



Directorate of Distance and Continuing Education

Manonmaniam Sundaranar University

Tirunelveli – 627 012, Tamil Nadu.

B.A. ECONOMICS

(Third Year)

Advertising

(JNEC51)

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Semester	Course	Title of the Course	Course Code	Credits
V	NMC/Substitute Paper	Advertising	JNEC51	3

ADVERTISING SYLLABUS

Course Objectives

- To understand the features and different types of Advertising.
- To know the factors influencing the selection of advertising Media
- To acquire knowledge on press advertising
- To understand the concept of indoor and outdoor advertising
- To describe the importance of electronic media

Unit I: Introduction

Meaning – Definition – Features of Advertising – Types of Advertising – Importance

Unit II: Advertising Media

Meaning – Types – Advantages and Disadvantages – Selection – Factors influencing selection of media – Display Advertising.

Unit III: Press Advertising

Meaning – Types: Newspapers, Foreign Papers, Magazines, Trade Journals – Significance of Print Advertising – Limitations.

Unit IV: Outdoor Advertising

Features – Forms of Outdoor Advertising – Merits and Demerits – Indoor Vs Outdoor.

Unit V: Electronic Media

Radio Advertising – Television Advertising – Film Advertising – Internet – Audio – Visual Cassettes – Screen Slides – Electronic Signs.

Unit I: Introduction

Mening – Definition – Features of Advertising – Types of Advertising – Importance

Meaning of Advertising

Advertising is a paid form of communication used by businesses, organizations, or individuals to inform, persuade, and influence people about their products, services, ideas, or causes. It is usually done through mass media such as newspapers, television, radio, internet, billboards, or social media.

In other words, Advertising means presenting messages through paid media channels to promote products, services, or ideas with the goal of influencing people's behaviour.

The core elements of advertising include,

1. **Paid Communication** – Unlike publicity, advertising requires payment for space (newspaper, TV slot, digital ads, etc.).
2. **Non-personal Message** – It is directed to a large audience, not to one specific person.
3. **Promotional Purpose** – Its aim is to attract attention, create awareness, generate interest, and ultimately influence buying decisions.
4. **Identifiable Source** – The advertiser (company/brand/organization) is always known.

Objectives of Advertising

Advertising is not just about showing a product – it serves specific purposes for businesses and society. The objectives of advertising are to **inform, persuade, remind, and reinforce** customers, while also supporting sales, building brand image, and educating society.

1. To Create Awareness

To inform customers about a new product, service, brand, or idea. Example: Launch ad of a new iPhone model.

2. To Provide Information

It gives details about product features, price, usage, offers, or availability. Example: Reliance Jio ads explaining recharge plans.

3. To Persuade Customers

It helps to convince customers to prefer one brand over competitors. Example: Pepsi persuading people to “choose Pepsi over Coke.”

4. To Remind Customers

Advertising reminds existing customers about the brand so they don't forget it. Example: Colgate ads running daily to remind people about oral care.

5. To Build Brand Image

Advertising creates goodwill and trust among consumers. Example: Tata ads showing reliability, safety, and ethics.

6. To Increase Sales and Profits

Advertising encourages more people to buy the product, which boosts revenue. Example: Amazon “Great Indian Festival” ads to drive sales.

7. To Support Middlemen and Dealers

Advertising encourages wholesalers/retailers to stock and promote the company's products. Example: Ads by LG TVs motivate dealers to push sales.

8. To Educate People (Social Objective)

Advertising spreads awareness about health, safety, and social issues. Example: Government ads on polio vaccination or road safety.

9. To Launch New Products Easily

Advertising helps introduce and establish new products in the market. Example: Ads for a new electric scooter brand.

10. To Face Competition

Companies use advertising to stay ahead of rivals in competitive markets. Example: Zomato and Swiggy competing with discount ads.

Definitions of Advertising

1. American Marketing Association (AMA):

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor."

2. **Philip Kotler:**

"Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor." (Kotler repeats the AMA definition, but it is widely cited in marketing.)

3. **William J. Stanton:**

"Advertising consists of all the activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service or idea."

4. **Frank Jefkins:**

"Advertising is the means by which we make known what we have to sell or what we want to buy."

5. **W.J. Trotter:**

"Advertising is mass communication of information intended to persuade buyers so as to maximize sales."

Features of Advertising

Advertising is a paid, non-personal, mass communication tool used by identifiable sponsors to promote products, services, or ideas through creative messages across various media. Advertising has certain characteristics that make it different from other forms of communication. These features are:

1. Paid Form of Communication

In the paid form of communication, advertising requires the advertiser to pay for media space and time (TV slots, newspaper columns, digital platforms, etc.). This separates it from publicity, which may be free.

Example: Pepsi pays crores of rupees to telecast their ad during IPL matches.

2. Non-Personal Presentation

In the non-personal presentation, the message is not delivered face-to-face but to a large audience at the same time through mass media. That means, there is no direct personal contact between seller and buyer.

Example: A shampoo commercial on TV reaches millions of viewers at once without direct personal contact.

3. Mass Communication

In the mass communication, advertising reaches a large group of people at once. For instance, A single TV commercial can be watched by millions of viewers.

Example: A Facebook ad for Amazon's Great Indian Festival sale is viewed by millions of users across India.

4. Identifiable Sponsor

In the identifiable sponsor, every advertisement clearly shows who is behind it (the brand, company, or organization).

Example: A Coca-Cola ad is clearly identified as coming from Coca-Cola.

5. Promotional Purpose

The main aim of promotional purpose advertising is to create awareness, persuade people, and influence buying behaviour. Sometimes it also educates or reminds consumers about a product.

Example: A McDonald's ad promotes their new burger combo to attract more customers.

6. Use of Various Media

Advertisements are communicated through newspapers, magazines, TV, radio, internet, billboards, social media, etc. through various media.

Example: A creator uses TV, billboards, cinema halls, YouTube, and social media ads to promote the same campaign.

7. Creativity and Appeal

Creativity and appeal are another feature of advertising, where, the advertisement often uses slogans, jingles, attractive visuals, emotional appeal, and humour to grab attention and stay in memory.

Example: Cadbury Dairy Milk ran ads with the slogan: "**Idhu Kaadhal Ragasiyam**" (This is the secret of love).

- ◆ In one ad, a boy proposes to a girl by giving her a Dairy Milk chocolate instead of flowers.
- ◆ The ad focuses on **youth, love, and emotions**, making it relatable for Tamil students.

8. Wide Coverage

Advertising allows businesses to reach local, national, or even global audiences depending on the media chosen. Hence, another feature of advertising is wide coverage.

Example: Apple's iPhone launch ads are shown in almost every country, reaching a global audience.

9. Continuity and Repetition

Ads are shown repeatedly so that customers remember the product or brand. Hence another feature of advertising is continuity and repetition.

Example: Colgate toothpaste ads are repeated every day on TV so customers don't forget the brand.

10. Controlled Communication

The advertiser has full control over the message content, design, timing, and placement. Hence, advertising is a controlled communication.

Example: Hyundai decides the exact message ("Safety with Style"), the visuals, and when/where the ad will appear (during prime-time news).

Types of Advertising

Advertising can be classified in different ways depending on:

- ✓ Target Audience
- ✓ Purpose
- ✓ Media
- ✓ Sponsorship/Message Type

Now we can see these in detail on the following section.

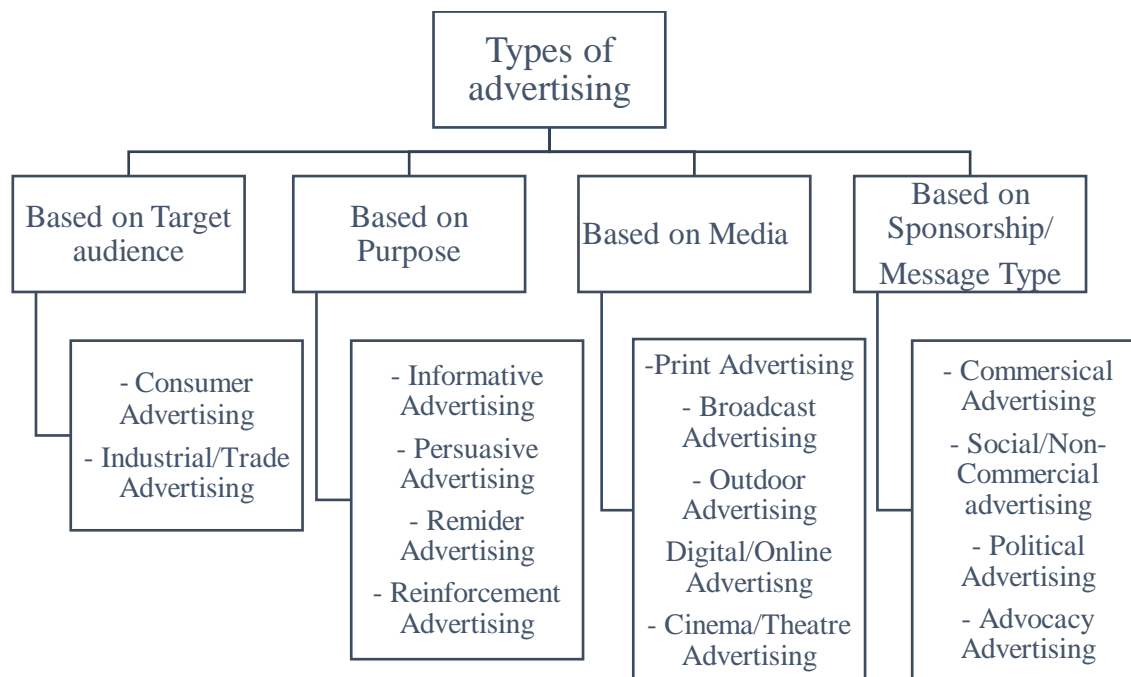


Fig 1.1: Types of Advertising

I. Based on Target Audience

Based on Target audience, it is further classified into two. They are: consumer advertising and Industrial/Trade Advertising.

1. Consumer Advertising

This type of advertising is directed towards **individual customers or households**. Its purpose is to create demand for **consumer goods** (items used in daily life). The ads usually focus on emotions, lifestyle, taste, or convenience. In short, consumer advertising talks directly to the **end users** of products.

Example: A Maggi noodles TV commercial showing children happily enjoying Maggi at home.

2. Industrial/Trade Advertising

This type of advertising is aimed at **business buyers** like manufacturers, wholesalers, retailers, or other organizations. The products promoted are usually **raw materials, machinery, tools, or equipment** used in production or resale. The ads focus more on technical details, efficiency, and cost benefits rather than emotions. In short, industrial/trade advertising talks to **business buyers**, not to the final consumers.

Example: An ad for cement, steel, or agricultural machinery shown in trade magazines.

II. Based on Purpose

Based on Purpose they are classified into four types. They are Informative Advertising, Persuasive Advertising, Reminder Advertising and Reinforcement Advertising.

1. Informative Advertising

This type of advertising is mainly used when a new product, service, or brand is launched in the market. Its goal is to **inform** people about the availability, features, price, and benefits.

- **Key Focus:** Creating awareness and knowledge.
- **When Used:** At the introduction stage of a product's life cycle.
- **Example:** When Samsung launches a new smartphone, its ads highlight specifications like camera quality, battery life, and new features.

In short: It answers the question – *“What is this product and why should I know about it?”*

2. Persuasive Advertising

Once consumers are aware of a product, companies try to **convince them to prefer their brand over competitors.**

- **Key Focus:** Building brand loyalty, emotional connection, and competitive advantage.
- **When Used:** At the growth stage, when competition is strong.
- **Example:** Pepsi vs. Coca-Cola campaigns – both brands persuade customers that their drink tastes better or makes them feel happier.

In short: It answers the question – *“Why should I buy this brand and not others?”*

3. Reminder Advertising

This type of advertising is used to **remind existing customers** about the product so they don't forget it or switch to competitors.

- **Key Focus:** Maintaining brand recall and keeping products fresh in the customer's mind.
- **When Used:** At the maturity stage of a product's life cycle.
- **Example:** Colgate ads run almost daily, reminding people about oral care and keeping the brand on top of the consumer's mind.

In short: It answers the question – *“Don't forget me – keep buying me regularly!”*

4. Reinforcement Advertising

After the purchase, reinforcement advertising is used to **make customers feel satisfied and confident** about their choice. It reassures them that they made the right decision.

- **Key Focus:** Reducing buyer's remorse (post-purchase doubts).
- **When Used:** After-sales stage, to build long-term loyalty.
- **Example:** Honda car ads showing happy families enjoying safe rides — assuring buyers that buying Honda was a wise decision.

In short: It answers the question – “*You did the right thing by buying this product.*”

III. Based on Media

Based on Media they are further classified into five types. They are: Print advertising, Broadcast Advertising, Outdoor Advertising, Digital/Online advertising, Cinema/theatre advertising.

1. Print Advertising

This is the oldest and most traditional form of advertising. It uses printed materials to reach people. Newspapers, magazines, journals, brochures, leaflets, pamphlets, handbills, and direct mail are the forms used to carryout such type of advertising.

a) Advantages

- ✓ Wide reach among literate population.
- ✓ Can be preserved and read multiple times.
- ✓ Good for detailed product descriptions.

b) Limitations

- ✓ Only reaches those who can read.
- ✓ Limited visual/audio appeal compared to TV/digital ads.

Example: *Big Bazaar's "Diwali Dhamaka Sale" printed in newspapers with discount coupons.*

In short: Print ads are best for detailed information and local reach.

2. Broadcast Advertising

Advertising through **radio and television** are known as broadcast advertising. It combines sound, visuals, and motion (in TV) to make messages attractive.

a) Advantages

- ✓ Appeals to both eyes and ears (TV) or just ears (radio).
- ✓ Reaches a mass audience at the same time.
- ✓ Creates strong brand recall through jingles and visuals.

b) Limitations

- ✓ Very expensive, especially TV ads in prime time.
- ✓ Short-lived; once the program ends, the ad disappears.

Example: *Surf Excel's TV commercial showing "Daag Ache Hain" (stains are good) highlighting the detergent's cleaning power.*

In short: **Broadcast ads are best for emotional appeal and mass influence.**

3. Outdoor Advertising

Advertisements placed in open public places where large numbers of people can see them are known as outdoor advertising. Hoardings, billboards, wall paintings, banners, posters, kiosks, transit ads (buses, autos, trains, metro stations) are the forms used to carryout this type of advertising.

a) Advantages

- ✓ High visibility; 24/7 exposure.
- ✓ Catches attention of people in daily life.
- ✓ Good for building **brand recall**.

b) Limitations

- ✓ Limited information can be given (only short messages).
- ✓ Effectiveness depends on location and traffic.

Example: *Jio 5G hoardings placed on highways and city centres with bold messages like "India's Fastest 5G Network."*

In short: **Outdoor ads are best for quick brand reminders and local coverage.**

4. Digital/Online Advertising

The modern form of advertising through the internet and digital platforms are known as digital/online advertising. Social media ads (Facebook, Instagram, YouTube), search engine ads (Google), banner ads on websites, e-mail marketing, influencer ads, mobile app ads are the forms used to carryout such type of advertising.

a) Advantages

- ✓ Highly targeted (age, gender, location, interests).
- ✓ Interactive and measurable (clicks, likes, shares).
- ✓ Cost-effective compared to TV and print.

b) Limitations

- ✓ Requires internet access.
- ✓ Ad blockers may reduce visibility.

Example: *Flipkart's online banner ads during the "Big Billion Days" sale on Facebook and YouTube.*

In short: **Digital ads are best for young audiences, precision targeting, and interactive engagement.**

5. Cinema/Theatre Advertising

Ads shown on the big screen in cinema halls before the movie starts or during the interval are known as cinema/theatre advertising.

a) Advantages

- ✓ Captive audience (viewers can't skip the ad).
- ✓ Strong impact due to large screen and surround sound.
- ✓ Good for local businesses to target a community.

b) Limitations

- ✓ Limited audience (only those who watch movies in theatres).
- ✓ Short-term impact; forgotten after the movie.

Example: *Local jewellery shop ads (like GRT or Lalitha Jewellers in Tamil Nadu) shown before Tamil movies in theatres.*

In short: **Cinema ads are best for local reach and high emotional impact.**

IV. Based on Sponsorship/Message Type

Advertising can also be classified depending on **who sponsors it** and the **purpose of the message**. This classification highlights the **intent behind the ad** rather than the medium or audience. They are: commercial advertising, social/non-commercial advertising, political advertising, advocacy advertising.

1. Commercial Advertising

Commercial advertising is used by businesses to **promote products or services with the primary aim of earning profit**. In other words, they are profit oriented and more focused on consumers.

Key Focus

- ✓ Persuade people to buy a product or service.
- ✓ Build brand awareness and loyalty.
- ✓ Increase sales and revenue.

Example:

Domino's Pizza TV and social media ads highlighting "Hot and Fresh Pizzas Delivered in 30 Minutes."

These ads show the product, its quality, pricing, and sometimes discounts to motivate customers to buy.

2. Social or Non-Commercial Advertising

This type of advertising is used to **raise awareness about social, health, or public welfare issues** rather than selling a product. In other words, they are awareness-oriented and has no profit motive.

Key Focus

- ✓ Educate the public about rules, safety, health, or behaviour.
- ✓ Improve society's welfare.

Example

Tamil Nadu government's "Wear Helmet" campaign for road safety.

These ads show the dangers of not wearing helmets, aiming to reduce accidents rather than selling anything.

3. Political Advertising

Political advertising is used by **political parties or candidates** to influence public opinion and gain votes during elections. In other words, the political advertising is mainly on goal-oriented towards elections and influence the opinions and voting behaviour of the people.

Key Focus

- ✓ Highlight achievements of a party/candidate.
- ✓ Criticize opponents in a positive/negative way.
- ✓ Encourage voter turnout.

