeting a different audience, or using different media channels.

### 17.1.4 Methods of Measuring Advertising

There are several methods for measuring advertising, including:

- **Consumer- Jury Survey:** This test was designed to determine the preference of a typical group of prospective buyer's one advertisement over another or multiple advertisements from a group. Unpublished advertisements are printed on distinct sheets and presented to the consumer jury in either individual or group interviews. The juror is instructed to rank the advertisements in terms of his likes and dislikes.
- **Website analytics:** Website analytics can provide useful information about the digital advertising landscape. Website traffic, bounce rates, and conversion rates are all metrics that can be used to assess the impact of digital advertising on website visitors.
- **Social media analytics:** The success of social media advertising campaigns can be measured using social media analytics. Metrics like engagement rates, reach, and impressions can provide information on the performance of social media marketing.
- **Focus groups:** Focus groups can be used to collect qualitative input on advertising campaigns. Businesses can acquire insights into the success of their advertising messaging and find areas for improvement by soliciting feedback from a group of consumers.

- **Return on investment (ROI) analysis:** ROI analysis involves measuring the cost of an advertising canvass against the revenue generated by the canvass. This can provide businesses with a clear understanding of the financial impact of their advertising efforts.

### **Psychological Analysis:**

The entire advertising process is psychological in nature. Therefore, it is only natural that certain psychological procedures be adapted for copying testing.

### **Four psychological assessment methods are most prevalent:**

- (a) Tests of readability and comprehension;
- (b) Tests of believability
- (c) Attitude tests; and
- (d) Triple associates tests (theme penetration). The interviews are carried out in depth among a small target group of people.

#### **(a) Tests of Readability and Comprehension:**

These are made by means of a series of penetrating questions and by other techniques devised by psychologists to determine, in advance of publication, the ease of readability and comprehension of the proposed copy.

#### **(b) Tests of Believability:**

An advertising message must have a high degree of credibility for readers. Measurements of credibility may employ a scale technique, in which various statements or product claims are rated by consumers. Another method is to ask respondents which parts of an advertisement they find hard to believe after they have been exposed to it.

**(c) Attitude Tests:** Psychologists have devised numerous types of attitude assessments that have been used in copy testing. Sample advertising messages, either printed or spoken, are shown to typical consumers. The attitudes elicited by these varied messages are then assessed using a series of probing questions. Age, involvement, the type of person who would utilize the product, and the personality of the product expressed by the tested advertisement are all collected. The researcher searches for characteristics in advertising that elicit psychological antagonism.

**(d) Triple Associates Tests:** This combines advertising and recall together by attempting to determine the extent to which consumers associate the product, brand name, and text theme. The test is only useful when the advertisement contains a specific topic or tagline that the reader may recall. This method is also referred to as "theme penetration."

## **17.2 OPINION RATINGS OF ADVERTISING**

### **17.2.1 Introduction**

Companies that conduct marketing research provide advertisers with valuable knowledge and information about the requirements, desires, preferences, and demands of consumers. Given that so much money is invested in advertising, it is crucial for marketers to understand how effective their campaigns are.

There are two methods for measuring advertising effectiveness. Before advertisements are broadcast in the media, pre-testing evaluations are conducted. Post-testing is the evaluation of advertisements after they have appeared in the media.

To determine whether their advertising objectives have been met or not, advertisers look for specific answers.

The **first** advertising factor is Perception.

**Perception:** Perception is the way people organize and make sense of the information they get from their senses in order to make sense of their surroundings. The information you get from your five senses—touch, smell, sound, sight, and taste—takes on a new meaning.

The **second** advertising factor is learning.

**Learning:** Learning is any change in behavior that is relatively permanent and results from experience. Behavioral modifications resulting from experience are considered learning.

**Third** advertising factor is behaviour.

**Behavior:** Advertisers hope that people will do something after seeing their ads, like try, sample, or buy a product, which could lead to more sales.

**Fourth** advertising factor is persuasiveness.

**Persuasion:** A persuasive message seeks to establish, reinforce, or alter an attitude, evoke an emotion, or firmly establish a conviction within the belief structure of a potential consumer. The persuasion characteristic has three components. First, opinions and attitudes. Second, is an emotion. Third is involvement.

Customer opinion survey usually focus on different parts of the customer's experience with the business, such as the quality of the product, customer service, price, and how easy it was to do business with the company. The goal of the poll is to find out how customers feel about the business, find ways to improve, and learn how to make the customer experience better.

Customer opinion survey is a method of gathering feedback from customers about the company's goods, services, and overall experience. The survey often covers a variety of company-related topics, including, but not limited to, the quality of its products, the quality of the customer service it provides, the ease with which one may conduct business with the organization, and so on.

Opinion polling with customers can be carried out in a variety of different ways, such as via the internet, the phone, or even in-person interviews.

### 17.2.2 Need of Customer opinion Surveys

Customer opinion surveys are an effective tool for companies to learn how customers feel about their goods or services. Here are several advantages for businesses using customer opinion surveys

- **Determine areas for improvement:** Opinion survey can assist firms in identifying areas for product or service improvement. By seeking feedback from customers regarding their experiences and addressing it.
- **Measure customer loyalty:** Customer polls can also be used to find out how loyal customers are. By asking customers how likely they are to tell others about the product or service, companies can find out how loyal their customers are and, if necessary, make changes.
- **Keep an eye on changes in consumer happiness:** Customers' satisfaction levels can be monitored over time by enterprises. They can use it to determine trends and change their offerings accordingly.
- **Expand retention of customers:** Businesses can improve customer satisfaction and retention rates by responding to complaints. It might result in referrals and repeat business, which would raise sales.

- **Improve business position in the market:** Another tool that can assist companies in increasing their market share and gaining a competitive advantage. Companies have the ability to differentiate themselves from their rivals by better meeting the requirements of their consumers if they have a thorough awareness of the requirements of their customers and the wants of their customers.

### 17.2.3 Types of Customers opinion Surveys

There are different kinds of customer polls that companies can use to find out how happy their customers are. Here are some of the most popular:

- **Net Promoter Score Survey:** In this survey, customers are asked to rate on a scale from 0 to 10 how likely they are to suggest the service or product to other people.
- **Customer opinion Score Survey:** In this type of survey, buyers are asked to rate how happy they are with the product or service on a scale of 1-5 or 1-10. Taking the sum of all the answers gives you the CSAT score.
- **Customer Effort Score Survey:** In this type of survey, buyers are asked to rate how easy it is to use the product or service on a scale of 1-5 or 1-7. The average of all the answers is used to come up with this number.
- **Customer Experience Survey:** In this type of survey, customers are asked about their general experience with the business, including how they dealt with customer service, how good the product or service was, and anything else that was important.
- **Survey after a purchase:** This kind of poll is sent to customers after they've made a purchase. It asks them about their experience with the buying process, including how easy it was to buy, how quickly they got their order, and any other important details.
- **The-App Survey:** Customers are questioned about their experiences while utilizing the product or service in this form of survey, which can be carried out within an application or on a website.

### 17.2.4 Customer Opinion Surveys Template Benefits

Businesses can benefit from consumer opinion survey templates, including:

- **Reliability:** By utilizing a standardized template for consumer opinion surveys, businesses can ensure that identical questions are asked. It makes data more consistent and analysis more accessible.
- **Effectiveness:** It can take some time to design a customer opinion survey from start. A template that offers a pre-designed survey can save firms time and effort.
- **Accuracy:** Customer satisfaction survey templates are often designed by experts in the field. The questions will likely be well-crafted and effective at gathering the information businesses need.
- **Benchmarking:** When a business uses a standard customer opinion survey template, they can compare how well they do to industry standards or how well their competitors do.
- **Improved response rates:** Customers are more likely to fill out a survey if it's simple and doesn't take long. A well-made template for a customer satisfaction poll can help businesses get more responses, more accurate data, and more insights.



- Using customer opinion survey templates can assist ensure consistency, efficiency, and accuracy in the gathering of essential consumer feedback for organizations. It has the potential to ultimately result in greater business success and enhanced satisfaction for customers.

1. The best media for advertising
  - a) Tv
  - b) News paper
  - c) Social Media
  - d) Billboard
  - e) Other
2. Which mode of advertisement is effective
  - a) Tv
  - b) News paper
  - c) Social Media
  - d) Billboard
  - e) Other
3. What is your attitude towards advertising
  - a) Informative
  - b) Misleading
  - c) Entertaining
  - d) Can't say
4. Information shown in advertisement is enough for decision making
  - a) Yes
  - b) No
5. Do you believe that advertising is the greatest way to present products or information about anything?
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
6. Social media advertisements are a convenient source of sales information
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
7. The information provide in social media ads is up-to-date
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
8. The advertisements on social media are consistent with needs.
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree

9. Social networking sites are for personal use and not for advertisements
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
10. Advertisements on social media are frustrating/annoying.( perception)
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
11. Ads on social media successfully carry the message they are intended to deliver.
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
12. Online order placement or purchase is a suitable process
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
13. Online advertisements have the same acceptance as that of old-style media advertisements.
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
14. Online advertisement increases the awareness of the advertised brand more than traditional media
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
15. How often have you bought a product after seeing/hearing its advertisement?
  - a) Never
  - b) Once or twice
  - c) Several times
  - d) Often
  - e) Very often
16. Effective advertisement cause to build brand loyalty
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree

17. Effective advertisement leads to the repurchase of the product
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree
18. Do you like to watch / listen to advertisements
  - a) Yes
  - b) No
19. Effective advertisement motivates you to buy the product
  - a) Strongly oppose
  - b) oppose
  - c) Neutral
  - d) Strongly agree
  - e) Agree

### 17.3 SUMMARY

The focus of this study is major difficulties or challenges faced on measuring the advertising and what are the techniques available to measure the effectiveness of advertising to overcome the challenges by the manager and take the necessary decisions accordingly. At the end this study discussed the methods to be used to conduct research specific to the effectiveness of advertising. A customer opinion survey is a method of gathering feedback from customers about the company's goods, services, and overall experience. The survey often covers a variety of company-related topics, including the caliber of its goods, the caliber of its customer service, and the simplicity of doing business with the organization

### 17.4 SELF-ASSESSMENT QUESTIONS

1. What are the major challenges in measuring of advertising. Discuss briefly.
2. Does 'consumer jury method' is a good method of measuring advertising? Discuss some of its drawbacks.'
3. What are the types of customer opinion survey. Explain briefly
4. Discuss the importance of measuring advertising effectiveness based on customer opinion survey.

### 17.5 REFERENCES

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## LESSON-18

# ADVERTISING RESEARCH

In this lesson the students will gain the knowledge about the Advertising Research Methods and apply the same.

### Learning Objectives

After completion of this lesson the student will be able to understand:

- Advertising research
- Need and importance of Advertising Research
- Types of Advertising Research,
- Testing of an Advertisement
- Evaluating Advertising Effectiveness Pre-testing and Post-testing methods

### Structure:

#### 18.1 Introduction

#### 18.2 Advertising Research

18.2.1 Definition

18.2.2 Need and Importance of Research in Advertising

18.2.3 Types of advertising research

#### 18.3 Testing of an Advertisement

18.3.1 Ad testing

18.3.2 Meaning

18.3.3 Need of Evaluating Advertising Effectiveness

#### 18.4 Pre-Testing Methods

18.4.1 Different pre-testing methods

18.4.2 Advantages of pre-testing

#### 18.5 Post-Testing Methods

18.5.1 Methods of post testing

18.5.2 Benefits of post testing

#### 18.6 Concurrent methods

#### 18.7 Communication Effects of Advertising

#### 18.8 Summary

#### 18.9 Questions

### 18.1 INTRODUCTION

Advertising research is a methodical, scientific, ongoing process that aids marketers in comprehending consumers in the context of market circumstances, product qualities, and rivals' business plans. It is necessary for creating marketing campaigns that are successful and for determining target audiences, media mix, USP, cost mistakes, budget allocation, layout, copy, and illustrations.

## 18.2 ADVERTISING RESEARCH

### 18.2.1 Definition

A scientific method for analyzing consumer behavior in-depth is advertising research. It is accomplished by an approach that comprises the systematic collection, recording, and analysis of data related to an advertisement's success.

