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MANONMANIAM SUNDARANAR UNIVERSITY

TIRUNELVELI – 12

தொலைநிலை தொடர்கல்வி இயக்கம்
DIRECTORATE OF DISTANCE & CONTINUING
EDUCATION

BBA – SECOND YEAR
ADVERTISING

MSU/2021-2022UG-Colleges/Part-III(BBA.,) Semester-III/Ppr.no.19/Non-Major-Elective-I

ADVERTISING

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OBJECTIVES:

- 1.To enable the students to study the origin and growth of advertising sector.
- 2.To study the functions of advertising
- 3.To explain the process of advertisement making and launching.

COURSE OUTCOMES:

CO 1: Understand the Origin and Growth of Advertising Sector

CO 2: Explain the Types of Advertising

CO 3: Describe about the Functions of Advertising Agencies

CO 4: To identify and make decisions regarding the most feasible Advertising Appeal and Media Mix

CO 5: To conduct pre-testing of advertisement to determine their effectiveness.

UNIT-I: INTRODUCTION TO ADVERTISING

Advertising-Meaning-Origin and Development -Objectives- Importance – Functions of Advertising- Classification and Types of Advertisement- Merits and Demerits.

UNIT-II: ADVERTISING AGENCIES

Types and Functions of Advertising Agencies- Advertisement Campaign- Social, Economical and Legal aspects of Advertisement –Misleading Advertisement- Advertisement Standards Council of India- Regulation of Advertising in India.

UNIT-III: DRAFTING ADVERTISEMENT COPY

Advertisement Copy- Requisites of an Effective Advertisement Copy- Elements of Copy- Layout- Functions of Layout- Elements of Layout- Principles of Design and Layout – Copy Writing – Qualities of Good Copy Writer- Copy Testing and Advantages.

UNIT-IV: ADVERTISING MEDIA

Media Planning and Strategy- Importance of Media Planning and Selection – Problems in Media Planning – Internet as an Advertisement Medium – Objects of Internet Advertisement – Advantages and Disadvantages of Internet Advertising

UNIT-V: MEASURING THE EFFECTIVENESS OF ADVERTISING

Need and Importance for measuring the Effectiveness of Advertising – Methods of Measurement – Pretesting, Concurrent Testing, Post Testing – DAGMAR Model.

TEXT BOOKS:

- 1.Manendra Mohan – Advertising Management – Concepts and Cases, Tata McGraw Hill.
2. Sherlekar, Victor & Nirmala Prasad- Advertising Management -Himalaya Publishing House.

REFERENCE BOOKS:

- 1.C.L. Tyagi, Arun Kumar – Advertising Management – Atlantic Publishers and Distributors.
- 2.Wells, Moriarty & Burnett, Advertising Principles & Practice, Pearson Education.
- 3.Ruchi Gupta, Advertising – Scholar Tech Press.
- 4.Rajeev Patra and John G. Myers, Advertising Management – Pearson India, New Delhi.

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UNIT-I: INTRODUCTION TO ADVERTISING
ADVERTISING-MEANING-ORIGIN AND DEVELOPMENT -OBJECTIVES-
IMPORTANCE – FUNCTIONS OF ADVERTISING- CLASSIFICATION AND TYPES OF
ADVERTISEMENT- MERITS AND DEMERITS

INTRODUCTION

Advertising is a step within the marketing process in which brands produce a piece of media called an advertisement, that encourages potential customers to buy a product or service. One of the main differences between advertising and other types of marketing is that pay to distribute ads. In traditional advertising, pay a publisher for an ad spot or rent space from the owner of a billboard. In digital advertising, pay a platform, such as YouTube, Facebook, Google and websites. Advertising is one of the oldest marketing strategies, and as a result has a plethora of tested best practices. Advertising is the dissemination of information concerning an idea, product or service to induce action in accordance with the intent of the advertiser.

According to William J. Stanton, “Advertising consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid-for message about a product or organization.”

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services of an identified sponsor. The message which is presented or disseminated is known as ‘advertisement’.

Advertising is defined differently by different people, some of the definitions are as follows:

According to **Richard Buskirk**, “Advertising is a paid form of non-personal presentation of ideas, goods or services by an identified sponsor”

According to Wheeler, "Advertising is any form of paid non-personal presentation of ideas, goods or services for the purpose of inducting people to buy."

According to William J. Stanton, "Advertising consists of all the activities involves in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding disseminated through one or more media and is paid for by an identified sponsor."

ORIGIN AND DEVELOPMENT OF ADVERTISING

Though advertising in its present form, is the product of the current century, as a business force it is not a new tool. It has the longest history taking us back to the history of mankind and human civilization. Though we fail to answer the question as to the exact age of advertising, it can be said that advertising began the moment the man discovered the art of communication. Historical documents and archeological researches have confirmed the existence of advertising in the ancient times. Advertising by word of mouth is probably the earliest form of advertising because, oral skills were developed well before reading and writing did. Advertising was given the commercial status the day it entered into the process of exchange. The colorful history of advertising can be divided to six clear-cut periods consisting of centuries of growth and development. These are

1. Ancient Times

2. 5th to 8th Century

3. 9th to 15th Century

4. 16th to 17th Century

5. 18th to 19th Century

6. 20th Century

Following is the period-wise evolution of advertising as a present-day powerful force.

1. ANCIENT TIMES - UP to 5th CENTURY

Hammerbi ruled in Babylon 2000 years before Christ. The artisans, bakers, shoe-makers and other merchants were eager to exchange their goods for money and advertising came to their timely help. Selling goods in ancient times involved personal selling abilities. Merchants needed to identify their places with a symbol that told their trade, and so the shop signs were born. The merchants impressed upon the minds of consumers of the qualities of their wares which was done by the 'hired criers' or the 'barkers'. Other form of communication was the 'wall signs. On the walls of the tall buildings near important gathering places were letter sign advertisements, entertainments, helped the location of taverns and goods for sale.

2. 5th to 8th CENTURIES

The period from 475 AD to 800AD is referred to as “Dark Age”. This is the period that starts with the downfall of Roman Empire and ends with the coronation of Charlemagne. Advertising as a business force suffered a severe setback with the fall of Roman empire and one does not hear much of advertising in this dark age where the reading and writing were the prerogative of the privileged few. Commerce and trade routes were drastically diminished. It did not mean that it dried up totally. It was further in the form of ‘voice’. Public barkers equipped with the horns and bells were capable of attracting the attention of consumers. Advertising was done either by human voice and or by hand executed signs and play cards.

3. 9th to 15th CENTURIES:

The latter part of the Middle Age was a great and bold leap forward in human civilization and culture. Criers for the taverns were so numerous in Paris in the 13th century that they formed a union and were chartered by king Philip Augustus. These men developed a new gimmick of free samples printing originated in China and the oldest book printed was dated 868 AD. Johan Gutenberg laid the foundation of modern education by inventing a system of casting moveable type in 1438, in Mainz, Germany and printed the famous bible in 1456. This discovery, in the west, together with an increase in education was essential to the growth of advertising were now available like printed posters, hand-bills, signs, pamphlets, books and newspapers.

4. 16th and 17th CENTURIES:

During the 16th century, newspapers were largest among the prints and these newspapers were in the form of news-letters. The first news-letter was started in 1622 in England. Latter half of the 16th century is that there were special advertising periodicals. By 1675, newspapers were published, excelled news-books. By the end of 17th century, newspapers were well established in England undertaking advertising on a regular basis.

5. 18th and 19th CENTURIES:

The age-old principle of ‘Caveat Emptor’ ruled the transactions and hence the advertising that was resorted to was untruthful. That is why, the people did not believe totally in the advertisement message given. Buyers were to be cautious and diligent the goods so advertised.

The 19th century was marked by a new trend of brand advertising, Magazines – both weeklies and monthlies started catching the imagination of the people by popularizing the brands. In this period that welcomed the window and counter displays, exhibitions and trade fairs.

6. THE 20th CENTURY

The current century is marked with the advent of two fascinating media of communication namely, radio and television. Americans have the credit of having these first. Radio ruled the scene from 1922 to 1947 and 1948 onwards the television took over. Radio advertising has an edge over print publicity that is capable of reaching the millions of illiterate people as it is a ‘voice’ advertising. Television could beat radio advertising since 1950s and has grown in importance with its color effects and is going to rule for few more decades to come. If these are the major indoor powerful media, the outdoor advertising has its own developments such as travelling displays, neon signs, sky – writing in addition to the earlier means like posters, printed displays, painted displays and sandwich men.

Thus, the advertising industry started with ‘barkers’ and has culminated into a very powerful mass media of communication. It is an industry of multimillion rupees, employing millions, making the entire world of business to dance to its tunes. It has become a veritable boon to the world of business a boon of public service. That is why, it has fortified its stay in future.

OBJECTIVES OF ADVERTISING

Four main Objectives of advertising are,

1. TRIAL:

The companies which are in their introduction stage generally work for this objective. The trial objective is the one which involves convincing the customers to buy the new product introduced in the market. Here, the advertisers use flashy and attractive ads to make customers take a look on the products and purchase for trials.

2. CONTINUITY:

This objective is concerned about keeping the existing customers to stick on to the product. The advertisers here generally keep on bringing something new in the product and the advertisement so that the existing customers keep buying their products.

3. BRAND SWITCH:

This objective is basically for those companies who want to attract the customers of the competitors. Here, the advertisers try to convince the customers to switch from the existing brand they are using to their product.

4. SWITCHING BACK:

This objective is for the companies who want their previous customers back, who have switched to their competitors. The advertisers use different ways to attract the customers back like discount sale, new advertise, some reworking done on packaging, etc.

Mathews, Buzzell, Levitt and Frank have listed some specific objectives of advertising.

- To make an immediate sale.
- To build primary demand.
- To introduce a price deal.
- To build brand recognition or brand insistence.
- To help salesman by building an awareness of a product among retailers.
- To create a reputation for service, reliability or research strength.
- To increase market share.

Basically, advertising is a very artistic way of communicating with the customers. The main characteristics one should have to get on their objectives are great communication skills and very good convincing power.

IMPORTANCE OF ADVERTISING

Advertising plays a very important role in today's age of competition. Advertising is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer. Advertising is an important part. Let's have a look on how and where is advertising important:

1. ADVERTISING IS IMPORTANT FOR THE CUSTOMERS:

Just imagine television or a newspaper or a radio channel without an advertisement! No, no one can any day imagine this. Advertising plays a very important role in customers life. Customers are the people who buy the product only after they are made aware of the products

available in the market. If the product is not advertised, no customer will come to know what products are available and will not buy the product even if the product was for their benefit. One more thing is that advertising helps people find the best products for themselves, their kids, and their family. When they come to know about the range of products, they are able to compare the products and buy so that they get what they desire after spending their valuable money. Thus, advertising is important for the customers.

2. ADVERTISING IS IMPORTANT FOR THE SELLER AND COMPANIES PRODUCING THE PRODUCTS:

Advertising plays very important role for the producers and the sellers of the products, because advertising helps increasing sales Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.

If any company wants to introduce or launch a new product in the market, advertising will make a ground for the product. Advertising helps making people aware of the new product so that the consumers come and try the product.

1. Advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age.
2. The demand for the product keeps on coming with the help of advertising and demand and supply become a never-ending process.

3. ADVERTISING IS IMPORTANT FOR THE SOCIETY:

Advertising helps educating people. There are some social issues also which advertising deals with like child labour, liquor consumption, girl child killing, smoking, family planning education, etc. thus, advertising plays a very important role in society.

FUNCTIONS OF ADVERTISING

Advertising has become an essential marketing activity in the modern era of large-scale production and serve competition in the market. It performs the following functions:

- **Promotion of Sales:** It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as well as in the international markets.

- **Introduction of New Product:** It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.
- **Creation of Good Public Image:** It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers' needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.
- **Mass Production:** Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.
- **Research:** Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.
- **Education of People:** Advertising educates the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.
- **Support to Press:** Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network.

CLASSIFICATION OF ADVERTISEMENTS

Advertising can be classified on the basis of **Function, Region, Target Market, Company Demand, Desired Response, and Media.**

A) CLASSIFICATION ON THE BASIS OF FUNCTION

- Advertisement informs the customers about a product
- Advertisement persuades the consumers to buy a products
- Advertisement reminds existing customers about the presence of the product in the market,

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

1. **Informative advertising:** This type of advertising informs the customers about the products, services, or ideas of the firm or organization.
2. **Persuasive advertising:** This type of advertising persuades or motivates the prospective buyers to take quick actions to buy the products or services of the firm. Example: “Buy one, get one free”.
3. **Reminder advertising:** This genre of advertising reminds the existing customers to become medium or heavy users of the products or services of the firm that have been purchased by them at least once. This type of advertising exercise helps in keeping the brand name and uses of the products in the minds of the existing customers.

B) CLASSIFICATION ON THE BASIS OF REGION

Advertisements can also be classified on the basis of the region, say:

1. **Global advertising:** It is executed by a firm in its global market niches. Reputed global magazines like Time, Far Eastern Economic Review, Span, Fortune, Futurist, Popular Science. Cable TV channels are also used to advertise the products throughout world. Supermodels and cinema stars are used to promote high-end products Examples: Sony, Philips, Pepsi, Coca Cola, etc.
2. **National advertising:** It is executed by a firm at the national level. It is done to increase the demand of its products and services throughout the country. Examples: BPL (Believe in the best). Whirlpool Refrigerator (Fast Forward Ice Simple) etc.
3. **Regional advertising:** If the manufacturer confines his advertising to a single region of the country, its promotional exercise is called Regional Advertising. This can be done by the manufacturer, wholesaler, or retailer of the firm. Examples: Advertisements of regional newspapers covering those states or districts where these newspapers are circulated. Eg. The Assam Tribune (only for the NE region) etc.

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

C) CLASSIFICATION ON THE BASIS OF TARGET MARKET

Depending upon the types of people who would receive the messages of advertisements, we can classify advertising into five sub categories:

1. **Consumer Product Advertising:** This is done to impress the ultimate consumer. An ultimate consumer is a person who buys the product or service for his personal use. This type of advertising is done by the manufacturer or dealer of the product or service. **Examples:** Advertisements of Intel, Kutttons (shirt), Lakme (cosmetics) etc.
2. **Industrial Product Advertising:** This is also called Business-to-Business Advertising. This is done by the industrial manufacturer or his distributor and is so designed that it increases the demand of industrial product or services manufactured by the manufacturer. It is directed towards the industrial customer.
3. **Trade Advertising:** This is done by the manufacturer to persuade wholesalers and retailers to sell his goods. Different media are chosen by each manufacturer according to his product type, nature of distribution channel, and resources at his command. Hence, it is designed for those wholesalers and retailers who can promote and sell the product.
4. **Professional advertising:** This is executed by manufacturers and distributors to influence the professionals of a particular trade or business stream. These professionals recommend or prescribe the products of these manufacturers to the ultimate buyer. Manufacturers of these products try to reach these professionals under well-prepared programs. Doctors, engineers, teachers, purchase professionals, civil contractors' architects are the prime targets of such manufacturers.
5. **Financial advertising:** Banks, financial institutions, and corporate firms issue advertisements to collect funds from markets. They publish prospectuses and application forms and place them at those points where the prospective investors can easily spot them.

D) CLASSIFICATION ON THE BASIS OF DESIRED RESPONSES

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

1. Direct Action Advertising: This is done to get immediate responses from customers.

Examples: Season's sale, purchase coupons in a magazine.

2. Indirect Action Advertising: This type of advertising exercise is carried out to make a positive effect on the mind of the reader or viewer. After getting the advertisement he does not rush to buy the product but he develops a favorable image of the brand in his mind.

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

E) CLASSIFICATION ON THE BASIS OF THE MEDIA USED IN ADVERTISEMENT

The broad classification based on media is as follows:

1. Print Media Advertising: The print media consists of newspapers, magazines, journals, handbills, etc. No newspaper or, journal, today, can survive without advertising revenue. Print media advertising, even today, is the most popular form; and revenue derived by mass media from advertising has, therefore, been progressively increasing year after year. Print media appeals only to the sense of sight, i.e., eyes.

2. Electronic or Broadcast Media Advertising: Electronic, or, broadcast media consists of (i) **Radio**, (ii) **Television**, (iii) **Motion Pictures**, (iv) **Video**, and (v) **the Internet**. The radio is audio in nature, appealing only to the sense of sound (ears). Radio advertising is more effective in rural areas, as compared to urban regions. Television, as an advertising medium, is more attractive and effective because it is an audio-visual medium appealing to both the senses of sight sound (eyes and ears). Different methods, such as, spot announcements, sponsored programmes, etc., are used for broadcasting advertising

messages. However, broadcasting media are very expensive form of advertising. Advertising is also undertaken through movies, video, and the internet.

3) Outdoor Media: This includes posters, neon signs, transit, point of purchase (POP), etc. Outdoor advertising can be a good supporting media to other forms of advertising. It is a good form of reminder advertising, especially, the POP advertising.

4) Other Media: This includes direct mail, handbills, calendars, diaries, cinema advertising, internet and so on. These miscellaneous media can play an important supporting role to the major media such as television, and newspapers.

INTERNET ADVERTISING:

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

TELEVISION ADVERTISING:

It is said that to-day television advertising is the bestselling media ever invented. It has a potential advertising impact unmatched by any other media. It is a means of bringing actual demonstration in the homes of the prospects and is therefore more effective media when compared with radio. That is why the position of radio advertising has now been gradually taken by television advertising. Commercial television advertising was introduced in India on January 1, 1976 on the pattern of All India Radio. Thus, as an advertising media, television is of recent origin in India. It is also known by the name of „Door darshan“ in India. Television makes full use of sight, sound and motion and thereby maximizes impact on audience. On color TVs, now color may also be used to add to the impact. The coverage of television is increasing at a rapid pace in India. This media is particularly advantageous for those advertisers whose products require demonstration. Sponsored programmes have also been started on television in India.

Advantages or Merits of Television Advertising

- The main advantage of television advertising is that it combines the advantages of both radio and cinema. Thus, it is a most powerful audio-visual media.
- It makes the message more attractive and impressive.

- It is most advantageous to those advertisers whose products and service require demonstration
- It is a source of major income to Doordarshan.
- It possesses geographical selectivity. An advertiser can place his advertisements on selected few stations as per his requirements.
- It has a wide coverage. At present television services are available to more than 80% of India's population.

Disadvantages or Demerits or Limitations of Television Advertising

Television Advertising is subject to the following demerits or limitations:

- It is very expensive advertising media and would certainly exclude the small advertisers.
- Television message is short-lived.
- The range within which the telecasting reaches the audience is very limited.
- In case of India, an average Indian cannot afford television as it is quite costly.
- Television advertisements are very brief due to high cost of advertising on television.
- Television advertising is a very deliberate media, requiring long term planning, the gaining of approval from the authority and also lacking flexibility.

MEANING OF PRESS ADVERTISING

Press advertising is the most popular and effective method of publicity today. It has become the part of the culture and political life of people today. Press, also referred to as print, is an advertising media comprising all those vehicles owned by others and which can carry the advertising message in print to be read by target customers. In India, this media is very commonly used by companies and account for nearly 70 per cent of their total expenditure on advertising media.