Example

Election campaigns by **DMK, AIADMK, BJP, or Congress** in Tamil Nadu.

They are ads on TV, social media, and hoardings promote the party's manifesto or slogans.

4. Advocacy Advertising

Advocacy advertising is used to **promote ideas, social causes, or public interest issues**. It does **not aim to sell a commercial product**. In other words, the advocacy advertising is cause-oriented and focus on idea or social benefit, not profit motive.

Key Focus

- ✓ Educate or persuade people about ethical, environmental, or cultural causes.
- ✓ Encourage community participation or change behaviour.

Example

Environmental NGOs promoting **tree plantation drives** or **anti-pollution campaigns**.

Ads may show the effects of deforestation and motivate people to plant trees.

Importance of Advertising

Advertising is a vital tool in marketing and plays a significant role in modern business and society. Its importance can be understood from **economic, business, and social perspectives**. The following are some of the importance of advertising.

1. Creates Awareness About Products and Services

Advertising informs potential customers about new products, services, offers, or innovations. Thus, it creates awareness about the product and services. It helps people know what is available in the market, its features, price, and benefits.

Example: Samsung launches a new smartphone and runs ads showing its camera, battery, and new features.

2. Encourages Sales and Revenue Growth

By informing and persuading consumers, advertising boosts demand and sales. Hence, the second importance of advertising is to encourage sales and revenue growth. The impact is to increase sales which leads to higher revenue and profits for businesses.

Example: Amazon and Flipkart use festive ads like “Big Billion Days” or “Great Indian Festival” to increase sales.

3. Supports Brand Building

Advertising helps establish a brand identity, create brand loyalty, and maintain a positive image. Thus, advertising helps to support brand building. Consumers start recognizing and trusting the brand over competitors is the impact of advertising.

Example: Coca-Cola ads focus on happiness and sharing, reinforcing a strong brand image globally.

4. Helps Educate and Inform Customers

Apart from selling products, advertising can educate customers about correct usage, benefits, or lifestyle changes. Thus, it reduces misuse of the product, creates informed customers, and improves customer satisfaction.

Example: Dettol ads show the importance of handwashing to prevent germs.

5. Introduces New Products and Innovations

When a new product or service enters the market, advertising helps it **gain initial attention**. This helps faster acceptance and adoption of the product and services among target consumers.

Example: Ads for new electric scooters highlighting eco-friendliness and mileage to attract buyers.

6. Facilitates Competition

Advertising enables companies to **compete fairly** by showing product features, quality, and price differences. Thus it, encourages better quality, improved services, and innovation.

Example: Pepsi vs. Coca-Cola campaigns showcase taste, price, or offers to attract customers.

7. Encourages Economic Growth

By increasing sales and consumption, advertising stimulates production, employment, and revenue generation. Thus, it leads to growth in various sectors of the economy.

Example: Festive ads in retail, e-commerce, and FMCG sectors increase overall market activity.

8. Provides Social Benefits

Social or public service advertising promotes social awareness, safety, and health. Hence, it encourages responsible behaviour and societal development.

Example: Tamil Nadu government's "Wear Helmet" or "Polio Eradication" campaigns.

9. Aids in Communication with Target Audience

Advertising creates a direct line of communication between a business and its customers. Thus, it helps companies understand customer needs and feedback indirectly through campaigns.

Example: Ads highlighting new features like free delivery, easy returns, or customer care helplines.

10. Helps Dealers and Retailers

Advertising not only attracts consumers but also **motivates middlemen, retailers, and distributors** to promote the product. This ensures better stock turnover, more visibility, and improved sales at the retail level.

Example: LG or Samsung motivating dealers to push products through campaigns and incentives.

Check Your Progress:

Q.No	Short Questions	LOCF Mapping		
1.	Define advertising and explain its basic meaning.	K1	CO1	PO1
2.	List any four key features of advertising.	K1	CO1	PO1
3.	What are the different types of advertising based on media?	K2	CO1	PO2
4.	Distinguish between informative advertising and persuasive advertising.	K2	CO1	PO2
5.	State the importance of advertising for businesses and consumers.	K2	CO1	PO3
Q.No	Essay Type Questions	LOCF Mapping		
1.	Define advertising and explain its major features in detail.	K2	CO1	PO1
2.	Discuss the different types of advertising with suitable examples.	K3	CO1	PO2
3.	Explain the importance of advertising in modern marketing and economic development.	K3	CO1	PO3
4.	Analyse the role of advertising in influencing consumer behaviour and market competition.	K4	CO1	PO4
5.	Evaluate the significance of advertising for producers, consumers, and society.	K5	CO1	PO5

Unit II: Advertising Media

Meaning – Types – Advantages and Disadvantages – Selection – Factors influencing selection of media – Display Advertising.

Meaning of Advertising Media

Advertising media refers to the **channels or platforms through which advertisements are communicated to the target audience**. In other words, it is the **medium used to deliver advertising messages** from the advertiser to potential customers.

Without media, even the best advertisement cannot reach people. The medium determines **how effectively the message is conveyed**.

Advertising media is **the platform or tool that delivers an advertisement** to people so that they become aware of the product, service, or idea. The effectiveness of an ad largely depends on **choosing the right media for the right audience**.

Examples of Media: Newspapers, magazines, television, radio, internet, social media, billboards, cinema halls, mobile apps, etc.

Important Points About Advertising Media

The following are some of the important points about advertising media:

1. Channel for Communication: Media acts as a bridge between the company and its consumers.

Example: A TV commercial for a smartphone conveys the product's features to millions of viewers.

2. Influences Reach and Impact: Choice of media affects **how many people see the ad and how memorable it is**.

Example: Digital ads can target young audiences specifically, while newspapers may reach older readers.

3. Paid or Owned Platforms: Advertising media can be **paid** (like TV commercials, hoardings) or **owned** (like company websites or social media pages).

4. Forms of Media: The following are some of the forms of media:

- **Print Media:** Newspapers, magazines, brochures.
- **Broadcast Media:** TV, radio.

- **Outdoor Media:** Billboards, banners, transit ads.
- **Digital/Online Media:** Social media, websites, apps, emails.
- **Cinema/Entertainment Media:** Ads shown in theatres or before movies.

Types of Advertising Media

Advertising media are the platforms used to deliver ads, and choosing the right media is key to reaching the target audience effectively. The following are the types of advertising media:

1. Print Media

Advertising through printed materials like newspapers, magazines, brochures, pamphlets, leaflets, or direct mail is known as print media.

a) Advantages

- ✓ It can provide detailed information.
- ✓ Print Media is easy to target specific audiences (like a magazine for students or professionals).
- ✓ Here, ads can be retained and referred to later.

b) Limitations

- ✓ Limited visual and audio appeal.
- ✓ Only reaches literate population.

Example: Big Bazaar's festival sale printed in newspapers.

2. Broadcast Media

Advertising through **TV and radio**, which combine audio and (in TV) visuals to attract audiences is known as broadcast media.

a) Advantages

- ✓ Broadcast media reaches a **mass audience** quickly.
- ✓ It has strong emotional appeal with visuals, music, and voice.

b) Limitations

- ✓ It is expensive, especially TV during prime time.
- ✓ Here, ads are fleeting; hence, there is a possibility that people can miss them.

Example: Surf Excel TV ad “Stains are good.”

3. Outdoor/Out-of-Home Media

Ads displayed in **public places** where people can see them while moving around is known as outdoor/out-of-home media. The media display includes, billboards, hoardings, posters, banners, wall paintings, transit ads on buses, autos, trains, or metro stations.

a) Advantages

- ✓ It has high visibility, 24/7 exposure.
- ✓ It is more effective for **brand recall**.

b) Limitations

- ✓ Only limited information can be displayed.
- ✓ Effectiveness depends on location and traffic.

Example: Jio 5G hoardings on highways and city centres.

4. Digital/Online Media

Advertising via the **internet and digital platforms** is known as digital/online media. Social media ads (Facebook, Instagram, YouTube), website banners, email marketing, mobile apps, influencer campaigns are some of the forms of digital/online media.

a) Advantages

- ✓ They are highly targeted (age, gender, location, interests).
- ✓ They are more interactive and measurable (clicks, likes, shares).
- ✓ They are cost-effective compared to TV and print.

b) Limitations

- ✓ It requires internet access.
- ✓ The ad blockers may reduce visibility.

Example: Flipkart’s “Big Billion Days” online ads on YouTube and Instagram.

5. Cinema/Entertainment Media

Ads shown in **movie theatres** before the film starts or during intervals is known as cinema/entertainment media.

a) Advantages

- ✓ Only captive audience can visualise it; and the ads cannot be skipped.
- ✓ It has strong impact due to large screen, visuals, and sound.

b) Limitations

- ✓ They have only limited audience (only those who go to theatres).
- ✓ They have only short-lived effect; and hence, viewers may forget after the movie.

Example: Local jewellery shop ads before Tamil movies in Chennai theatres.

6. Direct Marketing/Personal Media

Communicating **directly with potential customers** via SMS, emails, or telemarketing is known as direct marketing or personal media.

a) Advantages

- ✓ It has personalized approach.
- ✓ They have immediate response possible.

b) Limitations

- ✓ It can be intrusive and ignored.

Example: SMS alerts from banks about new credit card offers.

Selection of Advertising Media

Selecting the right advertising media is **crucial** because it determines how effectively an advertisement reaches the target audience and achieves its purpose. The **choice of media** affects reach, cost, impact, and overall success of the campaign.

Factors to Consider in Selecting Advertising Media

1. Target Audience

The most important factor is to understand **who the customers are**. Advertisers must study age, gender, income, education, lifestyle, and geographic location of their target market. The media should match the **habits and preferences** of the audience.

Examples:

i) Young adults (18–30 years): Spend more time on Instagram, YouTube, and OTT platforms. To attract youngsters digital/social media ads are effective.

ii) Housewives: More likely to watch TV serials or read magazines. To attract housewives, TV and women-oriented magazines are better.

iii) Rural audience: May have limited internet access but listen to radio and see outdoor hoardings. Hence, to attract rural audience, radio jingles and posters work well.

2. Nature of Product

The type of product heavily influences the medium selected. They are as follows:

a) Durable and high-value products like, cars, electronics, real estate etc., requires **detailed information and demonstrations**, so TV commercials and print ads (newspapers, magazines, brochures) are suitable.

b) FMCG (Fast Moving Consumer Good) products like, soaps, snacks, cold drinks etc., needs **mass visibility and frequent reminders**, so TV ads, radio jingles, and outdoor hoardings are preferred.

Example:

i) A luxury car launch needs a glossy magazine and TV campaign.

ii) A packet of chips needs a colourful posters and TV ads during cricket matches.

3. Advertising Objectives

The purpose of the advertisement determines the media choice. They are as follows:

a) Informative ads which need space for details (features, specifications, price). They look best in **print (newspapers, brochures, websites)**.

b) Persuasive ads which aim to create desire through emotions (music, visuals, storytelling). They look best in **TV, radio, cinema, or outdoor media**.

c) Reminder ads need short, repeated messages to keep the brand in mind. They look best in **billboards, bus panels, and digital retargeting ads**.

Example:

i) New product launch (informative ads): Apple announcing iPhone specs in newspapers and website, which gives information about the product, like prices, features etc.

ii) Persuasive ads: Amul's witty outdoor hoardings, persuade consumers to consume the product.

iii) Reminder ads: Colgate TV ads running daily to make the consumer to remind the brand.

4. Budget / Cost

Advertising budgets vary, and different media have different cost levels. They are as follows:

a) High cost includes, TV prime-time slots, glossy magazine covers, or large city billboards.

b) Moderate cost includes, Newspapers, regional TV, or radio ads.

c) Low cost includes, Flyers, posters, social media sponsored ads.

Small businesses usually go for **cost-effective local media**, while big brands invest in **mass media**.

Example:

i) A **local bakery** promotes through WhatsApp, flyers, and Facebook posts. This will be cost effective for a local bakery to promote its products.

ii) **Coca-Cola** invests in global TV commercials and stadium billboards. Since their budget and the coverage of audience is high, they do this type of medium.

5. Reach and Coverage

Refers to **how many people** a medium can reach and **which areas** it covers.

a) Mass media (TV, outdoor hoardings, national newspapers) which covers huge audiences across cities/countries.

b) Targeted media (niche magazines, specific websites, social media ads) which reaches particular interest groups.

Example:

i) A company selling agricultural equipment may prefer **regional agricultural magazines or radio** in rural areas (targeted).

ii) A brand like Pepsi chooses **TV and billboards** during cricket season for mass coverage.

6. Frequency and Duration

✓ Frequency: **How many times** the audience sees the ad.

✓ Duration: **How long** the campaign runs.

Some products need **continuous advertising** (toothpaste, soaps) needs repeated daily TV/digital ads.

Others may need **seasonal advertising** (ice creams in summer, sweaters in winter).

Example:

- i) Colgate runs ads daily on TV to maintain brand recall.
- ii) A Diwali sale by Amazon may run ads only for 2 weeks.

7. Flexibility of Media

Some media are **flexible and easily adjustable**. In the digital and social media, where the ads can be changed quickly, even daily, at low cost. On the other hand, in radio where the scripts can be changed faster.

Others are **less flexible** like, print ads which are once printed, can't be altered. Hoardings which require physical replacement.

Example:

- i) A company can change its Facebook ad copy in 1 hour.
- ii) But if it makes a mistake in a newspaper ad, it cannot be corrected until the next issue.

8. Nature of Message

The type of message also influences the choice of medium. They are as follows:

- a) Long, detailed messages:** Better in **print media (newspapers, brochures, websites)** where people can read slowly.
- b) Short, emotional, catchy messages:** Best in **TV, radio, outdoor hoardings**.
- c) Complex demonstrations (e.g., product tutorials):** Need **TV, YouTube, or digital video ads**.

Example:

- i) A real estate project requires brochure and detailed newspaper ad.
- ii) A soft drink requires TV commercial with a fun, emotional storyline.
- iii) A washing machine requires YouTube demo video showing how it works.

Factors Influencing Selection of Advertising Media

When a company chooses advertising media, several factors play an important role. These factors ensure the ad reaches the right audience effectively and within budget.

1. Nature of the Product

The type of product determines the appropriate media. They are as follows:

- a) Consumer goods** like, soaps, chocolates, soft drinks, needs **mass media** like TV, internet, or newspapers to reach a wide audience frequently.

b) Industrial goods like, machines, tools, equipment are advertised in **trade journals, business magazines, or direct mail**, because the target audience is specific professionals or companies.

c) Perishable goods like, fruits, vegetables, bakery items need **fast, immediate media** like radio, local newspapers, or digital ads to inform customers quickly.

Example:

i) A new chocolate bar advertised in TV commercial and Instagram ads;

ii) A new industrial lathe machine advertised in a trade magazine ad.

2. Nature of the Market / Target Audience

Advertisers must understand **who the customers are and where they live**.

a) Local market advertisements will be given in the local newspapers, radio, posters, and pamphlets work best.

b) National or international market advertisements can be seen in TV, internet, or national newspapers are suitable.

c) Youth audience used to spend more time online and hence, social media, YouTube, Instagram are effective to young audience.

d) Elderly audience mostly prefer newspapers, TV, or radio. Hence, in order to attract them the ads will be given in those media.

Example:

i) A local boutique used to advertise in flyers and posters;

ii) A national smartphone brand used to advertise in TV, online ads.

3. Coverage or Reach of the Media

Coverage refers to **how many people the medium can reach**.

a) TV, radio, internet which provide a **wide coverage**, and is suitable for products with mass appeal.

b) Magazines and trade journals which are selective in reach, and is most suitable for niche audiences.

Example:

i) Coca-Cola uses TV and billboards for mass appeal;

ii) A software training institute advertises in business magazines for targeted professionals.

4. Cost of the Medium

Budget heavily influences media selection.

a) **Expensive media** includes, TV ads, front-page newspaper ads, large billboards.

b) **Moderate cost media** includes, Newspapers, regional TV, radio ads.

c) **Low-cost media** includes, Flyers, posters, social media sponsored ads.

Example: Small bakery uses social media ads instead of a TV campaign.

5. Type of Message / Nature of Advertisement

The message affects the media choice.

a) **Demonstration required:** If demonstration is required for an advertisement, then, TV, YouTube, or social media video ads are the most suitable options.

b) **Detailed information:** If detailed information of the product or service to be provided then, Newspapers, brochures, websites are the suitable option for an advertisement.

c) **Reminder ads:** To give reminder ads, Posters, radio, banners are suitable for it.

Example:

i) A washing machine needs demonstration and hence, a YouTube video is an applicable ad option;

ii) A festival sale needs only a local poster;

iii) A product feature can be explained through brochure or website.

6. Life of the Advertisement

Some media have **short life**; some last longer.

a) **Short life:** Radio and TV ads disappear once broadcast.

b) **Medium life:** Newspaper ads last for a day.

c) **Long life:** Magazines, websites, or digital campaigns can last weeks or months.

7. Time and Speed

Urgency and campaign duration matter.

a) **Urgent ads** like, festival sales, limited offers etc can be advertised on the newspapers, radio, online ads (quick to produce and broadcast).

b) Long-term campaigns like, brand building can be advertised in the TV commercials, magazines, billboards.

Example:

- i) Amazon Diwali sale can be seen in online ads and newspaper announcements;
- ii) Rolex brand awareness can be seen in glossy magazine or TV over months.

8. Image of the Medium

The media choice affects brand perception.

a) Prestigious brands like, luxury watches, cars can be seen in high-end magazines, TV channels to maintain premium image.

b) Common products can be seen in mass media like radio, local newspapers, social media.

Example:

- i) Mercedes car's advertisement can be seen in top lifestyle magazines;
- ii) Tide detergent advertisements can be seen in TV, radio, outdoor posters.

9. Competition and Media Usage

Companies often select media **where competitors are advertising** to maintain visibility.