### 18.2.2 Need and Importance of Research in Advertising

Following points justify the need and importance of Advertising research:

- 1. Target Audience:** The term "target audience" describes the particular market segment most likely to be interested in your product or service and, hence, the demographic that should view the advertising campaigns. The target audience may be determined by a variety of characteristics, including age, gender, income, location, and hobbies..
- 2. Media-Mix:** It enables to determine the proper media/media-mix that can be employed to run the ad campaign. Proper media is selected to reach more effectively to particular groups of potential customers.
- 3. Unique-Selling Proportion (USP):** Research may reveal a unique buyer benefit that no one had thought of before. Advertising research helps to discover USP that can be effectively presented in the advertisement.
- 4. Costly Errors Can be Minimized:** Advertising research can prevent the advertiser from making cost mistakes. Mistakes can often be committed in over budgeting, selecting wrong media. Directing the ad message to wrong audience etc.
- 5. Budget Amount:** Advertising research also enables to determine the proper amount that can be effectively spent on advertising. Proper budget amount can be allocated and utilized by using the ads at the right time and at the right frequency.
- 6. Layout, Copy and Illustrations:** It can help to develop effective layout, copy illustration that would be most effective in gaining consumer attention and in inducing effective readership / viewership of the ads.
- 7. Appeals in Advertising:** Through proper conduct of consumer research, one can understand their likes, dislikes, tastes and preferences. A study can be made of their buying motives. Accordingly appropriate appeals can be developed to stimulate demand among the various groups of prospects. And as such the most effective ad campaign theme can be devised and used to bring about desired response from the consumers.
- 8. Competitive Advertising:** Proper advertising research can help to develop not only creative ads but also competitive ads to face the challenges posed by competitor's claims in their advertisement and other marketing efforts.

### 18.2.3 Types of advertising research:

Advertising research can be sub-divided in to the three major areas:

- 1. Budget Research:** It is covered with the amount of money allocated to Advertising.
- 2. Media Research :** It concerned with advertising research, frequency, Efficiency and the effectiveness of different media and combinations of media in reaching target customers.
- 3. Copy Research:** It deals with what is said and how it is said in the employed media. All these areas are inter related and interdependent. For example, the use of

inappropriate media would affect even the most effective advertising message. Media effectiveness may also be influenced by the available budget

### 18.3 TESTING OF AN ADVERTISEMENT

**18.3.1 Ad testing:** Ad testing is the practice of presenting multiple ads to a sample of your target market and soliciting feedback. You can carry out ad tests on an entire advertising or just a portion of it to gather feedback on anything from how much the advertisement sticks out to how trustworthy individuals find it to be.

#### 18.3.2 Meaning:

In practice, the following four categories of variables are generally tested viz.

1. Message variables
2. Media variables,
3. Scheduling variables
4. Budgeting variables.

#### 1. Message Variables:

When a marketing message appears in a promotional message The title, artwork, body copy, layout, and font would all be tested factors in a typical print advertisement, either individually and to one another. Factors such as appeals, themes, propositions, rhetorical style, audio-visual aids, format, illustration approach, staging, casting, music, sound effects, etc. will be tried in television ads.

#### 2. Media Variables :

The following four tiers of media testing are taken into account: (i) The advertiser must choose the sort of media he plans to utilize, such as newspapers, magazines, television, radio, or direct mail, among others.

The advertiser has to decide which subclass of media he will use (ii). Decide which type of newspaper is most popular: daily, Sunday, evening, or morning newspapers. Similarly, what types of radio and/or television programs are available? Sports, Network, or Regional Channels. What types of magazines are available ?General, Women's, Sports, Health care, etc.

- The advertiser must then choose specific media vehicles, such as which newspapers to utilize in Mumbai and Delhi, and what television networks to use.
- He must select the appropriate space units, such as full pages, half pages, or quarter pages.

#### 3. Scheduling Variables:

Consumer behaviour is generally influenced by the time factor, such as season of the year, occasions like Diwali, Christmas, Id day of month or week, etc. timing of television commercials frequency continuity are also important factors.

#### 4. Budgeting Variables:

All other advertising variables are impacted by the budget as well. How much money should be allocated to advertising? How should the overall budget be divided between

markets, media, sales territories, and particular products in the line? The marketer needs to assess the link between budgeting factors and profit yields.

### 18.3.3 Need of Evaluating Advertising Effectiveness:

**1. Achieve Awareness:** Testing of advertisement will show whether there is an increased influence of the advertising message, product or service advertised. Testing enables, the advertiser to be aware of all the reasons why an advertisement has been effective or otherwise.

**2. Affects Attitudes:** Testing enables the advertiser to know whether the attitude of the prospects towards the advertised product or service has been changed or not, it also enables him understand whether any message of the advertisement is recollected by the customer.

**3. Actuate Action:** Advertisement testing enables the advertiser to analyse the response by the prospects to an advertisements. It gives him an idea of when, how, why a customer accepts a particular products or rejects it. This will help him to present the product in such a manner that he (prospects) takes a favorable or positive action.

#### 4. Judge Overall Effectiveness:

Testing of advertisements aids the advertiser in determining the overall effectiveness of a certain advertisement, including its headlines, layout, copy, illustrations, layout, and any other significant aspects of the commercial. As a result, evaluation of the advertising can be done before the campaign is over. Before transferring valuable funds, the major goal of the evaluation of the campaign is to "get all the bugs out." The term "postmortem" of an advertisement's effectiveness refers to testing done after the campaign. Before or after it is applied, the advertising might be examined or evaluated. Both offer advantages in different ways.

## 18.4 PRE-TESTING METHODS

There are two stages at which an advertisement can be tested:

- (A) Before the start of the advertising campaign and
- (B) After it has started. The previous stage is called pre-testing and post-testing.

### 18.4.1 Different Pre-testing Methods:

#### 1. Proposition Tests:

Tests of proposition are assessments of original thought. A strategy is an alternative course of action that can be tried out to see what works best. For instance, a watch manufacturer's advertising campaign might employ the following techniques:

- (i) It is a stylish watch for a man who values style.
- (ii) It is a dependable watch that is reasonably priced yet looks like a watch that costs twice as much.

Each claim represents a different watch promotion strategy (iii) reliable, expensive, and fashionable appearance.

In order to select the most representative sample of potential watch buyers, all three would be shown on separate cards as though they were different timepieces. The sample participants would then be asked to choose between the clocks and watches.

## 2. Concept Testing :

This approach uses a testing process akin to proposition testing, but instead of including a variety of techniques on the test cards, it uses rough sketches of ad concepts. People are not used to viewing rough advertising concepts, thus it is important to inform respondents that what they are about to see is an artist's rough layout. Use plain headlines and omit extraneous details like "Cufflinks on a shirt" since they could encourage readers to ponder why they are there, if they are fashionable, or other similar questions. Concept tests are used to evaluate the validity and appeal of various advertising strategies.

- a. **Sales Area Testing:** Running advertising in one or two targeted regions is the most dependable way to gauge how effective it is. Because the efficacy of the campaign is first evaluated in a local area, this testing facilitates the launch of advertising campaigns on a broad scale.
- b. **Folio Tests:** Press advertising in completed or nearly completed form are tested on folios. A folder is filled with the test advertising and a few other advertisements. Following this, the "Folio" is presented to a chosen group of customers, who are then asked to respond. Later on in the interview, the consumer is asked to specifically mention the rest of the commercial and analyze its allure and capacity for inspiring curiosity, stoking desire, and drawing attention. The most effective advertisement is identified using this pre-testing technique.
- c. **Project Tests:** Utilizing portable movie projectors, television advertisements are occasionally tested in consumers' homes. The advertisement is frequently incorporated into a brief section of a comedy picture. The interviewer queries the audience about the commercial after they have seen the movie.
- d. **Trailer Tests:** People are invited to come in for interviews while a trailer or van is parked in a parking space in a shopping center. On a rear screen projector, a television commercial is presented to each person who enters the trailer, followed by questions about it. Since it is less expensive to bring individuals into the trailer for interviews, this approach is incredibly cost-effective.
- e. **Consumer Jury Tests:** Consumer jury trials are based on the evaluations of advertisements provided by a typical consumer group. Rating involves comparing one commercial to multiple others. There are many ways to create a consumer jury trial. Typically, different pieces of text are rated by a relatively small sample of consumers who represent possible product purchasers. It is possible to implement a consumer jury test using a variety of data collection techniques. Personal interviews or a group discussion with the participants being asked to score the alternative copy are two examples of possible methods.
- f. **Rating Scales:** For this type of copy testing, effective copy standards and numerical weights for each standard must be established. The relative importance of a standard in the copy's overall success is shown by the weights or values. Then, a numerical score is determined by rating advertisements based on scale values.
- g. **Portfolio Tests:** The way that the advertising to be examined are bundled inspired the names of these tests. The portfolio contains a collection of ads typically a mix of ads that are to be evaluated. There are times when fake versions of newspapers and periodicals contain legitimate advertisements. Respondents are instructed to read



whatever interests them and take as much time as they need while browsing the folio after receiving it. The respondents are then asked to recall any memories of the adverts they have following completion of this assignment.

- h. Simulated tests:** Through point-of-purchase displays and direct mail, consumers are exposed to other copies of products in simulated tests. Compared to actual sales tests, these tests are simpler and less expensive to implement. But they are manufactured.

**i. Checklist Method**

The checklist approach is used by copywriters to evaluate the effectiveness of advertising copy. This approach is to make sure that every component of the advertising content is given the appropriate weight in the advertisement. Omissions may be present in the copy before the advertisement is released because it is a pretest procedure. A checklist is a set of desirable traits that a successful advertisement should have. The researcher must cross off the things in the advertisement copy while comparing it to the checklist. As a result, a copywriter might make pertinent modifications to the advertisement material and draw precise conclusions.

**j. Questionnaire**

It is a list of inquiries regarding a test. It asks questions and offers room for responses. A group of target customers or advertising professionals should be handed a draft of an advertisement along with some pertinent questions. In order to determine whether the suggested advertisement is satisfactory or not, their opinions are gathered and assessed.

**k. Recall Test Method**

A group of potential customers are shown promotional materials using this technique. They are asked to recollect and replicate them after a short while. This approach is used to assess how impressive the commercials are.

**l. Reaction Test**

With the aid of certain tools that measure heartbeats, blood pressure, pupil dilation, etc., the potential impact of an advertisement is assessed. The psychological or nervous consequences of advertising are evident in their responses.

**m. Readability Test**

It cannot be read by all advertisement listeners equally. As a result, respondents come from a variety of socioeconomic and geographic origins. This approach is used to gauge how effective an advertisement is when it is read.

**n. Eye Movement Test**

When respondents are shown adverts on a screen, the movements of their eyes are captured using an eye observation camera. This aids in determining the value of an advertisement's attention.

#### 18.4.2 Advantages of pre-testing

- (i) look for typographical, grammatical, printing, or other technical problems.
- (ii) improve communication from the perspective of the reader.
- (iii) cut back on advertising waste.
- (iv) increase its significance and usefulness.
- (v) It takes less effort, less time, and costs less.

## 18.5 POST-TESTING METHODS

The following are the post-test techniques for measuring the effectiveness of the advertisements.

### 18.5.1 Methods of Post Testing

#### 1. Recognition Test

It establishes the readership of the newspaper and journal advertisement. Personal interviews with readers as well as magazine or newspaper articles are used for this test. The interviewers track down the magazine's readers for that specific issue. The respondent then points out the advertising pieces that they recognize as having read and they travel through the magazine page by page. The data gathered by this test shows the percentage of a publication's qualifying readership who reports to have "seen," "read some," or "read most" of the elements of a specific advertisement. These measurements might also aim to gather quantitative information about the components of an advertising that were heard or viewed.

#### 2. Recall or Impact Test

The recognition test measures the effectiveness of the commercial's stopping power, but it does not reveal what the readers comprehended or remembered about the advertisement. The recall test is intended to gauge how readers or viewers responded to the advertisement. If the reader has a positive opinion of the commercial, he will undoubtedly remember something from it. Interviewing the readers, viewers, or listeners a few days after the advertisement or commercial has aired in the newspaper or on television will provide the measurements of interest. The interviewer poses questions to the audience, who then responds with replies that demonstrate the accuracy and breadth of their impressions.