FORMS OR TYPES:

Press advertising takes the following two major forms,

- 1. NEWSPAPER ADVERTISING:** Newspapers are bought largely for their news values. Newspapers may be national/local daily/weekly. These are a good vehicle to pass on information about new products, current products and price-off deals. They can be used for

local, national and regional market coverage. In India, there are a number of newspapers both in English and also in regional languages. Many newspapers in English and Hindi have nationwide coverage. So, a message given in newspapers may have a better impression on the minds of the people and it may be more specific, clear, complex and lengthy. Currently, 1173 daily newspapers and 5280 weekly newspapers are published in India, out of which the largest number is accounted for by the Hindi language newspapers followed by Urdu, Marathi and English newspapers in terms of number, and English, Hindi, Malayalam, Marathi and Gujarati in terms of circulation. Among the states, the largest number of newspapers are published in Uttar Pradesh followed by Maharashtra and Karnataka. Among the prominent national English language dailies are the Times of India, Hindustan, Indian Express, Statesman and Economic Times etc., whereas among the national Hindi language dailies include Hindustan Times, Navbharat Times, National Dunia and in Rajasthan - Rajasthan Patrika. However, among the different language groups, companies in India, both in the state and private sector, largely use English dailies as their advertising media. Small enterprises prefer local newspapers as their advertising media. The newspapers charge on the basis of column centimeter space used by the advertiser. They also charge premium for special positions and provide concession for space booking on contract. However, these rates vary from newspaper to newspaper as per their circular and coverage.

Advantages or Merits of Newspaper Advertising Media:

The advantages of merits of newspaper advertising media may be summed up as under,

- Their coverage is high as they reach every nook and corner in a very short time.
- They offer a lot of flexibility. According to the convenience and necessity of the advertiser, the shape, size and appeal may be frequently changed to suit the need of the advertiser.
- High frequency enables speedy preparation and publication of advertisement.
- It is the cheapest media of advertising as far as its cost per reader is concerned.
- The daily newspaper have strong repetitive value as it offers an opportunity to the advertiser to repeat is message at a short interval of only one day.
- The public response towards newspaper advertising is very quick

- By inserting local advertisements (in local newspapers), the effectiveness of advertising copy could be tested quite easily.
- By inserting frequent advertisements in the newspapers, their visual appeals may be created very easily.
- The reputation of the newspapers is available to the advertisers and their products also. Leading newspapers provide space to reputed and reliable concerns only.
- Newspaper advertising provides geographic selectivity.

Disadvantages or Demerits or Limitations of Newspaper Advertising Media:

The following are the disadvantages or demerits or limitations of newspaper advertising media,

- The life of a newspaper is very short, i.e., only for the day. It is said, “Nothing is alive as today’s newspaper” and “Nothing is dead as yesterday’s newspaper.”
- There is waste of circulation. The advertisement is carried even to those places where there is no market existing nor the possibility of creating a new market in the near future.
- If the customers are limited in numbers, advertising in response towards newspaper advertising may be ineffective and costly too
- Visual effects may not be created in practice as the newspapers are generally printed on cheap newsprint.
- There is lack of uniformity in advertising requirements. Lack of uniformity of publishers’ requirements with respect to rates, size, type of copy and so on.
- Newspaper advertising is less popular in undeveloped countries where the masses are illiterate ignorant and poor.

2. MAGAZINES AND JOURNALS ADVERTISING: Another media under press advertising media is magazines and journals. They offer selective circulation throughout the country at a cost within reasonable budget limits. These are published periodically at regular intervals, i.e., weekly, fortnightly, monthly, quarterly or annually. Magazines and Journals are read at leisure and with care when the reader is mentally prepared to receive the advertisements. It has a long effective life.

From the advertiser’s point of view, magazines may be classified under five groups:

- (i) Special Interest Magazines;
- (ii) Trade Magazines;

- (iii) Technical Magazines;
- (iv) Professional Magazines;
- (v) Regional Magazines.

Advantages or Merits of Magazines and Journals

The following are the advantages of magazines and journals as an advertising media

- The life of magazine is considerably longer than that of newspapers. These are kept ready for weeks and months.
- Better reproduction of advertisement than newspapers is provided.
- Magazines are highly selective in nature and waste of circulation is avoided.
- Magazine advertising create prestige, reputation and an image of quality.
- The number of readers per copy in case of magazine advertising is quite high. There is multiplicity of readership.
- Magazines are ideals for introduction new ideas.
- Magazine readership is usually a leisurely home readership for enjoyment relaxation, and „with guards down“.
- The printing, paper, color combination is more attractive in case of magazine advertising than newspaper advertising.
- Magazines reach specialized groups conveniently and effectively.
- The cost of utilizing magazines for advertising is quite low.

Disadvantages or Demerits or Limitations of Magazine and Journal Advertising: As compared to newspaper advertising, the magazine and journal advertising have the following disadvantages, demerits or limitations:

- The chief demerit of magazine advertising is its low flexibility.
- Preparation costs for magazine copy are usually rather high and sometimes exceed the cost of the space used in trade magazines.
- The circulation is limited as compared to newspaper advertising.
- It takes more time in printing etc. than newspaper advertising.
- The size of magazines differs widely and hence the advertiser has to prepare the copy of advertisement according to the size of the magazine and journal.

- Change in appeal cannot be effective quickly.

FILM ADVERTISING

Film is an audio-visual medium of communication and offers wide opportunities to the advertiser to screen commercial films and slides produced by them. Today cinema is an important and effective media of advertising. Suitable short films may be prepared to create a lasting impression upon the audience. These may be presented in the form of a story or a cartoon. Through the merits of the product are presented to the audience effectively. Such films may be shown before the start of the feature film or during interval. **At present there are three kinds of films used as media of advertising:**

1. Straight Advertising Films: These are most common now-a-days. These concentrate on advertising message relating to only one product of a particular company, such as Hindustan Lever, Tata Oil Mills (toilet preparations), D.C.M., Gwalior Rayon, Calico etc. These are of short duration lasting from 3 to 5 minutes.

2. Documentary Films: Documentary films are mainly used for publicity aspect and in most cases is educative in character. They are used to show various aspects of an industry as a whole.

3. Sponsored Advertising Films: It is a very good combination of advertisement and entertainment. Cartoon films come under this category.

In India, cinema has practically reached in all the parts of the country. Bombay has become the hub of advertising films and slides production. With all these, cinema as an advertising media holds great opportunities particularly, for those companies which are poised to penetrate the rural market of our country. It is particularly relevant for advertising consumer-products and form inputs.

Advantages or Merits of Film Advertising:

- It has a quite wide coverage.
- It is able to explain and demonstrate the use of a product quite conveniently.
- Appeal is made to all sections of the society.
- It is never wasted as no advertisement can escape the attention.
- It is effective and may pay rich dividend to the advertiser.

Disadvantages, Demerits or Limitation:

- The films are too short and need changes frequently.
- Production cost of a film is quite high
- The audience may not like to waste time in seeing such films repeatedly. They resent to it as they come for entertainment only.
- Restrictions are imposed against screening of films, e.g., there is censoring.
- For screening films, the cooperation of theatres is a must which is not easily available.

PURCHASE POINT ADVERTISING

Purchase point advertising is that advertising which is undertaken at the premises of the manufacturer or the dealer for attracting the customers. This is a direct method because the advertising process is either undertaken by the manufacturer directly or through the dealer. Under this method, goods are displayed at the counters, windows or in almirahs. It is observed that the point of purchase is the exact point where the prospects are reminded finally about a product. It is considered as a powerful media now a day.

SPECIALTY ADVERTISING

Under this media of advertising, manufacturers provide various articles of low value free of cost to the existing and prospective customers. The articles constitute calendars, ball-pens, diaries, cigarette cases, bags and other executive gifts. Such articles bear the name and address of the advertiser. It is felt that recipients will do business with the firm in the near future even though articles are given on no obligation basis. It is also called Novelty Advertising. These articles are given to targeted customers.

VIDEO ADVERTISING

It is now considered as the latest media of advertising. Under this method, video-cassettes ad-films are prepared. Nearly 22 million people around the world watch Indian films on video. India alone has video-audience of about 30 million which is increasing day by day. There are more than 50,000 video-libraries and about 1 lakh video-parlors/clubs in India. The video-cassettes released in India are also being screened in thousands of luxury buses. Besides the feature film they contain advertisements which are displayed at short intervals.

OUTDOOR OR MURAL ADVERTISING

Outdoor or mural advertising is the oldest form of advertising and remains the most common media even today. It is also called „wall advertising“. Outdoor advertising consists of a display of advertisements out of door which may be in the form of posters, painted signs, field signs, neon light signs, hoardings and posters carried by sandwichmen. This is also referred to as mural advertising as posters consisting of a picture, are often placed on walls particularly a large one, printed directly on a wall or large photograph attached directly to a wall. Small play cards or posters placed outside or inside carriages such as trams, delivery-vans, buses, railway carriages etc. also come under this category. The new form of advertising by using balloons, kites and smoke-writing in the sky is also a part of outdoor advertising. Outdoor advertising is not always argumentative but suggestive. The effectiveness of such advertising materially depends on its positions. Therefore, outdoor advertisements must be placed in such a way as can be seen by a large number of prospective customers with ample attention. The articles suited for such advertising are those which the masses can buy, such as food products, soaps, medicines, cigarettes, shoes, clothes and other domestic requirements.

Main Characteristics of Outdoor Advertising

- It is a widespread popular advertising media which makes the goods and services of interest to mass appeal.
- It has a comparatively longer life.
- It has a high coverage.
- Most outdoor advertisements are big and dominant so it is a very powerful eye-catching media.
- It is a very flexible advertising media so that the advertiser can retain sites where he needs them most.
- It is the oldest advertising media.
- It also consists of suitable and popular slogans which can be easily remembered by the prospects

OUTDOOR ADVERTISING:

Outdoor advertising may take any of the following forms:

1. Posters: This is the most common and popular form of outdoor advertising. These are exhibited on a hoarding or on walls, roofs, fences, chimneys etc. A really commanding effect can be produced by posters which cost less than any other advertising media. Design is the basis of all poster-advertising. These mostly contain pictures. Advertising for a movie is done in this way. Even where no pictures are used, the proper arrangement of lettering is important. The posters should be simple, attractive and capable of telling its story at a glance. Posters also give considerable scope for the use of suitable and attractive colours. Humor can also be used with advantage in poster-advertising.

2. Advertising Board: These are also posters which are kept at certain fixed places especially at points where people frequently assemble, such as bus stops, railways, crossings etc. Generally, these advertising boards are made of metallic sheet enclosed in a wooden frame and fixed with a panel having specified height at main junctions. These are fixed and well set with flood-lights.

3. Vehicle Advertising: It refers to moving advertisement. It consists of placing posters or play cards inside or outside vehicles such as trams, buses, taxis, delivery-vans, railway carriages etc. The main advantage of this system is the small space available for such posters. These posters are fairly sighted by the eyes and can be easily read. This method is a very common media and is considered to be very effective.

4. Electric Displays and Signs: Signs illuminated by electricity are today to be seen in large number in cities. This is the most modern and the most attractive form of outdoor display. It may consist of wooden letters studded with bulbs. Sometimes with a view to attract the attention, colored bulbs are used and the colours are changed at short intervals. Another device used to attract attention is to turn on the light on each letter at a time to give the impression of the sign being written by an invisible hand.

5. Neon Signs: There are brilliantly colored tubes available in various shades. These can be of the still or the flashing type. These signs are more attractive and interesting than the signs built up by a number of electric bulbs.

6. Sky Advertising (Sky Writing): Sky advertising is another modern form of outdoor advertising. In this form of advertising media an Aeroplane writes the name of the product or the producer in the sky. It is also known as „smoke writing“ because the message is written in the sky

by means of smoke. Large sized printed balloons are also dropped from the Aeroplane in the sky. Usually, near the circus-tents, a large sized balloon is floated on which the name of the circus is written.

7. Sandwichmen: They are hired persons and properly dressed who walk in the streets in a procession with boards, posters and notices placed about them. The idea is to attract the attention of the public. The cinema-theatres usually arrange this kind of advertising media when a new picture is released.

8. Stickers: It is also an important form of outdoor advertising. In this case, the advertiser enters in a contract with the popular players that whatever they will wear or use during the match will bear the sticker of the advertiser.

9. Puppet Shows: This is purely an Indian outdoor advertising media which provided entertainment while conveying a message. Now-a-days it is used widely in the family planning campaign in India mostly in villages. One such show tells how a rich man of the village who has large family, rejects the family planning campaign. But his wife has twins and there are complications. He calls in the midwife who tells him that his wife will not survive more births. He accepts the family planning advice and so becomes the innovator in his village.

The above are the most common forms of the outdoor advertising. However, there may be other forms of this type of advertising.

Advantages or Merits of Outdoor Advertising

- It has a wide coverage.
- It is capable of gaining more attention of the public.
- Outdoor advertising is more useful for local dealers. Its results can be more readily secured by using this form of advertising.
- In big cities and high traffic areas, outdoor advertising is the most effective form of advertising.
- Outdoor advertising is more flexible.
- It offers greater selectivity because it can be used locally, regionally or even nationally.
- It can be easily remembered.

- It is quite economical.
- It has comparatively long life.
- It is a very good media to stress brand names and package identity.

Disadvantages or Demerits or Limitations of Outdoor Advertising Media

The outdoor advertising media possess the following disadvantages, demerits or limitations and thus is subject to criticism:

- It is subject to adverse reaction of the public on the ground that the walls of the houses are used for writing outdoor advertisement even without the permission of the owner of the house.
- The message written under this type of advertising is too brief.
- The exact effect created on prospects is difficult to measure.
- The language used in writing on the wall advertising is usually defective and sometimes immoral too. It has an adverse effect on the public.

There are several Media Options which have emerged due to increased popularity of advertising. Advertising through cell phones and marketing through social sites are some of the Emerging Media Options.

- ❖ **Car Cards:** Car cards are small size thick papers or posters placed inside the vehicles like the buses or railway trains. They are also posted on the window screens or the side glasses of motor cars. The main purpose is to remind the travelers about the product. However, it is possible that many travelers may not look at the cards while travelling.
- ❖ **Traveling Displays:** These car cards are posted outside the vehicles or local trains. Their purpose is to attract the attention outside public or of those who are standing on railway platforms.
- ❖ **Sandwich Boards or Tall Man Advertising:** Sandwich boards advertisement is carried by a man with two posters hung on his two sides. The man is known as a sandwich man as he is sandwich between two boards. He moves from one street to another and attracts the attention of the passerby. To add the unusual site, sometimes, a tall man carrying the boards walks with the support of long sticks and with funny mask and clothes and attracts the passerby.

- ❖ **Sky Writing or Sky Balloons:** In this type, a painted balloon or a plastic sheet having advertisement message may be attached to the tail of the flying Aeroplane. This being very unusual thing. People are attracted towards it.

Advantages:

- It acts as a supporting or supplementary to press media effectively.
- It is constantly reminding prospects of the products.
- It is colourful and has a pleasing appearance. So, prospects welcome this form of publicity.
- It has a wide appeal. It attracts all human population of literates and illiterates.
- This media is more permanent compared to newspapers, films, magazines etc. It provides scope for talents, skill and art.

Disadvantages:

- It is difficult in measuring response as it appeals to the general public and not in particular.
- Selection of wrong sight, wrong materials, wrong methods etc. wastages may arise. Also, due to damages to the posters, hoarding etc. wastages are created.
- This media can be used only as a supporting media to the others like T.V. Radio etc.
- It is alleged that the posters, hoardings, neon signs etc. spoil the natural beauty of the places.

DISPLAY OR INDOOR PUBLICITY ADVERTISEMENT

To display the goods means to show the goods to the people in order to induce them to enter the shop to buy them. It is a device by which customers and people are attracted to the shop.

Importance of Display:

- a) It is only the part of publicity which allows the people to touch the products, to handle them or to actually see them. It is more realistic in salesmanship.
- b) Another importance of display is that display is an important dealer aid. The display technique helps the dealers to conduct an effective publicity.
- c) The third importance factor that has given importance to display is that, it attracts the attention of the prospects and makes the people walk into the shops.
- d) Lastly Display is importance to its effects not only on prospects but also on suspects. It makes the message directly to the prospects through their eyes.

Different Forms of Displays:

(a) Window Display: It refers to showing of goods in the window of the shop. Window of a shop means a part of the front portion of the shop which can be seen from outside. Windows are meant for outsiders to keep in. Window display technique is used by retailers or small businessman because they can't afford to spend on other Medias. Window display is used for all types of consumer goods. It makes people eager to know and see the products.

Following are the rules for the shopkeepers while displaying the goods in windows:

- i. Normally, the windows of rectangular shapes are selected and not the vertical one's because they provide for adequate space and easy movement of vision.
- ii. The items should be arranged horizontally and not vertically because this allows easy gaze movement. The background of window should be attractive and pleasant.
- iii. The windows should not be over-crowded with items because it strains the eyes of the viewers.
- iv. The position of the items displayed should be changed from time to time to create variety.
- v. Proper lighting and illumination of the window should be done so that they focus on the special features of the product
- vi. The display technique should not violate the basic rules of decent approach. There should not be overcrowding of expensive good in too fashionable setting otherwise, the respects would be frightened and the result would be negative.

(b) Interior Decoration: It refers to the various designs and equipment used by a retailer inside his shop. Showcases, counters, lighting arrangement, ventilation etc. It creates a pleasant atmosphere for the prospects and increases their comforts. Effective interior decoration does not require lot of space but it makes appropriate use of the available space to provide for easy movement and get up.

(c) Counter Display: It refers to arranging the products located within the shop. Counter display helps the customer to know about all the items which are available in the shop. Such a facility is not available in window display because all the items cannot be presented in the window. A good salesman must see that he should not show any goods which may go against the window display. Secondly, counter display must bring out as many varieties as are related to the particular

type displayed at the window. Thirdly, the salesman must see that goods are not placed one upon the other.

(d) Showcases: In this type, the items are presented in a cupboard with glass front of cabinets with glass front. These are similar to window display in the sense that, the showcases should be rectangular, items should be placed horizontally. In showcases, items of similar nature and even size should be grouped together so that, the customer knows the varieties of the same type available. The showcases should contain all the items available in the shops.

(e) Showrooms: A showroom is used by many producers or dealers not only to expose goods for sale but also demonstrate the uses and the working of the articles. It is meant for presentation of technical products, sophisticated goods etc. which require lot of explanation before buying the products. Showrooms have technically qualified persons to assist the customers when they visit the showrooms and also advice and guide them to understand the goods better.

(f) Exhibitions: The trade exhibitions are meant for introducing new products or latest innovations in the fields of business. They are organized by Trade Associations of Chamber of Commerce. The main idea behind exhibitions is that various traders, manufacturers etc. can be induced to visit and get information about the products displayed. In exhibition there is only presentation of the products and no sale takes place. For this purpose, the stalls are decorated and the items are presented in an attractive manner. Exhibitions have mass approach because many people visit them.

(g) Trade Fairs: Trade fair is similar to exhibition except that in the trade fair not only the items are exhibited but are also sold. Besides, entertainment items are staged to attract hundreds of people. Thus, there is business and fun in the trade fairs.

G). Classification on The Basis of Advertising Stages

On this basis, advertising may be classified into the following three different categories, viz., (1) advertising at pioneering stage, (2) advertising at competitive stage, and (3) advertising at retentive stage.

1. Advertising at Pioneering Stage: Advertising at „pioneering stage“ is undertaken to make the audience fully aware of the new brand of product and to inform, influence, and persuade them to buy, or, use it by highlighting its unique features.

2. Advertising at Competitive Stages: Once the brand survives the introductory stage, it has, soon to face a stiff competition with other well-established brands in the market. At this stage, competitive advertising is undertaken to promote sales effectively.

3. Advertising at Retentive Stage or Reminder Advertising: When the product has captured a large share of the market, „retentive advertising“ is undertaken to maintain, or retain the stable position in the market as long as possible. Moreover, if the same product is passing through the declining stage in the market, this type of advertising is used to remind the buyers about the product hence, it is also known as „reminder advertising“. Retentive Stage or Reminder Advertising

TYPES OF ADVERTISEMENT

1. SOCIAL ADVERTISING: Social Advertising is undertaken by non-commercial organisations such as Trust, Societies, Associations etc. The main objective of Social Advertising is to work for social cause. Advertisements for collecting donations for war victims or for victims of natural calamities, sales of tickets for a show etc. are examples of Social Advertising.