Example: If Samsung runs a major TV campaign, Xiaomi may also use TV or digital ads to compete and remain top-of-mind.

Display Advertising

Display advertising refers to the use of **visual elements (like text, images, logos, animations, or videos)** in an advertisement that is placed in **newspapers, magazines, outdoor hoardings, or digital platforms** to attract attention.

It is different from classified ads (which are small, text-only notices). Display ads are **bigger, eye-catching, and designed creatively** to promote a brand, product, or service.

Features of Display Advertising

1. Visual Appeal

Display advertising is **designed to catch the eye** of the reader or viewer. It uses **pictures, illustrations, colours, attractive fonts, logos, and borders** to make the ad stand out from ordinary text.

Example: A smartphone ad in a newspaper shows the phone's image, bright colours, and slogans like *"Best Camera Ever!"*. This instantly grabs attention.

2. Flexibility in Size

Display ads are **highly flexible** in terms of space used. They can appear as a **small box ad**, a **quarter-page**, a **half-page**, or even a **full-page spread**. On digital platforms, they can be **banners, pop-ups, or side panels** depending on the budget and need. This flexibility allows both small businesses and large corporations to use display advertising effectively.

3. Costlier than Classified Ads

It can be compared to simple **classified ads** (text-only and small), display ads are **expensive**.

This is more expensive due to: Larger space occupied, Use of colour printing or digital design, Creative design work.

However, advertisers often prefer it because the **impact and visibility are much greater** than a plain text ad.

4. Placed in Various Media

Display ads can appear in a **wide range of media channels** like,

- ✓ **Print media:** Newspapers, magazines.
- ✓ **Outdoor media:** Billboards, posters, transit ads.
- ✓ **Digital media:** Websites, social media, mobile apps.

This makes it a **versatile form of advertising**, suitable for both local and global campaigns.

5. Brand-Building Role

Beyond promoting sales, display advertising is a **powerful brand-building tool**. Repeated exposure through eye-catching visuals helps people **remember the brand name, logo, and message**.

Example: Nike's "Just Do It" with its swoosh logo in display ads creates a lasting **brand identity and recall**. Over time, this builds **trust and customer loyalty**.

Types of Display Advertising

1. Print Display Ads

These are **traditional display ads** that appear in **newspapers and magazines**. They are usually larger and more eye-catching than small text classifieds. They may be in **black-and-white or colour** depending on budget.

Why used?

- ◆ They allow detailed information along with visuals.
- ◆ They target a specific readership (e.g., *business magazines* for industrial goods, *fashion magazines* for clothing brands).

Example:

- ✓ A full-page advertisement of a **new car model** in *The Hindu* newspaper.
- ✓ A half-page ad of the latest **iPhone** in a technology magazine.

2. Outdoor Display Ads

These are **out-of-home (OOH) advertisements** seen in public spaces. The forms include:

- Hoardings/Billboards** are the large boards placed on highways, busy junctions, rooftops.
- Posters & Banners** are displayed near shops, bus stops, or railway stations.
- Transit Ads** are the ads painted or pasted on buses, trains, autos, metro stations.

Why used?

- ✓ They give **constant visibility** to passersby.
- ✓ Useful for products that need **mass awareness** (cold drinks, soaps, FMCGs).

Example:

- ✓ A huge **Coca-Cola billboard** on a highway.
- ✓ **Amul's witty posters** outside bus stops and on walls.
- ✓ **Branding on metro trains** with Swiggy/Zomato ads.

3. Digital Display Ads (Online)

These are ads shown on **internet platforms** such as websites, mobile apps, and social media. The forms include are:

- Banner ads** which are rectangular ads on websites.
- Pop-up ads** are the ads that open in a new window/tab.

c) **Video ads** are the ads on YouTube, Instagram reels, Facebook feeds.

d) **Social media sponsored posts** which appear while scrolling feeds.

Why used?

- ✓ They are **cost-effective** compared to print/TV.
- ✓ Provide **targeting options** (age, location, interests).
- ✓ Results can be tracked (clicks, conversions).

Example:

- ✓ A **Flipkart banner ad** on an online news site.
- ✓ A **Myntra ad** appearing on Instagram stories.
- ✓ A **YouTube pre-roll ad** of a detergent brand before a music video.

Advantages of Display Advertising

1. Attracts Immediate Attention with Visuals

Display ads are designed with **images, colours, logos, and creative designs** that stand out to attract the attention of the consumers. This is because, human brains process visuals faster than text, so display ads **catch the eye quickly**.

Example: A colourful food ad in a newspaper immediately draws attention compared to plain text classifieds.

2. Suitable for Both Mass Market Products and Prestige Brands

a) **Mass products** like soaps, snacks, cold drinks etc., which benefit from display ads in newspapers, TV, and online platforms to reach large audiences.

b) **Prestige or luxury products** like cars, watches, jewellery which uses full-page glossy magazine ads or high-quality billboards to **create a premium image**.

Hence, display ads are **flexible**, fitting both high-end and everyday products.

3. Helps in Brand Recognition and Recall

Repetition of visually appealing ads makes the **brand name, logo, and slogan stick in people's minds** that helps in brand recognition and recall.

Example: Even if you don't drink Coca-Cola, you recognize its red colour, font, and bottle shape due to display ads.

This **long-term recall** builds trust and loyalty.

4. Reaches a Large Audience if Placed in Popular Media

When placed in **widely read newspapers, popular magazines, or trending websites**, display ads reach millions at once.

Outdoor hoardings on busy roads also **expose the brand daily** to thousands of passersby.

Example: A telecom company ad on the front page of *The Times of India* reaches a vast number of readers instantly.

Limitations of Display Advertising

1. More Expensive than Classified Ads

Display ads require **design work, larger space, and sometimes colour printing**, making them costlier than small classified ads.

Small businesses may not always afford frequent display advertising.

2. May Be Ignored if Audience is Not Interested

Readers often **skip ads** while reading newspapers or magazines. On digital platforms, people scroll past ads without paying attention. This makes display ads sometimes less effective, especially when audience interest is low.

3. Short-lived (Especially in Newspapers)

A newspaper ad is visible only for a day. Once the paper is thrown away, the ad loses its effect. Unlike TV commercials or digital ads that can be replayed, print display ads are temporary.

4. Online Display Ads May Cause Ad Fatigue

On digital media, constant exposure to pop-ups and banner ads **annoys users**. Many people use **ad blockers**, reducing effectiveness.

Example: YouTube “skip ad” feature shows how audiences often avoid display ads.

Check Your Progress:

Q.No	Short Questions	LOCF Mapping		
1.	What is advertising media? Explain its meaning.	K1	CO2	PO1
2.	List any four types of advertising media.	K1	CO2	PO1
3.	State two advantages and two disadvantages of newspaper advertising.	K2	CO2	PO2
4.	What is meant by display advertising?	K1	CO2	PO1
5.	Mention any four factors influencing the selection of advertising media.	K2	CO2	PO3
Q.No	Essay Type Questions	LOCF Mapping		
1.	Explain the meaning and different types of advertising media.	K2	CO2	PO1
2.	Discuss the advantages and disadvantages of different advertising media.	K3	CO2	PO2
3.	Explain the factors influencing the selection of advertising media in detail.	K3	CO2	PO3
4.	Analyse the process of selecting appropriate advertising media for a business.	K4	CO2	PO4
5.	Explain the concept of display advertising and its role in modern marketing communication.	K3	CO2	PO3

Unit III: Press Advertising

Meaning – Types: Newspapers, Foreign Papers, Magazines, Trade Journals – Significance of Print Advertising – Limitations.

Meaning

Press advertising refers to the promotion of goods, services, or ideas through **printed publications** such as **newspapers, magazines, journals, and periodicals**. It is one of the oldest and most widely used forms of advertising.

In simple terms, it means businesses or organizations pay to place their advertisements in print media so that readers can see them and get influenced to purchase, support, or remember the brand.

Key Points:

1. **Medium** – The message is carried through print media like daily newspapers, weekly or monthly magazines, trade journals, etc.
2. **Target Audience** – Different publications cater to different groups (e.g., a fashion magazine attracts youth and lifestyle readers, while a business newspaper attracts professionals).
3. **Paid Form** – It is not free publicity. The advertiser purchases space (column inches, half-page, full-page, etc.) in the press.
4. **Purpose** – To create awareness, inform, persuade, or remind customers about a product or service.
5. **Reach** – Depending on the circulation of the publication, press advertising can be **local, regional, national, or even international**.

Types

Press advertising includes **newspapers, magazines, trade journals, directories, and supplements**, each serving different audiences and purposes. Press advertising can be classified based on the type of **print medium** used. The major types are given in the below flowchart.

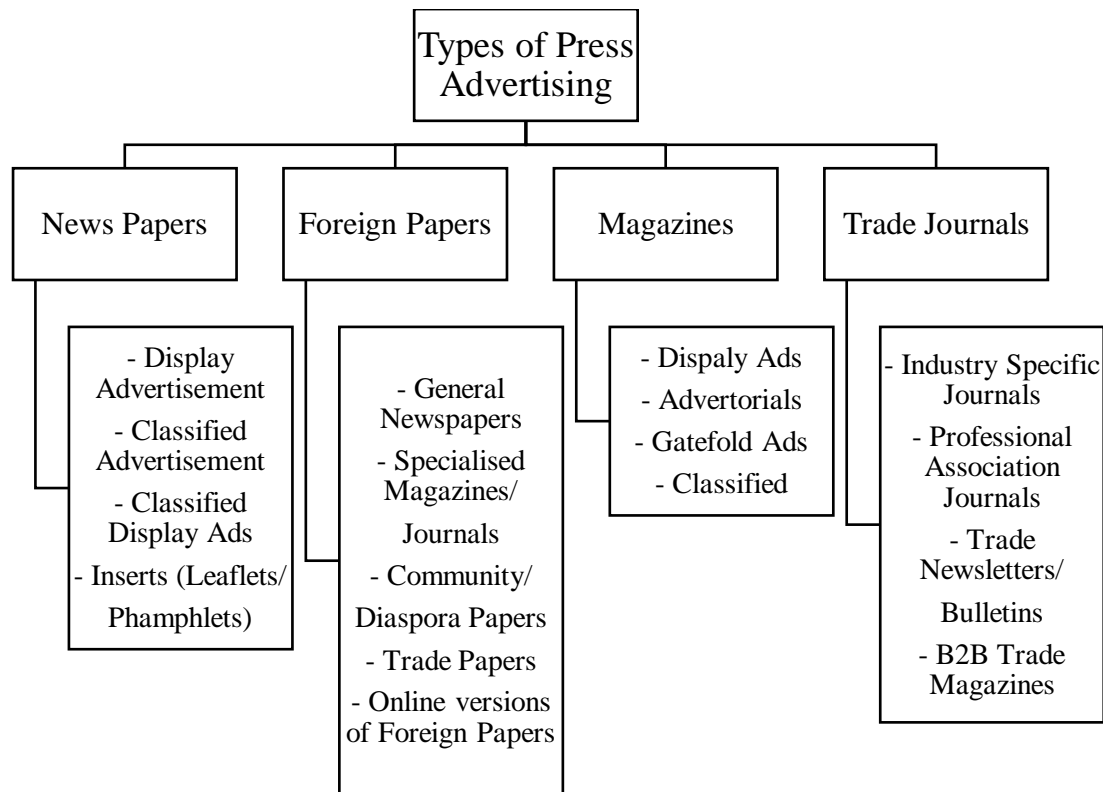


Fig 3.1: Types of Press Advertising

Newspaper Advertising

Newspaper advertising means placing paid promotional messages in daily, weekly, or regional newspapers to reach a wide audience. It is one of the oldest and most popular forms of press advertising because newspapers have **mass circulation** and are read by people of all age groups, income levels, and professions.

Key Features of Newspaper Advertising

1. Wide Reach

Newspapers are read by people from **different age groups, income levels, and professions**. A local newspaper reaches people in a particular town or district, while a national daily like *The Hindu* or *Times of India* covers the entire country. This makes newspapers suitable for businesses that want to **target either local buyers or a large, diverse audience**.

2. Variety of Formats

Advertisers are not limited to one style. They can use **small text-based ads** (e.g., job listings) or **large, eye-catching display ads** (e.g., a full-page car launch). Ads can be **black & white**

(cost-effective) or **coloured** (more attractive and impactful). This variety allows businesses to design ads based on their **budget and purpose**.

3. Time-sensitive

Newspapers are published **daily or weekly**, so they are useful for ads that need **immediate attention**. Example: A retail shop announcing a “Weekend Sale” can publish the ad in Friday’s edition to attract customers for Saturday and Sunday. Similarly, **job vacancies, public notices, or urgent announcements** can reach people very quickly through newspapers.

4. Flexibility

Advertisers can decide:

- ✓ **Size** of the ad (small column, half page, or full page).
- ✓ **Placement** (front page, back page, middle sections).
- ✓ **Frequency** (single day, alternate days, or repeated daily for a week).

This flexibility helps both **small businesses with limited budgets** and **large companies with big campaigns** to use newspapers effectively.

Types of Newspaper Advertisements

1. Display Advertisements

- These are the **big, eye-catching ads** you often see in newspapers.
- They use **pictures, logos, colours, creative fonts, and designs** to attract attention.
- Size can vary: one column, quarter page, half page, or even a **full-page spread**.
- Usually taken by **large companies or brands** for major promotions like product launches, festive sales, or awareness campaigns.
- **Example:** A full-page ad on the front page announcing the launch of a new car model by Tata or Hyundai.

2. Classified Advertisements

- These are **small, text-based ads** placed in a special section of the newspaper called the **Classified Section**.
- They are grouped under headings such as **Jobs, Matrimonial, Real Estate, Vehicles, Services, Education, Lost & Found**.

- Cost is **much lower** compared to display ads, making them affordable for individuals and small businesses.
- **Example:** “2BHK flat for rent in Chennai. Contact: 9xxxxxxx.”

3. Classified Display Ads

- These are a **combination of classified and display ads**.
- They appear in the classified section but allow the advertiser to use **small graphics, borders, or bold fonts** to stand out from plain text ads.
- Slightly more expensive than regular classified ads but still cheaper than full display ads.
- **Example:** A coaching centre advertisement in the “Education” classified section with a logo, box border, and highlighted text.

4. Inserts (Leaflets/Pamphlets)

- These are **separate printed sheets** placed inside the newspaper (not printed on the newspaper page itself).
- Very useful for **local businesses** to target customers in a particular area or city.
- Usually used for **discount offers, store openings, sales promotions, supermarket flyers, restaurant menus, real estate brochures**, etc.
- **Example:** A leaflet from a local supermarket announcing “Weekend Mega Sale” found inside your morning newspaper.

Foreign Papers

In the context of **press advertising**, “foreign papers” refers to **newspapers and magazines that are published in foreign countries**. Businesses or organizations use these publications to advertise when they want to:

- ✓ **Promote their products/services in international markets.**
- ✓ **Reach overseas customers, investors, or stakeholders.**
- ✓ **Build a global brand image.**

Key Points About Foreign Papers Advertising

1. International Reach

Foreign papers advertising is useful for companies that want to expand their business outside their home country.

Example: An Indian IT company placing an ad in *The New York Times* to attract U.S. clients.

2. Targeted Audience

Different foreign papers cater to different readers. Thus, it targets the audience.

For instance, *The Economist* (UK) attracts business professionals worldwide, while *Gulf News* (UAE) may target Indians living in the Middle East.

3. High Cost

Advertising in foreign publications is generally **expensive** because of wide international circulation and prestige.

4. Prestige Value

Appearing in reputed foreign papers like *The Wall Street Journal* or *Financial Times* enhances the **brand image and credibility** of a company.

Types of Foreign Papers Advertising

1. General Newspapers

Foreign daily or weekly newspapers that reach a wide, general audience. This is suitable for companies that want **mass international visibility**.

Example: *The New York Times*, *The Guardian*, *Gulf News*.

2. Specialized Magazines / Journals

Specialised magazines or journals, targets publications that focuses on **specific industries or interests**. It is useful for **professional or niche product promotion**.

Example: *The Economist* (business & economics), *Nature* (science), *Forbes* (finance).

3. Community / Diaspora Papers

Foreign newspapers published abroad but meant for **specific immigrant or ethnic groups** is known as community/diaspora papers. They are more effective for reaching **NRIs and expatriates** with ads for education, real estate, or tourism.

Example: *India Abroad* (for Indians in the USA), *Desh Videsh* (Indians in Canada).

4. Trade Papers

Professional publications that circulate internationally among people of a **particular trade or industry** is known as trade papers. They are used for **B2B advertising** (machines, tools, raw materials, etc.).

Example: *International Journal of Agriculture, Global Retail News.*

5. Online Versions of Foreign Papers

Today, most foreign newspapers/magazines have **digital editions** with global readership. Companies advertise online for **wider, quicker, and cheaper international exposure** compared to print.

Magazine Advertising

Magazine advertising means promoting products, services, or ideas through paid advertisements placed in **weekly, monthly, or quarterly magazines**. Unlike newspapers, which are read daily and discarded quickly, magazines are **read slowly, kept for longer periods, and often shared among multiple readers**. This makes magazine advertising more **targeted and lasting**.

Key Features of Magazine Advertising

1. Targeted Audience

- Unlike newspapers, which are read by a wide mix of people, magazines are designed for **specific groups of readers**.
- For example, *Femina* is read mostly by women, *Auto India* by automobile enthusiasts, *Business Today* by professionals.
- This allows advertisers to reach the **exact audience** who are more likely to be interested in their product.

Example: A cosmetic company advertising lipstick in *Femina* is more effective than in a general newspaper because most readers are already interested in beauty products.

2. High-Quality Presentation

- Magazines are usually printed on **thick, glossy paper** with high-quality printing.
- Ads appear **bright, colourful, and stylish**, making them more attractive than newspaper ads (which are usually on thin paper, in black & white or simple colours).