#### 3. Psychological Analysis

The entire advertising process has a psychological bent. Therefore, it becomes sense to use some psychological tests to evaluate the success of the advertising.

The most popular psychological testing methods are:

- (a) Tests of readability and comprehension;
- (b) Tests of believability
- (c) Attitude tests
- (d) Triple Associates Test.

#### (a) Tests of Readability and Comprehension

In this method, the readability and understanding are assessed prior to publication using a series of probing questions and other procedures created by psychologists. Under this procedure, the interviewer ascertains whether and how far the readers have read the advertising.

#### (b) Tests of Believability

The level of reader trust in the product can be used to gauge how effective an advertisement is. Scale approaches are frequently used to gauge the believability of statements or product claims by presenting them to customers after they have generated

them. It is possible to consider the statement or product claim with the largest number of priority votes to be the most persuasive.

### **(c) Attitude Tests**

The psychologists that are involved in copy testing have created a variety of attitude assessments. The average customer is exposed to printed or verbal examples of advertising messages. The interviewer then poses a series of probing questions to ascertain the mentality engendered by each communication. Psychological responses are gathered, including age, level of interest in the product among potential users, and the personality of the product as portrayed in the commercial. The researcher pays particular attention to aspects of advertising that cause psychological animosity.

### **(d) Triple Associates Tests**

These tests in advertising attempt to determine the degree to which customers associate a product, a brand name, and a copy theme. The test is only helpful when the advertising uses a particular topic or slogan that the reader might recall. Theme penetration is another name for this process.

## **18.5.2 Benefits of Post-Testing**

- (i) To find out the extent to which the ad has been noticed, seen or read.
- (ii) To find the extent to which the message is understood by the readers.
- (iii) To measure the memory value of advertising.
- (iv) To find the impact of advertising on consumer buying behaviour.
- (v) To see whether ad is accomplishing its objectives.
- (vi) To assess the relative potency of several advertisements in terms of appeals, layout, illustration, etc.
- (vii) To enhance upcoming advertising campaigns.

## **18.6 CONCURRENT METHODS**

Under this method, tests are conducted while the consumers are exposed to different types of media. For instance, a magazine reader may be observed while reading the magazine which carries an advertisement?

1. Consumer diaries
2. Co-incidental surveys and
3. Electronic devices.

### **1. Consumer diaries**

Diaries are provided to a small number of carefully chosen consumers using this manner. They are also instructed to take notes about any commercials they read or hear. The journals are gathered on a regular basis. The results of this type of poll show how effective advertising is. An example of a qualitative data gathering method for user behaviors, activities, and experiences over time is a diary study. A participant's self-reported data is longitudinally collected over a long period of time in a diary study; this time frame could range from a few days to a month or longer. For the assigned reporting period, study participants are expected to keep diaries in which they must record specific information on the behaviors being studied. Participants may occasionally receive frequent reminders to finish their diaries (for example, via a notice delivered

each day or at certain intervals during the day). This aids in their retention of this.

### **Methodology:**

**Planning and preparation** are the first two stages of a diary study.

Define the study's goal and the long-term behaviors you need to comprehend. Set a deadline, decide on the methods participants will use to report data, find participants, and create guidelines or support materials.

### **Quick Pre-Study:**

Spend some time getting everyone set to log in before you start. Each participant should have a face-to-face or phone appointment to go over the specifics of the study. Examine the reporting period's schedule or calendar and go over the deadlines. Before they start, go over the tools they'll be using, make sure everyone is familiar with the technology, and address any questions they might have.

### **Logging period:**

Provide a straightforward structure to aid in effective activity logging. Without stifling natural variability and differences that you cannot account for, be as explicit as you can about the data that participants must log. (After all, one of the main purposes of conducting user research is to discover the unexpected.) Create guidelines for logging that are concise and thorough. To help users understand the level of detail you require from them, provide them with examples of log entries.

**In-Situ Logging:** Data collection using the in-situ logging technique is the easiest. Participants are required to record details regarding pertinent actions taken while they are occurring (also known as "in situ"). Participants must immediately provide all significant information regarding any pertinent activities they participate in. This technique is best saved for circumstances where you don't anticipate a large volume of diary entries occurring or if the context is such that participants' daily activities will not be adversely affected by logging in situ. This is because this technique requires participants to take the time to report this information at the time of the event.

**Snippet Technique :** The snippet technique is another well-liked, less intrusive method for recording activities. Participants use this method to just record brief details about events as they happen. After that, each participant adds further information about the activity to each snippet at the end of the day or whenever they have time. This two-step method makes sure that important information is recorded in the moment, before it is lost, without having participants to give significant detail at the time of capture, which can be intrusive and out of the ordinary in some circumstances.

Email, text message, Facebook, or Twitter are often used methods by study participants to send researchers snippets. For brief communications, a lot of people are familiar with these methods. In order to report occurrences as they happen, participants are urged to use their mobile devices.

**Post-study interview:** After the study, review the data that each participant supplied. Set up an additional meeting to go through the logs in more depth. Ask detailed questions to get the particular information required to finish the tale and to obtain clarification if necessary. In order to improve your procedures for the following time, ask the participant for input regarding their experience taking part in the study.

**Data Analysis:** Diary studies produce a lot of qualitative data since they are longitudinal in nature. Take a moment to reflect on your research questions, then inhale deeply and sift through all of the insightful data you have gathered to discover the solutions. Analyze the actions you focused on during the research. How do they change and progress with time? What is responsible for these actions? Consider the complete customer journey if the subject of your study is a specific relationship between a product or service.

Although doing diary studies can take more time and effort than using other user research techniques, the information they provide on customers' real-time, in-the-moment actions and experiences is vital. Avoid trying to push your research into these approaches if you're searching for organic behavioral insights and you can't generate a reliable scenario in the labor collect the data you want from a single survey. With the use of diary studies, you may gain a contextual picture of users' actions and experiences across time.

**Co-Incidental-Survey:** This method is also called as co-incidental telephone method. Under this method, samples of customers are selected and calls are made at the time of broadcast of the advertisement programme. The data obtained and analyzed will give a picture about the effectiveness of an advertisement.

#### **Electronic Devices:**

Nowadays electronic devices are widely used to measure the effectiveness of an advertisement. They are mainly used in broadcast media. These are auto meters, track electronic units etc.

The following methods are also used to measure the impact of advertisement on the sales volume.

- I. Historical method and
- II. Experimental method

#### **I. Historical Method**

The method evaluates revenue information that was collected both before and after ads. Advertising is considered to be more effective if it is followed by more sales.

#### **II. Experimental Method**

The method evaluates revenue information that was collected both before and after ads. It is thought that an advertising is more effective if it results in more sales.

### **18.7 COMMUNICATION EFFECTS OF ADVERTISING**

The management should attempt to evaluate the effectiveness of the advertising campaign if the firm's advertising goals are to be achieved and the ad effectiveness is to be increased. By regular evaluation of the effectiveness, the shortcomings and the plus points would be revealed and the management would be able to improve the campaign by negating the shortcomings and retaining the favorable point. For this purpose, it is very necessary to know how advertising affects the buyer's behaviors'. But this is very difficult task because measurements are imperfect and imprecise. The effectiveness of advertising can be measured by the extent, to which it achieves the objectives set for it. If it succeeds in attaining the objectives advertising can be said to be effective otherwise it will be a waste of money and time. In this sense, advertising can be recognized as a business activity like other activities.

A very real sense the integrity of promotional activities rests on how well those activities work. An advertising budget that is spent on some poorly defined task or on undefined tasks may be regarded as an economic waste as compared to that spent to achieve the well defined objectives for which the results can be measured. Any social institution upon which a significant portion of our total productive efforts is expended should be able to point to its specific accomplishment. Indeed, it is a source of discomfort that specific results of advertising activities have not always been subject to precise measurement. Both practitioners and critics feel that promotional activities should only be accepted as socio-economic institution with full right and privileges "when the means exist to prove that advertising super are productive rupees" It is undoubtedly a source of embarrassment that we cannot exactly measure the effectiveness of advertising in definitive terms. The exact result of advertisement expenditure is very difficult to predict because.-

There action of consumer-buyers to the advertising efforts cannot be known in advance.

- (a) There action of competitors in the field cannot be guessed in anticipation.
- (b) The unexpected events (such as change in social and economic environment and the government policies etc.) cannot be accurately anticipated. Such events may influence the results of the advertising efforts.

Although a lot of money is spent on protesting yet the advertisers like to confirm the results by post testing of their promotional campaigns due to the following reasons:-

- (i) There is a need to produce more effective advertising by retaining the good and removing the bad.
- (ii) The advertising executives can prove to the satisfaction of the management that a higher advertising budget will benefit the firm.
- (iii) There is a need for measuring the results to determine the level of expenditure that is most promising.

Most research focuses on the communication effect rather than sales effect because it is a long run process. In the short run, however sales may be slight and important but in the long run its effects on brands and companies may be of great importance. Indirectly it will affect the sales in the long run, by changing the consumer awareness and attitude. The advertisers are therefore, concerned with their impact on consumer awareness and attitude.

The communication effect on sales may be presented in the following.

#### **18.7.1** Communication Effect on Sales

#### **18.7.2** Awareness Attitude Trial

#### **18.7.3** Satisfaction

#### **18.7.4** Purchases or repurchase

Awareness builds a favorable or at least a curious attitude towards the product which leads to experimentation. If consumer is satisfied with the trial he may decide to purchase the product.

There are many critical and unresolved issues in determining how to test the communication effects of advertising. Among these are:-

- (1) **Exposure Conditions** – Should advertising be tested under realistic conditions or under more controlled laboratory conditions?
- (2) **Execution** – Protesting a finished advertisement as an expensive and time

consuming. Does protesting a preliminary execution produce accurate and useful data?

(3) **Quality vs. Quantity Data**- Quantitative data are the easiest and the almost precise measurement. But qualitative data collected through interviews may provide information that short answer questions never can. Many types of advertising tests are conducted (different methods of pretests and post-test are given in question number) In TV commercials are tested by inviting a group of people to the studio to view a programme. The audience is then surveyed about the commercials. Print advertisements are tested through dummy magazine portfolio tests.

## 18.8 SUMMARY

Copy testing is a tool involving a procedure where the effectiveness of an advertisement is measured before it appears in its final form, during and after its exposure to the audience to determine whether and to what extent, it has accomplished its assigned task. There are various methods of copy testing such as pre testing, post testing and concurrent method. Pre-test method refers to testing the potentiality of a message or copy before printing or broadcasting. Post test method is done after advertising and concurrent methods are conducted while the consumers are exposed to different types of media.

## 18.9 QUESTIONS

1. Define Advertising research.
2. What is the need and importance of Advertising Research?
3. What is testing of an Advertisement
4. Explain the need of Evaluating Advertising Effectiveness.
5. What is meant by Pre-testing ?What are its methods?
6. What do you mean by post-testing ?Explain its methods.
7. Write short note on the following:  
a) Pre-Testing Methods b) Post-Testing Methods

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# LESSON-19

## AUDIENCE EVOLUTION FOR VARIOUS MEDIA

### LESSON STRUCTURE

#### Objectives

- To understand various technological advancements influencing audience.
- Analyze media evolution from traditional to modern ages.
- Analyze how technology has changed the industry-audience connection and expanded the audience market beyond traditional measurements by audience fragmentation.

#### Aims:

This lesson main aim is to give knowledge to the students about technological advancements and different stages of media evolution by identifying audience fragmentation in modern era.