2. POLITICAL ADVERTISING: Political advertising is undertaken by political parties to motivate the general public in favor of the ideology of the party in question. Political advertising is intensively made during election times to gain favour of the voters. Such advertising promotes plans and policies of the concerned party. It also tries to expose weaknesses of the opposition with a view to convince the voters to vote for their party candidates. Some political advertisements are also made to assist the Government to implement its schemes for rehabilitation and national reconstruction. Mumbai Regional Congress Committee children affected by communal riots in Mumbai under the scheme of National Foundation for Communal Harmony. Advertisements issued by a political party is essentially a political advertising.

3. ADVOCACY ADVERTISING: We often come across advocacy advertised relating to the use of family planning methods. Conservation of scarce resources, maintaining green environment. This is designed to alert people to the fact that such ads are not editorials or informational pieces, but are specifically advertisements. Companies can place advocacy advertising on billboards, in print magazines and newspapers, online, and on television. In fact, many advertising firms consider

candidates who have completed advertising internships far more attractive than those who have not. If you are planning to begin your career in advertising in the creative department of an advertising firm, a bachelor's degree may not be as essential.

4. ADVERTISING BY GOOGLE PONDS AGE MIRACLE: Looking young is now really easy Get Ponds tips and tricks! www.Ponds.in Use Olay Total Effects: www.Olay.in/SkinCare

5. RETAIL ADVERTISING: Retail advertising is the advertising by retailers who usually sell goods direct to the customers. Retail advertising has such objectives as:

(i) to sell the stock;

(ii) to establish the identify of business;

(iii) to attract personal, telephone or mail order shoppers. Retail advertising is done through window display, neon signs, posters, leaflets etc. It is usually local in character. The various advertising approaches of Akbarallys, Amarsons, Asiatic Departmental Stores are the examples of retail advertising.

6. FINANCIAL ADVERTISING: When an advertising message is directed to attract for raising capital, it is called financial advertising. The banks, insurance companies and commercial undertakings collect required funds from the savings of the people by motivating them to postpone present expenditure to future-period. An investor considers **two things before investing** his hard-earned savings.

- Safety of investment
- Return on investment

The safety of investment depends upon the reputation and goodwill of the company and the properties possessed by it. The institutional advertising helps in creating confidence in the minds of the investors. The financial advertisement informs the investors about the past performance in declaring dividends and the trend in declaring of dividend. The dividend depends upon the profitability of the company. The company with the help of charts, diagrams etc. communicate the rate of growth and rate at which profit is increasing. The financial advertising aims at establishing financial, solvency of the company in the minds of the prospective investors. It is because of financial advertising the company have succeeded in floating of mega issue of shares arc in cores. The financial advertising aims at establishing financial solvency of the company in the minds of the prospective investors. It is because of financial exports. Essentials

for the Success of Financial Ads: No financial ad campaign; howsoever creative and persuasive it may be, can produce the desired result, unless the following conditions are satisfied.

- (a) The performance and image of the company and its future prospects must be good.
- (b) The premium, charged on the share price, must be fair and reasonable.
- (c) The brokers and underwriters must extend unqualified support to the company.
- (d) The company should get wide publicity from the press through press conferences.
- (e) True statement of facts, made in the ads.
- (f) Finally, financial climate of the country plays an important role.

Advantages of Financial Advertising:

Following are main advantages of financial advertising:

- Financial advertising transmits to target consumers all the material information about new investment opportunities for investment of savings, or, surplus funds.
- It provides education and guidance to consumers in respect of their investments in shares, debentures, and public funds, off companies.
- It serves as a reminder to consumers to take suitable followup action on their part.
- It helps to tap yet untapped rich areas in mini-metros, small towns, and even in villages for financial institutions.
- As financial ads are required to give the required information about the aims, objective business operation, for which additional funds are required by the advertiser, the company gets wide publicity through such ads.
- Financial advertising serves as a : backbone to brokers as well as underwriters, who as intermediaries“ between the advertiser and the clients
- Finally, financial advertising indirectly aids and supports the economic and industrial growth of country by mobilizing public funds for expansion and diversification of business.

7. CORPORATE IMAGE ADVERTISING: Corporate Image advertising designed or aimed to create a proper attitude towards the seller and to build goodwill or image for the advertiser (manufacturing concern or the selling concern) rather than to sell a specific product or service. Institutional advertising is done to build good public relations“ image in the market for the marketer and a patronage for its product or products. Institutional advertising can therefore be patronage advertising and public relations service advertising. Public relations institutional

advertising is aimed to create a favourable image of the company (advertiser) among employees, investors or general public. Public service institutional advertising aims at changing the attitudes or behaviour of the people to the good of the community or public at large. Patronage advertising is aimed to attract customers by appealing to their patronage buying motives rather than product buying motives. Most of the companies are successful in making their image in the minds of the people by using their names, such as „Bata“, „Tata“, „Dunlop“, „J.K.“, „Bombay Dyeing“ etc.

8. PUBLIC RELATIONS ADVERTISING: It is a part of institutional advertising. The basic objective of public relations advertising is to establish co-ordinal and healthy relations with the customers, bankers, suppliers, Government. Patrons and the general public. Through public relations advertising company announces the changes in its policies, its developmental activities its position and stand when the employees are on strike. It helps the company to remove mis concepts about the company created by interested groups. During the periods of short supply of goods the public relations advertising helps to hold the interest of the customers. The company assures about the normalcy of supply and request its customers to bear with the company. Institutional advertising and public relations advertising are complimentary to each other. Both are directed in building up corporate image.

There are several reasons as to why a corporate firm may resort to public relations advertising. The **reasons** are:

- To create a favourable image of the organization.
- To secure and keep good suppliers.
- To build goodwill of the dealers.
- To arouse and serve customers in a better way.
- To arouse interest of the present and potential shareholders.
- To correct misconceptions about the firm during strikes.
- To win confidence of its employees.
- To render community service.
- To make people aware of social evils, health hazards, etc.
- To obtain public support for certain cause.

9. INSTITUTIONAL ADVERTISING: The object of institutional advertising is to build manufacturers reputation in the minds of the public in general. The advertising message is directed

to talk about the Company, its people, its contribution in promoting social welfare activities, in promoting consumer satisfaction its achievements in technology its broad philosophies, its share in economic progress of the Company etc. Such advertisement does not bring benefits in the form of higher sales immediately. But they create good footing for the company in the long run. The competitive strength of the company goes up with the enhancement of corporate image. It is much easier for a highly reputed company to launch a new product in the market. Basically, the institutional advertising aims at getting public support for raising the capital through public subscription.

The following points are normally referred in institutional ads:

- Research & Development of the firm.
- Number of factories or branches of the firm.
- The number of employees and facilities provided to them.
- Foreign collaborations, if any.
- Distribution network of the firm.
- Market position of the firm.
- Products or services offered by the firm.
- Social welfare programmes undertaken by the firm, etc.

10. INTERNET ADVERTISING: The Internet facility has been around for some 30 years. It actually began in the early 1960s in USA, where the U. S. Department of Defense saw it as a means of supercomputer communication for researchers and military facilities across the country. Until its commercial explosion in 1990s, the Internet remained a relatively obscure network of linked computers - mostly by academics, military researchers, and scientists around the world to send and receive electronic mail, transfer files, and find or retrieve information from databases – At present, Internet the fastest growing medium in history, offers incredible opportunities for a wide range of people in both business and advertising. For advertisers, there is a whole new world of potential customers.

11. PRIMARY DEMAND ADVERTISING: The main objective of Primary demand advertising is to create demand for a new product or product category. This is necessary in the case of a newly developed products or the products which are costly in nature. For example, cars, refrigerators, washing machines, watches, etc. Such advertising is directed towards a class of customers, it is

also described as selective demand advertising. It is heavily utilised during the introduction stage of product life cycle. Primary demand is when a potential buyer, or prospect, is showing interest in a product or service for the first time. Often times it is because the prospect was never exposed to the “concept” of the product or service or never really understood it. But now due to new circumstances she has an apparent need all of a sudden.

12. SELECTIVE DEMAND ADVERTISING: Selective demand advertising is done to meet the growing competition mainly in growth stage of the life cycle of the product. Here, the goal of advertising is to push the demand of specific product or service. Often, promotion becomes less informative and more emotional during this phase. Advertising may begin to stress subtle differences in brands with emphasis on brand name recall. At this stage, pricing may also be used as a weapon because products of all the competitors are almost similar in quality. Selective demand is when a prospect has a need, has identified the need, and is actively seeking out a solution. In these cases the prospect will come to you if he feels comfortable in your company's ability to solve his needs. When someone has selective demand, they are more proactive in their search for information. They usually give themselves enough time to compare the quality, value, and offers of different companies. So, while they are calling you, they are also likely calling others as well.

13. PRODUCT ADVERTISING: Product Advertising refer to the advertising of tangible product. It is for the marketing of the product advertising as a powerful instrument has emerged. A product may be anything in which a trader deals or trade. A product may be tangible or intangible. Products like radio, soap, pen cloth etc. are tangible products and services of professional people like doctors, lawyers, engineers etc. are intangible products. The fundamental of any advertising campaign is to establish the fact that among the substitutes the product advertised is the best. Thus, product is the heart of any advertising programme. Advertising makes possible for the smooth entry of the new product in to the market.

14. SERVICE ADVERTISING: Service advertising is designed to operate in the public interest. It is undertaken to seek public welfare and social development. It is in the nature of non-commercial institutional advertising. In this type of advertising, the objective is to put across a message intended to change attitudes or behaviour and, as a result, benefit the public at large. It is generally used by government and other organisations to promote public welfare. We often come

across advertisements focusing on the need of small family norms, functional literacy and environmental sanitation and so on. The Government of India and many industrial houses have been sponsoring advertising campaigns pertaining to family planning programmes, national integration, employment assistance schemes, cleanliness campaigns, need for vaccinations, anti-dowry cause, drug addiction AIDS, wildlife preservation, road safety measures, adult literacy programmes, etc. Today, most of the manufactures and businessmen have also started issuing advertisements in the interest of the public. Advertisements released by the Indian Railway appealing to the public to take care of public properties and ads released by Cancer Society of India for free Cancer check-up, are for socially relevant causes. Many companies have also taken up public causes such as supporting a leprosy eradication programme, avoiding pollution, safe driving, blood donation drive etc., by resorting to public service advertising. To create awareness of AIDS and its preventions Lintas has designed TV/film/video campaign.

16. RETAIL ADVERTISING: Retail advertising is the advertising by retailers who usually sell goods direct to the customers. Retail advertising has such objectives as:

- (i) to sell the stock;
- (ii) to establish the identify of business;
- (iii) to attract personal, telephone or mail order shoppers. Retail advertising is done through window display, neon signs, posters, leaflets etc. It is usually local in character.

UNIT-II: ADVERTISING AGENCIES

TYPES AND FUNCTIONS OF ADVERTISING AGENCIES- ADVERTISEMENT CAMPAIGN- SOCIAL, ECONOMIC AND LEGAL ASPECTS OF ADVERTISEMENT - MISLEADING ADVERTISEMENT- ADVERTISEMENT STANDARDS COUNCIL OF INDIA- REGULATION OF ADVERTISING IN INDIA.

ADVERTISING AGENCY

According to **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."

Advertising Agency is an independent business organization specialized in advertising related work which undertakes the work of planning, preparing, and executing advertising campaign for its clients. Advertising Agency is a body of experts specialized in advertising.

Advertising Agency performs following activities for its clients:

1. **Planning:** Advertising agency studies the product or services of clients to identify the inherent qualities in relation to competitor's product or services, analysis competition and marketing environment to formulate advertising plan.
2. **Preparing:** After the study of product, competition, and marketing environment the experts of agency has to write, design, and produce the advertisement, it is also called formulation of ad-copy.
3. **Executing:** Now, media is selected for time or space, ad is delivered to media, checked, verified, and released in media. After ad release payment is done to media and client is billed for the services provided.

FUNCTIONS OF ADVERTISING AGENCY

Advertising agency first of all identify and contact firms which are desirous of advertising their product or services. Ad-agency selects those firms which are financially sound, makes quality products or services, and have efficient management.

Advertising agency performs following functions

1. **Planning Advertisement:** Advertising agency's next function is to plan ad for its client. For ad planning following tasks are required to be performed by ad-agency:
 - Study of client's product to identify its inherent qualities in relation to competitor's product.
 - Analysis of present and potential market for the product.
 - Study of trade and economic conditions in the market.
 - Study of seasonal demand of the product
 - Study of competition, and competitor's spending on advertising.
 - Knowledge of channels of distribution, their sales, operations, etc.
 - Finally, formulation of advertising plan
2. **Creative Function:** Creative people like - the copywriters, artists, art-directors, graphic-specialists have to perform the creative function which is most important part of all advertising function.
3. **Developing Ad-Copy:** Ad-agency with the help of their writers, artists, designers, animators, graphic-designers, and film-directors prepares and develops Ad-copy.
4. **Approval of Client:** Ad-copy is shown to the client for his approval
5. **Media Selection and Scheduling:** It is very important function of ad-agency to select appropriate media for its clients. Ad-agency has to consider various factors like- media cost, media coverage, ad-budget, nature of product, client's needs, targeted customer, and etc. while selecting media.
6. **Ad-Execution:** After approval, verification, and required changes, the ad-copy is handed to the media for ad-execution.
7. **Evaluation Function:** After execution, it is the responsibility of ad-agency to evaluate the effectiveness of ad to know how beneficial the ad is for its client.
8. **Marketing Function:** The advertising agency also performs various marketing function like- selecting target audience, designing products, designing packages, determining prices, study of channel of distribution, market research, sales promotion, publicity, etc.

9. **Research Function:** Ad-agency performs various research functions like- research of different media, media cost, media reach, circulation, entry of new media, information regarding ratings, and TRP's of TV programmes, serials.
10. **Accounting Function:** Accounting function of ad-agency includes checking bills, making payments, cash discounts allowed by media, collection of dues from clients, payment to staff, payment to outside professionals like- writers, producers, models etc.,

TYPES OF ADVERTISING AGENCY

Following are the different types of Advertising Agencies:

1. Full-Service Agency
2. In house Agency
3. A Creative boutique
4. Media Buying Service
5. La Carte Agency
6. Special Service Agency
7. Sweet Shops

1. **Full-Service Agency** - Such Advertising Agencies offers its clients a full range of marketing, communication, and promotion services including research, planning, creating, producing the ad, and selecting media. Full-service agency also offers other services like- strategic market planning, sales promotion, direct marketing, package design, public relation, and publicity.
2. **In House Agency** - In house Agency is the advertising department of the firm which is responsible for planning and preparation of advertising materials. Big organizations like- Gap, Calvin Klein, Revlon, and etc., can manage in house advertising department and can take the advantage of proper coordination and greater control in all phase of advertising and promotion process.
3. **Creative Boutique** - Creative boutiques are known for their creative concept development, and artistic services to their clients. Any advertiser wants to infuse greater creativity into the message theme or individual advertisement can approach a creative boutique. Such agency provides only creative services.

4. **Media Buying Services** - They are independent companies specialized in media buying. Media Buying service agencies particularly deals in buying radio time and television time.
5. **La Carte Agency** - Some advertisers prefer to order a la carte rather than using all the services of an agency. A la carte can be purchased from a full service agency or from an individual firm deals in creative work, media, production, and or research.
6. **Special Service Agency** - Some agencies focus on some selected areas, and gains specialization or expertise in those areas, such agencies collectively are called special service groups.
7. **Sweet Shops** - Such agencies are small agencies operates only in one city. Small clients who want advertisement in local media like- local cable, banners, posters, pamphlets etc., approaches such agencies.

ADVERTISING CAMPAIGN:

Advertising campaigns is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication. Advertising campaigns appear in different media across a specific time frame. Various types of media can be used in these campaigns such as radio, TV, and internet.

According to Duan and Barban, **“An advertising campaign includes a series of ads, placed in various media, which are designed to meet objectives, and are based on analysis of marketing and communication situations”**.

ELEMENTS OF SUCCESSFUL AD CAMPAIGN: The successful marketing campaign needs certain elements to be successful. The following information will help one to develop a successful marketing campaign.

1.Establish a Feeling of Urgency for the Buyer: It basically tells the customers, "The need to sign up today because it will make them reach their goals." Don't tell the customer the offer will still be as good tomorrow; they must buy today! Urgency! Study how successful ads make the customer act now.

2. Show a List of Benefits: There must be a list of benefits to make up customers sign up. Focus on the client, not the advertiser. Most benefit needs to be skillfully integrated into the ad. It is a

waste of time and money in an ad or on the website if you don't work in benefits and present them properly.

3. Call to Action: Tell them what they must do to get it. Don't assume the prospects and customers will figure out how to get what the one is offering. They won't do the work for you. So, go ahead and tell them what to do clearly.

4. Do it Again: One is required to (must) tell customer what to do (to sign up with you) Tell the customer to order now (this moment). So many ads assume that the customer will guess to find out the contact, email address, or telephone for the information, or product. Tell the customer what to do. Provide the customer on how to respond today in several ways. As more options one can offer, the better will be the result.

5. Plan the Advertising Calendar and Campaign several months in advance: Failure to plan advertising in advance will waste a lot of money. Rush charges, poor design, poor creative and poor copy are common results of failing to plan in advance. "

6. Test the Banners and Ads: Only by trial and error will one be able to set & baseline as to the best response rates for the ads and banners. It is very important to maximize response for the amount of dollars spent. Sometimes re-phrasing text or adjusting the ad layout can 'make the difference between a low or just average response and a great success and can 'make the high ROI (Return on Investment).

7. Avoid misleading or Dishonest Advertising: Honesty and integrity is the primary key to repeat sales and repeat business. Hence misleading and dishonest advertising should be avoided.

8. Running on (Web) site event: Running events on the website is an excellent way to encourage repeat traffic and repeat visitors. Examples include contests, games, online interviews, chat sessions and may be even audio broadcasts.

STEPS IN CAMPAIGN PLANNING:

1)Appraisal of Advertising Opportunity: The marketer must determine whether advertising is suitable in the particular marketing situation. Following **five conditions** govern the advertising opportunity: i) Presence of positive primary demand ii) Good chances iii) Products have hidden or not readily noticeable qualities iv) Presence of powerful emotional buying motive

2) Analyzing and Defining the Target Market: In case of a new product situation, more in-depth analysis of various aspects of the market would be needed, and involve research of some kind.

3) Setting Advertising Objectives: Brand manager should set objectives for an advertising campaign and also for each ad in each medium used.

4) Determining the Advertising Budget: The objectives determine what is expected of a advertising campaign in a defined period of time.

5) Deciding Media and Creative Strategy: Advertising strategy involves decisions about media, and creation of advertisements.

6) Creating Ads, Pre- Test and Release Ads: Advertising companies cannot afford to neglect pre- testing of the ad campaign. For pretesting advertising strategy and execution, various techniques such as market tests, focus groups, surveys, computer simulation tests etc., are used before the ads are placed in the media.

FACTORS INFLUENCING PLANNING OF AD CAMPAIGN

1) Organization: The position of the company undertaking advertisement campaign needs proper consideration while planning advertising campaign. The production capacity of the organization, its financial position the sales force available, the product to be marketed are some factors which need proper consideration.

2) Advertising Budget: Planning of advertising campaign depend on the budget provision made by the company for such campaign.

3) Product: Product or service is the base of entire advertising campaign. Such product may be consumer or industrial, direct usable or durable, high or low price and finally facing high or low market competition.