- This is why **luxury brands, fashion items, jewellery, watches, and gadgets** prefer magazine advertising — because the product looks premium.

3. Longer Life

- A newspaper is usually read once and thrown away the same day.
- But magazines are **kept for weeks or months**, and people re-read them or pass them on to friends, salons, offices, or libraries.
- This gives ads a **longer exposure period**, meaning people will see the ad multiple times, increasing its impact.

4. National & International Circulation

- Some magazines are **local or national**, while others are **global**.
- For example, *India Today* is read nationwide, but *National Geographic* and *Forbes* are read in many countries.
- This helps advertisers choose whether they want to target only their country or build an **international brand presence**.

5. Higher Cost

- Advertising in reputed magazines is **more expensive** compared to newspapers.
- But this high cost comes with **premium benefits** – better paper quality, specific audience targeting, and longer ad life.
- For luxury products, the higher expense is justified because the **quality of reach is better** (fewer but more interested readers).

Types of Magazine Advertisements

1. Display Ads

These are the most **common type of magazine advertisement**. They can take up a **full page, half page, or even a double-page spread**. They use **images, graphics, text, and colours** to make the ad visually appealing. Often placed near important articles to grab attention.

Example: A perfume brand using a full glossy page in *Vogue* with a model's photo.

2. Advertorials

It is a mix of **advertisement** + **editorial** (hence the name). They look like a regular article written by the magazine, but it is actually **paid content** by the advertiser. But they were written in an **informative, story-like style** so that readers feel engaged.

Example: A skincare company sponsoring an article titled “*10 Tips for Healthy Skin*” where their product is recommended as one of the tips.

3. Gatefold Ads

They are special **fold-out pages** in a magazine that unfold to reveal a **larger, dramatic advertisement**. They create a **premium feel** and are often used by luxury brands. They are very costly but highly effective because readers cannot miss them.

Example: A luxury car company using a gatefold ad to showcase different views of the car when the page unfolds.

4. Classifieds in Magazines

Some magazines, especially **educational, technical, or trade journals**, include a small classified section. These ads are **text-based or small display ads** placed under categories like *jobs, training, real estate, services*. They are more affordable compared to big display ads.

Example: A university advertising MBA admission in the classifieds section of an education magazine.

Trade Journal Advertising

Trade journal advertising refers to promoting products, services, or business information through **specialized magazines or journals** that cater to a **specific industry, profession, or trade** rather than the general public.

Unlike newspapers or general magazines, trade journals are **read by professionals, businesspeople, or members of a particular sector**, making this type of advertising **highly targeted and specialized**.

Key Features of Trade Journal Advertising

1. Industry-Specific Audience

Trade journals are published for **specific industries or professions**, such as **agriculture, IT, engineering, healthcare, or retail**. Here, advertisements reach **decision-makers and professionals** who are likely to use the product or service being advertised.

Example: Agricultural machinery advertised in *The Indian Farmer* will reach farmers and agribusiness companies directly.

2. Targeted Marketing

Ads are not meant for the general public; they focus on **B2B (business-to-business) or professional audiences**. It helps companies reach the right customers without wasting resources on uninterested readers.

3. Credibility and Trust

Trade journals are considered **authoritative sources of information** for their industry. An ad in a reputed trade journal enhances the **credibility of the company and its products**.

4. Detailed Information

Since readers are professionals, advertisements can include **technical specifications, pricing, features, and benefits**.

Example: A manufacturer of industrial pumps can include product diagrams, efficiency data, and client testimonials.

5. Regular and Specialized Circulation

Trade journals may be **weekly, monthly, or quarterly**, and often have **subscriptions**. Readers are usually loyal and refer back to issues repeatedly, giving ads **longer exposure**.

Types of Trade Journal Advertising

1. Industry-Specific Journals

These journals are **focused on a particular industry or sector**. Here, advertisements target professionals and businesses within that industry. They are best for promoting **specialized products, machinery, raw materials, or industry services**.

Example:

- ✓ *Chemical Weekly* focuses on Chemical industry.

✓ *Construction World* focuses on Construction and building sector.

2. Professional Association Journals

Published by **professional associations or societies** for their members. Here, the ads reach **qualified professionals who are decision-makers** in their field. They are useful for **professional services, certifications, training programs, and specialized tools**.

Example:

✓ *Indian Medical Association Journal* are useful for Doctors and healthcare professionals.

✓ *Chartered Accountants Journal* are useful for Accountants.

3. Trade Newsletters / Bulletins

Smaller, periodic publications aimed at **updates, news, and trends** in a trade or industry. They are typically read by **industry insiders, managers, and business owners**. Here, ads are usually **short and targeted**, sometimes promoting seminars, conferences, or new product launches.

Example: A weekly IT newsletter advertising new software solutions for enterprises.

4. B2B (Business-to-Business) Trade Magazines

Focus on **commercial transactions between businesses** rather than consumer sales. The ads are designed to **inform buyers about products, machinery, technology, or services** needed for their business operations.

Example: *Dataquest* for IT solutions, *Industrial Buyer* for industrial machinery.

Significance of Print Advertising

Print advertising (newspapers, magazines, trade journals, etc.) has remained important even in today's digital world because of its unique advantages. Its **significance** can be explained as follows:

1. Wide Reach

Newspapers and magazines have **mass circulation** and are read by millions daily. They allow advertisers to reach a **broad and diverse audience**, including people who may not be active online.

Example: Reliance Jio launched its 4G services with **front-page ads** in all major newspapers across India, reaching crores of readers in one day.

2. Targeted Communication

Print media can be **general** (like a daily newspaper) or **specialized** (like a trade journal or a fashion magazine). This allows advertisers to **target specific groups** such as students, professionals, homemakers, farmers, or businessmen.

Example: A skincare brand advertising in *Femina* targets women, while an automobile company advertising in *Auto India* targets car enthusiasts.

3. Credibility and Trust

Printed publications are often considered **more reliable and authentic** than online ads. Ads appearing in reputed newspapers and magazines build **brand credibility and trust** among readers.

Example: An education institute advertising in *The Hindu Education Plus* supplement gains credibility because readers trust the paper.

4. High Information Capacity

Print ads can include **detailed descriptions, technical specifications, prices, offers, and contact details**. This is especially useful for products/services that need explanation (real estate, education, machinery).

Example: Real estate companies place **full-page ads** in newspapers with floor plans, pricing, EMI details, and contact numbers.

5. Longer Life and Recall Value

Newspapers are read daily, but magazines and journals are **kept for weeks or months**. Readers may return to the same publication multiple times, giving ads **longer visibility and recall value**.

Example: An ad for Titan watches in *India Today* stays visible as long as readers keep the magazine, unlike a short-lived TV or digital ad.

6. Local, National & International Coverage

Advertisers can choose between **local dailies, national papers, or foreign journals** depending on the market they want to capture. This flexibility makes print ads suitable for both **small local shops and large multinational companies**.

Example: A local bakery advertises in a city newspaper like *Deccan Chronicle* (local reach), while Samsung promotes its products in *Forbes* (international reach).

7. Flexibility of Format

Print advertising offers multiple options: **display ads, classifieds, inserts, advertorials, gatefolds**, etc. Businesses can choose based on **budget, purpose, and audience**.

Example: A coaching centre may place a **classified ad** in the "Education" section, while Flipkart may use **inserts** during festive sales.

8. Prestige Value

Appearing in a reputed paper or magazine adds **status and prestige** to the brand.

Example: A luxury watch ad in *Forbes* or *Business Today* enhances its premium image.

Limitations of Press Advertising

1. Short Life Span

Most newspapers are read only once and then thrown away. Here, the ads can be easily missed if the reader is in a hurry.

Example: A supermarket sale ad in today's paper loses value tomorrow.

2. Delayed Impact

Unlike TV or digital ads that grab immediate attention with visuals and sound, press ads depend on readers' willingness to read.

Example: A new phone launch ad in a magazine may not create instant buzz compared to a YouTube ad.

3. Poor Reproduction Quality

Newspapers usually have low-quality paper and ink, so colours and designs may not look attractive.

Example: A fashion brand's ad in a newspaper may look dull compared to glossy magazine or online ads.

4. Clutter of Advertisements

Newspapers and magazines often carry too many ads on the same page. There is a possibility that the readers may ignore or skip them.

Example: During festival season, papers are filled with sale ads, making it hard for one brand to stand out.

5. Limited Reach Among Illiterates / Non-Readers

Press advertising is ineffective for people who can't read or don't buy newspapers/magazines.

Example: A rural population with low literacy rates may never see the ad.

6. High Cost for Premium Space

Front-page, full-page, or colour ads are very costly.

Example: A front-page ad in *The Times of India* costs lakhs of rupees for just one day.

7. Time-Bound Publication

Newspapers are published daily, and magazines weekly/monthly — so timing is critical. If readers miss that edition, the ad loses its chance.

Example: An event happening tomorrow may not get enough attention if the reader skips today's paper.

8. Slow Feedback

Unlike online ads, where you can track clicks and responses immediately, press advertising does not provide instant feedback.

Example: An education institute advertising in a newspaper won't know how many students noticed it until they call or visit.

Check Your Progress:

Q.No	Short Questions	LOCF Mapping		
1.	What is meant by print advertising?	K1	CO3	PO1
2.	List the different types of print advertising media.	K1	CO3	PO1
3.	What are trade journals in print advertising?	K2	CO3	PO2
4.	State any four advantages of newspaper advertising.	K2	CO3	PO2
5.	Mention two limitations of print advertising.	K1	CO3	PO3
Q.No	Essay Type Questions	LOCF Mapping		
1.	Define print advertising and explain its major types such as newspapers, foreign papers, magazines, and trade journals.	K2	CO3	PO1
2.	Discuss the significance of print advertising in promoting products and services.	K3	CO3	PO3
3.	Explain the role of newspapers and magazines as effective print advertising media.	K2	CO3	PO2
4.	Analyse the advantages and limitations of print advertising in modern marketing communication.	K4	CO3	PO4
5.	Evaluate the effectiveness of print advertising compared to other forms of advertising media.	K5	CO3	PO5

Unit IV: Outdoor Advertising

Features – Forms of Outdoor Advertising – Merits and Demerits – Indoor Vs Outdoor.

Meaning

Outdoor advertising, also called **out-of-home (OOH) advertising**, refers to all types of advertisements that are displayed in **open public spaces outside the home**. It is designed to reach people when they are **on the move**—while traveling, shopping, or spending time outdoors.

The goal is to create **maximum visibility** for a brand, product, or service by placing ads in **high-traffic areas** where large numbers of people can see them repeatedly.

Key Idea

- ✓ It **uses outdoor locations** such as streets, highways, public transport, and marketplaces.
- ✓ Relies on **visual impact** (big images, bold colours, short messages).
- ✓ Works on **continuous exposure** since ads remain visible 24/7.

Examples

- A **billboard** on a highway showing a car brand.
- Posters at **bus stops** or **railway stations**.
- Ads on **buses, taxis, and metro trains**.
- **Digital screens** in city centres showing rotating brand ads.

Features of Outdoor Advertising

Outdoor advertising, also called **out-of-home advertising (OOH)**, refers to promotional messages that reach consumers when they are outside their homes. The features of outdoor advertising highlight why it is effective and distinct from other forms of advertising:

1. Wide Reach

Outdoor advertising can target **a large number of people** at once. Billboards on highways, posters in busy streets, and banners in public spaces can be seen by thousands daily.

Example: A large billboard in a city centre is seen by commuters, pedestrians, and drivers throughout the day.

2. Continuous Exposure

Outdoor ads are **visible 24/7**, giving the audience repeated exposure to the message. Unlike TV or radio ads, which have specific timings, outdoor ads are always “on.”

Example: A neon sign outside a restaurant attracts attention day and night.

3. Visual Impact

Outdoor advertising relies heavily on **attractive visuals, colours, and graphics** to grab attention quickly. It needs to convey the message **within seconds** because people often see it while moving.

Example: A colourful billboard with a bold image for a soft drink is easily memorable.

4. Cost-Effective for Mass Audience

When considering **cost per impression**, outdoor advertising can be **cheaper than TV or print** for reaching a large audience. One billboard or hoarding can reach thousands daily at a fixed cost.

5. Geographically Targeted

Outdoor advertising allows **location-based targeting**. Ads can be placed where the target audience frequents.

Example: Placing ads for sports shoes near gyms or stadiums, or promoting a restaurant near office districts.

6. Flexibility of Formats

Outdoor advertising comes in **various forms**: billboards, hoardings, posters, transit ads (buses, trains), banners, and digital screens.

Example: A brand can use both a roadside billboard and a bus wrap for the same campaign.

7. Simplicity of Message

Since people have **limited time to view outdoor ads**, messages are **short, clear, and easy to understand**. Complex messages or detailed content are usually avoided.

Example: “Drink Coca-Cola – Refreshing!” instead of a long paragraph.

8. Enhances Brand Visibility

Outdoor advertising increases **brand awareness** by consistently putting the brand in public view. Over time, this helps in **brand recall** even when consumers see it casually.

9. Local and Seasonal Adaptability

Ads can be **tailored to local events, seasons, or festivals**.

Example: A winter clothing brand may put up a billboard in December showing jackets and sweaters.

Forms Of Outdoor Advertising

Outdoor advertising, or **out-of-home advertising (OOH)**, uses public spaces to promote products, services, or brands. It comes in various forms depending on location, format, and creative approach.

1. Billboards

Billboards are **large-scale advertising boards** placed in high-traffic areas like highways, main roads, and city intersections. They are designed to be seen from a distance, often by people traveling in vehicles.

The main goal of this advertisement is to have **quick impact**, that is, the ad must convey its message in just a few seconds as people pass by.

Advantages

- ✓ They have high visibility for **mass audiences**.
- ✓ They create **brand recall** due to repeated exposure along busy routes.
- ✓ They can accommodate **large**, and hence, **eye-catching visuals** that are memorable.

Example: A Coca-Cola billboard on a busy city highway might show a large image of the drink with a tagline like “Refresh Your Day.” Commuters will see it daily, reinforcing the brand in their minds.

2. Posters

Posters are **smaller advertisements** than billboards, typically placed in shops, bus stops, metro stations, and other public places.

Posters aim to **inform and attract local customers**, often for events, movies, or small businesses.

Advantages

- ✓ They are most probably **Cost-effective** for local promotions.
- ✓ They can be placed in **strategic locations** to reach the target audience directly.
- ✓ They are easy to produce and update frequently.

Example: A movie poster at a cinema hall displays the film's main characters and release date. People waiting or passing by will notice it, creating anticipation and driving ticket sales.

3. Transit Advertising

Transit advertising involves placing ads on **moving vehicles** (buses, taxis, trains) or at transit points (metro stations, bus stops).

The purpose is to reach **people while they are commuting**, making the brand visible throughout the city.

Advantages

- ✓ They cover **wide geographic areas** without requiring multiple stationary ads.
- ✓ They create **repeated impressions** as the vehicles move along daily routes.
- ✓ They capture attention in **urban environments** with high commuter density.

Example: A mobile phone brand wraps its bus in bright graphics showing its latest model. Commuters on different routes see the ad multiple times, increasing brand awareness.

4. Street Furniture

Ads integrated into **urban structures** such as benches, bus shelters, kiosks, ATMs, lamp posts, and public seating areas are known as street furniture.

They are designed to **blend with daily life** while subtly promoting a brand to pedestrians.

Advantages

- ✓ It reaches **local audiences** in specific neighbourhoods.
- ✓ They offer **prolonged visibility**, as people often pause near bus stops or benches.
- ✓ They work well for **targeted campaigns**, e.g., local restaurants, banks, or gyms.

Example: A fast-food chain places ads on bus shelters showing a delicious burger combo. Pedestrians waiting for buses or taxis are likely to notice and consider visiting.

5. Digital Outdoor Advertising

Digital Outdoor advertising uses **digital screens, LED billboards, and interactive displays** in public areas. These ads can be **animated, rotating, or interactive**.

The purpose is to **grab attention with dynamic visuals** and allow for multiple messages on the same screen.

Advantages

- ✓ They are **highly engaging** due to motion and animation.
- ✓ It can be **updated instantly** for promotions, events, or weather-based campaigns.
- ✓ They allow **targeted messaging**, such as displaying specific ads at certain times of day.

Example: Times Square in New York City uses digital billboards that rotate ads for multiple brands. A fashion brand can display a short-animated clip during peak foot traffic, instantly capturing attention.

6. Hoardings

Hoardings are **large advertising boards**, often bigger than regular billboards, placed at **strategic high-traffic locations** such as city intersections, railway stations, or busy commercial areas.

The purpose is to **create maximum visibility** for major campaigns. Hoardings are often used for **long-term brand campaigns** rather than short-term promotions.

Advantages

- ✓ It attracts the attention due to **size and location**.
- ✓ They can carry **creative visuals** and **concise messages** for instant impact.
- ✓ **Long-term exposure** reinforces brand recall.

Example: A smartphone brand launches a new phone with a hoarding at a central city junction, showing a vibrant image of the phone with the tagline “Innovation in Your Hand.” Thousands of people see it daily, strengthening brand recognition.

7. Wall Painting / Wallscapes

Ads **painted directly on building walls**, often in crowded markets, lanes, or near public transport hubs are known as wall painting or wallscape. Wallscape are **larger murals** covering entire building facades.

The purpose of wall painting/wallscape is to create a **permanent or semi-permanent visual impression** in a specific locality.

Advantages

- ✓ They are durable and often **eye-catching due to artistic designs**.
- ✓ They are cost-effective compared to large billboards for certain locations.
- ✓ It helps to reach **local audiences repeatedly**.

Example: A beverage brand paints a colourful wall in a busy marketplace showing people enjoying their drink. Locals pass by daily, gradually associating the product with refreshment and enjoyment.