#### **19.1 Overview of various media evolved**

- 19.1.1: Print media
- 19.1.2. Television
- 19.1.3. Radio
- 19.1.4. Films
- 19.1.5. The era of "Internet and digital media
- 19.1.6. Virtual reality
- 19.1.7 Augmented Reality
- 19.1.8. Stages of media from evolution to revolution
- 19.1.9. Digital media evolution

#### **19.2 The Rationalization of Audience Understanding and Media Evolution**

- 19.2.1 Media Evolution across time
- 19.2.2 The Early Intuitive Model
- 19.2.3 Early Steps beyond the Intuitive Model
- 19.2.4 Early Stages of Rationalization
- 19.2.5 The subsequent phase in the process of enhancing audience understanding
- 19.2.6 Transformation of Media Consumption
- 19.2.7 Technological Transitions Shape Media Industries

#### **19.3 Audience Fragmentation**

- 19.3.1 Media-Centric Fragmentation
- 19.3.2 User-Centric Fragmentation
- 19.3.3 Audience- Centric Fragmentation
- 19.3.4 Implications of Fragmentation
- 19.3.5 Media Economics

#### **19.4 Summary**

#### **19.5 Keywords**

#### **19.6 Self Assessment Questions**

#### **19.7 Suggested Readings**



## 19.1 OVERVIEW OF VARIOUS MEDIA EVOLVED

Technological improvements, changes in consumer behaviour, and alterations in societal conventions have influenced the evolution of audiences for different media. Below is a concise summary of the progression of audiences for several forms of media:

**19.1.1 Print Media:** Newspapers have undergone significant transformations from the era of wooden block printing. The technology revolution has transformed the print media. These were meticulously crafted by hand over an extended period of time. Subsequently, the monotype and linotype technologies were developed. The letters were generated using a keyboard-operated machine. This information is now obsolete. The prevailing methods for typesetting include computer-based typesetting, offset printing, and laser printing. Presently, the practise of desktop publishing is gaining popularity. In the case of newspapers, the readership of print publications has consistently decreased over time due to the increasing dominance of digital media. Numerous conventional newspapers have transitioned to online platforms in order to expand their reach to a broader audience.

**Magazines:** Similar to newspapers, the number of people reading print magazines has decreased, but magazines that focus on specific topics or interests have managed to retain a loyal group of readers.

**19.1.2. Television:** Television shows currently make mention of social media platforms like Facebook and Twitter. Furthermore, an increasing number of television shows are incorporating social media directly into the series through the use of second screen applications, which are available on devices that have the capability to display several screens simultaneously.

- **Traditional television** viewership has encountered competition from streaming services, challenging the dominance of cable and satellite TV. Certain individuals have opted to discontinue their cable or satellite subscriptions, while others persist in subscribing to these services in order to get live sports and news content.
- **Streaming Services:** Streaming platforms such as Netflix, Hulu, and Amazon Prime have acquired substantial viewership. Viewers value the convenience of accessing information whenever they want and the lack of advertisements.

Television in India has primarily been utilised for instructional and educational purposes rather than for entertainment since its establishment. Various additional duties have been performed in comparison to Western televisions. Despite the prominence of commercials on Indian television, the channel's basic objective remains unchanged. It consistently maintains its function in fostering national cohesion and development. The number 3.

**19.1.3. Radio:** Due to its distinctive characteristics, radio is an intriguing medium among the various mass communication channels. Despite the proliferation of attention-grabbing media, its relevance and potency remain unchanged since its inception. Undoubtedly, radio held undisputed supremacy and served as the predominant medium during the initial stage of broadcasting, spanning a period of thirty years from the early 1920s.

- **Terrestrial radio:** The viewership for traditional radio has remained fairly consistent, but there has been some migration towards online streaming and podcast listening.
- **Podcasts** have experienced a surge in popularity, appealing to specific interests and offering a wide range of content for listeners to select from.

### Radio Programming: Present and Future

The advent of frequency modulation (FM) channels has brought a refreshing change to metropolitan cities, enhancing their content and presentation manner. F.M. Currently, radio

stations constitute over 70% of radio consumption in the United States, and a comparable pattern is developing in India. Although 50% of radio stations in the United States are commercial, the process of commercialization is still in its early stages in India. A multitude of private operators have been awarded the privilege to operate FM stations. FM channels that have recently surfaced in prominent urban areas cater to the youthful demographic. FM stations, on the other hand, encompass a broader range of content beyond popular and film music solely for the entertainment of a limited audience.

Community radio is a significant development in global radio transmission. Instead of the name "broadcasting," it is now commonly known as "narrow casting." The establishment of community radio is a significant milestone, as it not only enables communication with remote places, but also motivates the population to actively engage in the enthusiasm and prospects of development. Community radio is a significant development in global radio transmission. Instead of the name "broadcasting," it is now known as "narrow casting." The establishment of community radio is a significant milestone, as it allows for communication with remote places and encourages the population to actively engage in the enthusiasm and prospects of development.

Advancements in technology have opened up a plethora of possibilities for creating entertaining radio programmes. The program's expansion also generates fresh prospects for cultivating radio hosts, presenters, and anchors. It is imperative that you make necessary preparations to overcome these obstacles in order to become successful radio professionals. Your involvement in revolutionizing the radio into a captivating, groundbreaking, and punctual mass communication platform in the era of multichannel communication is crucial.

**19.1.4. Film:** Films quickly gained recognition as maybe the initial and widely accessible type of entertainment, since it proved to be a profitable enterprise that catered to large audiences in theatres by offering fictional narratives. The medium has also progressed as a means of artistic manifestation in other domains, including acting, directing, screenwriting, cinematography, costume and set design, and music, while still maintaining its broad appeal. The user's text is empty. The film industry has had difficulties due to the emergence of streaming platforms, however a significant number of viewers still derive pleasure from the theatrical experience. Blockbuster films consistently draw very substantial crowds.

- **Streaming Services:** Streaming platforms such as Netflix and Disney+ have attracted viewers away from conventional movie theatres. These services provide a diverse selection of content, encompassing original films.

**19.1.5 The era of "Internet and digital media"** commenced in 1990 and persists to this day. Digital media share a common structure consisting of digital, binary codes composed of ones and zeros, in contrast to conventional media which were characterised by their delivery systems. Instead of utilising paper for books, radio waves for sound broadcasting, or wires for cable television.

- **Websites:** The advent of the internet has fundamentally transformed the way people consume media. The readership of online news, blogs, and information websites has expanded, with social media playing a prominent role in disseminating material.
- **Social Media:** Facebook, Twitter, Instagram, and TikTok are popular social media sites with large and varied user bases. They have emerged as the main sources of news and entertainment for a large number of people. Platforms such as YouTube, Twitch, and Video have enabled individuals to produce and distribute their material, appealing to audiences with specific particular preferences.

- **Video gaming-** The video game business has witnessed substantial expansion in its viewership, propelled by a diverse array of platforms and genres. E-sports has also acquired a devoted fan base.
- **Mobile Games:** The popularity of mobile gaming has broadened the gaming audience, attracting both casual gamers and users of mobile applications.

**19.1.6. Virtual Reality (VR):** Virtual reality refers to a computer-generated 3D environment that enables users to immerse themselves in and interact with a simulated world that closely resembles real-life experiences perceived through their senses. In addition to computer gear and software, users may require equipment such as helmets or goggles to effectively engage with the world. Users possess a heightened capacity to willingly accept and engage with a virtual reality (VR) encounter as authentic, regardless of its fantastical nature. This ability is enhanced when they are able to completely engross themselves in the VR environment and disregard their immediate physical surroundings.

- Virtual reality (VR) technology is now in its early stages of development, but it has the capacity to provide novel types of media and entertainment that cater specifically to VR enthusiasts.
- VR has been sporadically referred to as a variant of virtual reality. This method involves individuals from different geographical areas interacting with each other through virtual means, with each person being represented by a projected three-dimensional avatar. Typically, users communicate with one another via their microphones and headphones.

**19.1.7. Augmented Reality (AR):** While some may argue that VR is a distinct yet interconnected field, it is sometimes referred to as a variant of virtual reality. Augmented reality is superimposing virtual simulations onto real-world locations to enhance or enrich the existing surroundings. As an illustration, a furniture vendor may offer an application that allows consumers to use their smartphones to direct at a room and envision how a new chair or table would appear in that environment.

- Augmented reality (AR) has been incorporated into diverse forms of media, including mobile applications and advertising, thereby broadening audience involvement through interactive encounters.

The evolution of the audience in these media forms is still being influenced by ongoing technical advancements, the creation of content, and shifting consumer preferences. The media environment is always changing, and audiences are becoming more diverse, as individuals have a plethora of content choices that are customised to their specific interests and lifestyles.

The difference between augmented virtual and mixed reality software <span style="float: right;">Down</span>		
AUGMENTED REALITY	VIRTUAL REALITY	MIXED REALITY
Interactive objects are layered on top of the physical environment without the ability to manipulate the augmented objects. AR overlays digital information onto the real world.	The real world is hidden and the user is completely immersed in a digital experience, creating a digital simulation of a real environment.	The capabilities of AR and VR are blended, bringing together the physical and digital world to produce an environment where physical and digital objects coexist and interact in real time.
		

Reference: The information may be found at the following source:  
<https://www.techtargget.com/whatis/definition/virtual-reality>

### 5.10 DIFFERENCES BETWEEN PRINT MEDIA AND ELECTRONIC MEDIA

After the advent of printing nearly six centuries ago, the print media was the only form of mass communication. Then came the electronic medium. Though both print and electronic media deal with mass communication, there are certain basic differences.

<i>Print Media</i>	<i>Electronic Media</i>
1. Literacy is a basic requirement for the print media. Only a literate person can read it.	Even an illiterate person can watch a news bulletin and grasp its contents though the written matter on the screen cannot be read.
2. Print media works according to a deadline. Usually a morning paper carries news received upto the midnight of the previous day.	There is no deadline for the electronic media. News can be updated anytime.
3. In print media readers have the choice to go back and recheck. What they have read.	Viewers cannot go back and recheck what they have seen.
4. Print media provides more scope for indepth analysis of events.	Less scope for such long indepth analysis.
5. Print media does not provide scope for a live discussion.	Live discussions are possible.
6. Language is more literary and flowery and reader – friendly.	Language used is spoken and more viewer -friendly.
7. Frequent update of news is not possible.	Even a minute-to-minute update is possible.

#### 19.1.8 Stages of media from evolution to revolution

The progression of media from its initial development to its transformative revolution can be divided into many stages. The progression of media, from its initial phases to transformative shifts, can be classified into distinct stages. These stages are characterised by notable technological progress, adjustments in communication paradigms, and alterations in the production and consumption of information. Below is a concise summary of the various stages in the progression of media:

##### 1. Oral Tradition (Pre-Writing):

- Characteristics: In the most primitive human communities, knowledge was conveyed verbally through spoken language, narrative, and ceremonial practises.
- Key characteristics: Dependence on recollection, restricted scope, and preservation of cultural heritage via spoken customs.

##### 2. Written Communication (Writing Development):

- Features: The development of writing systems, such as cuneiform and hieroglyphics, enabled the preservation and transmission of information in a more enduring manner.
- Salient Characteristics: The utilisation of written language facilitated the conservation and distribution of knowledge across temporal and spatial boundaries.

**3. Print media** refers to the use of Gutenberg's printing press, which revolutionised the production of written materials.

- Characteristics: Johannes Gutenberg's development of the printing press in the 15th century revolutionised the media industry by facilitating the large-scale production of books and printed materials.
- Key Characteristics: The printing press facilitated the widespread distribution of ideas and information, as well as the democratisation of knowledge.

**4. Mass media** refers to the means of communication that reach a large audience, specifically through radio and television.

- Characteristics: The proliferation of radio and television during the 20th century facilitated widespread communication within houses.
- Key attributes: The utilisation of broadcast media facilitated instantaneous dissemination of news, entertainment, and cultural material to a worldwide audience.

**5. The Digital Revolution** refers to the widespread adoption and integration of internet and digital technologies.

- Characteristics: The media experienced a substantial metamorphosis with the emergence of the Internet and digital technologies throughout the later part of the 20th century and the early part of the 21st century.
- Key characteristics include the facilitation of immediate, worldwide communication through digital media, interactivity, the creation of content by users, and the merging of several types of media (such as text, audio, and video).

**6. Social media** refers to online platforms and websites that allow users to create and share content. This includes Web 2.0 technologies and user-generated content.

- Characteristics: The emergence of social media platforms in the 2000s ushered in a novel era of user engagement and user-generated content.
- Key Characteristics: Social media facilitated active engagement in content generation, facilitated the exchange of ideas, and fostered connections with a worldwide community of like-minded individuals.