4) Consumers: While planning ad campaign, it is important to take in to account composition of consumers, their buying habits, purchasing power, location etc.

5) Language: Most of the ads are initially conceived in English. Hindi and regional languages are better understood by the people. Bilingual advertising will be more effective.

6) Competitors: Advertisement is normally influenced by the extent of market competition and the strong and weak points of competitors

7) Media. Advertising campaign is influenced by the media available for advertising purpose. It is necessary to select media which are suitable for the product, target consumers, budget allocation and so on.

8) Sales Promotion Efforts: Advertising campaign should be properly adjusted with the plans other departments of the company. It should be adjusted with the production schedule and sales promotion plan prepared by the sales department.

9) Identification of Current Problems: Advertising campaign is basically for dealing with the current marketing problems of the company.

10) Government Regulation: In our country, government exercises control over media. Advertising number of restrictions have been imposed by the government.

11) Advertising Objective: An advertising campaign is well executed when its advertising objective is well defined. The campaign must use such headlines, slogans, illustration which helps to achieve the advertising objectives.

ECONOMIC, SOCIAL AND ETHICAL ASPECTS OF ADVERTISING

The economic, social and ethical aspects play a significant role in enhancing business. The advertising brings development of the economy by enhancing demand. It encourages the advertising brings development of the economy by enhancing demand. It encourages people to purchase goods and services. It provides opportunities to people to improve their income. Social advertisings focus on social concerns and awareness for human being. The various stake holders such as business houses, government, profit and non-profit organizations contribute towards the welfare and well being of the society. Ethics is the most important feature of the advertising industry. It should avoid attacking competitors unfairly; it shall be free from offensive to public decency etc.

ECONOMIC ASPECTS OF ADVERTISING

Some of the economic aspects of advertising are as follows:

1. Advertising enhances the value of the products and services. Most of the advertised products are always the best products in the market.

2. It enhances product value through **positive brand image** of the product. But most of the people prefer the advertise products compared to unadvertised products.

3. Enhance Product Utility:

Advertising provides product utility to the consumers. It educates consumers about the uses of the products and services. The people learn about the product utility through advertisements. It helps in making appropriate decision during the purchase of products.

4. Reduce Prices:

The consumer price includes production costs, selling costs, distribution costs and profit margin of the seller. The advertising expenditure and consumer price are directly related to each other. An expenditure on advertising will increase marketing costs. In long run, the company enhances the production capacity and expand market. The plant capacity will expand over a time period. It leads to enhanced production volume. The company may achieve economies of scale. The producers can purchase large quantities of raw materials at discounted rates from the suppliers. The economies of scale are obtained through large scale production, savings in transportation, enhancing plant utilization, reducing overhead expenditure etc.

The advertising reduces the production costs by the following ways:

- a) It lowers the overhead costs of production by generating demand.
- b) It keeps the track on seasonal fluctuations in demand.
- c) It helps the producer to achieve economies of reduced storage capacity.
- d) It enhances the sales turn over.
- e) It ensures economies of scale in production.
- f) It helps to reduce the cost of production capacity.
- g) It helps to reduce per unit production costs.

5. Reduce Distribution Costs:

Distribution cost includes advertising and sales promotion costs. It includes the cost of display, demonstration, dealer's commission, incentives etc. The advertising expense is a part of selling expense. It will add to the total selling and distribution costs. The effective advertising cuts down the expenditure on personal selling. Hence reduces the distribution costs for the manufacturer.

6. Enhances Demand and Choice:

The advertising plays a vital role in enhancing the demand for products and services. The effective advertising gives advertiser a chance to introduce new brands. It promotes the existing products and services. It helps in convincing the customer to purchase the advertised products.

The advertiser can enhance the demand and choice by the following:

- a) Produce unique products.
- b) Enhance quality of products.
- c) Providing product variety.
- d) Effective promotional activities.
- e) Creating research facilities of global standards.
- f) Achieving economies of scale.
- g) Creating effective advertising.
- h) Selecting appropriate target group etc.

7. Overcome Competition:

The success of business depends on the effective reach to the targeted population. The effective advertising helps the company to sustain the present competition. It reduces new companies to enter the market. It creates favorable brand image for the products and services. It establishes an exclusive identity for the product. The company can gain customer confidence. It helps in achieving customer loyalty. It leads to earn maximum profits. It ensures customer satisfaction. 8. Enhances Economic Growth The advertising helps the advertiser to stimulate economic growth. The future of the economy is determined by consumer expenditure. It motivates people to spend more. It encourages purchase and repurchase. It promotes job growth. It enhances the productivity. It helps to meet increase in demand.

The Role of Advertising towards Economy:

- It performs an economic function for an advertiser.
- It is an integral part of the economic system.
- It plays a vital role to promote sales.
- It is an effective marketing tool to promote new product and services.
- It helps to educating people
- It provides valuable information about products and services.
- It is an efficient and cost-effective promotion tool for masses

- It ensures low prices in long run.
- It facilitates the entry of new products and new firms into the market.
- It affects economic decision of the audience.
- It results in enhanced efficiency of the economy.

SOCIAL ASPECTS OF ADVERTISING

The advertisements which deal with social causes aimed at welfare and well being of the people is called social advertisement. It is a social institution. It is a continuous social process. The social process stands for all social activities that are performed to achieve the goals and objectives of an individual and the society. It creates awareness among the people, inform and educate them about social relevant issues. **For example:** The advertising which communicates the masses to save oil, save water, save energy etc.

Characteristics of Social Advertising

- It is public relations advertising.
- It focuses on the matters of social importance.
- It results in public attention towards the societies issues.
- It initiates public action towards the social problems.
- This kind of advertising is sponsored by government, voluntary organizations etc.
- It is non-controversial.
- It contains the idea of folk culture.
- It has concern to rural people.
- It helps in shaping the cultural values of society.
- It ensures consumer welfare.

Merits of Social Advertising

- It stimulates people to purchase goods and services.
- It reflects cultural trends of the society.
- It bridges the gap among diverse people.

- It brings variation in the social life.
- It contributes to overall development of the economy.
- It enhances the living standards of the people.
- It provides opportunities to people to improve their income.
- It enhances employment opportunities.
- It ensures consumer protection.

Demerits of Social Advertising

- The false or deceptive advertising leads to poor customer relationship.
- It may create negative influence in children's behavior.
- It motivates the consumer in purchasing unwanted products.
- Few advertisings are unreal, boring or depressing nature
- It may create negative influence on our value system.
- The appeals in advertising may create emotional disturbances in some audience.
- Few advertisings may create irritation to audience

Areas Covered Under Social Advertising

1. Health Care: India has consistently followed the path of planned progress. The main objective of this planned development has been to fulfill the people's needs. It helps to bring about an upward shift in the quality of people's life. Advertisements on health include advertising on Cancer; AIDS etc.

2. Child Care: The advertising plays a vital role in educating the people about the child care. The various stakeholders need to take the responsibility of implementing welfare and developmental programme for children. The various stakeholders include government, society, NGO's, private business houses etc.

3. Education: The education plays vital role in the socio-economic development of the country. The quality education is the back bone of our nation. It leads prosperity of the nation.

4. Family Welfare: The family welfare advertising programme needs to ensure stabilization of population in India. Through advertising it can be a realistic goal in near future.

5. Dowry Prevention: The social advertising helps in eradicating the problem of dowry. It can be checked to some extent if effective advertising are made to educate people.

6. Safety Problems: The number of deaths due to accidents is a major concern in India. There is a need to emphasize on safety issues. We come across advertising related to safety issues in various media

7. Resource Preservation: The natural resources are essential for improving the quality of life. It plays the role of a catalyst in economic development of the country. The advertising can play a vital role in protecting natural resources.

ETHICAL ASPECTS OF ADVERTISING

1. Benefits to Organizatins & Customer: a) It builds goodwill of the products, services, ideas or institution. b) The customer develops trust on the advertiser. c) It avoids confusion in customers. d) It leads to customer satisfaction. e) Enhances credibility. f) It leads to customer loyalty.

2. Avoid Misrepresentation: The misrepresentation in advertising is a deliberate attempt to tell lie. The advertiser can misrepresent the product attributes such as quality, price, benefits, features etc.

3. Avoid Illusion: The advertiser needs to avoid the advertisements which claim illusion.

4. Avoid Misuse of Testimonials: The advertiser needs to ensure the advertisings'' containing testimonials are limited. The testimonials must reflect a genuine and truthful opinion or experience.

5. Substantiating Evidence: All claims made by the advertiser in their advertisings must be backed with evidence. The advertisers are responsible for the claims they make regarding to their products or services. **For example:** If a pharmaceutical company claims the particular tablet reduces cold within half an hour. The advertising must be backed with evidence.

6. Avoid Deception: The false or untruthful advertising is called deceptive advertising. It is illegal according to the Federal Trade Commission (FTC). The deceptive advertising is prohibited under Section 43(a) of the Lanham Act, which is enforced by the FTC. If a company fails to fulfill the promise made in the advertising, the company may lose many customers.

7. Avoid Psychoactive Ads: The advertising that has negative emotional impact on the target audience is called psychoactive advertising. This type of advertising can create anxiety, low self-esteem and aggression. If these emotions become intense it may induce harmful effect to the audience. These types of advertisements are not illegal. It may be considered as unethical.

Precautionary Measures to Avoid Unethical Practices in Advertising:

- The advertiser must design self regulatory codes which take care of ethical norms, truth, decency and legal points.
- The advertiser needs to avoid the advertising which causes harm to people.
- The advertiser must have a regular tracking on advertising activities and ensure the removal of unwanted advertising.
- The advertiser should not make use of unnecessary sex appeal in their advertisements.
- The advertiser needs to inform about the self-regulatory codes of the company to customers to gain confidence and belief.
- The advertiser must pay attention on consumers complaints related to advertising.
- The advertiser needs to avoid false claims about the products or services with hidden motives.
- The unwanted emphasis on factors which may not have concern in reality must be avoided by the advertisers.
- The advertiser must avoid misleading the names and brands to create favorable impression
- The company needs to maintain transparency.
- The advertiser should avoid attacking unfairly to competitors.

Demerits of Unethical Advertising:

- It results in customer distrust towards products, services or business.

- The company may lose its loyal customers.
- It creates unpleasant environment to various stakeholders such as employees, shareholders etc.
- It destroys the business image.
- Due to lack of faith the advertisement will be less effective.
- It effects the company growth.
- It leads to dissatisfaction to customers.
- It leads to switching brands.
- The market share of the advertiser may reduce etc.

MISLEADING ADVERTISEMENT

Truth refers to facts which can be observed and verifiable. In law, truth means a swear taken by each person entering a witness box. This truth is the whole truth and nothing but the truth. Advertising is said to render greatest service by presenting the commercial knowledge. It has to be good and true because it cannot afford to be bad or untrue.

Advertisements carrying correct and true information will be build confidence in the minds of consumers and build goodwill of the product. A wrong or untrue information presented by advertising damage the image of the company.

They are different ways of presenting Misleading Advertising.

1. Misrepresentation: This is a deliberate attempt to tell untruth. It takes place by attributing to good qualities which the products may not possess quoting names of users not in existence, giving statistics of assumptions not justified by the facts. In misrepresentation, there may not be international twisting of the facts but still misrepresentation in advertising undesirable.

2. Make-Believe Statistics: The idea in these is to give such statistics as to make the readers believe that the figures are concise and precise while actually, they may not be so. Such statistics mislead the consumers.

3. Total Lies: Advertisements of products which claim mirage e.g., reduction of 10kg. weight in 8 days or white hairs will become black within one month.

4. Misuse of Testimonials: Advertisements in which testimonials of firm stars and sportsmen are used simply for sales promotion.

5. Alcohol and Tobacco Advertising: Advertising which induce people to use tobacco and alcohol are harmful to human life e.g., pan masala and gutka

6. Vulgar Taste: Advertisements in which undue importance is given to women or sex objects are unethical.

7. Awards / Prizes: Advertisements wherein consumers are asked to send entries against which awards / prizes and free gifts are offered are unethical.

8. Undue Emphasis: In this, information is carried beyond truth. Emphasis is laid on certain factors which may not be in reality existing or pertaining to the company concerned.

9. Misleading Names and Brands: Name of persons, areas or countries well-known for certain things are associated with the names of goods in order to create favourable impressions about the attributes of such goods.

10. Fantastic Claims: By fantastic claims, minor virtues are magnified. Small things are exaggerated beyond limits.

Truth refers to facts which can be observed and verifiable. Advertisements carrying correct and true information will be build confidence in the minds of consumers and build goodwill of the product. But through Misrepresentation, Make-Believe Statistics, Misuse of Testimonials, Vulgar Taste, Undue Emphasis, Misleading Names and Brands untruth has been presented in advertising

ADVERTISING STANDARDS COUNCIL OF INDIA (ASCI)

There are certain laws, standards and codes which provide guidelines for ethical and professional management of business. These laws are called self-regulation laws. These self-regulation laws provide guidelines for the advertisers, publications and advertising agencies. These laws mainly prohibit those aspects of advertising which art either untruth or harmful to the society. There are more chances of being wrong or untruth advertisements in the market, which mislead the consumers. Unethical advertisements not only harm the consumers but it also produces losses to the society. In long run such advertisements do not succeed.

Codes of ASCI:

The main objective of the code is to control the content of every advertisement. This is helpful to manufactures also as it regulates their ads. Because of these codes the consumers are mostly benefited as they are not supplied wrong information and they are not misled.

The codes of ASCI have following objectives

1. It ensures the truthfulness in the advertisements and checks that no misleading information is presented.
2. It puts control on offensive ads of public decency.
3. It ensures true and fair competition and avoids artificial competition.
4. It restricts ads of hazardous products from the society.

CHARACTERISTICS:

The codes laid-down by ASCI have following characteristics:

- 1. Extent of Application:** The codes apply to all the advertisements that appear by any media. For example, it may be on television, over radio, in cinema or posters.
- 2. Code and Consumers:** The code does not permit any ad misleading the consumers. The untruthful advertisements with false information's are not allowed. If any such ad is presented, the consumers can bring it to the notice of ASCI.
- 3. Aim of Code:** The code is laid down with the aim to ensure the public protection and guard them against false and untruthful advertisements.
- 4. Responsibility of Media Owner:** Any media owner must view each advertisement offered for publication to them from the point of view of the code. If the feels that any particular ad is against the code, he can approach to ASCI and inform accordingly. If ASCI finds the violation of code, the media owner must not publish the advertisement.
- 5. Ads for Children:** The ASCI code also keeps control on ads meant for children. Such ads should not contain any information or idea either in illustration or words, which might cause moral, physical or mental harm to children.
- 6. Code and Foreign Ads:** The ASCI code is limited to advertisements Published in India only. It does not apply to advertisements on foreign medias.

6. Identical Advertisement: The code also requires that an ad should not be just a copy of other advertisements. It should not be identical in respect of general layout, copy clogs, visual, presentation, music, etc. This restriction is put in order to avoid confusion and misleading of consumers.

REGULATION OF ADVERTISING IN INDIA

DOORDARSHAN CODE

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

1. No advertisement should be permitted:

- (i) To derides any race, caste, colour, creed, nationality except wherein such usage would be for the specific purpose of effective dramatization, such as combating prejudice;
- (ii) Which is against any of the objective principles, or provision of the constitution of India;
- (iii) Which will tend to incite people to crime or to promote disorder, violence, or breach of law or glorifies violence or obscurity in any way;
- (iv) Which presents criminality as desirable;
- (v) Which would be adversely affect friendly relations with foreign States;
- (vi) Which exploits the national emblem, or any part of constitution, of the person or personality of a national leader of State Dignitary;
- (vii) No advertisement shall be permitted the objects whereof are „hilo1ly or mainly of a religious or political nature. Advertisements must not be directed towards any religious or political end or have any relations to any industrial dispute;
- (viii) Advertisement for services concerned with the following are not acceptable:
 - (a) Money lenders;
 - (b) Chit Funds and Savings Schemes other than those conducted by nationalized banks;
 - (c) Matrimonial agencies;
 - (d) Unlicensed employment services;
 - (e) Fortune-tellers or sooth-Sayers, etc., and those with the claim of hypnotism would be excluded from advertising on TV;

- (ix) No advertisement shall contain reference which are likely to lead the public to infer that the product advertised or any of its ingredients has some special property or quality which is incapable of being established, e.g., cure for baldness;
- (x) (xi) Scientific or statistical excerpts from technical literature, etc., must be used only with a proper sense of responsibility to the ordinary viewer. Irrelevant data and scientific jargon must not be used to make claims appear to have a scientific basis they do not possess. Statistics of limited validity should not be presented in such a way to make in appear that they are universally true;
- (xi) Advertisers of their agents must be prepared to produce evidence to substantiate any claims or illustrations.
- (xii) Betting, tips and guide books, etc., relating to horse-racing or other games of chance shall not be accepted;

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

3. The items advertised shall not suffer from any defect or efficiency as mentioned in Consumer Protection Act, 1986.

4. No advertisement shall contain the words „Guarantee tee“ or „Guaranteed“, etc., unless the full terms of the guarantee are available for inspection by the Director General Doordarshan, and are clearly set out in the advertisement and are made available to the purchaser in writing at the point of sale or with the goods.

5. In its depiction of women, no ad shall violate the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must not be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to pay a subordinate, secondary role in the family and society. The portrayal of men and women should not encourage mutual disrespect. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic, and is within the well-established norms of good taste and decency.

6. No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person.

7. No advertisement of any kind of jewelry or precious stones shall be accepted. Also, no ad should be permitted on cigarettes, alcohol, tobacco products and other intoxicants.

8. Information to consumer in matters of weight, quality or prices of products where given shall be accurate.

9. Any such effects which might startle the viewing public must be incorporated in advertisements. For example, the use of the following sound effects will not be permitted: (i) Rapid gunfire or rifle shots (ii) Sirens (iii) Bombardments (iv) Screams (v) Raucous laughter and like

The Ministry of Information and Broadcasting,

The Ministry of Information and Broadcasting, a branch of the Government of India is the apex body for formulation and administration of the rules and regulations and laws relating to information, broadcasting, the press and films in India. The Ministry is responsible for the administration of Prasar Bharati-the broadcasting arm of the Indian Government. The Censor Board of India is the other important body under this ministry being responsible for the regulation of motion pictures shown in India.

Organisation, Broadcasting FM Radio Phase, FM Radio (Broadcasting Services Through Private Agencies), Conditional Access System (CAS), Community Radio Stations, Prasar Bharati, Door darshan, Akash Vani (All India Radio), Broadcast Engineering Consultants India Limited, Uplinking/Downlinking of TV Channels, Content Regulation on Private TV Channels, DIRECT TO HOME(DTH), Internet Protocol Television (IPTV), Headend-in-the-Sky (HITS), Digital television transition, Radio And Television License Around The World, Broadcasting Authority of India Information, Directorate of Advertising and Visual Publicity (DAVP), Directorate of Field Publicity Photo Division, Publications Division, Research Reference & Training Division, Song & Drama Division, Office of the Registrar of Newspapers for India (RNI), Press Council of India, Press Information Bureau (PIB), Indian Institute of Mass Communication (IIMC), Films

Directorate of Film Festivals (DFAI), Films Division (FD), Central Board of Film Certification, Children's Film Society, India Film and Television Institute of India (FTII), Film Certification Appellate Tribunal, National Film Archive of India (NFAI), Satyajit Ray Film and Television Institute, National Film Development Corporation, Mandate,

THE MANDATE OF THE MINISTRY OF INFORMATION & BROADCASTING ARE

- News Services through All India Radio (AIR) and Doordarshan (DD) for the people Development of broadcasting and television.
- Import and export of films.
- Development and promotion of film industry.
- Organization of film festivals and cultural exchanges for the purpose.
- Directorate of Advertising and visual publicity DAVP Handling of press relations to present the policies of Government of India and to get feed-back on the Government policies.
- Administration of the Press and Registration of Books Act, 1867 in respect of newspapers. Dissemination of information about India within and outside the country through publications on matters of national importance. Research,
- Reference and Training to assist the media units of the Ministry to meet their responsibilities.
- Use of interpersonal communication and traditional folk-art forms for information/ publicity campaigns on public interest issues.
- International co-operation in the field of information & mass media.