8. Sky Advertising

Sky advertising uses **aircraft banners, hot air balloons, drones, or skywriting** to display ads. Often seen at **beaches, stadiums, or outdoor events**.

The purpose is to create **highly visible, attention-grabbing campaigns** that are hard to ignore.

Advantages

- ✓ They are unique and **memorable due to novelty**.
- ✓ They can **reach large outdoor gatherings** at events, fairs, or beaches.
- ✓ It enhances **brand prestige** because it stands out from normal ads.

Example: During a beach festival, a company hires a plane to pull a banner promoting a new drink. Thousands on the beach see it, creating buzz and social media sharing.

9. Point-of-Purchase (POP) Displays

Ads placed **near shops, counters, or retail outlets** to influence buying decisions at the moment of purchase is known as point-of-purchase (POP) Displays.

The purpose is to **encourage impulse buying** and highlight products directly to customers.

Advantages

- ✓ Targets customers **exactly when they are ready to buy**.

- ✓ Helps **differentiate products** on crowded shelves.
- ✓ Can be **interactive**, e.g., with free samples or QR codes.

Example: A chocolate brand places a colourful standee at the supermarket checkout counter with “Buy 1 Get 1 Free” written prominently. Shoppers waiting in line are likely to pick up the product.

10. Event Sponsorships / Experiential Advertising

Ads integrated into **festivals, concerts, sports events, or exhibitions**, often with **interactive brand experiences** are known as event sponsorships or experiential advertising.

The purpose of this advertisement is to **directly engage consumers** and leave a lasting impression beyond traditional visuals.

Advantages:

- ✓ Creates **strong emotional connections** with the brand.
- ✓ Encourages **word-of-mouth marketing** through memorable experiences.
- ✓ Allows brands to **demonstrate products** in real-life scenarios.

Example: A soft drink company sponsors a marathon with banners, free samples, hydration stations, and selfie spots branded with their logo. Participants and spectators interact with the brand directly, making it more memorable.

Merits Of Outdoor Advertising

Outdoor advertising or **out-of-home advertising (OOH)** has several advantages that make it a popular choice for businesses:

1. Wide Audience Reach

Outdoor ads can be seen by **thousands of people daily**, including commuters, pedestrians, and shoppers.

Example: A billboard on a busy highway reaches all vehicles passing by, ensuring mass exposure.

2. Continuous Visibility

Ads are **on 24/7**, giving repeated exposure to audiences. Unlike TV or radio ads, there's **no limitation of timing**.

Example: A neon sign outside a restaurant keeps attracting attention both day and night.

3. High Brand Recall

Large visuals, bright colours, and creative designs help people **remember the brand easily**. Repeated exposure over time strengthens **brand awareness and recall**.

Example: A colourful billboard for a soft drink brand becomes familiar to regular commuters.

4. Geographically Targeted

Ads can be **placed in locations where the target audience is likely to be**, such as local neighbourhoods, shopping districts, or transit points.

Example: A gym advertising near office complexes targets working professionals who are likely to join.

5. Cost-Effective

Considering the number of people reached, outdoor advertising often provides a **lower cost per impression** than TV, radio, or print.

Example: One large billboard can reach thousands daily at a fixed cost, making it economical for mass campaigns.

6. Versatile and Flexible

Comes in **various formats** like, billboards, posters, hoardings, transit ads, digital screens, etc. It can be **adapted for different locations, audiences, and campaign objectives**.

Example: A brand can combine a wall painting, bus wrap, and digital billboard for a single campaign.

7. Easy to Understand

Outdoor ads are **simple and direct**, conveying the message quickly in a few words or visuals.

Example: “Refreshing Coca-Cola” with a glass image conveys the product instantly without reading long text.

8. Builds Local and Seasonal Awareness

Outdoor ads can be **customized for local markets, festivals, or seasons** to appeal to specific audiences.

Example: A winter clothing brand advertising jackets in December creates timely awareness.

9. Enhances Brand Image

High-quality, creative, and well-placed outdoor ads **improve the perceived value of the brand**.

Example: A luxury car brand using a sleek billboard in a city centre enhances its premium image.

Demerits Of Outdoor Advertising

Even though outdoor advertising has many advantages, it also has some drawbacks:

1. Limited Message Delivery

Outdoor ads need to be **short, simple, and visually striking** because people often see them **while moving**. Complex messages or detailed explanations **cannot be conveyed** in the outdoor advertising.

Example: A billboard can show a phone image and brand name, but it cannot explain all features in detail.

2. Short Exposure Time

People usually **see outdoor ads for only a few seconds**, especially while driving or walking. This limits the **time available to attract attention or explain the product**.

Example: A commuter may glance at a highway billboard for only 3–5 seconds.

3. Environmental Limitations

Outdoor ads are affected by **weather conditions, pollution, and lighting**. Rain, fog, or poor lighting can reduce **visibility and effectiveness**.

Example: A poster may fade over time due to sun exposure, or a billboard might not be clearly visible in heavy rain.

4. High Initial Cost for Large Formats

Large hoardings, billboards, and digital screens require **significant upfront investment** for design, installation, and rental.

Example: A prime-location city billboard can cost much more than a local newspaper ad.

5. Limited Targeting Precision

While location targeting is possible, outdoor advertising **cannot precisely target demographic details** like age, income, or interests.

Example: A billboard on a highway reaches all commuters, not just the intended audience of young professionals.

6. Maintenance Issues

Outdoor ads need **regular maintenance** to stay effective. Damage due to **weather, vandalism, or accidents** can reduce their lifespan and impact.

Example: Wall paintings can peel, and posters can be torn by passersby.

7. Regulatory Restrictions

Some areas have **strict laws** regarding outdoor advertising, limiting placement, size, or content.

Example: Certain city zones may ban hoardings near schools or heritage sites.

8. Difficulty in Measuring Effectiveness

Unlike digital ads, it is **hard to measure the exact number of people who saw or responded** to outdoor advertising.

Example: You cannot know how many passersby actually paid attention to a highway billboard.

Indoor vs Outdoor Advertising

Outdoor advertising is ideal for **mass awareness** and long-term brand visibility. While, indoor **advertising** is ideal for **targeted, interactive, and point-of-purchase promotions**. Often, brands **combine both** to maximize reach: outdoor for awareness, indoor for conversion

Definition

Outdoor Advertising (OOH – Out-of-Home)

Outdoor advertising promotes products, services, or brands **outside the home** in public spaces.

Examples: Billboards, hoardings, posters, transit ads, street furniture, digital screens.

Indoor Advertising:

Indoor Advertising is done only **inside buildings or enclosed spaces**, targeting audiences in specific locations.

Examples: Ads in shopping malls, cinemas, airports, trains, buses, supermarkets, elevators, and inside stores.

Key Differences

Feature	Outdoor Advertising	Indoor Advertising
Location	Public spaces, streets, highways, transit areas	Inside malls, shops, cinemas, airports, offices, and transport interiors
Audience Reach	Mass audience, wide reach	Targeted audience in specific locations
Exposure Duration	Continuous (24/7), repeated exposure	Limited exposure; usually depends on dwell time inside the venue
Message Complexity	Simple, short, easy-to-read messages	Can be more detailed; people have more time to engage
Cost	Can be cost-effective for mass campaigns; large formats may be expensive	Usually cheaper than outdoor for small spaces; can be high for premium venues
Creativity & Format	Billboards, posters, digital screens, transit ads	Indoor posters, standees, displays, interactive kiosks, digital signage
Environmental Factors	Affected by weather, pollution, lighting	Mostly controlled environment; ads remain protected
Targeting	Location-based, less precise	Highly targeted; can reach specific customer segments
Measurement of Effectiveness	Hard to measure exact reach	Easier to track engagement (e.g., QR scans, in-store promotions)

Similarities between Indoor and Outdoor Advertising

While **outdoor advertising** focuses on **mass reach in open public spaces**, and **indoor advertising** targets **specific captive audiences inside enclosed spaces**, both are similar in **purpose, design approach, reliance on visuals, and importance of strategic placement**.

Here are some similarities in indoor and outdoor advertising:

1. Both aim to promote products/services

The ultimate goal is to **attract attention, create awareness, and influence buying behaviour**. Whether it's a billboard outside or a standee inside a mall, both are tools for promotion.

2. Both rely on visual appeal

Both forms use **images, colours, typography, and short slogans** to grab attention quickly. Creativity is crucial in both indoor and outdoor ads.

3. Both offer continuous exposure

Once installed, both indoor and outdoor ads remain **visible to audiences throughout the day**.

Example: A billboard outside a highway and a digital screen inside a metro station both give repeated visibility.

4. Both are location-based

Effectiveness depends on **where the ad is placed**. Outdoor ads work best in **busy roads, junctions, highways**, while indoor ads are effective in **malls, cinemas, airports**. But in both cases, the right location matters.

5. Both complement other media

Indoor and outdoor ads are usually part of a **bigger advertising campaign**.

Example: A movie release may have **billboards (outdoor)** and **cinema posters (indoor)** to reinforce the same message.

6. Both are non-personal forms of advertising

Neither involves direct personal communication. They reach audiences **collectively** rather than individually.

7. Both need concise messaging

People don't spend long reading ads in either format. Short, clear, and memorable messages work best for both.

Advantages of Outdoor vs Indoor

The following are some of the advantages of Outdoor Vs Indoor advertising:

Outdoor Advertising Advantages

- ✓ Reaches **large audiences** quickly.
- ✓ **Continuous visibility** and repeated exposure.
- ✓ Creates **strong brand recall** in public spaces.

Indoor Advertising Advantages

- ✓ Targets **specific, captive audiences** (e.g., shoppers, passengers).
- ✓ Allows **detailed messages and interactive formats**.
- ✓ Less affected by weather; **controlled environment** ensures ad longevity.

Example Scenarios

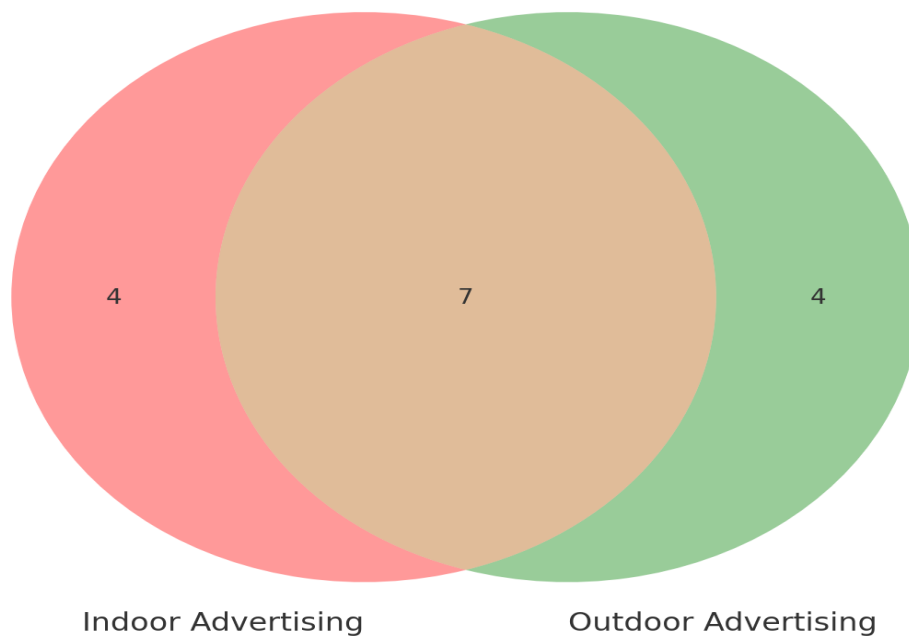
Outdoor:

- ◆ A highway billboard promoting a soft drink targets **all commuters** traveling daily.
- ◆ A bus wrap for a smartphone reaches **mobile city audiences** during the day.

Indoor:

- ◆ A standee of a chocolate brand at a supermarket checkout encourages **impulse purchases**.
- ◆ Digital screens in a mall displaying seasonal offers for clothing target **shoppers who are likely to buy immediately**.

Indoor vs Outdoor Advertising: Similarities & Differences



Check Your Progress:

Q.No	Short Questions	LOCF Mapping		
1.	What is meant by outdoor advertising?	K1	CO4	PO1
2.	List any four features of outdoor advertising.	K1	CO4	PO1
3.	Mention any four forms of outdoor advertising.	K1	CO4	PO2
4.	State two merits and two demerits of outdoor advertising.	K2	CO3	PO2
5.	What is the difference between indoor and outdoor advertising?	K2	CO4	PO3
Q.No	Essay Type Questions	LOCF Mapping		
1.	Explain the features and different forms of outdoor advertising in detail.	K2	CO4	PO1
2.	Discuss the merits and demerits of outdoor advertising.	K3	CO4	PO2
3.	Analyse the effectiveness of outdoor advertising as a marketing communication tool.	K4	CO4	PO4
4.	Compare indoor advertising and outdoor advertising with suitable examples.	K3	CO4	PO3
5.	Evaluate the role of outdoor advertising in promoting products and services in modern markets.	K5	CO4	PO5

Unit V: Electronic Media

Radio Advertising – Television Advertising – Film Advertising – Internet – Audio – Visual Cassettes – Screen Slides – Electronic Signs.

Radio Advertising

Meaning

Radio advertising is a form of **audio-based promotion** where businesses or organizations use radio broadcasts to reach potential customers. It delivers advertising messages through **spoken words, jingles, music, and sound effects**, aiming to attract and persuade listeners.

Key Features of Radio Advertising

Radio advertising is **sound-driven, wide-reaching, flexible, time-sensitive, and affordable**, which makes it a powerful medium for both local and national promotions. The following are some of the key features of Radio Advertising:

1. Audio-Only Medium

Radio is a **sound-based medium**. Unlike TV or newspapers, it cannot show visuals or images. Instead, it depends on:

- **Voice** (announcers, actors, or celebrities) to communicate the message.
- **Music** to create mood, excitement, or emotional connection.
- **Sound effects** (like a car horn, birds chirping, or a cash register) to make the ad more engaging and memorable.

Example: A car showroom ad might use the sound of a roaring engine followed by a voice saying, *“Experience power like never before – at XYZ Motors.”*

2. Wide Reach

Radio signals spread across a large area, reaching **urban cities, towns, and rural villages**.

- **FM stations** are popular in cities and towns for music and entertainment.
- **AM stations** cover larger distances, reaching remote areas.
- **Community radio** targets small regions like villages, campuses, or specific groups.

This makes radio one of the few media that can reach people **without internet or television access**.

3. Flexibility

Radio advertising can be adapted to different markets and needs:

- **Local ads:** Small businesses can advertise in their city or village.
- **Regional ads:** Companies can broadcast in a particular language or cultural area.
- **National ads:** Brands can use popular national radio networks to cover the entire country.

This flexibility allows both **big corporations** and **small shops** to use radio effectively.

4. Time-Specific

Radio listening habits vary during the day, so ads can be targeted to **peak hours**:

- **Morning commute (7–10 AM)** – when people travel to work or school.
- **Afternoon (12–3 PM)** – when homemakers, shopkeepers, or rural listeners tune in.
- **Evening drive (5–9 PM)** – another busy time with high audience numbers.

Example: A fast-food brand might advertise in the **evening slot** to influence people's dinner choices.

5. Cost-Effective

Compared to TV commercials or print ads in big newspapers, radio ads are relatively **low-cost**:

- Production cost is less (just voice recording + background music).
- Airtime cost is cheaper than TV slots.
- Small businesses can run short ads frequently without spending much.

This makes radio advertising affordable for **local shops, coaching centres, restaurants, and small services**.

Types of Radio Advertising

Radio advertising can be **creative (jingles), personal (live reads), comprehensive (infomercials), frequent (spot ads), program-integrated (sponsored shows), or social (PSAs)**. Choice of type depends on **budget, target audience, message complexity, and reach**.

1. Jingle Advertising

They use **catchy music, rhythm, and lyrics** to make the advertisement memorable. Often, they are as short as, (10–30 seconds), but repeats the brand name or product benefit multiple times. They are designed to create **long-term recall**, as listeners remember the tune and associate it with the product.

Characteristics

- ✓ Mostly musical and fun, which can evoke emotions.
- ✓ They appeal to all age groups if done creatively.
- ✓ They work well for FMCG products like detergents, beverages, or snacks.

Example

A detergent ad plays a **fun jingle**: “Sparkle, Sparkle, Clean and Bright – Wash with Star Detergent Tonight!”

Listeners remember both the tune and the product instantly.

2. Straight Read (Live Read) Advertising

The **radio host or announcer reads the ad directly** during a live show. They most probably feel **personal and trustworthy**, because listeners already have confidence in the host. They often include a conversational tone rather than a formal commercial script.

Characteristics

- ✓ They can be adapted spontaneously by the RJ for emphasis or humour.
- ✓ They are ideal for local businesses or community messages.
- ✓ They build a personal connection with the audience.

Example

During a morning show:

“Good morning, everyone! Beat the heat today with AquaFresh Mineral Water, available at stores near you. Stay hydrated!”

3. Sponsored Programs

A company **sponsors an entire radio program or segment**, and its brand is mentioned throughout the show is known as sponsored programs. The sponsor gains **high visibility** as the show repeatedly highlights the brand name.

Characteristics

- ✓ They work well for both local and national brands.
- ✓ It can integrate product mentions naturally into the content.
- ✓ They are often associated with lifestyle, health, music, or talk shows.

Example

“This health awareness program is brought to you by Dabur Honey – promoting wellness for the whole family.”

4. Spot Advertising (Commercial Spots)

Short, **standalone advertisements** of 10, 20, 30, or 60 seconds played between regular radio programs are known as spot advertising. Most commonly used form of radio advertising due to flexibility and affordability.

Characteristics

- ✓ They can be repeated multiple times a day for **higher recall**.
- ✓ They are suitable for both small local businesses and large national brands.
- ✓ They focuses on a single product, promotion, or message in a concise format.