**7. Mobile and Apps (Smartphones and Mobile Devices):**

- Key features: The extensive integration of smartphones and mobile applications in the 2010s revolutionised the way people consume media, resulting in a more individualised and mobile experience.
- Key attributes: Mobile devices provided quick accessibility to a diverse array of media, encompassing applications, social networks, and streaming services.

**8. Streaming and On-Demand (OTT Services):**

- Key features: The prevalence of streaming services during the 2010s changed conventional media consumption habits, enabling consumers to obtain content according to their preferences.
- Key characteristics: Services such as Netflix, Spotify, and YouTube provide immediate access to an extensive collection of films, music, and videos.

**9. Virtual and Augmented Reality (VR and AR):**

- Key attributes: Emerging technologies such as virtual reality and augmented reality possess the capacity to transform media by generating immersive and interactive encounters.

- Key Features: Virtual Reality (VR) and Augmented Reality (AR) provide novel methods for interacting with various forms of material, including gaming, education, and marketing.

#### **10. The intersection between Artificial Intelligence and Personalization:**

- Features: AI-powered algorithms customise content suggestions and advertising, improving the user's experience.
- Key Characteristics: Personalization customises media material based on individual interests, enhancing user engagement and long-term retention.

#### **11. Upcoming Technological Advancements (Blockchain, 5G, Metaverse):**

- Key features: Continuous technical progress in blockchain, 5G, and the emergence of the metaverse have the potential to drive additional transformations in the media industry.
- Prominent Characteristics: These technologies have the potential to fundamentally transform the processes of media creation, sharing, and consumption in the future.

Each of these stages signifies a substantial transformation in the manner in which knowledge is conveyed and assimilated, holding the capacity to reform communities and cultures. The media industry is always evolving and developing, fueled by innovative ideas and the ability to adapt to new technology and the tastes of the audience.

#### **19.1.9. Digital media evolution**

The progression of digital media has been a dynamic and revolutionary phenomenon, propelled by technological breakthroughs, alterations in consumer behaviour, and upheavals in the media sector. Below are few crucial elements in the development of digital media:

##### **1. Early adopters of the internet during the 1990s:**

- The advent of the internet in the 1990s initiated the digital media revolution.
- The initial phases of digital media consumption were characterised by the emergence of websites, email, and rudimentary internet services such as AOL and Yahoo!.
- During the era of dial-up internet connections, the ability to view various sorts of material online was restricted.

##### **2. High-speed internet and multimedia technologies (Early 2000s):**

- The widespread use of broadband internet in the early 2000s allowed for quicker and more dependable internet connectivity, which made it easier to access and enjoy multimedia material.
- The advent of online video platforms such as YouTube revolutionised the manner in which individuals viewed video material.
- Blogs and social media platforms experienced a surge in popularity, enabling individuals to disseminate their own content and engage with audiences on a worldwide scale.

##### **3. Ascendancy of Social Media (2000s to Present):**

- Social media platforms, like Facebook, Twitter, Instagram, and TikTok, subsequently emerged as significant contributors to the digital media scene.
- These platforms revolutionized the way individuals share, consume news, and interact with online material.
- User-generated content and social interactions have become essential components of digital media.

**4. Smart phones and mobile applications (late 2000s to present):**

- The widespread adoption of smart phones and mobile apps brought about a radical transformation in the way people consume digital media.
- Users can conveniently access a diverse range of content, including news, entertainment, and social networking, on their mobile devices.
- The emergence of mobile apps has provided content providers and businesses with fresh avenues to connect with their target customers.

**5. Online video platforms available from the 2010s to now:**

- The proliferation of streaming services such as Netflix, Hulu, Amazon Prime Video, and Disney+ has had a significant impact on traditional media consumption.
- These platforms provided immediate access to an extensive collection of films and TV series, resulting in the abandonment of cable subscriptions and a shift in viewing patterns.
- Podcasts and on-demand audio have gained popularity during the 2010s and continue to be popular now.
- Podcasts have become popular as a platform for extended audio content covering a wide range of subjects.
- Platforms such as Spotify and Apple Podcasts have facilitated the process of podcast discovery and subscription for users.

**6. Electronic commerce and internet-based shopping:**

- The retail industry has been significantly impacted by digital media, particularly through the emergence of e-commerce platforms like Amazon, which have gained significant influence and dominance.
- Online purchasing experiences have been further influenced by social commerce, influencer marketing, and personalised recommendations.

**7. Comparison between Virtual Reality (VR) and Augmented Reality (AR):**

- The emergence of VR and AR technology has started to influence digital media by providing captivating and participatory experiences, such as VR gaming and AR-enhanced advertising.

**8. Data and Personalization:**

- The personalization of digital media has experienced a notable rise, as algorithms and data analytics play a significant role in determining content suggestions and advertising targeting.

**9. Issues and worries:**

- The advancement of digital media has given rise to apprehensions over privacy, the dissemination of false information, misinformation, and the influence wielded by large technology corporations.

**10. Advancements in Technology:**

- The continuous progress in artificial intelligence, blockchain, and 5G technology is consistently shaping the future of digital media.

The progression of digital media is continuous, and it will persist to be influenced by technology advancements and shifting user inclinations. The digital media landscape will continue to be dynamic and diversified as new platforms, devices, and content formats emerge.

## **19.2 THE RATIONALIZATION OF AUDIENCE UNDERSTANDING AND MEDIA EVOLUTION**

The Rationalization of Audience Understanding and Media Evolution refers to the process of systematically analyzing and comprehending the audience's perception and the development of media across time.

### **19.2.1. Media Evolution across time**

The continuous evolution of media is influenced by continual technology advancements and shifting viewer behaviours. The media landscape is dynamic and diverse due to the constant emergence of new platforms, devices, and content formats. The evolution of media pertains to the metamorphosis of the methods by which information and content are generated, disseminated, and consumed throughout the course of time. The progress has been propelled by technology advancements, alterations in consumer behaviour, and transformations in the media sector.

Now, let's further explore the phases of audience understanding rationalization, the development of media consumption, and the impacts of technological progress.

### **19.2.2. The Early Intuitive Model:**

- **Characteristics:** During the initial stages of media development, audience comprehension relied mainly on instinct and qualitative assessments. Media creators and advertisers have a restricted comprehension of their target demographics and depended on broad presumptions.
- **Limited Data:** Insufficient data and analytical tools hindered the collection of accurate information regarding audience behaviour and preferences.
- **Content Creation:** Content creation frequently relied on artistic or creative instincts rather than data-driven conclusions.
- **Advertising:** Advertising relied on extensive demographic data and conjectures regarding the preferences of a large audience.

### **19.2.3. Early steps beyond the Intuitive Model:**

- The growth of media businesses led to a realisation of the necessity for more methodical audience research.
- Audience surveys were initially employed as a means of gathering fundamental data on viewers' tastes and behaviours throughout early stages of audience research.
- The advent of television ratings systems, such as Nielsen ratings, offered a means of obtaining quantitative statistics on audience viewership.
- **Insufficient Data:** The gathering of data was still restricted in terms of its extent, and there was a dependence on small sample sizes for research purposes.

### **19.2.4. Early stages of Rationalization:**

- **Data Gathering:** Technological advancements, such as the printing press and radio, facilitated the accumulation of a greater amount of data regarding the extent and perception of the audience.
- **Market Research:** The marketing and advertising sectors initiated investments in market research to comprehend consumer behaviour and preferences.
- **Quantitative Analysis:** Media organizations have begun employing quantitative tools to systematically analyse audience data, beyond the limitations of solely qualitative approaches.



- Audience segmentation refers to the identification and categorization of different audience segments based on their unique tastes and demands.
- Content Testing: Initial iterations of content testing and focus groups were employed to assess audience responses and refine content.
- Media Metrics: The emergence of metrics such as circulation figures, viewing ratings, and advertising effectiveness measurements signalled the initiation of a more data-centric strategy.
- The emergence of advertising agencies was crucial in the collection and analysis of audience data to develop focused advertising campaigns.

The initial phases of rationalisation marked a shift from relying on intuition for decision-making to adopting a methodical and data-driven approach in the field of media and advertising. It is important to acknowledge that these advancements were very rudimentary when compared to the advanced data analytics and audience comprehension practises in modern media, which have been greatly influenced by digital technologies and big data.

#### **19.2.5 The subsequent phase in the process of enhancing audience understanding:**

- The rise of market research businesses, such as Gallup and Nielsen, has been essential in enhancing comprehension of target audiences. They devised more advanced techniques for gathering and examining audience data.
- Media research panels, which involved monitoring selected individuals and homes to track their media usage, yielded more precise and representative statistics.
- Psychographics: In addition to demographics, academics started investigating psychographics, which involve analysing the psychological and behavioural characteristics that impact audience preferences.
- Content Testing and Pilots: Content creators and broadcasters are increasingly employing testing, pilot programmes, and audience feedback to enhance and advance television and radio programming.
- Advertising companies improved their media planning and buying procedures by utilising audience data to enhance ad placements and target certain demographics.
- The ratings systems for television have undergone a continuous evolution, including increasingly advanced measurement techniques and providing detailed insights into audience patterns.

#### **19.2.6. Transformation of Media Consumption:**

- Transition to Television: During the mid-20th century, television emerged as the prevailing medium for widespread communication, fundamentally altering the way people received media. It provided a multimedia experience that exceeded previous forms of media in terms of both visual and auditory aspects.
- Cable and Satellite Television: The expansion of cable and satellite television introduced more channels and content possibilities into households, widening media consumption.
- Remote Controls and Time shifting: Innovations like remote controls and VCRs allowed viewers to have more choice over when and what they viewed, opening the door for time shifting and on-demand viewing.
- Digital Media and the Internet: Media consumption underwent a major transition in the late 20th century with the introduction of the internet and digital media. This made it possible to obtain information, social media, and internet items instantaneously.
- Mobile Devices: The proliferation of smart phones and tablets altered media consumption again, making material available anytime, anywhere.

- Streaming Services: The introduction of streaming services like Netflix and YouTube upset traditional television and allowed users to choose from a wide library of content.
- Social Media: Social media platforms become key sources of news, entertainment, and user-generated material, further altering media consumption habits.

### **19.2.7. Technological Transitions Shape Media Industries:**

- Digital Publishing: Traditional print media suffered a fall in circulation as readers flocked to digital platforms for news and information.
- Digital Advertising: Advertising expenditures went from traditional print and television to digital advertising platforms like Google and Facebook, driven by their capacity to target specific consumers.
- E-books and Digital Publishing: The publishing industry adapted to digital forms with the rise of e-books and digital reading devices.
- Podcasting: Podcasting gained popularity as a platform for on-demand audio content, allowing for niche audiences and specialized content.
- Virtual Reality (VR) Vs Augmented Reality (AR): VR and AR technology started altering media sectors by delivering immersive experiences, gaming, and new storytelling formats.

These developments in the rationalization of audience understanding, media consumption, and technical transformations have continued to progress and affect the media environment in the 21st century. They have led to more focused content development, advertising techniques, and a greater emphasis on data-driven decision-making across media industries.

## **19.3. AUDIENCE FRAGMENTATION**

The 'audience' of messages disseminated by the media encompasses all individuals who receive them. Individuals who engage in activities such as reading a newspaper, attending a movie in a theatre, listening to the radio, or watching television might be classified as audience members. Under these circumstances, the communicator is physically separated from the listener in terms of both geography and time. The audience is extensive, varied, and unidentified. A large audience refers to a collective of individuals who are not physically assembled in a single place. The size of the communication may vary depending on the medium used to transmit it. TV networks have a far larger viewership compared to the limited readership of newspapers, journals, or books. An anonymous message typically involves individuals who are unfamiliar with each other, where neither the sender nor the recipient are known to one another. The phrase "To whom it may concern" is used by the communicator to address the intended recipient of the communication. Due to the varied nature and characteristics of communications, the audience is often heterogeneous rather than homogeneous.

Audience fragmentation is the process by which traditional mass audiences are divided or "fragmented" into smaller, more specialised, and frequently specialty sectors. The fragmentation observed can be attributed to several things, such as technical improvements, shifts in consumer behaviour, and the widespread availability of media choices.