CRITICISM AND CONTROVERSIES:

The Ministry has often been criticized for the actions of the various bodies under it: **Doordarshan:**

- ❖ This is the Indian Public Television Broadcaster. It has posted losses for several years despite being granted exclusive access to several events including cricket matches and having the largest terrestrial network in the country.
- ❖ The decision of the Censor Board of India to censor some films due to political reasons like foreign ones while allowing several others which may often contain several suggestive and deeply disturbing scenes has been questionable.

- ❖ Arbitrary actions taken in the past to ban television channels which ostensibly showed explicit scenes, as well as actions taken to ban general use websites like Yahoo Groups, have been widely criticized in most quarters of the country.
- ❖ All India Radio is the only radio broadcaster allowed to broadcast news within India, though this is likely to change with the recommendations of the TRAI.



UNIT-III: DRAFTING ADVERTISEMENT COPY

ADVERTISEMENT COPY- REQUISITES OF AN EFFECTIVE ADVERTISEMENT COPY- ELEMENTS OF COPY- LAYOUT- FUNCTIONS OF LAYOUT- ELEMENTS OF LAYOUT- PRINCIPLES OF DESIGN AND LAYOUT – COPY WRITING – QUALITIES OF GOOD COPY WRITER- COPY TESTING AND ADVANTAGES

THE ADVERTISING COPY

The word ‘copy’ has specific meaning in the world of advertising. Copy is the soul of advertisement. An advertising copy is all the written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the desired message to the target consumers. In a print media an advertisement copy is made-up of head-line, sub-headlines, both of the copy, illustration, logo-type, slogan and brand name. Strictly speaking, written content of the advertisement is called as copy and visual parts is called as illustration. An advertisement copy is the product of the collective efforts of copy writers and artists and the layout men. Copy writer and artist must collaborate to provide an advertisement though copy writing proceeds or succeeds the art work and layout. Here, the illustration is taken as an element of advertisement copy. Therefore, an advertisement copy is the written and visual content of an advertisement message or them.

Objectives of an Advertising Copy

Advertising objectives must be set to guide the creation of advertisement. Without such set objectives, advertisements become ‘hit or miss propositions. It also becomes difficult to measure the results of such advertisements. Advertising objective are indispensable for the well-planned and executed advertising campaign. The advertisement copy is drafted with certain objectives to be achieved. According to professor James E. Littlefield and Professor Kirkpatrick, these objectives can be of two types namely ‘Direct action’ and ‘Indirect action’.

‘Direct action’ objectives of a copy is to cause immediate direct action on the part of the consumer. That is as soon as the advertisement is read by the prospect, he responds to it and decides to buy the advertised product or service. Majority of the retail advertisement and those of direct advertising aim at direct action. Such advertisement copies include coupons for soliciting

enquiries. In such copies, the USPs are very strongly presented to generate quick and instead buying action on the part of prospects.

‘Indirect action’ objective of a copy is to create action on the prospects. Such a copy hopes to establish favourable attitude towards the company and such favourable response may be delayed. It imprints brand or the company name on the mental-frame of prospects that they are to buy the product of the adviser then the competitor. Majority of the institutional and product advertising aim at indirect action. That is, the prospects know about the product and the company and will buy it in course of time.

APPROACH TO COPY WRITING

Good advertising copy is not the result of a sudden flash of inspiration. Rather, it is built or put to gather according to a definite plan to produce a definite result. Copy writing is a skill that is more than choosing the words and their casting. Each copy writer should know that his writing is not an end itself but a means to an end. Before any copy is written, the copy writer should have pre-thinking – a prelude successful copy writing. He should have desired background information – a stuff for his copy. It relates to buyers, products, channels, promotion and legalities. Precisely, a successful copy writer answers the following six questions which are not fix. There are:

1. What am I Advertising? The copy writer is expected to determine what is there in the product or the service the he is selling that appeals most to the senses of a prospect. The Job of advertiser is to sell the ideas as to what a product does for him or her. He is selling of self-interest to the buyer and knows how it satisfies his or her desire or interest. If the copy-writer is to write a copy on a face cream, it should appeal to her beauty concept. If it is a Hi-Fi sound gadget, it should speak of stereo effects of the sound. If it is a soft-drink, it should speak of thirst quenching and fun founding. If it is a copy on life insurance, the writer shows how insurance is a way to educate his or her children, provide financial security to him or her, a means of investment or savings for the future.

2. To whom am I Advertising? The copy writer must ascertain as to who are the prospects for the product or service so talked about. Are they belonging to rich or middle or poor class? Are they young or old? What is their religion? Are they educated? Do they come from rural or urban area? What are their needs or wants? Who influence their buying decision? What in the copy? In

other words, the copy writer should know everything about prospects. It is the target prospects that he is to size up and measure in all its multi-dimensions. Such a varied and vivid information is a must because consumers are unique and their needs and wants differ in accordance with income bracket-age group—sex—religion—area—level of education and so on. Again, the decision to buy differs. A consumer who needs the product may or may be the person to make the decision to buy. This, in case of medicines, it is the family doctor that influences the decision to buy; architect in case of building materials; parents in case of children and so on. Further the evidence needed differs.

3. How can I convey best advertising message to my readers --- dialogue or poem?

After having known about the needs of a prospect, his moods, motives, decision influence, the copy writer is to decide as to what brings together the product or service and the prospect together. He is to select the best ways to get the advertising message or appeal or the theme to the prospect. This aspect is of crucial importance as the ideas may be best understood by the copy writer but of no avail if not understood and acted upon by the target prospects. He is to decide as to the format and the language of the copy. Format stands for the style of the story telling. The questions are: should it be told in first person? Should it be purely visual? Or should it be purely verbal? Or both? Again, the language needs due consideration as it is the vehicle of thought. The copy should be written in a language and the words which the target audience understands and interprets correctly particularly in a multi-lingual country like ours.

4. Where and how the product is being sold? Though the channels of distribution are not a subject of permanent concern to most of the copy writers, a general grasp of advertiser's policies and procedures in distribution is a must. He must know whether the channels are direct or indirect or short or long for the products. Whether the product is to be 'pulled' through or 'pushed' through the channel is to crucial importance. For instance, all patent medicines have to be pulled through the channels and this warrants greater emphasis on the appeal to the final users. Take the cases of cough syrups, pain killers and pin-balms that are house-hold items where appeal that strikes most. In case of shopping goods, on the other hand, there is need for pushing through channel where brand identity is more important. it may be a pair of shoes, ties, garments, kitchen wares, millinery items, furniture items, sound gadgets and the like where consumers hop from shop to shop to compare quality, style and price before buying.

5. When the product is purchased and used? Consumer purchasing activity has time dimensions. His buying mood has its own time schedule. The copy writer has to correlate his advertising message to his time period when the consumer is primarily interested in purchasing the product or service so advertised. Each product has its own time when it is bought. The time on demand differs widely from religion to religion, occasion to occasion and person to person. Our Christian brothers make their jewellery purchases on the eve of X' mas; Hindus on the occasion of Diwali or Dushera and mohmedian brothers on the eve of Id-uI-Zuha. It is found that the jewellers realise 70 percent of annual sales on these festive occasions. Again, there will be greater demand for wedding dress materials between November and May of the year. It is. Therefore, important to correlate the appeals to the time cycle of the year with emphasis on purchase habits and practices.

6. What legal implications are involved? Copy writer's work is not merely to present nicest and powerful words to persuade the prospects. Whatever he states has the commitment and legal binding. Legal aspects of advertising are very significant because, the copy writer may unknowingly infringe any legalities during the course of his creative work. It is 'laws' and the 'acts' that affect his field so as to avoid the costly mistakes and to see that he is in the limits set. Generally, these laws and enactments have bearing on down, they are: ancient monuments preservation Act of 1904, drugs Act 1940,1950 and 1954 Emblems and Names Act of 1950, harmful publication Act of 1956, copy –rights Act of 1956 and the like. Thus, statutory warning is given in each advertisement that speaks of tobacco products Advertisements on pharmaceuticals do give warning in addition to the composition, price and taxes. Each label is to give details about the date manufacturing, expiry, lot or batch number, formula, possible dangers or side effects including the antidotes.

In short, the copy writer should have background information about the product, people, channels, promotional restrictions to have effective presentation of the message of the advertiser to the target audience with total safety and satisfaction.

REQUISITES OF AN EFFECTIVE ADVERTISEMENT COPY

Whether a copy is effective or ineffective is a matter of personal judgement. It is qualitative evaluation which is purely a subjective and perceptive case. It is really very difficult to pass the

judgement. However, a good or effective advertisement copy is one that succeeds in reaching the target consumers to create a favourable attitude towards the product and the producer impelling an action. To perform these functions, an effective copy fulfils the following conditions which can be called as the essentials or the attributes. These attributes are:

1. IT IS BRIEF: Brevity is the soul of wit. It should be brief yet effective. Most of the readers are interested in shorter advertisements. Advertisement should never longer than is necessary. Being brief is not dropping words or chopping sentences. It is the meticulous work of eliminating and substituting the words without jeopardising the wonderful meaning. Copy writer is to draft and redraft the copy, reading slowly and carefully; study each word and sentence so as to consider its meaning importance to have correct weighing. In this connection, we cannot afford to forget the speech of Abraham Lincoln of hardly 300 words that became the world's best words. His associate spoke for three hours but only a handful of persons could understand and repeat. It is brief yet tells everything to be told. It cuts to the core.

2. IT IS CLEAR: A clear copy is one which is easily and quickly read and grasped by the readers. It is unambiguous and self-explanatory. It is one that quicks fast. Vagueness that cripples the beauty and the clarity is the result of three causes which we can call as faults namely,

- (i) the use of those words whose meanings or not understood by the readers.
- (ii) incorrect selection and use of words and
- (iii) use of ambiguous phraseology.

Clarity gives clue to interpretation. The manner in which a copy is interpreted is dependent up on the factors like local tradition, habits, customs and nationality. In some sections people believe that white eggs are superior to brown and reverse is equally true. Many a times manufacturers are forced to pack the identical products in different coloured packages as colour plays vital role. In each religion and country colour has a specific meaning and connotation.

3. IT IS APT: A copy is apt that matches to the needs and counts of the prospects. It is the correlation that exists between the product features and the desires of the prospects that determines the power of copy. Writing and apt copy is the art of putting in the words that create strong desire to possess the product where the product features or the quality satisfy the consumer desire to

possess. It is really a delicate task. The copy writer has to share the problems and hopes of prospects by putting himself in the position of prospects. It involves a continuous study of human nature. He is to appeal to the human nature, motives through the product USPs. Thus, Cibaca Tooth Paste makes use of 'floride'; Forhans, the 'dentist's creation'; Promise, the 'clove oil'; Prudent, 'Floride – clove oil and mint'. Emotion, or feeling is very vital feature in good advertising copy duly accommodated.

4. IT IS PERSONAL: A personal copy is specific where generality is dismissed to do away with ambiguity. A personalised copy is centred on the prospect. It presents something of interest to the prospect. It is individualised appeal copy. That copy should be written from 'prospect' to the 'product' and not 'product' to 'prospect'. A copy and copy message are remembered if it has 'you' touch or the touch of individuality. For instance, Ceat of India may convey the message in 'group' and 'personalised', it can be 'Brace yourself; You will get a 60,000 Kilo-meters guarantee'. The use of the words – 'you' – 'your' – 'yours' has its own magic. Thus, a soap maker should say – "Guard your health by washing with this soap" instead of saying 'This soap guards health of all". The copy writer should think of a specific individual, one man or one woman to make message more absorbing and penetrating.

5. IT IS HONEST: Credibility or believability of an advertisement message is decided by the extent of its honesty. An advertisement to be good, must be truthful. That is why David Ogilvy remarked "the copy in most corporate ads is distinguished by self-serving flatulent pomposity which defies reading". Misleading and misrepresented facts made in the copy are so made only to the detriment of the advertising house. Who never, an advertiser claims some special and specific merit of benefit of the advertised product, should exist in reality. Thus, all the cotton textile manufacturers should admit of colour fading, shrinkage to certain extent. One of the surest ways of winning the hearts of good many customers is to talk of limitations of products indirectly. If the copy is dishonest, to that effect, it is likely to shake the consumer confidence. By honesty we mean commercial honesty and the judicial as noted earlier.

6. IT IS CONFORMING: Every advertisement copy is to conform to the standards, rules and regulations acceptable to the advertising media and the laws of the land. Any where in the world, no copy is acceptable to any media that offends morality, declines decency and ravages religious susceptibilities of people. Thus, "Times of India" does not entertain the advertisements on buying

and selling telephones, on spirituals powers to cure or mitigate illness by tantrik puja, talisman, rites etc., on matrimonial relations with dowry or life companionship. Similarly, no advertisement on cigarettes and alcohols are accepted on radio and television media. No copy can contain name or emblem of official seal, symbols suggesting the government support and international bodies are given in Emblems Names Act of 1950. The Drugs Act of 1940, 50 and 54 make it mandatory to give details of drug composition, date of manufacturing, prices and the warning necessary depending on the nature of the drug.

TYPES OF ADVERTISING COPY

Professor H.K. Nixon, in his title “Principles of Advertising”, states that an effective advertising copy is one that arrests, informs, impresses and impels the reader. Certain elements are to be present in a copy to expect the above four functions. These elements are the values such as, attention, suggestion, money conviction, sentiment, education and instinct. In order to transmit the message, the advertiser makes use of different kinds of copies on one hand to meet the value requirements on the other. The classification of advertising copies differs from expert to expert in the realm of advertising. Broadly, these can be of six types with their own sub-division namely. Institutional – Reason why – Human Interest – Educational – Suggestive and Expository.

1. INSTITUTIONAL COPY

Institutional copy sells not the product nor the service but the name of the business house or the advertiser. The aim is to build the sound edifice of reputation for a selling house or its departments. It is one that invites the prospects to check in the selling outlets at their convenience to verify about the policies, customer services, conveniences and the superiority of the store over the rivals. It seeks to build goodwill through its philosophies, objectives, policies towards consumers – employees, government and the community so that the prospect remembers the company with a favourable attitude and orientation. It is more a public relations advertising copy. Following is the specimen of this kind.

2. REASON WHY COPY

As the title says, it offers the reason as to why he or she is expected to buy or go in for a product or service of advertiser. By stressing the product points of difference and superiority, it

endeavours to convince and persuade the reader in reference to those of rivals. It appeals straight to the intellect or the judgement of an individual rather than emotions or impulses. It tries to prove the product superiority by means of evidence in the forms of performance test, records, testimonials, guarantees data etc. The desirability of the merchandise is substantiated by reasons, facts the opinions. It is most commonly used type as it appeals to the rational motives of the consumers. Following is the specimen of this type.

3. HUMAN INTEREST COPY

Human Interest Copy appeals to the emotions and the senses rather than the intellect and judgement. Sympathy, affection, love, fear, humour, curiosity and other emotional appeals are used to the senses of sight, touch, taste, smell and hearing. Human Interest Copy talks about the products in relation to the people instead of conforming to the facts about the products. It gets to the selling points in a more leisurely, indirect and with reluctance. It capitalises on people's unflinching interest in themselves, their relatives and friends and other associates. As emotion is always new, such a copy can be made more existing out of ordinary than the reason why copy. Human Interest Copy takes several forms but four are very important namely, humorous copy, story copy and predicament copy.

- A. Fear Copy:** Fear is a learnt drive in all human beings, beasts and birds. It is strong and resistant to extinction. Fear haunts the minds once aroused and comes alive in real life and dream all alike. It may be economic, social, physical, psychological, self and family. It is normally caused by a feeling of insecurity. A fear copy appeals to the sense of fear and arouse keen interest in protecting property, life and day to day needs. Like Humour Copy, it also be written carefully because there is imminent danger that it may arouse unpleasant association about the advertiser.
- B. Story Copy:** Narrating a story to teach certain values has been herewith human civilisation and culture right from the early dawn. However, all can not tell storey effectively. It is an art. Copy writer is creative and hence a very effective story teller. This story, rather interesting, is of product or a service and hence of a particular producer or the house of the advertiser. It may speak of past and present and future too. It is a story of success of creating dramatic and vivid impact about the product or service or the institution so advertised.

C. Predicament Copy: Predicament Copy usually overlaps the other three kinds of Human-Interest Copy. It may be humorous, fear and story copy, giving a fictionalised account of the situation. It is that type of copy which demonstrates product in use. It is also known as narrative type. It highlights a consumer predicament, discovers a solution, resolves the predicament and then suggests the product use. A typical predicament copy takes the following shape.

4. EDUCATIONAL COPY

The copy designed to educate the prospects is known as educational copy. It may be introductory or missionary, depending a 'blind' copy and such an advertising has series of advertisements run in newspapers at close intervals and containing little or no identification of the advertiser. The purpose is to arouse the curiosity of the reader and to stimulate interest in the forthcoming new arrival or event. Such a copy may not contain any message except the symbol. On the other hand, missionary or reminder copy depicts the possible improvements in the existing product is known, it is sufficient to remind the prospects or the consumers of its existence and improvements.

5. SUGGESTIVE COPY

A suggestive copy tries to suggest or pinpoint or convey the message of the advertiser directly or indirectly to the readers. Much is left to the readers to infer the advertise message. Such a copy like a poem where suggestive language is freely used where the correct meaning depends on how the reader looks at it or interprets it. Such, a suggestive copy may be 'direct' or 'indirect'.

A. Direct Suggestive Copy: A direct suggestive copy makes statements about the product or service straight to the target audience. Rather it appeals to the prospects directly. However, it does not tell him or her to buy it.

B. Indirect Suggestive Copy: In case of such a copy, the advertising theme or message is not addressed directly to the reader. It talks on behalf of such readers who read and grasp it in their own interest. In other words, it suggests indirectly to go in for the product or a service so advertised.

6. EXPOSITORY COPY

Expository copy is open that exposes unlike suggestive copy that conceals. It is so open that facts are given in very simple and clear way so that there is no need for interpretation. The information given is so clear and concise that it hardly taxes the brain of the readers. It makes effortless to grasp. Even for the man or woman of average and below average understanding, a cursory glance is enough to perceive and pick and act.

ELEMENTS OF COPY

In print media, the advertisement copy is made up of the components like, Headline, Sub headlines, Body of the Copy, Illustration, Slogan, Identification Mark or Logo type.

1. COPY HEAD- LINE

Head line is the first door or the main door to the entire building of advertisement. Head line is the ticket on the meat. Mr. Loyd Herald, in his book 'Advertising Copy' defines head line as the "name given to the display line which appears at the top or near top of the advertisement and acts as a sign – post in stopping the reader and impelling him to read the message". It is one that stands out in the copy by the size or the style of the type in which it is set, the prominence of its location or the white space surrounded by it. It is a word or phrase or a sentence printed in large size letters and implying the message underlying the advertisement. Headline is a due to signal and not a caption to the whole advertising message. Head line is the essence boiled down from the substance of advertising message.

What are its Functions?

1. To attract the attention of readers: The first function is to attract the valuable attention of readers. The head line along with illustration carries the burden of gaining the attention. Head line is the most widely read chunk of the advertisement. It links the advertiser and the prospect by arresting the attention of stopping him at it. It is the mere white space surrounded by it or the stylish type or the size of the type used make it to stand out making an unusual scene and clearing a curiosity and interest, for the reader.