Example

A mobile phone brand airs a **30-second spot** highlighting its new features during a popular music break.

5. Radio Infomercials

Radio Infomercials are long-format advertisements, usually **5–10 minutes**, providing detailed information. It includes the **product demonstrations, interviews, testimonials, or educational content**. They are less common than spot ads, but very effective for products that need explanation.

Characteristics

- ✓ They provide in-depth knowledge about complex products or services.
- ✓ They target the audiences, who are willing to listen carefully for longer durations.
- ✓ They are often used in healthcare, education, real estate, or specialized services.

Example

A 5-minute segment explaining the **benefits of an ayurvedic supplement**, including testimonials from doctors and users.

6. Public Service Announcements (PSAs)

Public Service Announcements (PSAs) usually run **free of charge** by governments or NGOs. They aim to **raise awareness** about social, health, or safety issues. They are not focused on commercial gain but on public welfare.

Characteristics:

- ✓ It can be short or long, depending on the message.
- ✓ They are broadcasted during peak hours to reach maximum audience.
- ✓ They build trust and goodwill for the sponsoring organization.

Example:

“Wear a helmet, save your life – message brought to you by the Road Safety Department.”

Or campaigns on **polio vaccination, fire safety, or environmental awareness**.

Local vs National Use

Type of Radio Ad	Use in Local Advertising	Use in National Advertising
Jingle Advertising	Small businesses use catchy tunes to create recall (e.g., bakery, coaching centre).	Big brands use nationwide jingles to build mass brand recognition (e.g., detergents, soft drinks).
Straight Read (Live Read)	Very effective – trusted local RJs personally endorse shops, restaurants, or local events.	Less common – loses personal touch when scaled nationally.

Sponsored Programs	Local shops/companies sponsor community talk shows or music hours.	Large brands sponsor popular national shows (e.g., Colgate sponsoring Bollywood music programs).
Spot Advertising	Affordable short ads (10–60 sec) during peak hours – used by local retailers and services.	Widely used by national brands to advertise across multiple stations at once.
Infomercials	Local coaching centres, hospitals, or real estate use long-format ads to explain services.	Rarely used nationally – too long for diverse national audience attention.
Public Service Announcements (PSAs)	NGOs or local government spread awareness on health, safety, or social issues.	Central government uses national radio for mass campaigns (e.g., vaccination, road safety).

Merits of Radio Advertising

Radio advertising is **affordable, flexible, wide-reaching, and highly effective in creating recall**, especially for local and regional markets. The following are the merits of Radio Advertising:

1. Wide Reach

Radio signals can reach **both urban and rural areas**, even where TV or internet is unavailable. They are ideal for countries like India, where a large rural population depends on radio for entertainment and news.

Example: A farming equipment company can reach farmers in remote villages through All India Radio.

2. Cost-Effective Medium

Radio ads are cheaper to produce than TV commercials (only need voice + music, no visuals). Airtime is less expensive compared to TV or newspapers and are suitable for **small businesses with limited budgets**.

Example: A local tuition centre can afford a 20-second radio spot during evening hours.

3. Local & Personal Appeal

Local RJs and community stations create a **personal bond** with listeners in the radio advertising. Also, ads delivered in **regional languages** feel more relatable and trustworthy.

Example: A local restaurant's ad read by a popular city RJ attracts nearby customers effectively.

4. High Frequency & Repetition

Radio ads can be played multiple times a day, increasing **brand recall**. Because, short, repeated jingles or spot ads stay in listeners' memory.

Example: A 10-second jingle for a cold drink played every hour builds instant recognition.

5. Time-Specific Targeting

Ads can be scheduled during **peak listening hours** (morning & evening commutes). This helps advertisers target audience at the **right time**.

Example: A coffee brand advertising in the early morning slot to influence breakfast choices.

6. Theatre of the Mind (Imagination)

Since radio has no visuals, it stimulates **imagination** using sound effects, music, and voices. It creates strong mental images and emotional connection.

Example: A travel company ad with sounds of waves, seagulls, and laughter makes listeners imagine a beach vacation.

7. Quick Production & Flexibility

Radio ads are quick to produce and modify. They are useful for announcing **flash sales, local events, or urgent updates**.

Example: A clothing store can record and broadcast a weekend sale ad within hours.

Demerits of Radio Advertising

While radio advertising is **affordable, flexible, and wide-reaching**, its drawbacks include **no visuals, short-lived impact, divided attention, and measurement difficulties**.

1. No Visual Appeal

Radio is an **audio-only medium**, hence it lacks images, videos, or demonstrations. Some products (like clothes, gadgets, cosmetics) need **visual presentation** to attract buyers, which is not possible in the radio ads.

Example: A jewellery brand can't show the shine or design of ornaments on radio.

2. Short Life of Message

Radio ads are **temporary** because, once broadcast, they disappear instantly. Listeners can't "go back" and check details like in newspapers or websites.

Example: If a listener misses the shop address in an ad, they may not recall it later.

3. Limited Attention Span

Many people listen to radio while **driving, cooking, or working**. Their focus is divided, so they may not fully pay attention to the ad.

Example: A driver may only half-hear a radio jingle while stuck in traffic.

4. Clutter and Repetition

Too many ads are played during popular programs. Hence the listeners may become irritated or tune out, reducing effectiveness.

Example: A long break filled with 6–7 ads may cause the audience to switch stations.

5. Short Duration of Ads

Most ads are only **20–30 seconds long**. During this time period, complex or technical products cannot be explained fully in such a short time.

Example: A real estate project may not be able to describe all features in 20 seconds.

6. Poor Reach Among Certain Groups

Urban youth are shifting towards **music apps, podcasts, and YouTube** instead of traditional FM/AM radio. This limits the effectiveness of radio in modern digital audiences.

Example: A tech gadget ad may not reach young audiences if they don't listen to radio.

7. Difficult to Measure Impact

Unlike online ads (which track clicks), radio impact is **hard to measure**. Advertisers cannot know exactly how many people acted after hearing the ad.

Example: A shop owner won't know how many customers came because of the radio ad.

Television Advertising

Meaning

Television advertising is a type of **broadcast advertising** in which promotional messages about products, services, or brands are transmitted to viewers through TV channels. It combines **visuals, audio, and motion** to attract and influence potential consumers. TV advertising reaches a **mass audience** at a time when people are engaged and attentive.

Key Features of Television Advertising

The following are some of the important features of television advertising:

1. Mass Reach

Television has the unique ability to **reach millions of viewers at once**. Whether people are in different cities, states, or even countries, a single TV ad can be broadcast widely. This makes it ideal for products or services that target a **large audience**, like soft drinks, mobile phones, or automobiles.

Example: A national TV commercial for a new smartphone can simultaneously reach viewers from rural areas to urban cities.

2. Audio-Visual Impact

TV combines **sight and sound**, using colours, motion, visuals, voice, and background music. This makes it more **memorable and engaging** than print or radio ads. The combination of images and audio helps in explaining complex products or creating emotional appeal.

Example: A detergent ad showing clothes being washed, with sparkling visuals and cheerful music, leaves a stronger impression than a text-based ad.

3. Targeting

TV advertisers can choose **specific programs, channels, or time slots** to reach a particular audience segment. This ensures the ad reaches the people most likely to buy the product.

Example:

- Cartoons in the morning which targets the children
- News channels in the evening which targets the adults or the professionals
- Sports channels which target the sports enthusiasts

4. High Cost

Creating and airing TV commercials involves **significant expenses** like, Production costs (shooting, editing, special effects); Airtime costs (especially during prime time).

This makes TV advertising **more expensive than radio or print**. Small businesses may find this a challenge unless they focus on regional or off-peak slots.

5. Time-Bound

TV ads are **scheduled for specific time slots** and programs. Advertisers often choose “**prime time**” (evening hours) to reach the maximum audience. However, if viewers miss the program, they also miss the ad, unlike print ads which can be read anytime.

Example: A cooking oil ad during a popular evening cooking show ensures it reaches housewives who watch that show.

Types Of Television Advertising

The following are the types of television advertising:

1. Spot Advertising

These are **short commercials**, usually lasting **15 to 60 seconds**, that are aired **between TV programs** or during **commercial breaks**. To quickly capture viewers’ attention and create **brand awareness** is its main purpose. Cost-effective compared to long ads; easy to schedule during popular programs is the main advantage of spot advertising.

Example: A 30-second soft drink commercial shown during a popular evening soap opera.

2. Sponsorship

In sponsorship advertising, a **brand sponsors an entire TV program or a segment**, and their name is prominently associated with it. The main purpose of this ad is to **increase brand credibility** and **build long-term recognition**. The brand gains **continuous visibility** during the program; and it creates a sense of trust as viewers associate the brand with the show.

Example: A mobile network sponsoring a cricket tournament broadcast, with its logo and advertisements appearing throughout the coverage.

3. Infomercials

Infomercials are the **long-form advertisements**, usually **5 to 30 minutes**, that provide detailed information about a product or service. To **educate viewers**, demonstrate features, and **persuade them to buy** immediately, for this purpose the infomercials ads will be displayed. It allows **detailed explanation**, demonstrations, and storytelling; often includes **direct call-to-action**, such as phone orders or website visits.

Example: A 10-minute kitchen appliance demonstration showing its features, benefits, and a special “call now” offer.

4. Interactive TV Ads

Interactive TV ads **encourage viewers to actively respond**, using **phone calls, SMS, or online platforms**. The purpose is to **engage the audience directly** and often generate **immediate leads or sales**. Here, we can see the high viewer participation; measurable results; builds a stronger connection between brand and consumer.

Example: A home shopping channel prompting viewers to **press a button on their remote or call a number** to order a product being advertised.

Merits Of Television Advertising

The following are the merits of television advertising:

1. Wide Reach

Television can reach **millions of people simultaneously**, across cities, states, or even countries. This makes it ideal for products and services that aim for **mass awareness**.

Example: A national ad for a soft drink can instantly reach rural and urban viewers alike.

2. Audio-Visual Appeal

TV combines **sight, sound, and motion**, making ads more **attractive and memorable**. Colours, visuals, music, and narration work together to leave a **lasting impression**.

Example: A detergent ad showing sparkling clean clothes with cheerful music is more engaging than a text-based ad.

3. Emotional Connection

TV ads can tell **stories or showcase real-life situations**, evoking emotions like happiness, nostalgia, or empathy. This emotional impact can **influence buying decisions**.

Example: An insurance ad showing a family protected during emergencies touches viewers emotionally.

4. Credibility

TV is considered a **trusted medium**. Viewers often perceive brands advertised on TV as **more reliable** compared to unknown print or online ads.

Example: A long-established brand like Coca-Cola maintains credibility partly because of consistent TV advertising.

5. Immediate Awareness

TV advertising can **quickly create awareness** about new products, sales, or special offers. It's especially effective for **time-sensitive promotions**.

Example: A commercial announcing a limited-time discount on smartphones reaches millions in a short period.

6. Targeting Options

Advertisers can target specific **programs, channels, or time slots** to reach the desired audience, such as children, homemakers, or sports fans.

Example: Kids' toys advertised during morning cartoons or sports equipment during live match broadcasts.

7. Brand Recall

The combination of **audio, visuals, and repetition** increases the chance that viewers will **remember the brand or product** when making purchase decisions.

Example: A catchy jingle for a snack brand makes viewers recall it even weeks after seeing the ad.

Demerits Of Television Advertising

Even though television advertisement enjoys certain merits, they have certain demerits also.

They are as follows:

1. High Cost

TV advertising is **expensive**, both in production and airtime. High-quality commercials require professional shooting, editing, actors, and special effects. Airtime during **prime time** adds to the cost. Small businesses may find it **difficult to afford** TV ads.

Example: Producing and airing a 30-second prime-time commercial for a national brand can cost **millions of rupees**.

2. Short Life Span of Ads

TV ads are usually **brief (15–60 seconds)**, so viewers have **limited time** to understand the message fully. The impact depends on **repetition**. If an ad isn't repeated often, it may **fail to create lasting awareness**.

Example: A one-time ad for a new snack may be forgotten if it's not shown multiple times.

3. Zapping and Avoidance

Many viewers **skip commercials** using DVRs, streaming platforms, or by changing channels during breaks. Advertisers may not reach their **intended audience**, reducing effectiveness.

Example: Viewers fast-forwarding through a TV show recording will skip the ads entirely.

4. Limited Targeting Compared to Digital Media

While TV can target programs and time slots, it **cannot target individual users** like online platforms. Some ads may be **wasted on uninterested viewers**.

Example: An expensive car ad aired during a general entertainment show may reach viewers who cannot afford it.

5. Production Complexity

Creating TV ads involves **scriptwriting, shooting, editing, actors, props, and special effects**. Any mistake can be **costly to fix**. It requires **expertise, time, and resources**.

Example: Reshooting a commercial due to a small error in the video or audio can double the production cost.

6. Cannot Be Consumed on Demand (Traditional TV)

Traditional TV ads are **time-bound**. Viewers can only see the ad during scheduled broadcasts. If viewers **miss the program**, they also **miss the ad**.

Example: A promotional ad aired during a 9 PM show will not be seen by viewers who watch TV at a different time.

Film Advertising

Meaning of Film Advertising

Film advertising refers to the **promotion of products, services, or brands through motion pictures or films shown in cinema halls**. It is a form of **visual advertising** that targets **captive audiences** who are watching a movie. Unlike television, which reaches viewers at home, film advertising reaches audiences **in a controlled environment**, often making the message more **impactful and memorable**.

Key Features of Film Advertising

The key features of film advertising are as follows:

1. Captive Audience

In cinema halls, viewers are **already seated, settled, and focused on the screen**. Unlike television or online platforms, where viewers can skip or ignore ads, the cinema audience **cannot leave during the pre-movie ads** and is more likely to **pay attention**.

This ensures **maximum attention and engagement**, giving advertisers a higher chance to make an impression.

Example: A 30-second beverage ad shown before a movie starts is likely to be watched fully because the audience is waiting for the movie.

2. High Visual Impact

Film advertising uses **large cinema screens, motion, vibrant colours, sound, and sometimes 3D effects**. This creates a **more immersive and striking experience** than print or radio advertising.

Ads are **memorable** and leave a **lasting impression**, often evoking stronger emotional responses.

Example: A perfume ad showing a luxurious lifestyle on a giant screen with dramatic music captures more attention than a print ad in a magazine.

3. Limited Reach

Film advertising only reaches people who **visit cinemas**. Therefore, the audience is **localized or segmented** based on cinema location, movie type, or timing.

While highly engaging, the **overall reach is smaller** compared to TV or digital ads.

Example: An ad in a local theatre in Chennai primarily reaches the local population rather than viewers nationwide.

4. Costly

Producing high-quality film ads suitable for cinema halls involves **professional shooting, editing, sound design, and effects**, which can be expensive. Additionally, placing the ad in **prime cinemas or popular movie slots** adds to the cost.

Small businesses may find it **difficult to afford**, so cinema advertising is often used by **big brands with high budgets**.

Example: A national brand launching a new car may spend millions of rupees to produce a cinematic ad and display it in multiplexes.

5. Time-Bound

Film ads are **shown only before the movie or during intermission**, so their exposure is **limited to a specific time**. Unlike TV ads, viewers cannot choose when to watch them.

Timing is critical, and the message must be **clear and impactful within a short duration**.

Example: A 20-second snack advertisement shown during the intermission of a family movie needs to quickly convey the product benefits to attract potential buyers.

Merits Of Film Advertising

The following are the merits of film Advertising:

1. High Attention

Cinema audiences are **already seated and waiting for the movie to start**, which makes them **less likely to ignore ads**. Unlike television or online platforms where viewers can skip commercials, film ads enjoy a **captive and focused audience**.

Advertisers have a better chance of **grabbing attention** and ensuring their message is noticed.

Example: A 30-second ad for a new chocolate brand shown before a movie is likely to be watched by almost all viewers because they are waiting for the feature film.

2. Visual Appeal

Film advertising uses **large cinema screens, motion, sound, and high-quality visuals** to make the ad **striking and immersive**. The combination of visuals, music, and motion creates a **memorable viewing experience**.

Viewers are more likely to **remember the product or brand**, which increases brand recall and recognition.

Example: A luxury car ad showing the vehicle driving through scenic landscapes with dramatic music creates a strong impression that is hard to forget.

3. Targeted Reach

Film ads can be **strategically placed** depending on cinema location, movie type, or timing, allowing advertisers to **target specific demographics** like age, interests, or geographic regions.

Ensures the ad reaches **the most relevant audience**, improving the chances of conversion.

Example: A toy ad displayed before a children's animated movie reaches mostly children and parents, maximizing relevance and engagement.

4. Prestige

Cinema advertising often creates a sense of **premium or high-status branding**. Because films are associated with **entertainment, glamour, and big-budget production**, products advertised in cinemas are often perceived as **high-quality or desirable**.

Enhances the **brand image and reputation**, especially for luxury goods or high-end services.

Example: A designer watch or luxury perfume advertised in multiplex cinemas gains an aura of exclusivity and sophistication among viewers.

Demerits of Film Advertising

The following are the demerits of film advertising:

1. Limited Audience

Film advertising only reaches people who **visit cinemas**. This makes the audience **smaller and more localized** compared to television, radio, or online advertising, which can reach millions of people anywhere.

While the audience may be attentive, the **overall reach is restricted**, so national or mass-market campaigns may not get sufficient coverage.

Example: An ad displayed in a multiplex in Mumbai will primarily reach **local viewers**, missing potential customers in other cities or rural areas.

2. High Cost

Creating ads suitable for cinema involves **professional shooting, editing, sound design, and high-quality visuals**. On top of that, placing ads in **popular theatres or during high-demand movie slots** adds substantial costs.

Small or medium businesses may find it **prohibitively expensive**, making film advertising mostly accessible to **big brands or luxury products**.