- Fragmentation centred around media.
- Fragmentation focused on the needs and preferences of the user.
- Fragmentation that is centred around the needs and preferences of the audience.
- Effects of fragmentation

Audience fragmentation can be classified into various categories according to its specific

focus and resulting impact. There are three primary forms of audience fragmentation and its resulting outcomes:

### **19.3.1. Media – Centric Fragmentation**

Media-centric fragmentation is the division of audiences across different media channels and platforms. The main focus is on the distribution of audiences across various media platforms.

In this context, the viewership can be fragmented among many mediums such as conventional television, cable TV, streaming platforms, social media platforms, and online news websites.

#### **Implications:**

- Media firms encounter the difficulty of disseminating their content across many channels in order to reach audiences who are divided or scattered.
- Advertisers must strategically spend their money to effectively target viewers across various media channels.
- The competition among media outlets is becoming more intense as they compete for a portion of the fractured viewership.

### **19.3.2 User-Centric Fragmentation**

Refers to the division or separation of users based on their specific needs or preferences.

User-centric fragmentation refers to the recognition and prioritisation of the varied behaviours and preferences exhibited by individual users. It examines the methods by which people retrieve and interact with material on different devices and platforms.

Users have the option to view video content on a smartphone when travelling, read news items on a tablet in the evening and stream films on a smart TV on weekends.

#### **Implications:**

- Content makers and platforms need to adjust to users' preferences for particular devices and content formats.
- Personalization and recommendation algorithms are crucial in customising material for specific consumers.
- In order to properly target users, advertisers must comprehend the patterns of device usage.

### **19.3.3. Audience -Centric Fragmentation**

Audience-centric fragmentation refers to the recognition of the diversity present within particular audience segments, including factors such as demographics, psychographics, or geographic location. It acknowledges that even within a specific group, there can be notable differences in the ways people consume media and their tastes.

Example: Among the millennial generation, there might exist subsegments characterised by unique preferences, such as a certain group showing a penchant for social media while another group leans towards streaming services.

#### **Implications:**

- Advertisers should optimise their targeting techniques to effectively address the intricacies within different audience categories.
- Content makers have the ability to customise content in order to meet the individual preferences and principles of various subgroups within their audience.
- Media firms can create various content packages to cater to a wide range of audience tastes.

### 19.3.4. Implications of Fragmentation

- Rising competition: Fragmentation amplifies the level of competition among media outlets, platforms, and content creators, as they strive to attract a portion of the dispersed audience.
- Targeted Advertising: Advertisers must employ precise advertising tactics to efficiently reach specific audience segments, which can be more cost-effective but more intricate.
- Personalization: Media firms depend on personalization algorithms to customise content recommendations for specific users, hence boosting user engagement.
- Content Diversity: Fragmentation results in an expanded array of content choices, specifically tailored to narrow and specialised interests.
- Data-driven decision-making is necessary due to audience fragmentation. Media organisations and advertisers depend on analytics to gain a thorough understanding of their consumers and successfully communicate with them.
- Challenges faced by traditional media include difficulties in adapting to fragmentation, resulting in a decrease in viewership or readership.

Media firms, advertisers, and content providers must comprehend and handle audience dispersion in today's media environment. To effectively engage with diverse audiences, it is crucial to employ a blend of data analytics, audience segmentation, personalised content distribution, and strategic targeting. This approach is necessary to maintain competitiveness and relevance.

### 19.3.5. Media Economics

Media economics is an academic discipline that examines the financial elements of the media sector, encompassing the creation, dissemination, and use of media content. This study analyses the operational aspects of media organisations, including their business models, income generation methods, and strategic decision-making processes, within a dynamic and evolving media environment. Below are many fundamental elements of media economics:

#### **Business models in the media industry:**

Media organisations employ diverse business methods to earn income. The models encompass advertising-supported, subscription-based, pay-per-view, and premium models. The selection of a business model is frequently influenced by the specific form of media (such as print, broadcast, or digital), the intended audience, and the prevailing market conditions.

#### **Sources of revenue:**

**Advertising:** Conventional media channels such as television, radio, newspapers, and online platforms heavily depend on advertising as a major source of revenue. Advertisers compensate for the acquisition of advertising space or duration in order to access the media's target audience.

**Subscriptions:** Numerous media organisations, particularly online platforms such as streaming services and news websites, provide access to exclusive content through a paid subscription model. Subscribers remunerate a recurring price in exchange for access.

**Sales and licencing:** Media corporations can create income by selling material, such as literature, films, music, and the rights to distribute it to other platforms.

**Merchandising and ancillary products** refer to the additional sources of money that media franchises, such as films and TV shows, create through the sale of items and licencing agreements for products associated with their content.

Economic forces and factors that influence the behaviour and performance of a market:

Media economics examines the competitive environment of the media sector. The analysis focuses on market concentration, rivalry among media outlets, and obstacles to entry. Market dynamics can be shaped by variables such as technology innovations, shifts in consumer behaviour, and regulatory measures.

**Cost Structures:**

Media organisations are responsible for overseeing many expenditures, such as production, distribution, marketing, and personnel costs.

Digital media organisations frequently have expenses associated with server infrastructure, content delivery, and cyber security.

Digitization of processes and systems to provide improved efficiency, innovation, and customer experience.

The digital revolution has had a significant impact on the economics of media. Several conventional media channels have shifted to digital platforms, which provide cost benefits and broader audience reach. However, this change also brings its own set of difficulties, including digital piracy and revenue models reliant on online advertising.

**Engaging the audience and measuring metrics:**

Comprehending the behaviour and participation of the audience is vital in the field of media economics. Media organisations depend on measures such as audience reach, viewing ratings, click-through rates, and user engagement statistics to make well-informed judgements.

Audience engagement has a direct impact on revenue generation, as it influences advertising rates and the renewal of subscriptions.

**Government rules and guidelines:**

Media economics also examines the influence of government rules and policies on ownership concentration, competitiveness, content standards, and access to media markets.

**Methods for generating revenue:**

Media organisations employ diverse approaches to generate revenue from their content, including implementing premium models, utilising user data for personalised advertising, and expanding income sources through live events and products.

Media economics is an interdisciplinary discipline that integrates principles from economics, business management, marketing, and communication studies to examine the economic dynamics of the media sector. It has a vital function in assisting media organisations in navigating the difficulties and possibilities brought about by advancing technologies and shifting audience preferences.

**19.4 SUMMARY**

Technological advancements, consumer behavior shifts, and societal changes have significantly influenced the evolution of audiences for various media forms.

The progression of media can be divided into stages, each influenced by technological advancements and communication paradigm changes. These stages include oral tradition, written communication, print media, mass media, digital revolution, social media, mobile apps, streaming and on-demand services, virtual and augmented reality, and the intersection of artificial intelligence and personalization. These stages help preserve cultural heritage, facilitate global communication, and create immersive experiences.

The digital media revolution began in the 1990s with the internet, leading to websites, email, and basic internet services. High-speed internet and multimedia technologies in the early 2000s revolutionized video content, leading to platforms like YouTube, Facebook, Twitter, Instagram, and TikTok. Smartphones, streaming services, podcasts, on-demand audio, and e-

commerce platforms have impacted traditional media consumption.

The Rationalization of Audience Understanding and Media Evolution is a systematic analysis of audience perception and media evolution, influenced by technology advancements and changing viewer behaviors. The early Intuitive Model involved instinct and qualitative assessments, while technological advancements like the printing press and radio facilitated data gathering, market research, and audience segmentation.

Media audiences are divided into media-centric, user-centric, and audience-centric fragmentation. Media-centric fragmentation involves disseminating content across multiple channels, increasing competition, and requiring advertisers to target viewers strategically. User-centric fragmentation divides users based on device preferences, while audience-centric fragmentation acknowledges diversity within audience segments, such as demographics and geographic location. This process is influenced by technological advancements, consumer behavior shifts, and media choices.

Media economics studies the financial aspects of the media sector, including content creation, dissemination, and use. It examines media organisations' business models, income generation methods, and strategic decision-making processes. Media organisations employ various models, revenue sources, and competitive environments. It also analyzes cost structures, government rules, and revenue sources like premium models and personalized advertising.

## 19.5 KEYWORDS

Audience understanding and media evolution, media economics, audience fragmentation

## 19.6S ELF ASSESSMENT QUESTIONS

1. How audiences are evolved for various media
2. How audiences are fragmented and what is the importance of audience fragmentation.

## 19.7 SUGGESTED READINGS

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## LESSON- 20

# ADVERTISING CODE

### Aim & Objectives

The objective of this lesson is to educate the pupils on the principles of ethics and the regulations governing advertising. The purpose of an advertising code is to establish a conscientious, open, and principled advertising atmosphere that advantages both consumers and businesses while maintaining legal and ethical norms. In order to enforce its ethical code, the Advertising Standards Council of India (ASCI) must take measures.

- To promote ethical standards in advertising.
- To ensure that advertisements adhere to the principles of fair competition, satisfying both the consumer's requirement for information on available alternatives and the standards of commonly accepted competitive conduct in business.

To address customers' concerns regarding ads.

### Structure

#### 20.1 Introduction

#### 20.2 Advertising Standards Council of India (ASCI)

20.2.1 Regulatory Bodies Governing Advertising Ethics in India

20.2.2 Self-regulation

#### 20.3 Purpose of Advertisement Code of Ethics

20.3.1 Ethical principles applicable to advertising

20.3.2 Advantages of ethical advertising

20.3.3 Disadvantage of ethical code in advertising

#### 20.4 Importance of Ethics in Advertising

20.4.1 Laws Related to Advertising

20.4.2. Difference between Laws and Codes

20.4.3 Future Needs and Challenges

#### 20.5 Summary

#### 20.6 Key words

#### 20.7 Reference

### 20.1 INTRODUCTION

The Advertising Standards Council of India (ASCI) was established as the autonomous body responsible for regulating the Indian advertising sector. ASCI, which stands for the Association of Scientific and Technical Communicators, was established in 1985. It is officially recognised as a non-profit organisation under section 25 of the Company Act. ASCI is committed to promoting self-regulation in advertising as a means of safeguarding consumer interests. The Advertising Standards Council International (ASCI) ensures that



ads comply with its Code for Self-Regulation, which requires them to be ethical, reputable, truthful, and neither harmful nor detrimental, while also promoting fair competition.

**Explanation:**

The **Advertising Standards Council of India (ASCI)** enforces its Code for Self-Regulation to ensure that advertisements comply with certain guidelines. These guidelines require advertisements to be fair in the market, lawful, appropriately presented, truthful and honest, and not harmful or detrimental.

## 20.2 THE ADVERTISING STANDARDS COUNCIL OF INDIA

(ASCI) is a voluntary organisation that seeks to control the advertising sector in India through self-regulation. The primary headquarters is located in Mumbai. The Advertising Standards Council of India (ASCI) was established in 1995 with the objective of promoting and facilitating self-regulation within the advertising sector. The ASCI aims to bolster public faith in advertisements, regulate the advertising business and industry to safeguard the ASCI's reputation and position, and maintain consumer trust in the advertising sector as its primary objectives. The ASCI comprises 12 recognised non-advertising experts who are acknowledged as Indian intellectual authorities in several fields, such as human resources, industrial design, law, engineering, chemical technology, and consumer interest groups. ASCI member firms employ a total of nine supplementary advertising specialists. The ASCI is obligated to make a decision regarding a complaint within a period of four to six weeks, following the provision of a sufficient opportunity for the party involved to present their defence. If the complaint is upheld, the advertiser and its agency must adhere to the ASCI's rules within a two-week timeframe. ASCI's media quarterly release features nationwide releases of non-compliant commercials.

The **Consumer Protection Act (CPA)** of 2019 encompasses regulations against deceptive advertising and unjust trade practises. It enables customers to lodge complaints against deceptive ads.

The **Food Safety and Standards Authority of India (FSSAI)** has established regulations pertaining to food advertising, with the aim of assuring the accuracy and absence of misleading information in marketing for food products.

The **Advertising Standards Council of India (ASCI)** monitors television advertising to verify compliance with its guidelines. The Cable Television Networks (Regulation) Act, 1995, includes the Advertising Code, which establishes regulations for television advertising.