2. To induce the reader to read the text: Head line is the telegram that decides the reader whether to read or not to read the text or the details of the message. It pulls the reader through the subject matter of an advertisement. It converts readers' attention into continued interest making

him or her to learn more and more about the matter hidden in the head line. A true head line is one that impels the reader to go through the script or read between the lines with its pulling water.

3. To give concise selling message: Head line strikes at the very root of message, and conveys the gist of the detailed advertisement. It is the summary account reduced to a sentence – a phrase – a word. Those readers who have neither for time nor the patience to go through the entire text can make it out by just reading the headlines. At least it makes them to remember it so that they can read the text at leisure. It gives the taste at its first bite, that lingers longer. It is so because, head line is brief and concise by its very nature.

TYPES OF HEADLINES

Copy headlines are classified in a number of ways by experts in the field of advertising. Of all the classification one which is given by Mr. C. M. Edwards and W. H. Howards is more precise and convincing. According to them, headlines can be of four types, namely, Informative, Provocative, Selective and Label.

i) Informative Headlines

Informative or news or message headlines features the most important selling points of the product or service, the way the news headlines summarise the details of facts. People are interested in what is new in the product or the service affecting their families, themselves and friends and relatives. Facts about the product or service are new as long as a substantial number of prospects are not aware of them. The examples of this type of:

1. “Mother you need delicious OVALTINE before and after baby comes”
2. “Look your loveliest with LACTOCALAMINE”

ii) Provocative Headlines

It baits the reader’s curiosity in order to complete the reading a copy. Whenever a product or a service is introduced for the first time, a provocative headline wets the reader’s curiosity to a degree not possible with other types of headlines. It is not strictly informative. An advertisement that gets the reader’s interest by arousing his curiosity should proceed immediately to satisfy it else the reader feels that he has been tricked the specimen of this kind are ;

1. “RENNIE PILLS”, “stomach troubles? Only Two RENNIE tablets are sufficient”.
2. “Don’t gun Mosquitoes – Use TORTOISE MOSQUITO COIL”

iii) Selective Headlines

Selective Headlines seek their clientele by directing their appeal to those for whom the product holds a special interest. Its objective is to single out a particular audience for the advertiser. It is addressed to a particular segment of the total readership of a publication. By addressing to a particular group or class of prospects, it eliminates those are not interested in the product. The purpose is to differentiate the class of consumers from others. By reducing the size of the audience that is addresses, it improves the chances of attracting a particular group. The examples of this type are:

1. “You need not be a MILLIONAIRE to look a MULTI-MILLIONAIRE” (Raymonds India Ltd.,)
2. “To all collegians CLEARASIL for pimples” (Halen Curtis Ltd)

iv) Label Headlines

These are the headlines that inspire the readers least. These headlines identify and name the product with its price. It is used when a prior interest in the product has been so established that the name and the price alone are sufficient to remember. They are so brief that they hardly require any thinking. A label headline is sufficient to capitalise on points of name and price of the product in a very limited place or space. The examples are:

1. Double bull shirts ranging from 185 to 155
2. MOCCASINS – Rs. 195 per pair

Essentials of Good Headlines

- ❖ It is brief.
- ❖ It is original
- ❖ It is relevant
- ❖ It is specific

2. COPY SUB-HEADLINES

Sub – Headlines are the subordinate or collateral captions that expand the main headline thought carrying the readers interest a step further into the copy store exactly the way the newspaper sub-headlines do. It continues, clarifies and completes the headline. It divide the copy into smaller or shorter segments. These summarise the additional selling points ass headlines have the power of strengthening the advertisers bid for the readers.

3. SLOGANS

A slogan is any word or a group of words used regularly by the advertiser to impress the readers on the basic idea about the product or service. It is brief, general and unchanging that widens horizons of publicity. It sings of the qualities of product or producer. It is a sales argument for a product or service expressed in a few words. It is a capsule of fundamental sales points to attract the prospects. It is the cry of the sales battle to try an impression on others. There is difference between a headline and slogan because, all slogans can be good headlines but all headline can not be good slogans. It is an original catch phrase that associates selling idea with the product or service. Example

“Any surface that needs painting needs ASIAN PAINTS

Why Slogans?

1. **It replaces Headline:** It is already noted that all slogans can be good headlines but all headlines cannot be slogans. Slogan headlines can be best used as reminders. Like headline, they summarise the text matter. The gist is reduce to a word or a phrase or a sentence at the most. That is, it is of much use in outdoor advertising and package inserts.
2. **It communicates faster:** Like headline and illustration, slogan is a quick communication device. It has the power of presenting the idea rapidly and concisely. It has a great reminder value. It is one that can be retained longer. One forgets easily anything but not the slogan.
3. **It speaks of company personality:** Slogan is normally given at the end of the advertisement and clearly projects the every nature of the company, its philosophy, its objectives, its efforts and its contributions. A slogan depicts the status of a company. It pinpoints – ass to what for the company can be relied upon.

Attributes of a Good Slogan

- (i) **It is shorter:** Small is beautiful that is applicable – with the restatement that shorter is better, Experts are of the opinion that a good slogan is normally less than seven words. The slogan of M.R.F, “The Tyre with the Muscle” and the Ceat India – “ Born Tough” are the best examples which are very short but very stylish.
- (ii) **It is Original:** A true slogan is original. It contains an idea not being used by other slogans. Copy – Catting has no place in slogan designing.
- (iii) **It is Recallable:** A good slogan is easily recallable or cued. It has this reflex power because it contains uncommon thought, flash of ideas, rhyme and rhythm.
- (iv) **It speaks of product, brand and producer:** An effective slogan includes thr product quality or the brand name of the product or the name of the producer. It is so because, these are inter- related terms in which the prospect is interested.
- (v) **It is Multi – Media:** A good slogan is one which is capable of being used in different media of advertising. Each advertiser has to depend on a nice blend of media of advertising space and time. The slogan designed must be capable of being used without any change in print, broadcast, cinema, outdoor and display media. This condition is normally fulfilled. Practically all the slogans have this attribute and, the more, there is no need to give example to typify the conditions.

4. THE BODY OF THE COPY

The body of the copy is the textual matter. It is one that explains and develops the ideas hidden in the headline. It is the amplification of the headline. If the headline captures the reader’s attention, the text matter is to convert that interest into product interest. It is intended to what the desire of the prospect and convince him of the basic worth of the product or service about which a story is conveyed.

Practically, many readers curiously glance at the headline or sub – headlines along with the illustration but brush aside the paper or the page of the magazine. However, there are prospects with real intention of buying who are really interested in the sales message. There are certain guidelines which are to be observed to get best result, these are:

- a) Write the text matter for the “average person” sounding like personal letter in the language used and understood.
- b) Arrange ideas in order of priority with repetition of key ideas in various guises.
- c) Make use of “you attitude” Replace the words ‘We’, ‘Our’, ‘Ours’ by ‘You’, ‘Your’, and ‘Yours’.
- d) Present full and specific information within the space or time limits. Never misrepresent the facts and exaggerate.
- e) Determine the suitable length of copy. Copy should be just long enough to tell the story and move the prospect to action.
- f) Call for buying action on the part of prospect as the end or the closing part of the copy by using the sentences like “GET YOURS NOW AT YOUR GROCER”. “See your local dealer right now and so on”.

5. COPY ILLUSTRATION

What is an Illustration? Illustration is the picture – may be a drawing a photograph, a chart, a diagram or a painting – used to gain attention, comprehension and behaviour change. Pictures are the nearest things to universal language. Pictures do what words cannot. A picture stands things for the art work. Illustration is that powerful force that shapes the character, the personality and the tone of the advertisement. It is one that furthers the advertisement objective by enhancing the basic selling ideas.

Why Illustration? Of late the significance of pictures in commercial advertising has become so profound that more than 85 percent of the ads we face today, are with illustration. It means that illustrations have definite and secured place in advertisement. They enjoy that envious position of all the elements because they are known for the following,

- (i) **Attracting the Attention:** The first functions of an illustration is to get attention. This art work attracts the attention of readers by creating interest and curiosity through realism, sentiment, adventure, humour and maturity. Attention got for a picture is attention got for headline and the text of the copy, that is, the whole advertisement. If illustration fails, it has no place in the advertisement copy.

- (ii) Stimulating the Audience:** We as human beings have accepted to identify ourselves with the characters depicted in a given picture. The closer the picture comes to our 'self-interest' the more interest we show in it. That is why a picture that is meaningless to an individual from his angle of self-interest, makes all the creativity a futile show. An illustration that serves only decorative purpose is costly and useless.
- (iii) Selecting the Audience:** All pictures in the advertisements do not attract the attention of all the readers. The prospect's interest in pictures is dependent on the subject matter of picture so presented. Some pictures are liked only by females, some by males and still others by both males and females. Audience selection is not dependent only on sex but on other factors like age, education, status personal taste and the philosophy. Since a picture attracts the attention in a differing way, that helps in audience selection.
- (iv) Creating Receptive Mood:** Creating mood is another function of a picture. Mood is emotional excitement; picture create or evoke definite moods and stimulate feeling which may either lead to acceptance or rejection on the part of an observer. A picture has different kinds of effects on different people. A picture of flood evokes fear for some, sympathy for others, pity for still others. The basic instrument of mood creation is symbolism. Thus, a picture of tooth-paste in the background of pearl necklace is symbolic; a picture of toilet soap in the background of rose flower with dew drops over it is double symbolic.

Essentials of Good Illustration

- a) It is simple
- b) It is suggestive
- c) It creates interest
- d) It is relevant
- e) It is credible.

Ways or the Techniques of Illustration

- **Comparison:** This technique used in illustration is simple yet effective. It compares the product with the other products. Effective comparative technique diverts the reader's attention to the new one from the one already in existence.

- **Contrast:** Contrast technique works exactly in opposite way the comparison technique. It emphasizes the dissimilarities or differences between the products or product or service ideas. It may be case of ‘before and after’ or ‘plus and minus’.
- **Magnification:** This technique is used to emphasise a particular section of a product in detail. It is normally used in case of industrial products like equipment – installations – machines and consumer durable like automobile – sewing machines – washing machines – sound gadgets – watches and the like.
- **Product:** It is one that uses picture of a product in isolation. For product identification – whether for introductory advertisement or normal campaign – it is essential and common to include product picture. The basic purpose of such a technique is to image for the product and, therefore, for the brand and the company.
- **Product in Setting:** Meaningful setting or background is capable of adding information and the grace to the objects pictured against them. Background details stimulate the reader’s imagination and arouse interest when a picture is scenic that suggest a locale, a place with atmosphere, scale and relationship. An aeroplane without the background of sky and mountain range or sea or sky and landscape will fail to create the impression that is expected.
- **Headlines Dramatization:** Headlines summarises the theme in key words and these key words are reinforced by the illustration that is matching perfectly.
- **Product in Action:** An action picture is one that suggest movement. Motion or action is one of the factors governing the attention and interest as contrasted to a product that is presented in a static form.
- **Product Result:** Consumer is more interested in the satisfaction that a product gives rather than the product itself. To emphasise this want satisfying quality and deeper satisfaction, product result technique is used.
- **Situation Dramatization:** Human being are the selves of the situation that are created by themselves or supernatural powers. His interest in a product or a service is the outcome of feeling to come out of such situation to do away with pain, strain, stress or discomfort.

6. IDENTIFICATION MARKS

Identification mark is the last part of an advertisement copy. Each advertiser who wants to speak to his prospects about product or service merits, features and benefits must use some identification marks on product or container.

Identification marks are lumped under three groups, namely, Trade name, Brand name and Trade mark.

TRADE NAME is the name of the company. Normally the name and the address of the company is given at the end of advertisement for trade enquires and solicitation. However, trade name is of much significance to the retailers and the dealers as identification mark because he sells the products of the other manufactures.

TRADE MARK is a word, symbol or a device used to identify a manufacturer's goods or services and distinguish them from those of others. These are registerable. The term trade mark is broader than trade name because trade mark may contain the trade name as a part of it.

BRAND NAME is the name or a word or words used as a means of identification and distinction. Like trade mark, brand name can also be registered. Though it has narrower meaning than trade mark, it is more effective than trade name or trade mark. Whether it is a brand name or a trade mark, it should be registered because, registration means:

- ❖ Constructive notice of ownership claim
- ❖ Open evidence of exclusive right of use
- ❖ Conclusive evidence of exclusive right to use.

LAYOUT

Layout is a plan, arrangement, overall structure, blue print of advertising copy. It arranges headlines, sub-headlines, slogans, illustrations, identification marks, text body etc., in a systematic manner. Attractive layout can help the advertisement to come out from mediaclutter (increased number of ads in media) and gain attention of readers/ viewers.

According to Sandage and Fryburger, advertisement layout is defined as **“The plan of an advertisement, detailing the arrangement of various parts and relative spatial importance of each is referred to as layout”**

FUNCTIONS OF LAYOUT:

The main functions of layout are:

1) Assembling Different Parts: The main function of layout is to assemble and arrange the different parts or elements of an advertisement illustrations, heading, sub-headlines, slogans, body text and the identification mark, etc., and boarder and other graphic materials – into a unified presentation of the sales message.

2) Opportunity of Modification: The layout offers an opportunity to the creative teams, agency management and the advertiser to suggest modification before its final approval and actual construction and production begins.

3) Specification for Costs: The layout provides specification for estimating costs, and it is a guide for engravers, typographers, and other craft workers to follow in producing the advertisement.

4) Brings together Copy Writer and Art Director: Every advertisement is the outcome of the contributions of specialists. The services of creative persons are required like visualizes or idea-men, copy writer, art directors, artists, photographer, type - setters, block-makers and the printer.

5) Guide to the Copy Specialists: Layout serves as a reliable guide to the specialists such as type-setters, engravers, printers and other craftsmen. These are the person who actually prepare the advertisement for use in print.

ELEMENTS OF A LAYOUT

An advertising copy is the means by which the advertiser's ideas are given expression to in a message to reduce. Regardless of its length and brevity copy refers to all the reading matters of an advertisement including the headlines sub-headings text or body and the name of the firm or the standard in fails of the. As we have seen that advertising has so many immediate purposes but its ultimate goal is to stimulate sales. As a reader turns the pages of a magazines or newspaper, he notices so many advertisements but a great variation in copy. Some copy may be so sticking that the reader takes immediate action and rush to the nears dealer to purchase it while there may be some other copy or copies that the does not like or it does not click to his mind. The first copy conforms to the requisites of a good copy. A copywriter must take pains in making up a sound

advertisement copy containing its various components i.e., headlines subhead lines, illustrations etc.

The following are the main components of an Advertisement Copy

1. Caption: It refers to the subtitle. But in most of the advertisement it is converted into heading or sub-heading

2. Back Ground: The background for the advertisements should be somewhat catchy and colorful. The arrangement of background differs from medium to medium and advertisement to advertisement. In short background should be suitable for the contents of the advertisement.

3. Border: It is defined as the frame of the advertisement. Border is employed to impart the reading atmosphere. The border may be light or heavy obvious plain or fanciful. The border may also contain a logo.

4. Coupon: It is that part of the advertisement which is intended for the convenience of the prospective customer in communicating with the advertiser. The coupon must contain the name and full postal address of the firm followed by the offer. The offer should be brief and clear. There should be space for name and address of the prospective customer. The usual shape of the coupon is triangular or rectangular.

5. Decoration: Advertisement decoration is the ornament of the advertisement. This is done to emphasize the advertisement message.

6. Heading: The heading or headline is defined as the title of the advertisement. The words in the heading should be short.

7. Illustration: Illustration is the part of layout that pictures the basic theme of the advertisement. It has the power to capture the attention of the reader. The advertisement becomes richer by the use of illustrations.

8. Mascot: It is known as the trade character or trade figure. It is an illustration of either a real or an imaginary figure or personality given in the advertisement.

9. Name Plate (Logo): The name plate or name block is the signature of the advertiser. It represents the image of the company and its product.

10. Price: It is another part of layout. The price of the product should be featured clearly. The price is usually taken in the concluding lines of the copy.

11. Product: It refers to the representation of the product offered for sale. A very popular practice is to show the product in use with illustrations.

12. Slogan: Slogan is a sales argument. The arrangement of slogan in the layout is determined by the importance of its relation to the advertising message.

13. Space: Space refers to the entire space left in the space hired by the advertiser. This depends on the design of the copy.

14. Sub Heading: It is a secondary heading. It is given to support the heading or to pick out the various selling points given in the text.

15. Text: Text or body of the advertisement refers to the general reading matter. It is the subject matter of the copy. It should be neither too wide nor too narrow.

16. Trade Mark: It is a word or design by which a product is defined. If the trademarks are registered it can be included in the layout.

DESIGNING & TYPES OF LAYOUTS FOR ADVERTISEMENTS

The design process serves as both a creative and an approval process. In the creative phase, the designer uses thumbnails, roughs, dummies, and comprehensives- in other words, non-final art- to establish the ad's look and feel. The final illustration with the actual type in place along with all the visuals the printer will need to reproduce the ad. The approval process takes place throughout the entire design process.

1. Thumbnail Sketches: The thumbnail sketch or thumbnail is a small, rough, rapidly produced drawing artist uses to visualize layout approaches without wasting time on details.

2. Rough layout: In a rough, the artist draws to the actual size of the ad. Headlines and subheads suggest the final type style, illustrations and photographs are sketched in, and body copy is simulated with lines. The agency may present rough to clients- particularly cost-conscious ones.

3. Comprehensive: A comprehensive layout is generally quite elaborate, with elaborate, with colored photos. At this stage, all visuals should be final.

4. Dummy: The artist assembles the dummy by hand, using color markers and computer proofs, mounting them on sturdy paper and then cutting and folding them to size. A dummy for a brochure, e.g., is put together, page by page, to look exactly like the finished product.

5. Mechanical (paste-Up): The type and visuals must be placed into their exact position for reproduction by printer.

6. Approval: The work of copywriter and director is always subject to approval. The biggest challenge in approval is keeping approvers from corrupting the style of the ad.

COPYWRITING

Copywriting is the composition of headings, sub-headings and the body copy of advertisements, catalogues or brochures. Therefore, copywriters help promote businesses, ideas and opinions by writing advertisements for organizations. This is an art of writing and compiling creativity in writing content.

QUALITIES OF GOOD COPY WRITER

Distinguishing good copywriters from average copywriters involves looking at more than just the work that he or she produces. You have to take into account the entire copywriting process from receiving the brief, conceptualizing, to the finished product. Attitude and personality to are as important as their writing skill.

1. Creative: They have the ability to approach a copywriting project from many different angles.

2. Smart: They have a distinct curiosity about the world around them and how things work and fit together. They have a hunger for knowledge in any and all its forms.

3. Good Communicators: They are able to express, exactly, the key benefits of a product using only words and pictures. They are intrigued by language and the ability of using words to create an image.

4. Congenial: They understand the needs and struggles in people's lives and are able to recognize both sides to an argument. They are fascinated by how people's minds work and what makes them tick.

5. Good Readers: Copywriters are avid readers. They engage in the reading of many subjects and genres. They have a keen interest in the written word.

6. Trendy: They are always on the lookout for the latest trends and happenings in the world, so they can keep up to date.

7. Disciplined: They are experts at multi-tasking. Their ability to think outside the box allows them to take on many projects simultaneously and not miss a deadline.

COPY TESTING

Copy testing is a form of marketing research that uses consumer feedback to determine the probable success of an ad. Copy testing often involves a series of tests and measured responses from viewers of an ad before its launch. Marketing and advertising professionals assess the test results using qualitative and quantitative data to determine how likely the ad is to generate the desired results. These tests may continue after launching the ad to monitor its success, allowing brands to make adjustments as necessary.