Example: A car manufacturer producing a cinematic 30-second commercial and showing it in multiple prime-time theatres can spend **millions of rupees**.

3. Short Duration

Film ads are usually **brief, lasting only a few seconds to a minute**, often shown **before the movie or during intermission**. This limits the **time available to communicate the message effectively**.

Complex ideas or detailed product features **cannot be explained**, and advertisers must rely on **quick, impactful visuals or slogans**.

Example: A 20-second soft drink ad must quickly convey taste, refreshment, and brand image, leaving little room for additional details.

4. Less Frequency

Unlike television or online platforms, cinema ads **cannot be repeated easily**. Viewers typically go to the cinema **infrequently**, and the same audience may not see the ad multiple times.

Reduced repetition can affect **brand recall** and **long-term awareness**, as the ad's impact diminishes without repeated exposure.

Example: An ad for a new snack shown during a single week of screenings may not be remembered by viewers who attend movies later or go to different theatres.

Internet Advertising

Meaning of Internet Advertising

Internet advertising, also called **online advertising or digital advertising**, is the promotion of products, services, or brands through **internet platforms and digital channels**. It uses websites, social media, search engines, emails, apps, and other online mediums to reach potential customers.

Unlike traditional media, internet advertising allows **direct interaction, precise targeting, and real-time tracking** of results. It's now one of the **fastest-growing forms of advertising** because of the widespread use of smartphones, computers, and the internet.

Key Features of Internet Advertising

The following are the key features of Internet advertising:

1. Global Reach

Internet advertising allows brands to reach **people anywhere in the world** at any time. Unlike traditional media, which is often limited by geography, online ads can be accessed by anyone with an internet connection, 24/7.

This enables businesses to expand their market beyond local or national boundaries and reach **international customers**.

Example: An e-commerce store in India can advertise its products to users in the USA, Europe, or Australia using social media or Google ads.

2. Interactivity

Internet advertising allows **two-way communication** between the advertiser and the audience. Users can **click on links, fill forms, comment, share, or respond** to ads directly. This makes advertising more engaging and measurable.

Interactivity helps brands **understand audience behaviour, preferences, and feedback**, making campaigns more effective.

Example: A Facebook ad with a "Shop Now" button lets viewers directly visit the product page and make a purchase.

3. Targeting

Advertisers can **precisely target their audience** based on **demographics (age, gender), location, interests, browsing history, and search behaviour**. This ensures ads reach **the most relevant users** rather than a general audience.

Targeting increases **ad efficiency** and reduces wasted spend by focusing on users who are **most likely to engage or buy**.

Example: A sports shoe brand showing ads only to users who recently searched for “running shoes” or follow fitness pages online.

4. Cost-Effective

Internet advertising is often **cheaper than TV, print, or radio advertising**. Advertisers can choose **pay-per-click (PPC), pay-per-impression, or pay-per-action models**, allowing them to control budgets effectively.

Even **small businesses or startups** can afford to advertise online, reaching a large audience without high costs.

Example: A local bakery paying only for clicks on a Google search ad when users look for “birthday cakes near me.”

5. Measurable

Online advertising provides **real-time tracking and analytics**. Advertisers can measure **clicks, impressions, conversions, engagement rates, and ROI**.

This allows companies to **analyse performance, optimize campaigns, and justify ad spending** more accurately than traditional media.

Example: A YouTube ad showing how many viewers watched fully, clicked on the link, or visited the website after seeing the ad.

6. Flexible Formats

Internet advertising offers **various ad formats** like **banners, pop-ups, video ads, sponsored posts, social media ads, search engine ads, and email marketing**. Advertisers can choose the format that best suits their **objective and audience**.

Flexibility allows creative freedom and **adaptation to different platforms and devices**.

Example: A clothing brand can run **Instagram story ads, YouTube video ads, and Google display banners** simultaneously to reach different segments of its audience.

Merits of Internet Advertising

The following are the merits of internet advertising:

1. Wide Reach

Internet advertising allows brands to **reach audiences anywhere in the world, at any time**. Unlike traditional media, which may be restricted by location or broadcast schedules, online ads are accessible **24/7** to anyone with an internet connection.

This makes it possible for businesses to **expand their market globally** and attract customers beyond their local region.

Example: An online fashion store in India can advertise to users in the USA, Europe, or Australia through social media ads or Google campaigns.

2. Precise Targeting

Advertisers can **target users very accurately** based on factors like **age, gender, location, interests, browsing history, purchase behaviour, or search queries**. This ensures the ads are shown only to **people who are most likely to be interested** in the product.

This improves the **efficiency of advertising campaigns**, reduces wasted spending, and increases the likelihood of conversions.

Example: A sports equipment brand showing ads only to users who recently searched for “running shoes” or follow fitness pages online.

3. Interactive

Internet advertising enables **two-way engagement**. Users can **click on links, comment, share, or make purchases** directly from ads. Unlike traditional ads, which are mostly one-way communication, online ads allow brands to **interact with their audience in real time**.

This builds **engagement, brand awareness, and customer loyalty**.

Example: A Facebook ad with a “Shop Now” button lets viewers immediately visit the product page and make a purchase.

4. Cost-Effective

Internet advertising can be **more affordable than traditional media**. Advertisers can choose **pay-per-click (PPC), pay-per-impression, or pay-per-action models**, controlling how much they spend and paying only when a desired action occurs.

Even **small businesses or startups** can run online campaigns without huge budgets, making it accessible for all types of enterprises.

Example: A local bakery paying only when users click on its Google search ad for “birthday cakes near me.”

5. Measurable Results

Online ads provide **real-time analytics**, allowing advertisers to track **clicks, impressions, conversions, sales, and ROI**. This data helps in **evaluating the effectiveness** of campaigns and optimizing them for better results.

Advertisers can make **data-driven decisions**, adjusting strategies instantly rather than waiting for post-campaign reports like in traditional media.

Example: A YouTube ad showing how many viewers watched fully, clicked the link, or visited the website after seeing the ad.

6. Flexibility

Internet ads can be **easily modified or updated** in terms of content, design, target audience, or duration. Unlike TV or print ads, which are static once aired or printed, online ads can **adapt quickly to new campaigns or changing market conditions**.

This allows brands to **respond to trends, promotions, or feedback** efficiently.

Example: A clothing brand can instantly update its Instagram ad to showcase a new summer collection without additional production costs.

Demerits of Internet Advertising

The following are the demerits of Internet Advertising:

1. Ad Blindness

Internet users have become **so accustomed to seeing ads online** that they often **ignore banner ads, pop-ups, or sponsored posts**, even without realizing it. This phenomenon is called “**ad blindness**.”

Ads may **fail to attract attention or generate clicks**, reducing their effectiveness. Advertisers need to use **creative, engaging content** to overcome this.

Example: A user scrolling through a news website may completely ignore sidebar banner ads for products they are not interested in.

2. High Competition

The internet is crowded with **millions of brands and ads** competing for the same audience's attention. Standing out among competitors is **challenging**, especially in popular industries like e-commerce, fashion, or electronics.

Businesses must invest in **innovative designs, targeted strategies, and higher bids** for ad placements, which can increase costs.

Example: Multiple brands advertising sports shoes on Instagram feeds can make individual ads less noticeable.

3. Technical Issues

Online ads may **not display correctly across all devices, browsers, or screen sizes**. Slow-loading ads, broken links, or poor formatting can reduce engagement and frustrate users.

Technical glitches can **damage the brand's image** and reduce the ad's effectiveness.

Example: A video ad on a website that doesn't load on mobile devices may never reach the intended audience.

4. Privacy Concerns

Many internet ads rely on **user data, browsing history, cookies, and location tracking** to target audiences. Users are increasingly aware of these practices and may **disable tracking or block ads** due to privacy concerns.

Targeted advertising becomes **less effective**, and brands may face **user distrust** or negative perception.

Example: Users installing ad-blockers on their browsers to avoid tracking from e-commerce or social media ads.

5. Fraud & Click Fraud

Some online ads may be **clicked by bots or automated systems** rather than real users. This generates **invalid traffic** and wastes advertising budgets. Fraud can also occur in affiliate marketing or programmatic ad platforms.

Advertisers may pay for clicks or impressions that **don't lead to real engagement or sales**, reducing ROI.

Example: An online banner ad for a new smartphone receives thousands of clicks from bots, but very few result in actual purchases.

Audio-Visual Cassettes

Meaning

An **Audio-Visual (AV) Cassette** is a type of media that contains both **sound** (audio) and **visual content** (video), allowing learners or viewers to **see and hear** the material simultaneously. It is commonly used for **educational, training, or entertainment purposes**. These cassettes are typically played on devices like **VCRs (Video Cassette Recorders)** or specialized cassette players with screens.

Characteristics of Audio-Visual (AV) Cassettes:

The characteristics of AV cassettes—**dual sensory engagement, portability, pre-recorded content, and sequential learning**—make them **effective teaching and learning tools**. They engage multiple senses, are convenient to use, provide consistent content, and guide learners step by step.

1. Dual Sensory Engagement

What it means: AV cassettes combine **audio (sound)** and **visual (images or video)** elements.

Why it matters: When learners can **hear and see** simultaneously, it enhances **comprehension and memory**.

Example: Watching a science experiment on an AV cassette allows a student to see the experiment being done while hearing the explanation, making it easier to understand than just reading about it.

Impact on learning: Activates **multiple senses** at once, which strengthens learning because the brain encodes information more effectively when both **visual and auditory channels** are used.

2. Portable

What it means: AV cassettes are **compact and lightweight**, making them easy to transport.

Why it matters: Teachers or trainers can carry them to **different classrooms, offices, or even homes**, allowing flexible use.

Example: A language teacher can bring a few AV cassettes to different schools for lessons without needing internet or heavy equipment.

Impact: Increases **accessibility** and allows learners to use them in **various locations**, not limited to a single setup.

3. Pre-recorded Content

What it means: The content on an AV cassette is **already recorded and finalized**.

Why it matters: Learners or viewers can **replay the material multiple times** to reinforce understanding.

Example: A history lesson on an AV cassette can be watched repeatedly to memorize dates, events, and explanations.

Impact: Ensures **consistency in delivery**, meaning every learner receives the same accurate content regardless of the instructor.

4. Sequential Learning

What it means: The material on the cassette is presented in a **fixed, step-by-step order**.

Why it matters: This structure guides learners through **progressive learning**, from simple to complex concepts.

Example: A mathematics lesson on an AV cassette starts with basic addition, moves to subtraction, then multiplication, and finally division, building knowledge in order.

Impact: Promotes **logical understanding** and prevents confusion because learners follow a **planned sequence** rather than random topics.

Uses of Audio-Visual (AV) Cassettes

Audio-Visual cassettes are versatile tools used for **education, professional training, entertainment, and self-learning**. They combine **seeing and hearing**, making content

engaging, accessible, and easy to understand, while allowing **repeated use** for better comprehension and skill development.

1. Education

AV cassettes are widely used as **teaching tools** in schools, colleges, and other educational settings.

How it works: By combining **visual demonstrations with audio explanations**, students can understand concepts more clearly than from textbooks alone.

Examples:

- ✓ **Languages:** Learning pronunciation, accent, and sentence construction by listening to native speakers.
- ✓ **Science experiments:** Watching chemistry reactions or physics demonstrations that may be difficult or unsafe to do in a classroom.
- ✓ **Historical events:** Observing documentaries or dramatized reenactments to make history lessons more engaging.

Benefit: Helps students **grasp abstract or complex concepts** easily through simultaneous seeing and hearing.

2. Training

AV cassettes are used in **professional or skill-based training** for employees, trainees, or volunteers.

How it works: Trainers record demonstrations, instructions, or safety procedures, which trainees can **watch repeatedly**.

Examples:

- ✓ **Corporate training:** Learning software, customer service techniques, or company procedures.
- ✓ **Skill development:** Tutorials for machinery operation, typing, or other technical skills.
- ✓ **Safety demonstrations:** Fire drills, first aid procedures, or workplace safety protocols.

Benefit: Standardizes training, saves time, and ensures that **every trainee receives the same information**.

3. Entertainment

AV cassettes serve as a source of **movies, music, and other recreational content**.

How it works: Viewers can watch films, music videos, or documentaries **at home or in small groups**.

Examples:

- ✓ Movies for family entertainment.
- ✓ Music videos for audio-visual enjoyment.
- ✓ Documentaries on wildlife, sports, or history.

Benefit: Provides **accessible entertainment** without the need for live shows or cinemas, especially before digital streaming became popular.

4. Self-Learning

Individuals can use AV cassettes to **learn at their own pace**, outside formal education.

How it works: Learners can pause, rewind, or replay content, allowing for **personalized learning schedules**.

Examples

- ✓ Language practice using recorded conversations or lessons.
- ✓ Tutorial videos for hobbies like drawing, cooking, or music.
- ✓ Guided exercises for meditation, fitness, or skill-building.

Benefit: Encourages **independent learning**, flexibility, and reinforcement of concepts as per one's own pace.

Merits (advantages) of Audio-Visual (AV) Cassettes

The merits of AV cassettes—**enhanced learning, self-paced learning, consistency, flexibility, and cost-effectiveness**—make them a **powerful tool for education, training, and self-learning**. They allow learners to **see and hear**, learn at their own pace, get uniform content, access materials anywhere, and save costs on repeated instruction.

1. Enhanced Learning

AV cassettes engage **both visual and auditory senses** simultaneously. When learners **see images, demonstrations, or diagrams** while **hearing explanations**, it reinforces

understanding and memory. This **multi-sensory approach** increases comprehension, retention, and interest in the topic.

Example: Watching a biology video showing the human heart beating, while listening to an explanation of blood flow, helps students **grasp the concept faster** than just reading about it.

2. Self-Paced Learning

Learners can **control the pace of learning** by pausing, rewinding, or replaying the content. If a learner does not understand a concept the first time, they can **rewind and watch again** until it makes sense. It encourages **personalized learning**, reduces stress, and allows learners to **master content at their own speed**.

Example: A language learner can repeatedly listen to a pronunciation exercise until it is mastered.

3. Consistency

Every learner receives the **exact same content** in the same format. The pre-recorded cassettes eliminate human error or variations in live instruction. It maintains **standardization**, avoids misinformation, and ensures everyone has the **same learning experience**.

Example: A training video on safety procedures ensures **all employees learn the correct steps**, every time it is shown.

4. Flexibility

AV cassettes can be used in **various locations** with the right equipment. They do not require an internet connection or a live instructor. As long as a VCR or cassette player is available, content can be played **anywhere**. It impacts in expanding the accessibility, especially in remote or resource-limited areas

Example: Teachers can bring educational cassettes to classrooms, homes, or community centres.

5. Cost-Effective

AV cassettes **reduce the need for repeated live instruction**, saving money and resources. A single cassette can be used multiple times by different learners without extra cost. It makes the **education and training more affordable**, especially for institutions or organizations with limited budgets.

Example: A corporate training cassette can teach dozens of employees without hiring a trainer each time.

Demerits (limitations) of Audio-Visual (AV) Cassettes

The main demerits of AV cassettes—**equipment dependence, limited interactivity, wear and tear, obsolescence, and storage space requirements**—highlight why they are **less convenient than modern digital media**. While they were once popular, these limitations make them less practical in today's educational and entertainment environments.

1. Equipment Dependence

AV cassettes **cannot be used without a device** like a VCR (Video Cassette Recorder) or a cassette player. If the equipment is **not available, damaged, or incompatible**, the cassette becomes useless. It limits the **accessibility and convenience** of AV cassettes, especially in areas with fewer resources.

Example: A school may have an AV cassette for a biology lesson, but if the VCR is broken or missing, the lesson **cannot be delivered**.

2. Limited Interactivity

AV cassettes **only deliver pre-recorded content** and do not allow learners to ask questions or receive immediate feedback. Learners cannot **clarify doubts or participate actively**, which may reduce engagement and understanding. It reduces the **effectiveness of learning** compared to live or interactive teaching methods.

Example: Watching a history documentary on a cassette is informative, but if a student does not understand a specific event, **they cannot ask the video to explain it differently**.

3. Wear and Tear

Frequent playing, rewinding, or improper handling can **damage the cassette tape**. Over time, the **audio or video quality degrades**, making content difficult to see or hear. It shortens the **lifespan of the cassette**, requiring replacement and additional costs.

Example: A cassette used repeatedly in multiple classrooms may develop **scratches or tape tangles**, causing images to blur or sound to distort.

4. Obsolescence

AV cassettes are gradually becoming **outdated due to modern digital alternatives** like DVDs, Blu-ray discs, and streaming services. They are used because, digital formats are **easier to**

store, access, and share, making cassettes less practical. It limits the **relevance and usage** of AV cassettes in contemporary learning environments.

Example: Educational institutions now prefer online videos or digital courses over cassettes because they are **more flexible and accessible**.

5. Storage Space

Physical cassettes take up **more space** compared to digital files. It helps in managing large collections of cassettes can be **cumbersome**, especially for schools, offices, or homes with limited storage. The limitation is it increases **storage requirements and maintenance effort** compared to compact digital solutions.

Example: A library with hundreds of AV cassettes may require **shelves and careful cataloguing**, while the same content in digital format can fit on a single hard drive.

Screenslides

“Screenslides” refers to a type of **audio-visual advertising medium** that combines **still images or slides with recorded audio** to communicate a message to an audience. It was popular before the widespread use of digital video and multimedia presentations.

Definition

A **screen slide** is a presentation format where **images or slides are projected onto a screen** (like a film projector or slide projector) while a **narration or recorded sound** plays simultaneously. It is essentially a **hybrid of slide shows and audio recordings**, used to convey information or advertise products/services.

Characteristics

1. Visual Component

Screenslides rely heavily on **visuals** to convey their message. These visuals can be:

- ✓ **Photographs:** Real images of products, people, places, or events.
- ✓ **Drawings/Illustrations:** Hand-drawn or digitally created images to explain concepts creatively.
- ✓ **Text slides:** Key points, slogans, or captions to reinforce the message.