**Digital advertising** is subject to regulation by multiple laws and rules, such as the Information Technology Act of 2000 and the Consumer Protection (E-Commerce) Rules of 2020. The purpose of these legislation is to safeguard customers and their data in the realm of online advertising.

**Tobacco and alcohol** advertising is subject to strict rules aimed at safeguarding public health. The regulations differ from one state to another.

**Endorsement criteria:** The Advertising Standards Council of India has established criteria for celebrity endorsements to ensure that celebrities refrain from making deceptive assertions in ads.

The **Telecom Regulatory Authority of India (TRAI)** enforces legislation to oversee advertising and telemarketing through phone and SMS, with the aim of preventing unwanted and intrusive contacts to customers.

**Children's Advertising:** Stringent restrictions and laws are in place to safeguard children from potentially detrimental or deceptive advertising. Advertisements aimed at children should exhibit responsibility and refrain from promoting harmful habits or unsafe behaviours.

**Pharmaceutical Advertising:** The pharmaceutical sector is bound by stringent laws to

guarantee that advertisements for pharmaceuticals and healthcare items furnish precise information and refrain from making deceptive assertions.

Advertisers must exercise caution when making **environmental promises** regarding their products or services. The Ministry of Environment, Forest and Climate Change has released rules to combat the deceptive practise of green washing in marketing.

The Advertising Standards Council of India (ASCI) has established standards to prohibit the use of **gender stereotypes** in commercials. Advertisements should refrain from perpetuating detrimental stereotypes or commodifying persons on the basis of their gender.

**Comparative Advertising:** Advertisers must guarantee that while engaging in comparative advertising, where they compare their product or service to a competitor's, the comparisons are true, fair, and supported by evidence.

**Privacy & Data Protection:** The rise of data-driven advertising will be affected by data privacy legislation such as the Personal Data Protection Bill, 2019 (whenever it becomes law). These laws will regulate how advertisers collect and utilise consumer data for targeted advertising.

**Self-regulation:** In addition to government laws, numerous industries and advertisers adhere to self-regulation standards and guidelines established by industry associations in order to uphold ethical advertising practises.

**Complaint mechanisms** encompass a range of methods via which consumers and competitors can register complaints over deceptive or objectionable ads. These mechanisms aid in the enforcement of advertising codes.

Despite their limited activity, some professional advertising organisations have assisted India's advertising industry and business by offering guidelines.

### 20.2.1 Regulatory Bodies governing Advertising Ethics in India

The Advertising Standards Council of India (ASCI), along with other non-profit professional and corporate organisations, has significantly contributed to the promotion of ethical marketing practises.

The Advertising Standards Council of India (ASCI) is a non-profit organisation dedicated to the self-regulation of the Indian advertising sector. Mumbai is the location of their corporate offices. The Advertising Standards Council of India (ASCI) was established in 1995 with the objective of endorsing and advancing self-regulation in the advertising sector. The ASCI aims to bolster public confidence in advertisements, enforce regulations to safeguard the reputation and position of the advertising business and industry, and maintain consumer trust in the advertising sector as its primary objectives.

The ASCI comprises 12 non-advertising experts who are esteemed Indian intellectuals in many fields, such as human resources, industrial design, law, engineering, chemical technology, and consumer interest groups. ASCI member firms employ nine additional advertising experts. Due to its inherent framework, the ASCI is obligated to provide a verdict on a complaint within a timeframe of four to six weeks, following the provision of a sufficient opportunity for the party in issue to present its defences. If the complaint is upheld, the advertiser and its agency must adhere to the ASCI's rules within a two-week timeframe. ASCI's media quarterly release in India features the publication of non-compliant advertising.

**20.2.2 Self-regulation** Despite the presence of comprehensive rules, regulations, and set criteria to identify unethical advertising, deceitful advertisers often deceive the general public and consumers. The concept of self-regulation has been embraced by advertising professionals worldwide due to similar concerns. The advertising business has long promoted and adopted voluntary self-regulation. Advertisers, advertising agencies, and the

media have established self-regulatory systems to uphold customer trust and confidence, recognising their significance. The advertising sector perceives self-regulation as a means to restrict government intervention that could lead to the implementation of more demanding restrictions.

**The method of promoting the outcomes is as follows:**

The government accounts for 51%.

- Self-Control: 34%

The consumer group accounts for 25% of the total.

- Professional: 24%

**Regulation of advertising** in India is commonly practised, not only by businesses and industries, but also by the government and political parties. The study conducted by the Indian Society of Advertisers on legislators' perspectives regarding advertising yielded promising results. Based on the results, 39% of participants concurred that advertising serves the purpose of not only providing information about available products and services, but also enhancing the bond between the buyer and the supplier. Additionally, 20% of individuals saw advertising as an effective educational instrument. Most individuals supported the implementation of regulation and the governing body responsible for its enforcement.

The **Advertising Standards Authority** enforces the British Code of Advertising Practises, which regulates print and motion picture advertising in the UK. The Independent Broadcasting Authority was subsequently founded to oversee advertising on radio and television. The advertising industry provides financial support to the ASA, which functions autonomously. The complaints undergo evaluation, and if deemed necessary, the advertisers are instructed to modify or remove the objectionable advertisement. Advertisements targeting children, alcoholic beverages, weight-loss products, cosmetics, and a particular state of being are given preferential treatment. The subsequent organisations function in diverse countries and engage in self-regulation of advertising:

COUNTRY ORGANIZATION	COUNTRY ORGANIZATION
Australia	Advertising Industry Council
Austria	OesterreichischeWeeberat
Brazi	CONAR
France	National Advertising Council
Denmark	Institute of Consumer Ombudsman

In April 1982, the Advertising Club in Mumbai organised a workshop on "**Code for Self-Regulation in Indian Advertising**" in partnership with the International Advertising Association (IAA). The event included inputs from professionals from several Indian advertisers and advertising firms, the former global president of the International Advertising Association, and the director general of the Advertising Standards Authority. The main objectives of the workshop were.

- a) To examine the self-regulation of advertising in various nations, with a particular focus on the infrastructure established in the UK.
- b) To formulate a code of self-regulation for advertising in India, together with a robust strategy for establishing a strong police infrastructure.

The establishment of the committee on India's self-regulation code was a direct outcome of the discussion. This was essentially expressed.

The Advertising Standards Council of India (ASCI) was subsequently founded to combat

deceptive and unethical advertising. ASCI's membership is composed of the following categories: advertisers, the press, advertising agencies, and associated professions. Nevertheless, it is important to emphasise that the number of members is significantly small in relation to the wide range of membership.

The Indian Newspaper Society (INS), formerly known as IENS, is an independent organisation including newspapers and magazines. It has established a set of advertising ethics guidelines that are followed by the publications affiliated with it. The Consumer Education Research Centre (CERC), a distinct organisation, also provides exceptional service in educating consumers about unethical and deceptive advertising, as well as pursuing legal measures against irresponsible advertisers.

## 20.3 PURPOSE OF ADVERTISEMENT CODE OF ETHICS

The adoption of an ASCI Code for Self-control in Advertising took place in 1985. The purpose of the code's introduction is to advocate for ethical and accurate advertising, as well as to ensure equitable competition within the market.

### Advertisement Validity

The following types of advertisements are deemed illegal, immoral, and outlawed by law.

- **Prohibition of Inaccurate or Deceptive Information:** It is not permissible to include any advertising content that contains claims that are inaccurate, misleading, or ambiguous to the general public. Instances of deceptive pricing, exaggerated obligations, selective disclosure, and fraudulent promises are but a handful of illustrations. It is vital to comprehend that this kind of data can be applicable to images, movies, and other forms of visual representation, as well as spoken or written assertions.
- **False Recommendations:** It is imperative for individuals to refrain from providing inaccurate information while expressing their opinions or discussing a product or service. Fabricating and misrepresenting testimony are prohibited by law.
- **Use of derogatory language:** The use of disparaging terms, immoral analogies, and similar expressions is strictly prohibited. An insult is defined as any statement that is insulting towards a person's ethnicity, nationality, profession, caste, sex, social background, age, or religion.
- **Inappropriate Content:** All elements utilised in an advertisement, including as visuals, audio, and written material, must be appropriate for a wide range of viewers. As per the Standards of Practise, it is prohibited to incorporate any content in a commercial that would be considered offensive, obscene, or indecent by the general public.

### Consequences of Deceptive Advertisement Dissemination

Individuals that breach the code of conduct and employ any means to distribute unethical advertising have the responsibility for any resulting harm caused by the unethical or unlawful advertisement. The Court of Law may be subject to fines and compelled to make the following payments:

- Compensation for psychological harm;
- The Court of Law determines a compensation sum that is equivalent to the harm caused by the individual to the financial, physical, or personal well-being of an individual or any other lawful entity. Compensation for any form of damages.

#### 20.3.1 Ethical principles applicable to advertising:

1. **Honesty is highly esteemed** (deception is strongly disapproved):
  - Always refrain from intentionally misleading others
  - Avoid employing deceptive advertising practises.

- Always adhere to the truth by refraining from distorting information through the inclusion of falsehoods or the omission of crucial details.
  - "Puffery" is deemed appropriate when it conforms to established and acknowledged standards of rhetoric and symbolism.
2. To maintain the **dignity** of every individual (refuting the argument against self-governance), it is important to refrain from using our "lesser inclinations" such as desire, self-importance, jealousy, greed, and other human vulnerabilities to hinder our capacity to reflect upon or make choices, whether in terms of their content or consequences. Special attention should be given to the vulnerable and fragile, including children, youth, the elderly, the impoverished, and those from diverse cultural backgrounds.
  3. Fulfil **social responsibilities** (encourages consumption, hinders communication, and elicits objections): Numerous non-profit professional and commercial associations

### 20.3.2 Advantages of ethical advertising:

Ethical advertising strategies provide significant benefits to both enterprises and society. From an economic standpoint, they serve as a valuable instrument for promoting fair competition by informing the public about new products and services that are logically desirable, as well as improvements to existing ones.

**Political:** By disseminating information about the perspectives and policy suggestions of political parties and candidates, it helps combat the tendency towards the concentration of power.

**Cultural factors** exert a beneficial influence on media, specifically in terms of content curation, as they contribute to the enhancement of society by uplifting and inspiring individuals, motivating them to engage in actions that are beneficial for both themselves and others. Furthermore, the significance of astute, sophisticated, and enjoyable advertising is such that it can even attain the status of art.

**Reputation:** Companies that adhere to ethical principles or meet expectations gain.

**Customer satisfaction and loyalty:** Customers will develop trust and confidence in your business when you consistently supply products that align with your advertising. This fosters customer happiness and serves as a motivation for repeat purchases due to their dedication to the service, business, or brand.

**Enhanced Sales:** Generally, ethical advertising strategies have a more enduring influence on sales. The consequences of unethical conduct tend to be modest and, at most, transient.

The ethical practises of companies, particularly in their marketing operations, contribute to a sense of fairness and equity, resulting in an improved standard of living and better health for customers.

### 20.3.3 Disadvantages of ethical code in advertising

**Deceptive advertising:** Consumers possess the ability to assess advertising claims independently, therefore rendering deception temporary. Regardless of the grandiose assertions made in marketing, consumers will ultimately discard the product.

Example: Misleading assertions in advertising regarding remedies for baldness, weight reduction, and skin lightening. Does the endorsement of fairness cream exploit the Indian population's inclination towards fair skin? Is this commercial ethically sound?

**Negative consequences:** The primary detrimental feature of advertising is in the use of sex, nudity, violence, fear, and adventure to attract attention. As a consequence of certain ads, younger generations have experienced emotional disturbances and enduring anxiety issues. The delivery of various messages in advertising becomes tedious and unattractive.

**People often mix up:**

(a) Advertising has a significant influence that can deceive clients, often disregarding their interests and well-being. It is utilised to exploit individuals' emotions and sentiments.

(b) Women find it distressing when they are depicted in advertising as objects of sexual desire, domestic workers, or homemakers. Women's organisations have condemned such commercials.

(c) Uniformity and conformity refer to individuals' inclination to acquire products that resemble those owned by their friends, neighbours, and family. This tendency capitalises on people's desire for status symbols, while advertising perpetuates wasteful consumption.