Advantageous of Copy Testing

Copy testing is an important part of successful marketing and advertising campaigns because it:

➤ **Helps to ensure success**

Copy testing is a great way to ensure the success of your campaigns. By using research and testing based on statistics, you may be able to more accurately predict the effectiveness of your ad. This type of analysis is often very dependable. It may provide an accurate understanding of your ad's success, allowing you to make adjustments and launch the most optimal ad version.

➤ **Saves Resources**

Since copy testing optimizes advertisement success, it can also help you save resources. For instance, an experiment might reveal that a specific segment of your audience isn't interested in a particular product. You can redirect marketing dollars to audience segments more likely to buy the product.

➤ **Increases Customer Outreach**

Copy testing is an effective way to learn about your target audience and engage with them impactfully. The data and insight learned through copy testing may help you create ads that connect with your customer base. This strategy could drive sales, increase revenue, promote customer loyalty and differentiate the organization you work for from its competitors.

➤ **Promotes continued Improvements**

Copy testing may provide brands and businesses with an opportunity for continued learning. Each copy test may provide new and valuable information on improving an ad beyond initial adjustments. You may apply this information to future campaigns to produce ads that meet your promotional expectations.

There are several commonly used methods of copy testing that may help to ensure the success of your ads, including:

1. Automated Copy Testing

Automated copy testing uses software to send variations of ads to a target audience of registered consumers who have agreed to provide feedback. The software compiles analytics based on consumer feedback, which you can use to remove less-successful versions or increase the number of successful versions. Automated copy testing can provide brands and businesses with a highly accurate depiction of their ad's success while saving the time and effort necessary for traditional testing methods.

2. Focus Group Copy Testing

Focus group copy testing is one of the most traditional methods and involves outsourcing to a market research firm. The research firms form focus groups that represent the demographics of your target audience and begin testing versions of your ad among them. When collecting feedback, market research firms may focus on:

- Measurements of how the focus group perceives the brand before seeing the advertisement
- The way the focus group receives the presentation of your ad in differing contexts
- Measurements of how the focus group perceives the brand after seeing the ad
- Data about the focus group's buying habits, interests and consumer behaviors

3.Consumer Jury Method of Copy Testing

The consumer jury method of copy testing works similarly to focus group testing, though you may be able to conduct consumer jury tests without outsourcing to a market research firm. You can use the consumer jury method to distribute versions of your ad to selected members of your target audience and ask them to compare, rank and evaluate your advertisement.

Brands and businesses often offer a benefit in exchange for participation in consumer jury testing, such as a free product or discounted service. You may gather feedback about your ads by conducting personal interviews, circulating surveys or requesting your participants cast votes based on their preferences. Consumer juries are cost-effective, as the organization can fund them via existing resources.

4.The Rating Scale Method

The rating scale method involves specific, pre-defined standards for effective advertising. You can use these standards to compare different ad versions and determine which successfully meets your requirements. The requirements used to measure your ad's success may vary, depending on your objectives. Still, they may help standardize your efforts, promote consistency across your campaigns and ensure high-quality promotional material.

5.Portfolio Copy Testing

It involves providing versions of an ad to chosen representatives of your target audience. It's typical for the version you've selected for circulation to sit among alternative options. Consumer representatives provide feedback about which versions were most memorable or attractive. You may use this method in the final stages of advertisement creation to ensure the final version of your ad is appropriate for your target audience. If your consumer representatives select a version that differs from your final version, you may consider improving your ad to enhance its perception among your customer base.

6.Psychological Copy Testing

It is a great way to study the emotional impact of your ads. This method often involves the expertise of skilled interviews and psychologists. During psychological copy testing, you can ask members of your target audience to view versions of your ads and discuss their responses with a

skilled interviewer. Using the collective results, you can make changes to your ad to ensure optimal psychological impact. The results provide valuable insight into effective advertisement techniques and aspects like:

- Word association
- Sentence completion
- Depth
- Storytelling
- Emotional response
- Readability
- Believability

7.Sales Copy Testing

Sales copy testing is an accurate way to measure the success of your ads based on the amount of revenue the ad launch generated. You can associate its effectiveness with the number of sales generated after its circulation. You may also categorize your target audience into smaller subcategories and use their revenue to determine the most profitable.

UNIT-IV: ADVERTISING MEDIA

MEDIA PLANNING AND STRATEGY- IMPORTANCE OF MEDIA PLANNING AND SELECTION – PROBLEMS IN MEDIA PLANNING – INTERNET AS AN ADVERTISEMENT MEDIUM – OBJECTS OF INTERNET ADVERTISEMENT – ADVANTAGES AND DISADVANTAGES OF INTERNET ADVERTISING

INTRODUCTION:

Media planning is an exercise to find the best medium or combination of media that will produce the best overall effect relative to the needs of the advertised brand. Media planning in general should involve optimum benefits in the long run. The media mix, in terms of balance of usage for TV, radio and print media or other types of media vehicles, should be such that the best utility of the advertising budget is obtained, and duplication of audience is avoided as far as possible.

There is no single best media strategy that is applicable in varied situations or sometimes even in similar situations. Media strategies also differ because of changing situations. For example, the state of the economy changes just as consumers' tastes change. Advertisements for luxurious cars would therefore not be effective during times of economic depression. Similarly, advertisements about blue jeans, when jeans are not in fashion, would not have much impact.

To select the right media and to search the right target audience for a desired response the advertiser or his advertising agency should go for a systematic media planning.

IMPORTANCE MEDIA PLANNING

Media planning helps the advertiser in selecting most appropriate media, media mix, and in deciding time and space in various media so that available resources can be utilized in an optimum manner. Media planning helps to control wasteful advertising. In the absence of media planning the advertiser may select inappropriate media, or may issue the advertisement at the wrong time and thus the advertising message may not reach the largest audience. It will result in wasteful advertising.

The importance of media-planning is described below:

1. Optimum Utilisation of Resources

Advertising involves huge cost. Through media planning, the advertiser can use available resources in an optimum manner. In media planning, such combination of media is selected and such time is selected, that helps the advertiser in communicating the advertising message to largest number of target audience at lowest possible cost. In the absence of media planning, the advertiser may select costly media which may not have good coverage of target audience.

2. Helps in Achieving Advertising Objectives

Media plan is a part of overall advertising plan. Media planning is designed so as to achieve marketing and advertising objectives of the organisation. Media planning includes all such decisions like selecting appropriate media, appropriate media mix and deciding the scheduling of advertisement. All these decisions help the organization in achieving advertising objectives, i.e. to communicate the message to target audience and thus to promote sales.

3. Selection of Appropriate Media

In media planning, different media are compared on the basis of cost per reader, cost per viewer, media-image, media-coverage, media-rating etc. While selecting media the advertiser ensures that selected media matches with the features of target audience.

For example, if our target audience are teenagers, then television will be appropriate media; if target audience are literate, then print-media can be selected; if target audience is a specific professional group, then professional journals and magazines will be appropriate media. Media planning also ensures that selected media is as per the message requirements e.g. if message involves demonstration, the media with audio-visual effects (viz. T.V.) will be selected.

4. Selection of Optimum Media Mix

Media planning helps to select optimum media mix. Using different media combination ensures wide and intensive coverage of target audience. It improves the chances of achieving advertising objectives. A single media may not ensure communication with all the target audience. A well-planned media mix ensures wide coverage of target audience at minimum cost.

5. Helps in Allocating Advertising Budget

Media planning helps to decide the amount to be spent on different media. It helps the advertising manager in allocating the ad-budget among different media types/media vehicles. Media plan decides the optimum media mix; this helps the advertising manager in allocating the total ad-budget on different media in a scientific manner.

6. Ensures Appropriate Timing of Advertising

Advertising can ensure best results only when ads are shown at the right time. Media planning includes media scheduling i.e. it decides the time and space of advertisement in media. It decides the month, day and time of advertisement. It ensures that advertisement is shown more frequently in seasonal months and less frequently in off-season months. It also ensures that advertisement is shown at that time when more target audience can be contacted e.g. if ad is for school going kids, it is not shown in the morning or before noon time.

7. Helps in Controlling

In media plan some standards of performance are fixed. These standards are with regard to coverage of target audience. Such standards help the management in evaluating the effectiveness of media, i.e. actual coverage is in accordance with the standards or not. If coverage is less than standard, then it points to the inefficiency of media. So in future, advertising manager can think of some other media type/media vehicle. Or take other necessary action. Thus, media planning helps in exercising control over media.

STEPS IN MEDIA PLANNING:

1. Decide Target Market: It is necessary to decide specific market where planned efforts can be directed.

2. Media Objectives: Media objectives are often stated in term of reach, frequency, gross rating points and continuity.

(a) **Reach:** It refers to the number of different persons or household exposed to a particular media schedule at least once during a specific time period.

(b) **Frequency:** It refers to the number of times within the specified time period that an average person or household is exposed to message.

(c) **Gross Ratings Points:** It refers to the total weight of a media effort in quantitative terms. GRP's are equal to each multiplied by average frequencies. E.g. 80% of the homes watch Chitrahhar and they are exposed on average 2.5 times within the 4 week period. The total impact or $GRP's = 80 \times 2.5 = 200$.

(d) **Continuity:** It refers to the timing of the media insertions.

3. Selection of Media Types: Every media plan requires that specific media types to be selected. There are a number of advertising media available to the advertiser for advertising the goods etc.

These may be grouped under the following heads:

- a. **Press Advertising Media** - (a) Newspapers and (b) Magazines and Journals.
- b. **Outdoor or Mural Advertising Media** - (i) Posters, (ii) Advertising Boards, (iii) Sandwich Boards, (iv) Electric Display, (v) Vehicular, (vi) Sticker, and (vii) Sky Writing.
- c. **Direct Mail Advertising Media** - (i) Circulars, (ii) Price-lists, (iii) Booklets, (iv) Leaflets, and Folders, (v) Business Reply Envelops and Cards, (vi) Gift Novelties, and (vii) Personal Letters.
- d. **Broadcast Advertising Media** - (a) Radio, (b) Television
- e. **Promotional Advertising Media** - (i) Window Display, (ii) Show Room, (iii) Exhibitions and Fairs, (iv) Interior Display, (v) Trade Shows, (vi) Samples, Coupons and Premiums etc.
- f. **Miscellaneous Advertising Media** - (a) Cinema and Cinema Slides, (b) Specialty Advertising, (c) Purchase Point Advertising, and (d) Video Advertising etc.

4. Selecting Specific Media Vehicle: Once a decision is made on media types, specific media vehicles within each medium must be chosen.

Media Mix:

Once the media selection is decided upon, the next step is to determine the mix of the media one must use. This will be arrived at by considering the advertising company's marketing objectives, its target market, media characteristics, and its matching with the target market.

The overall advertising budget also influences the nature of such mix, in addition to the available audience. For example, to achieve certain advertising objectives, one may require to use a mix of 50% newspaper, 25% magazine and the rest 25% television. However, more than one mix may fulfill the advertising objectives, and yet be within the overall budget cost. But one should aim at balanced mix.

Some advertisers prefer to concentrate on one media type mix whereas others like to have a widely varied mix. While the former offers the advertiser an opportunity to make a great impact

on a specific market segment, the latter, being an assortment of media, can deliver different messages about the same product in different market segments more effectively.

Media Buying:

The specialist who is the counter part of the media sales representative is the media buyer. Most of these specialists work for advertising agencies, although some are retained by advertisers and some work for firms of media specialists who offer media buying services to both advertising agencies and advertisers. Media buying service is likely to be more personal and direct.

The media buying specialist helps to decide what media should be used for a product, purchases the media, and controls and evaluates the performance of the media purchased. There is growth of Media Buying Units (MBUs) throughout the world. Advertising Agencies merge and form a group and then set up an independent MBU to buy advertising space. The MBU benefits not only the advertising agencies, and the advertisers because of cost-effective rates, but also the media sellers. The media sellers can negotiate for rates, with one media buying unit on behalf of a group of ad agencies.

5.Allocation of Funds: The planner should than decide on the amount of funds that would be allocated to each media type and vehicle.

6. Media Scheduling: Media scheduling could be used depending upon the requirements of the advertisers.

PROBLEMS IN MEDIA PLANNING:

Media planning is a complex task and it requires a lot of skill. Media planning requires lot of information about market, target customers, various media, etc. Moreover, data used in media planning like cost per reader, cost per viewer, media rating is continuously changing. Selection of media, media mix, media scheduling etc. involves various difficulties.

The main problems in media planning are as follows:

1. Insufficient Information:

Media planning requires lot of information regarding nature of target customers like their age, education level, their geographical concentration, their size, etc. It also needs information about competitors, media strategies of competitors; information about media like their rates, Image, rating etc. Collecting all such information is a tedious job. Sampling technique is used for

collecting all such information. If this information is not sufficient or is incorrect then whole process of media planning will fail.

2. Time Pressure:

Sometimes environment changes are sudden and quick. These sudden changes require immediate decisions regarding advertisements. In such case, media planning decisions are made without proper analysis of various factors affecting media planning e.g. change in media strategies of our immediate competitor requires immediate counter media strategies. It exerts a lot of time pressure on media-planners, to take quick decisions. So decisions taken in a hurry may be wrong. It is difficult to assess the effectiveness of a particular media for conveying relevant message through the media. The reach of the media to the target audience cannot be measured accurately. The study regarding the readership or exposure to the viewers are conducted only for a limited period and the limited study cannot reflect the total effect of exposure; through a medium.

3. Difficulty in Audience Measurement:

Audience measurement here refers to number of persons who are exposed to a particular media. It is very difficult to measure the number of audience of any media especially broadcast media. For example, it is very difficult to ascertain how many persons watch a particular television programme. If the number of viewers of a media is ascertained, even then it is very difficult to ascertain the number of target audience out of total number of viewers. Audience measurements are a key element in selecting media. In the absence of this information, media planning may be wrong.

4. Difficulty in Cost Comparison:

While evaluating the relative effectiveness of different media, cost comparison of different media is done. But cost of different media is available on different basis. Like in case of print media, cost per word or per square centimetre is known; in case of broadcast media, cost per second is known, in case of outdoor media, cost per sign board/sky balloon, etc. is known. All these costs are on different basis. Hence, cost comparison of different media is very difficult. In the absence of proper cost comparison, selection of appropriate media is difficult.

5. Changing Environment Factors:

Media planning is a continuous process. Data used in media planning is affected by external environment factors, these environment factors may change at any time. For example, if at present a particular T.V. programme is very popular, but soon its popularity may decline with the launch

of another popular T.V. programme at the same time in another T.V. channel. So the viewership of first T.V. programme may decline. Similarly, other environment factors viz. competitors' media strategy may change. These fast changing environment factors may render the media planning less effective.

6. Media Decisions Based on Guess Work:

All media decisions are not quantitatively determined. Many media decisions are based on judgment of ad-manager e.g. managers have to make guess regarding image of a particular media in the market. Sometimes these guess works are made without adequate analysis. So these guess works may be wrong.

7. Inadequate Expertise:

The work of media planning requires the services of talented, experienced and skilled ad-managers. If the ad-manager does not have sufficient exposure, knowledge, experience, talent then media decisions may go wrong.

8. Confusions Regarding Different Terminologies:

Different terms are used for measuring different forms of media. It is difficult to measure the total effect of the advertisements, focused through different media. For example, in print media the effectiveness is calculated on the basis of cost to reach a thousand people i.e., cost per thousand or CPM.

In broadcast media like TV or radio, the effectiveness is calculated on the basis of cost per ratings point or CPRP. But the media planner should be interested to know the reach and the coverage of a particular medium to assess the ultimate effectiveness of the exposures.

9. Immediate Action:

Considering certain pressures, the advertiser sometimes may be compelled to release advertisements, through different media, without any proper media planning. Some situations like, in case of any important urgent announcement, any particular offer for a very limited period, to take advantage of certain eventualities etc. may inspire or compel the advertisers to release the advertisements through different media without proper planning.

INTERNET ADVERTISING

The Internet facility has developed around for some 30 years. It actually began in the early 1960 in USA, where the US Department of Defense saw it as a means of supercomputer communication for researchers and military facilities across the country. Until it commercial

exposed in 1990s, the Internet remained a relatively obscure network of linked computers - mostly by academics, military researchers, and scientists around the world to send and receive electronic mail, transfer files, and find or retrieve information from databases –

At present, Internet the fastest growing medium in history, offers incredible opportunities for a wide range of people in both business and advertising. For advertisers, there is a whole new world of potential customers.

TYPE OF INTERNET ADVERTISING

Ads on the Internet can take a variety by forms. Most advertising on Internet can be classified as websites, banners buttons, sponsorships, interstitials, Meta ads, classified ads, and email ads. Websites: Some companies consider their whole website as an ad. However, a website is more than an ad - it's an alternative location where customers, prospects, shareholders, investors, and others can come to find out more about the company, its products and services. Some companies use their website like an extended brochure to promote their goods and services. Others treat their website as an online catalog store, conducting business right on the Net. Still other website act in information and entertainment provides. Website typically consist of a home page and an indefinite number of subsequent pages that users can visit for further information. A web page refers to a single HTML (hypertext markup language) file, which when viewed with a browser, may actually be several screens long. A large website may have hundreds of these pages of information. This means the site contains hundreds of different documents of various lengths (from 1 to 10 or more screen), each probably covering a different subject.

Banners: The ad banner is the basic form of web advertising. A banner is a little billboard that spreads across the top or bottom of the Web page. At present one comes across larger banner ads that can dominate the screen or even provide television commercials. When users click their mouse pointer on the banner, it sends them to the advertiser's site or a buffer page.

Buttons: These are similar to banners. They are small version of the banner those often look like an icon usually provides a link to an advertiser's home page. Since they take less space than banner, they are less expensive.

Sponsorships: A form of advertising on the Internet that is getting popular is the sponsorship of Web pages. Corporations sponsor entire sections of a publisher's Web page or

sponsor single events for a limited period of time, usually calculated in months. In exchange for sponsorship support, companies are given extensive recognition on the site. Sometimes an added value package is created by integrating the sponsor's brand with the publishers content. For instance, a Web page on Olympics or some other spots can be sponsored by a business firm.

Interstitials: This is a dynamic form of Net advertising. It is a catch all term for a variety of animated ads that pop up on the screen while the computer downloads a website that the user has clicked on. There are now many types of interstitials including pop-up windows, splash screens, superstitions, etc.

Meta Advertisement: Used in search engines (such as Yahoo, Google, etc.), a met ad is an advertisement displayed on the results page of a search, specific to the searched item. Meta ads are also referred to as keyword advertising. This method enables an advertiser to target a specific audience. Advertisers can pay search engines to display their banners only when relevant keywords are searched for by a user. For example, if a user searched for the term "handicrafts and handlooms", the Meta ads displayed might be for handicrafts and handlooms items.

Classified Advertisement: Another growing area for Internet advertisers in the classified ad websites. Some of these websites offer free classified advertising opportunities because ad banners of other advertisers support them. They are similar to newspaper classified ads. You can search for homes, cars, jobs, toys, shoes etc.

E-Mail Advertising: Advertisers can send e-mail advertising to customers who have asked for it. It is similar to direct mail advertising, and therefore, it is the most effective form of internet advertising. However, there is too much of span via the e-mail. Span refers to unsolicited, mass e-mail advertising for product or service that is sent by an unknown entity to e-mail addresses.

ADVANTAGE OF INTERNET ADVERTISING:

1. Interactive Medium: It allows consumers to directly interact with an advertiser, thereby establishing future relationships.

2. Enormous Audience: With an audience of about 500 million people worldwide (some estimates put the figure at 1 billion people), the internet is the only true global medium, providing information and commercial opportunities that are immediately accessible around the world.