The slides are **displayed in sequence**, meaning one after another, to create a **story or logical flow**. The purpose of visuals is to help the audience to **see what is being described**, making the message clearer and more memorable.

2. Audio Component

Along with visuals, screenslides include **sound** to enhance understanding. This can be:

- ✓ **Narration**: Someone explaining the slides, giving details or instructions.
- ✓ **Music**: To create a mood, attract attention, or make the presentation more engaging.
- ✓ **Sound effects**: To emphasize actions or events in the slides.

The **purpose of audio** is to ensure that the audience **not only sees but also hears the message**, catering to both visual and auditory senses.

3. Duration

Screenslides are usually **short and focused**, lasting only a few minutes. This is because:

- ✓ The aim is to **deliver a concise message quickly**.
- ✓ Long presentations might **lose the audience's attention**.

Example: A 3–5 minutes screenslide introducing a new product in a showroom.

4. Purpose

Screenslides can serve multiple purposes:

- ✓ **Informative**: To explain facts or provide knowledge (e.g., health tips).
- ✓ **Educational**: To teach concepts or procedures (e.g., classroom slides).
- ✓ **Promotional/Advertising**: To market products or services (e.g., a screenslide showing features of a new phone).

The combination of **visuals + audio + short duration** makes the message **easier to understand, remember, and act upon**.

Uses” of screenslides:

screenslides were **versatile tools**: they could **sell products, educate students, or inform the public**, all by combining **pictures with sound** for maximum impact.

1. Advertising

Businesses used screenslides to **showcase their products or services** in a way that grabs attention.

How it worked?

- ✓ A series of **slides displayed product images**—like soaps, clothes, or electronic gadgets.
- ✓ **Narration explained features, benefits, or prices** of the product.
- ✓ Sometimes **background music** was added to make it more attractive.

Where used?

- ✓ In **shops**, to attract customers to new products.
- ✓ At **trade fairs**, where multiple businesses displayed products, screenslides helped to **stand out from competitors**.
- ✓ In **showrooms**, to educate potential buyers about product details without needing a salesperson for every explanation.

Benefit

Customers could **see and hear information simultaneously**, which is more effective than posters or brochures alone.

2. Education

Screenslides were used to **enhance classroom learning or training sessions**.

How it worked?

- ✓ Teachers or trainers **projected slides** showing diagrams, charts, historical pictures, or step-by-step processes.
- ✓ A **narration explained the content**, so students could **understand complex topics more easily**.
- ✓ Sometimes used in **training workshops** for employees to demonstrate procedures.

Benefit

Makes lessons **interactive and engaging** compared to just reading from books or listening to lectures.

Example: A biology teacher showing slides of human anatomy while explaining each organ's function.

3. Public Information

Governments or organizations used screenslides to **spread awareness or educate the public** on important issues.

How it worked?

- ✓ Slides could show **social messages**, like health tips, safety guidelines, or election information.
- ✓ **Narration guided the audience** on what action to take or why the information is important.

Where used?

- ✓ **Community centres, hospitals, or public gatherings.**
- ✓ Could also be used in **campaigns** like vaccination drives, traffic safety, or environmental awareness.

Benefit

Effective in reaching a **large audience quickly** with both visual and audio reinforcement.

Advantages of Screenslides

Screenslides are **engaging, clear, and budget-friendly**, making them an effective tool for advertising, education, or public information.

1. Engaging

Screenslides combine **visuals (slides, pictures, text)** with **audio (narration, music, or sound effects)**.

Why this matters?

The human brain processes **visual and auditory information simultaneously**, making it **easier to understand and remember**.

Compared to plain slides or audio alone, screenslides **capture attention better** because they appeal to **multiple senses at once**.

Example: A screenslide showing a new phone with images of its design, features, and a voiceover explaining its benefits is **more interesting and engaging** than just a poster or an audio ad.

2. Focused Message

Because screenslides are usually **short and structured**, they **deliver a clear, concise message**.

How it helps?

- ✓ Visuals highlight the main points.
- ✓ Narration explains details without unnecessary distractions.
- ✓ Audience can **quickly grasp the purpose**, whether it's learning a concept, understanding a product, or following instructions.

Example: A 3-minute screenslide on road safety might show only **3–4 key rules**, reinforced with visuals and narration, ensuring viewers **remember the essentials**.

3. Cost-effective

Producing a screenslide is **cheaper than making a full-length film or video**.

Reasons for cost-effectiveness:

- ✓ Requires **fewer resources**: still images instead of moving video.
- ✓ Less **editing and production work** compared to full videos.
- ✓ Can be **reused or updated easily**, saving time and money.

Example: A company promoting a new soap can make a 5-minute screenslide with product images and audio narration at **a fraction of the cost** of a TV commercial.

Limitations of Screenslides:

While screenslides are effective in combining audio and visuals, their **lack of interaction, limited dynamism, and dependency on equipment** make them **less flexible and engaging** compared to modern multimedia tools.

1. No Live Interaction

The audience **cannot ask questions or interact** with the presentation while it is being shown.

Why it's a limitation?

- ✓ Viewers may **not fully understand certain points** but have no way to clarify immediately.
- ✓ Unlike live demonstrations or interactive digital media, screenslides **don't adapt to audience responses**.

Example: A screenslide on how to use a new gadget might show the steps, but if someone is confused about a particular step, there is **no way to pause and explain** in real time.

2. Limited Appeal

Screenslides are **less dynamic and visually stimulating** than modern videos or multimedia presentations.

Why it's a limitation?

- ✓ Static slides, even with audio, **may fail to fully engage** an audience accustomed to fast-moving visuals or animations.
- ✓ They **cannot convey motion or action** as effectively as video.

Example: Showing the operation of a car engine with still images is **less effective** than a short video demonstrating it in motion.

3. Equipment Dependent

Screenslides **require specific devices** such as projectors, screens, and audio playback equipment.

Why it's a limitation?

- ✓ If the **projector or speakers fail**, the presentation **cannot proceed**.
- ✓ Some venues **may not have the necessary equipment**, making screenslides less flexible than printed posters or digital content.

Example: A school trying to show a screenslide in a remote classroom might face problems if **no projector or speakers are available**.

Conclusion

Screenslides are an early and effective form of **audio-visual communication** that combine **pictures with sound** to present information clearly and attractively. They played an important role in **education, advertising, and public awareness**, especially before the rise of digital media. Though they are now largely replaced by **videos and multimedia presentations**, screenslides remain a **valuable and cost-effective method** for conveying short, focused messages. In essence, they marked a significant step in the evolution of **audio-visual media**, bridging the gap between traditional slide shows and modern digital communication.

Electronic Signs

Electronic Signs are modern advertising and information displays that use electronic technologies—such as LED, LCD, or digital screens—to convey messages, announcements, or advertisements to the public. Unlike traditional static signs (like printed posters or billboards), electronic signs can display dynamic content, including text, images, videos, or animations.

Definition

Electronic signs are visual communication tools that utilize electronic or digital technology to present information or advertisements in a readable and attention-grabbing manner.

Features

The following are its important features:

1. Dynamic Content

Electronic signs are not static like a printed poster—they can display content that changes over time. This makes the sign more engaging for viewers and allows advertisers to present multiple messages in the same space.

Examples

- ✓ A billboard showing different ads every few seconds.
- ✓ Text that scrolls or flashes to grab attention.
- ✓ Animations or short video clips promoting a product.

2. Remote Control

Many electronic signs can be controlled from a distance using computers or mobile devices. You don't need to be physically present to change the content. Hence, it saves the time, reduces manual effort, and allows quick updates for promotions, emergencies, or seasonal messages.

Examples:

- ✓ A shop updating its daily offers from a computer at its office.
- ✓ A city updating traffic alerts on digital road signs remotely.

3. High Visibility

Electronic signs are bright and can be seen clearly in different lighting conditions, including daytime sunlight and nighttime darkness. Hence, it ensures that the message reaches more people effectively, no matter the time of day.

Examples:

- ✓ LED billboards along highways that are visible even in bright sunlight.
- ✓ Neon-style electronic signs outside stores at night.

4. Interactivity (Optional)

Some electronic signs are designed to interact with people. They can respond to touch, motion, or other sensors. Thus, it increases the user engagement and creates a memorable experience, which can boost brand recall or encourage immediate action.

Examples

- ✓ A touchscreen kiosk in a mall where people can browse products.
- ✓ Digital displays that change content when someone approaches.

Uses of Electronic Signs

The following are some of the uses of electronic signs:

1. Advertising

Electronic signs are widely used to promote products, services, or events in a visually attractive way. Thus, it reaches a large audience effectively and increases brand awareness quickly.

How it works?

- ✓ Bright, dynamic content like scrolling text, images, or videos grabs attention.
- ✓ Businesses can change ads frequently to show new offers or highlight different products.

Examples

- ✓ A clothing store displaying daily discounts on an LED sign outside.
- ✓ A movie theatre showing trailers or showtimes on a digital board.

2. Information Display

Electronic signs provide useful information to the public in real time. It helps people navigate spaces efficiently, reduces confusion, and improves customer experience.

How it works?

- ✓ Displays schedules, directions, or announcements clearly and visibly.

- ✓ Can be updated instantly to reflect changes.

Examples

- ✓ Airports showing flight departures and arrivals.
- ✓ Malls displaying floor maps, store promotions, or events.
- ✓ Train or bus stations showing arrival/departure times.

3. Safety and Alerts

Electronic signs are used to communicate urgent or important safety messages to prevent accidents or hazards. It enhances public safety, informs people quickly, and can save lives during emergencies.

How it works?

- ✓ Bright, flashing displays can immediately grab attention.
- ✓ Can deliver location-specific alerts to drivers, pedestrians, or workers.

Examples

- ✓ Highway LED boards warning about traffic jams, road construction, or accidents.
- ✓ Emergency evacuation instructions in buildings or public areas.
- ✓ Weather alerts like storms or flood warnings displayed on city signs.

Advantages of Electronic Signs

The following are the advantages of electronic signs:

1. Eye-catching and Engaging

Electronic signs attract attention far more effectively than traditional static signs. This is because they can display bright colours, moving images, flashing text, or animations. Motion and light naturally draw human attention, making it more likely that people will notice the message. It enhances the visibility and ensures that the advertisement or information is more likely to be seen and remembered.

Examples:

- ✓ A digital billboard showing multiple ads in rotation.
- ✓ LED shop signs with flashing offers or discounts.

2. Easy to Update and Manage Content

Electronic signs allow content to be updated quickly, without the need to print new posters or replace physical materials. The contents can be changed using software on a computer, tablet, or even a smartphone. Updates can be scheduled in advance or done in real-time. Thus, it saves the time and the costs, while keeping the content fresh and relevant.

Examples:

- ✓ Restaurants updating daily menus on digital boards.
- ✓ Malls or offices displaying real-time event or promotion information.

3. Can Reach a Wide Audience Quickly

Because electronic signs are often placed in high-traffic areas and are highly visible, they can communicate messages to many people simultaneously. Important messages, advertisements, or alerts can reach a large audience in a short time. Thus, it maximizes the reach and effectiveness of communication efforts.

Examples

- ✓ LED billboards along highways broadcasting multiple ads to passing drivers.
- ✓ City digital boards displaying traffic alerts or public announcements.

4. Versatility and Creativity

Electronic signs allow creative freedom with content formats, combining text, images, videos, and animations. Businesses or organizations can design messages that are visually appealing and memorable. It increases audience engagement and strengthens brand recall.

Examples

- ✓ Animated holiday promotions on shopping mall displays.
- ✓ Interactive touch screens providing product or service information.

5. Cost-Effective in the Long Run

Although the initial investment is high, electronic signs save costs over time because you don't need to print new materials repeatedly. Thus, it reduces recurring costs and increases efficiency in communication.

Examples

- ✓ A business can run multiple campaigns on the same board without extra printing costs.

- ✓ Public information boards can update messages digitally rather than replacing posters.

Disadvantages of Electronic Signs

The following are the disadvantages of electronic signs:

1. High Initial Cost

Setting up an electronic sign, especially a large LED or LCD display, can be expensive compared to traditional printed signs. Small businesses or organizations may find the investment prohibitive. So, it limits access for smaller advertisers and increases upfront expenses.

Examples

- ✓ Buying and installing a large LED billboard can cost lakhs of rupees.
- ✓ Specialized software for content management adds to the cost.

2. High Maintenance Cost

Electronic signs require regular maintenance to function properly. Components like LEDs, power supplies, or software can fail or need updates. Ongoing costs can be significant over the lifetime of the sign.

Examples

- ✓ Replacing burned-out LEDs in a large billboard.
- ✓ Updating software to prevent technical glitches or security issues.

3. Technical Issues and Downtime

Electronic signs can stop working due to hardware failures, software bugs, or power outages. When a sign fails, it stops communicating the message, which can be costly if it's for advertising or safety alerts. It can reduce effectiveness and frustrate viewers or advertisers.

Examples

- ✓ A digital billboard going blank during peak hours.
- ✓ Traffic alert boards not updating due to software malfunction.

4. Limited Lifespan

Electronic components like LEDs or screens have a finite lifespan, after which they may dim, fail, or require replacement. Frequent replacements or upgrades may be needed to maintain effectiveness. Thus, it adds long-term costs and planning for replacement.

Examples

- ✓ After several years, LEDs may lose brightness and clarity.
- ✓ Older displays may become incompatible with newer software.

5. Light Pollution and Distraction

Bright electronic signs, especially in urban areas, can cause light pollution or distract drivers and pedestrians. Can lead to safety concerns or complaints from the public. It may require regulatory approval and careful placement.

Examples

- ✓ Neon-like LED billboards distracting drivers on highways.
- ✓ Bright signs affecting nearby residents at night.

Conclusion

Electronic signs have transformed the way information and advertisements are communicated. They combine technology and creativity to deliver messages that are **dynamic, attention-grabbing, and easy to update**. Their ability to reach large audiences quickly makes them highly effective for businesses, institutions, and public services alike.

However, despite their many benefits—such as visibility, flexibility, and long-term cost efficiency—they also come with certain drawbacks, including **high initial cost, maintenance needs, and potential technical issues**.

In conclusion, **electronic signs are a modern and powerful communication tool** that, when used wisely, can enhance visibility, engagement, and efficiency. Balancing their advantages with proper planning and maintenance ensures that they remain a valuable asset in today's digital age.

Check Your Progress:

Q.No	Short Questions	LOCF Mapping		
1.	What is radio advertising?	K1	CO5	PO1
2.	Mention any four advantages of television advertising.	K2	CO5	PO2
3.	What is meant by film advertising?	K1	CO5	PO1
4.	Define internet advertising and state its importance.	K2	CO5	PO3
5.	What are electronic signs in advertising?	K1	CO5	PO2
Q.No	Essay Type Questions	LOCF Mapping		
1.	Explain the features and advantages of radio advertising.	K2	CO5	PO1
2.	Discuss the effectiveness of television advertising in promoting products and services.	K3	CO5	PO3
3.	Explain different forms of audio-visual advertising such as film advertising, screen slides, and audio-visual cassettes.	K2	CO5	PO2
4.	Analyse the role of internet advertising in modern marketing communication.	K4	CO5	PO4
5.	Evaluate the importance of electronic signs and other modern advertising media in business promotion.	K5	CO5	PO5

Textbooks	
1	Gupta Ruchi, "Advertising Principles and Practice", S.Chand & Co. Ltd.,
2	Philip Kotler, (2016), Marketing: An Introduction, Asia Pacific Holding Private Limited
3	Monle Lee & Carla Johnson, Principles of Advertising, Routledge Publications.
4	Seema Gupta (2022) Digital Marketing 3 rd Edition McGraw Hill
5	Harry Tipper, "The Principles of Advertising", Franklin Classics Trade Press, 2018
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1.	Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, "Principles of Marketing", Pearson, 2017
2.	Pillai, R.S.N and Bhagvathi (2010), Modern Marketing Principles and Practices. S Chand & Co Ltd.,
3.	Dr.C. B.Gupta, Dr.N.Rajan Nair(2020), Marketing Management ,Sultan Chand & Sons.
4.	William D. Wells,, Sandra E. Moriarty , John Burnett,"Advertising Principles and Practice", Prentice Hall, 2002.
5.	Dr.C.B.Mamoria, Pradeep Jain, Priti Mitra,(2013), Theory and Practice of Marketing, KitabMahal
Web Resources	
1.	https://www.themediaant.com/blog/what-is-advertising/
2.	https://www.marketing91.com/advertising-media/

3.	https://www.themediaant.com/blog/glossary/press-advertising/
4.	https://www.marketing91.com/outdoor-advertising/
5.	https://www.themediaant.com/blog/what-is-electronic-advertising/

Mapping with Programme Outcomes:

	PO 1	PO 2	PO 3	PO 4	PO 5	PO6	PO 7	PO 8
CO 1	3	2	2	3	3	3	3	2
CO 2	3	3	3	3	3	3	3	3
CO 3	3	3	2	2	3	3	3	3
CO 4	3	3	3	3	3	2	3	2
CO 5	3	3	3	3	2	3	2	3
Weightage	15	14	13	14	14	15	14	13
Weighted percentage of course contribution to POS	3.0	2.8	2.6	2.8	2.8	3.0	2.8	2.6

CO /PO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3
CO2	3	3	2	3	3
CO3	3	3	2	3	2
CO4	3	2	2	3	2
CO5	2	2	3	2	2
Weightage	14	13	11	14	12
Weighted percentage of Course Contribution to PSOs	2.8	2.6	2.2	2.8	2.4

Level of Correlation between PSO's and CO's

(Suggested by UGC as per Six Sigma Tool – Cause and Effect Matrix)

Assign the value 1 – Low, 2 – Medium, 3 – High, 0 – No Correlation

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