**Issues with communication:**

If individuals were to develop a fondness for such advertising, it would lead to a rise in violence and unethical conduct within society. Therefore, it is imperative that advertisements communicate suitable messages.

**Effects of Advertising on Children:**

(a) Children, lacking the cognitive defence mechanisms that adults possess, are more vulnerable to deception.

(b) Children derive pleasure from viewing commercial adverts. They are readily enticed by amusingly promoted food products. This form of advertising specifically focuses on children and teenagers.

**20.4 IMPORTANCE OF ETHICS IN ADVERTISING**

Advertising ethics have great importance for several reasons. They foster trust between consumers and advertisers, as consumers are more inclined to form positive perceptions of businesses and make informed purchasing choices when they perceive advertisements to be truthful, transparent, and respectful.

**Enhancing Clarity and Integrity in Advertising**

Transparency and honesty are essential tenets of ethical advertising. Advertisers must verify the validity of their assertions, refraining from making false or deceptive statements. They should provide explicit disclosures about product attributes, constraints, and possible hazards to consumers. By upholding transparency, advertisers establish trustworthiness and foster enduring connections with their target audience.

**Eliminating Stereotypes and Inappropriate Material**

Ethical advertising abstains from perpetuating stereotypes or employing offensive content that might belittle or marginalise individuals or communities. Advertisers should aim for inclusivity, embracing diversity in their campaigns and advocating for positive social values. By avoiding stereotypes and offensive content, advertisers establish an atmosphere that honours and values the diversity of their audience.

**Ensuring Consumer Privacy**

Ensuring consumer privacy is a crucial element of ethical advertising. Advertisers must acquire consent when gathering personal data and guarantee the secure management of this information. Being transparent about data usage and offering opt-out options empower consumers to have control over their personal information, thereby promoting trust and upholding ethical principles.

**Advertising's Social Responsibility**

Ethical advertising involves the practise of social responsibility, whereby advertisers carefully consider the wider consequences of their messages on society. Advertisements

should refrain from endorsing harmful behaviours, exploiting vulnerabilities, or promoting products that are harmful to individuals or the environment. By embracing social responsibility, advertisers make a positive contribution to the welfare of communities and advocate for sustainable practises.

### **Striking a balance between artistic innovation and factual accuracy**

Ethical advertising entails skillfully navigating the fine line between ingenuity and veracity. Although advertisements strive to captivate and involve viewers, they must never compromise on precision or distort facts. Advertisers can employ inventive and imaginative methods while guaranteeing the fundamental message remains sincere and genuine.

### **Significance of Regulatory Authorities**

Regulatory bodies are essential for maintaining ethical standards in advertising. They create and enforce guidelines and regulations that advertisers must follow, guaranteeing fairness, honesty, and transparency. These bodies oversee and examine complaints, impose penalties for breaches, and safeguard consumers against misleading or deceitful advertising methods.

### **Consequences of Unethical Advertising**

Unethical advertising has extensive ramifications. It diminishes consumer confidence, tarnishes brand image, and undermines the integrity of the advertising industry as a whole. Additionally, deceptive or manipulative advertisements can negatively impact individuals by promoting impractical expectations, fostering insecurities, or exploiting vulnerabilities. Society at large experiences adverse effects when unethical advertising practises dominate.

### **Ensuring Consumer Privacy**

Ensuring consumer privacy is an essential component of ethical advertising. Advertisers must acquire consent when gathering personal data and guarantee the secure management of this information. Being transparent about data usage and offering opt-out options empower consumers to have control over their personal information, thereby promoting trust and upholding ethical principles.

### **Advertising's Social Responsibility**

Ethical advertising involves the practise of considering the wider effects of advertising messages on society, demonstrating social responsibility. Advertisements should refrain from promoting harmful behaviours, taking advantage of vulnerabilities, or endorsing products that are harmful to individuals or the environment. By embracing social responsibility, advertisers make a positive contribution to the welfare of communities and advocate for sustainable practises.

### **Striking a balance between artistic innovation and factual accuracy**

Ethical advertising entails skillfully navigating the fine line between ingenuity and veracity. Although advertisements strive to captivate and involve viewers, they must never compromise on precision or distort facts. Advertisers can employ inventive and imaginative methods while guaranteeing the integrity and genuineness of the central message.

## **20.4.1 Laws Related to Advertising**

India enacted numerous legislation explicitly targeting advertising following its transition to a Republic. The subsequent are a few of the most notable advertising statutes:

- 1) The Emblems and Names (Prevention of Improper Use) Act, 1950 is a legislation that aims to prevent the inappropriate use of emblems and names.
- 2) The Drugs and Cosmetic Control Act of 1940.
- 3) The Drugs and Magic Remedies (Objectionable Advertisements) Act of 1954.
- 4) The legislation known as the Prize Competition Act of 1955.
- 5) The Prevention of Food Adulteration Act of 1954.
- 6) The Copyright Law of 1957

- 7) The Act of 2003, known as the Cigarettes and other Tobacco Products (Prohibition of Advertisements and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, prohibits the advertisement of cigarettes and other tobacco products and regulates their trade, commerce, production, supply, and distribution.
- 8) The Indecent Representation of Women (Prohibition) Act of 1986.
- 9) The Consumer Protection Act, 1986.
- 10) The Trade Marks Act of 1999.
- 11) The Prize Chits and Money Circulation Schemes (Banning) Act of 1978.

We will provide a concise review of the essential provisions in these rules that govern, oversee, or prohibit contentious commercials. The following information will assist you, as a media representative, in obtaining a comprehensive understanding of these legislations.

#### **20.4.2. Difference between Laws and Codes**

There are several distinctions between advertising and the regulations established by voluntary self-regulatory advertising groups. While compliance with advertising rules is somewhat enforced, adherence to the codes is optional. Another difference is that violating the law can lead to imprisonment, fines, or both, whereas this is not the case with the codes. While rules can be disregarded without consequences, advertising laws are taken to court. Legal disputes are resolved by judicial courts, whereas issues related to code violations are handled by representatives of voluntary professional associations and may not be subject to the same penalties as court cases. Typically, a simple apology or removal of the member's censure is sufficient to achieve the desired outcome.

#### **20.4.3 Future Needs and Challenges**

The advertising industry in India is expected to have a promising future. However, the emergence of new media has posed challenges for various industries, including advertising. One such challenge is the effective and efficient application of regulations to foreign advertising available online. India is increasingly driven towards overall development as its economy grows and strives to catch up with developed nations. Furthermore, as India progresses towards becoming a centre for advanced industrial development and technological innovation, the developed world sees the nation's population of over a billion people as a lucrative market with unparalleled commercial opportunities.

Under these conditions, advertising will inevitably emerge as a lucrative multi-billion dollar business opportunity. Moreover, established companies are exploring the numerous and growing possibilities for rapid development. In fact, the urban and rural markets in India are already experiencing significant growth, and many multinational corporations have already set up operations there. Therefore, it is crucial that we are ready to take advantage of any favourable opportunities and ensure that our advertising regulations and ethical standards are up to date with the constantly evolving communication landscape.

Within the digital era, ethical advertising must confront concerns such as data privacy apprehensions, algorithmic prejudice, and the necessity to adapt to evolving technology. Advertisers must uphold business vigilance, embrace ethical principles, and modify their conduct to suit the digital landscape.

Equally crucial is the education of consumers regarding ethical advertising. By enhancing awareness and promoting media literacy, consumers can become more discerning and make decisions that align with their values. To provide consumers with the necessary knowledge, it is imperative for industry stakeholders, academic institutions, and advocacy organisations to collaborate.



## **Quantifying the impact of ethical advertising is essential for enhancing methods. CASES**

**1. MR Filter Coffee** MR Filter Coffee's new ad with a visual of a young couple in an intimate embrace and a head-line 'real pleasure can't come in an instant' stirred up controversy. Some find it irrelevant and some unethical. The concept is meaningful. Anything good in life does not come in an instant. It has to mature. But the concept has been executed badly. It projects a brand personality of reckless youth rather than that of a mature and traditional product. It sensationalizes to generate sales. In this age of satellite channels of TV dishing out MTV-fare, The Bold and The Beautiful and the Santa Barbara-like soaps; Hindi films with numbers like Dhoom and awareness magazines like Fantasy, is it not puritanical to fault one ad and call it unethical. Besides the ad is meant for a target audience of youth. Malaika Arora was the MR Coffee girl. For her it is just another assignment. Storyline of the commercial: A young upwardly mobile lawyer entering the house. A woman in shirt perched on a stool. There is a cut to lid of coffee. The woman gets imbalanced to lock her legs around the man's hips. They twirl around; and move to a bed. There are shots of a gas burner, coffee beans and the rest as cutouts. The action accentuates. The woman pulls off the man's specs, loosens his tie and begins to pull off his shirt. Few steamy shots as the coffee brews. They do too. They enjoy a cup of coffee post-coital. The VO: real pleasure can't come in an instant. MR Filter Coffee. Longer to brew, but unforgettable. Alayque Padamsee called this the tastiest campaign in bad taste.

**2. LIP service:** lip-sticks and lip-gloss Lip-sticks and lip-gloss are glamorous products being marketed in India by three companies: Lakme, Max Factor and Gala. Lip-stick is a fragrant combination of waxes, vegetable oils, fatty emollients – lanolin (obtained from sheep's wool) and pigments (or permissible dyes). All these are ground at a particular temperature and poured into respective moulds and frozen. Lip-stick has fat as its base. It is a shiny stick. It is mounted on a propeller. It moves up and down the groove in a plastic sleeve. Lip-gloss has oily base. The additives of it form a thin film on the lips. It is creamy or in liquid form. It has a small percentage of wax, pigments, and dyes. Roll-on lip-gloss has colors mixed in oil. The retail price is high on account of heavy excise duty (105%). Cheap brands of lip-sticks make use of cheap wax like paraffin wax, instead of bee wax. They also use lead carbonate, instead of pear, for a shine. They do not use specified colors. They use poor lubricants (which give rise to bacteria) that shorten its life. However good, a lip-stick has a life-span of not more than 2-3 years.

### **20.5 SUMMARY**

Advertising codes of ethics play a crucial role in influencing the industry and maintaining positive relationships between businesses and customers. Advertisers can promote societal values, trust, and transparency by adhering to moral standards. In the advertising field, the importance of honesty, transparency, respect, and social responsibility cannot be overstated.

To increase product or service utilisation and customer base, advertising plays a vital role. The advertising industry has evolved considerably, transitioning from a mere mission to a recognised profession. Ethics, in this context, pertains to behaviour that aligns with societal norms and contemporary values.

Unethical advertising strategies encompass puffery or exaggeration, dishonest or deceptive advertising, and offensive or tasteless marketing. In addition to being unfair and deceitful, comparison advertising is also considered unethical in the advertising profession.

In order to foster truthful, principled, and conscientious advertising, the three main parties in the advertising process, namely advertisers, agencies, and the media, collaborate both individually and collectively.

## 20.6 KEY WORDS

- Advertising Standards Council of India (ASCI)
- Telecom Regulatory Authority of India (TRAI)
- Gender Stereotyping
- Children's Advertising
- Unscrupulous: lacking moral principles

## 20.7 REFERENCES

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International Journal of Management and Commerce Innovations ISSN 2348-7585 (Online)  
Vol. 3, Issue 1, pp: (410-415), Month: April 2015 - September 2015, Available at:  
[www.researchpublish.com](http://www.researchpublish.com)

402JM21

**M.A. JOURNALISM AND MASS COMMUNICATION, IV SEMESTER**

**DEGREE EXAMINATION, 2023.**

**Paper II — ADVERTISING**

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

5X14=70

All questions carry equal marks

1. Discuss the Economic effects of advertising?

OR

2. Elaborate the Advertising Agency system?

3. Explain about various media for ad campaign planning.

OR

4. Discuss in detail the outdoor advertising?

5. Write about recent trends in advertising?

OR

6. Explain commercial advertising ?

7. Give a detailed note on AD copy elements?

OR

8. Comment on psychological factors of advertising'.

9. What are Pretests and post tests?

OR

10. Write a note on Advertising code?