3. Immediate Response: Products and information are available on demand made by the consumer, thereby, providing instant feedback for the advertiser.

4. Selective Targeting: Advertisers can reach the right target audience, especially through the Meta ads.

5. Proximity to Purchase: It may be the greatest advantage of Internet advertising. Purchasers can be targeted right where they are, right at the moment when they are considering of making a purchase.

6. Affluent Market; Most of the Internet users belong to middle upper class or upper-class audience. Therefore, Internet medium enables to reach the affluent market of the society.

7. Provides In-depth Information: Internet provides in-depth information about a company and/or products. Commercial websites provide detailed information about products or services to the Internet users seeking information.

8. Reaches Business-to-Business Users: The Internet medium can reach to B2B users when they are still at work, not only business-related information, but also consumer products advertising while they are working.

DISADVANTAGES OF INTERNET ADVERTISING:

1. Lack Mass-Media Efficiency: Internet is not a mass medium as the case of radio and television. Therefore, it may never offer mass media efficiency. Most marketers in developing countries like India, may find it as too complex, too cluttered or not worth the time and efforts.

2. Slow Downloads: The downloading of websites is very slow in many parts of the world, including India. The ads that pop up in between only irritate the Internet users.

3. Problem of Spam: There is too much of Spam via the e-mail. Therefore, e-mail users do not consider going through even the responsible ads.

4. Problem of Online Purchases: In India, most consumers would like to physically inspect the goods before purchases. Therefore, they may not place orders online. Again, most people do not believe the internet as a safe place for financial transaction

5. Untested Medium: There is hardly any research to test the effectiveness of Internet advertising. Therefore, a good number of markets in India do not give much importance to Internet advertising.

OBJECTS OF INTERNET ADVERTISING

- Promotes online engagement for consumers
- Internet advertising objective is to be highly targeted
- Creates brand awareness
- Increases customer reach
- Can lead to a higher conversion rate
- Reduce Buyer Fear
- Build Company Image
- Inform market of an offer
- Maintain top of mind awareness
- Remind buyer of the product or brand

UNIT-V: MEASURING THE EFFECTIVENESS OF ADVERTISING
NEED AND IMPORTANCE FOR MEASURING THE EFFECTIVENESS OF
ADVERTISING – METHODS OF MEASUREMENT – PRETESTING, CONCURRENT
TESTING, POST TESTING – DAGMAR MODEL

INTRODUCTION:

All advertising efforts are directed mainly towards the achievement of business, marketing and advertising objectives i.e., to increase the sales turnover and thus to market the maximum profit. The advertiser spends millions in to this advertising activity. In the background of all these efforts, is an attempt to attract the customer towards the product through advertising. As soon as the advertising campaign is over, a need is generally arisen to measure the effectiveness of the campaign. Whether, it has achieved the desired results i.e., desired sales profitability or results in terms the change in customer behavior in favor of the company's product which will naturally, affect the future sale of the product.

In order to measure the effectiveness of advertising copy, two types of tests pre-tests and post-tests can be undertaken. Pre-tests are generally conducted in the beginning of the creation process or at the end of creation process or production stage. There are several pre and posttests techniques to measure the effectiveness of the advertising copy.

NEED FOR MEASURING ADVERTISING EFFECTIVENESS

Increasing Sales as an Objective: As a bottom line, marketing campaigns are meant to increase sales to the company's profits. Any advertisement made needs to keep this in mind. Its effectiveness should be measured by the profits it brings in. That said, it can be hard to explicitly measure what portion of sales is due to a specific market campaign rather than to an offer currently on the table, a change a competitor made, or changes in the market environment. Sometimes this can be estimated using computer information, customer service calls or warranty cards, however, the information is not always directly applicable to the effectiveness of advertising.

Increasing Brand Awareness: Increasing brand awareness has to do with the number of people who are aware of the company and the company sets forward as its own, along with its complete

portfolio of products. Where reach looks at the number of people who see an advertisement, brand awareness looks at the number of people who know of the business itself. Advertising to increase brand awareness typically focuses on the company's objectives and goals and on boosting sales. Most measures of brand awareness come from customer surveys or market surveys done by external companies.

Customer Retention as a Goal: It's important for a business to bring in new customers, but it's nearly as important for them to hang on to customers they already have. Marketing can be keyed to retention, focusing on benefits the company continues to give over time or emphasizing new sales or pricing that an existing customer might find advantageous. Customer retention is another metric that can be difficult to directly correlate with a marketing budget because customer retention is due to a number of things, not just the advertisement a customer sees.

Measuring Advertising Effectiveness: Companies need to measure their marketing effectiveness, several sources provide information companies can use to calculate metrics for such an evaluation, explains advertisement stage. This kind of data can be retrieved using a variety of methods.

Brand awareness measurement asks particular market segments what they know about the company, the company's portfolio of products, and the company's reputation. These assessments can be done by the company itself or by an external company that specializes in this kind of research. Often, companies purchase market studies from businesses that have their own ways of collecting information.

Companies can conduct customer surveys while making actual sales or during customer service calls. Online interactions have an advantage of being easy to add on to; many customers may not want to take a cold call but are willing to click through a few questions after a purchase. This information can help a company understand what directly brought the customer to make a purchase, where they heard of the company, and why they chose this company over others.

The effectiveness of advertising in a particular media may also be measured in any of the following ways;

- By giving different addresses to different media,

- Different newspapers may be selected for advertisements of different departments,
- Coupon blank etc. May be provided with the advertisement or
- Enquiry from consumers should mention the name of the source of information.

The technique is known as keying the advertising. Thus, include measuring of the effectiveness of advertising campaign, advertising copy and the effectiveness of individual media.

IMPORTANCE OF MEASURING THE ADVERTISING EFFECTIVENESS

- **It acts as a Safety measure:** Measuring advertising effectiveness helps in finding out ineffective advertisement and advertising campaigns. It facilitates timely adjustments in advertising to make advertising consumer oriented and result oriented. Thus, waste of money in faulty advertising can be avoided.
- **Provides feedback for remedial measures:** Measuring advertising effectiveness provides useful information to the advertisers to take remedial steps against ineffective advertisements.
- **Avoids possible failure:** Advertisers are not sure of results of advertising from a particular advertising campaign. Evaluating advertising effectiveness helps in estimating the results in order to avoid complete loss.
- **To justify the Investment in Advertising:** The expenditure on advertisement is considered to be an investment. The investment in advertising is a marketing investment and its objectives should be spelt out clearly indicating the results expected from the campaign. The rate and size of return should be determined in advance. If the expected rate of return is achieved in terms of additional profits, the advertisement can be considered as effective one.
- **To know the communication Effect:** The effectiveness of the advertisement can be measured in terms of their communication effects on the target consumers or audience. The main purpose of advertising is communicated to the general public, and existing and prospective consumers, various information about the product and the company. It is therefore desirable to seek post measurements of advertising in order to determine whether

advertisement have been seen or heard or in other words whether they have communicated the theme, message or appeal of the advertising.

- **Compare two markets:** Under this procedure, advertising is published in test markets and results are contrasted with other. Markets — so called control markets — which have had the regular advertising program. The measurements made to determine results may be measurements of change in sales, change in consumer attitudes, changes in dealer display and so on depending upon the objectives sought by the advertiser.

MEASURING EFFECTIVENESS OF ADVERTISEMENTS.

In today's advertising world, every firm invests heavily on advertisement for making their products or services known to the target audience and to arouse the interest of target audience in firm's products or services. Advertising is done with some predefined objectives to generate awareness about product, to arouse interest in product, to change the attitude of audience towards product, to stimulate desire for product, or to make them buy the product. Advertising is of no use if the defined objective of communication is not achieved. So, it is necessary to evaluate the effectiveness of advertisement at different level, starting from creation of ad-copy to running of ad on media, and also after execution of ad to know to what extent the objectives are achieved.

TYPE OF TESTS

Following are the type of tests applied in advertisement evaluation:

- Pre-Testing
- Concurrent Testing
- Post Testing

1.PRE-TESTING

Pre-Testing follows the universal law "Prevention is better than cure". Advertising can be pretested at several points in the creative development process. Pre-Testing helps the advertiser to make a final go- or no-go decision about finished or nearly finished advertisement. Pre-Testing method refer to testing the potentiality of a communication message or ad-copy before printing, broadcasting, or telecasting.

Following are the types of pre-testing methods:

A. Qualitative Methods of Pre-Testing

a) Focus Group: Focus group involves exposing the ad to a group of 8 to 12 respondents. Focus groups are used with surprising frequency for making final go- or no-go decision. A moderator facilitates the discussion and walk as the group through a series of issues that are outlined in discussion guide.

b) In-depth Interview: In-depth interview involves one on one discussion with respondents. Interviews are very effective when a researcher has a good idea of critical issues but does not have a sense of the kind of responses one will get. This method can be effectively used to generate new ad concepts and ideas.

c) Projective Techniques: In this technique the respondent is instructed to project himself into the situation and verbalize the thoughts. Projective technique can be very effective for evaluating ad concepts and for generating new ad concepts. But it cannot be used for making final decisions.

B. Quantitative Methods of Pre-Testing

a) Checklist Method: Checklist method is used to test the effectiveness of ad-copy. The purpose of this method is to ensure that all elements of the ad-copy are included with due importance in the advertisement. As it is a pre-test method any omitted element of ad can be included in the copy before release of the advertisement.

b) Consumer Jury Method: This method involves the exposure of alternative advertisements to a sample of jury or prospects. This test is designed to learn from a typical group of prospective customers. Advertisements which are unpublished are presented before the consumer jury either in personal interviews or group interviews and their reactions are observed and responses are recorded.

c) Sales Area Test: Under this method advertising campaign is run in the markets selected for testing purposes. The impact of the campaign is evaluated by actual sales in the selected markets. The market with high sales is considered the best market for effective sales campaign. In other markets suitable changes are made in the advertising campaign.

d) Questionnaire Method: It is a list of questions related to an experiment. The draft of an advertisement along with some relevant questions is to be sent to a group of target consumers or advertising experts. Their opinions are collected and analyzed to find out whether the proposed advertisement is satisfactory or not.

e) Recall Test: Under this method, advertising copies are shown to a group of prospects. After few minutes they are asked to recall and reproduce them. This method is used to find out how far the advertisements are impressive.

f) Reaction Test: The potential effect of an advertisement is judged with the help of certain instruments, which measure heartbeats, blood pressure, pupil dilution etc. Their reactions reveal the psychological or nervous effects of advertising.

g) Readability Test: All the listeners of advertisements cannot read it equally. So respondents are drawn from different socio economic and geographical backgrounds. This method is used to find out the level of effectiveness when an advertisement is read.

h) Eye Movement Test: The movements of eyes of the respondents are recorded by using eye observation camera when advertisements are shown to them in a screen. This helps to find out the attention value of advertisement.

Benefits of Pre-Testing:

- To check clerical, grammatical, printing or technical errors.
- To make communication more effective from readers points of view.
- Minimize waste in advertising.
- To make it more meaningful and effective.
- It is simple, less time consuming, and less costly.

2. CONCURRENT TESTING

Concurrent testing is evaluated throughout the whole advertisement execution process. Tests are conducted while audience is exposed to different type of media.

Following are the types of concurrent testing methods:

a) Traffic Counts: Traffic counts are special applicability to out door advertising. One can get good deal of information through traffic accounts. This counting is done by independent organisations may be private or public. This work is also undertaken by advertising agencies. For instance, how many automobiles and other vehicles were exposed to a bulletin board or a poster or a wall painting and how many times? Can be determined.

b) Consumer Diaries: Diaries are provided to a selected customer. They are also informed to record the details of advertisements they watch, listen or read. The diaries are collected periodically. The result obtained from such a survey reveals the effectiveness of advertisement.

c) Co-incidental Surveys: 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.

d) Electronic Devices: Now day's 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.

3. POST TESTING

Post testing is done to know- to what extent the advertising objectives are achieved.

Following are the types of post testing methods:

a) Recognition Test: Recognition test involves the ability of viewers to correctly identify ad, brand, or message they previously exposed to.

b) Starch Test: The Starch test is applied only to print ads that have already run. The interviewer shows each respondent a magazine or newspaper containing the ads being tested. For each ad the interviewer asks the respondents to reply to ad related questions.

c) Bruzzone Test: The Bruzzone test is conducted through mail surveys. Questionnaires containing frames and audio scripts from television commercials are sent to respondents and respondents are asked whether they recognize the ad and brand.

d) Recall or Impact Test: The recall test is designed to measure the impression of readers or viewers of the advertisement. If a reader has a favorable impression of the advertisement, he will certainly retain something of the advertisement. The measures of interest would be obtained by interviewing the readers or viewers or listeners, days after the advertisement or commercial is appeared in the newspaper, or on T.V. Interviewer asks the readers or viewers to answer some ad related questions, and in response to the question asked, the reader reveals the accuracy and depth of his impression.

e) Psychological Tests: A variety of psychological tests are used which include storytelling, word association, sentence completion, depth interviewing etc. This test attempts to find out what the respondent has been in different advertisements and what they mean to him. These tests can be conducted only by trained interviewers

f) Focus Interviews: In this method some selected consumers are called and are asked to deliberate discussion on the advertisements presented to them. The attention of the members of the panel is focused on certain aspect of the advertisement. The opinion expressed by the participants becomes the basis to study the effectiveness of advertising.

g) Readership Test: This method attempts to study the impact of advertising in increasing the product awareness by the consumers. Readership test facilitates the relative importance and effectiveness of advertisement published in national press. The readers are asked to tell where have they read the advertisement and how it has increased their awareness about the product.

Benefits of Post-Testing:

- To find out the extent to which the ad has been noticed, seen or read.
- To find the extent to which the message is understood by the readers.
- To measure the memory value of advertising.
- To find the impact of advertising on consumer buying behavior.
- To see whether ad is accomplishing its objectives.
- To evaluate the comparative effectiveness of different ads in terms of appeals, layout illustration etc.
- To improve future advertising efforts.

DAGMAR MODEL

DAGMAR model for arousing consumer interests was developed by Russen Colley in his study entitled “Defining Advertising Goals for Measured Advertising Results.” The name DAGMAR model is derived from the study’s title. The study begins from a point where the prospect is not aware about the existence of the product. From this point of non-awareness, the prospect advances ahead towards awareness. He will have to go through the following steps:

1. Awareness: When the prospect is asked to mention the name of a brand of product, perhaps he is in a position to recollect the name of a specific brand only.

2. Comprehension: The prospect is conscious about the main sales theme of a brand of product. When asked upon, he is able to associate a brand with the sales theme, which is already known to him.

3. Conviction: At the stage of conviction, the prospect is able to foresee how the benefits of the brand of goods will serve his need. He is convinced that if he purchases this brand of goods, it would be a right decision.

4. Motivation: Having been convinced, the prospect is motivated to buy a specific brand of goods.

DAGMAR model suggests that all consumers will not be at the same stage but they would be at different stages. The advertising efforts required to move on person from non-awareness to awareness could be very taxing as compared to the efforts involved in moving persons from conviction to motivation. DAGMAR model also illustrates the success of means of communication. After advertisements have been carried out, how people associate themselves with a specific brand of product.

AIDA

AIDA is a functional formula devised by E.K. Strong. It is the acronym for Attention (A), Interest (I) Desire (D), and Action acronym for Attention (A), Interest (I) Desire (D), and Action (A). Strong postulated that before becoming a user of a product to an Interest in it. Form this stage he develops a Desire for the product and this then result in point of interest to the reader and proceeds to a point of interest to the advertiser. Advertising aims at stimulating primary demands for a new product. It is used for existing product to bring a greater bit of the marketing share. It is

also used to remind the consumers about their needs. A good advertisement should arouse interest of the prospects in the advertised

1.Attention: The main function of an advertisement is to attract attention of the consumers. It is because of this fact that the advertiser will use various devices like the use of attractive colour, headlines display and overall layout.

2.Interest: An advertisement is designed to create interest for the goods or services of the advertiser, interest is closely related to attention. An advertiser has to take note of these two aspects while developing an advertisement. A good advertisement starts with a point of interest to the reader and proceeds to a point of interest to the advertiser. Advertising aims at stimulating primary demands for a new product. It is used for existing product to bring a greater bit of the marketing share. It is also used to remind the consumers about their needs. A good advertisement should arouse interest of the prospects in the advertised product.

3. Desire: A good advertisement should be able to create desire in the minds of the readers about the product. It is not enough for a good advertisement to attract attention create interest but also arouse desire in the heart of the prospect to have the product.

The advertiser should make use of proper appeals and selling points while creating desire for the product. Making use of proper appeal will depend on the seasonal consumption of the product. For example, the sale of rain-coats in monsoon will emphasize self-protection against rains. It is through the sales appeal that the advertiser creates a desire for the product.

4. Action: This is an important stage where the advertiser can study the impact of his advertisement. If the advertisement has attracted attention, aroused interest, created desire, then the advertisement should appeal the prospect to act i.e., to come forward for making purchases.

The advertiser should tell the prospect about the product, their main features, how they can be consumed and where they are available. For example, the prospect who wants to book new scooter should get such information in the advertisement as: place of display, place and date of booking. Every advertisement normally carries such basic information to guide the prospective buyers. It is this stage which plays a decisive role in generating the sale of the advertiser's product.

MODEL QUESTIONS

UNIT: I

1. Trace out the Importance of Advertising?
2. What do you mean by “Advertising”, Describe the objectives of advertising?
3. Describe the merits and demerits of Outdoor advertising?
4. Explain the functions of advertising?
5. Discuss the different classification of advertising?
6. Write short notes:
 - (a). Magazines and Journal Advertising
 - (b). Vehicle Advertising
 - (c). Sky Advertising
7. Trace the origin and growth of modern advertising through the centuries?
8. What is Display or Indoor Publicity Advertisement?

UNIT: II

1. Explain precautionary measures can be taken by advertiser to avoid unethical practices in advertising?
2. Describe the demerits of Unethical Advertising?
3. How consumers cheated by Misleading Advertising?
4. Explain Advertising standards council of India (ASCI), laid down the characteristics of ASCI codes?
5. What do mean by Advertising Agency and explain its functions?
6. Briefly explain the factors which influencing planning of advertising campaign?

7. What is Advertising campaign and explain elements of successful advertising campaign?
8. Advertising is attacked socially very hardly. How do you justify its role in society?

UNIT: III

1. What is Advertising Copy? Outline the Objectives of an advertising copy?
2. What do you mean by Copy Illustration? Why you need Illustration?
3. What is a Slogan? What are the attributes of good Slogan?
4. What is Layout? Whether Copy Layout comes first or Layout?
5. Is there any difference between the “design” and the “layout”, What are the forms or types of layouts?
6. Discuss different types of advertising copy?
7. What do you mean by an Identification Mark? Is there any difference between a Brand Name and Logo?
8. What is a structure of an advertising copy? What components are essential for it?

UNIT: IV

1. What is advertising media planning? What its significance?
2. Briefly explain the problems in Media Planning?
3. How Internet used as an advertisement medium? Explain.
4. Give the advantages and disadvantages of Internet Advertising?
5. Describe the various steps in selection of media plan?
6. What strategies and models are used in media selection?
7. Explain the Objectives of Internet Advertising?
8. What is mean by Meta Advertisement?

UNIT: V

1. What is mean by Advertising Effectiveness?
2. How do you mean by concurrent testing in advertising effectiveness?
3. What is the need for measuring advertising effectiveness?
4. Describe the benefits of Post-Testing of Pre-Testing methods?
5. Explain the importance of measuring the advertising effectiveness?

6. Briefly explain Quantitative Pre-Test methods and Qualitative Pre-Test methods?
 7. What are all the types of post testing methods available for measuring advertisement?
 8. What is the DAGMAR Model? Explain DAGMAR approach of advertising?
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