

Message for the Students

Dr. Babasaheb Ambedkar Open University is the only state Open University, established by the Government of Gujarat by the Act No. 14 of 1994 passed by the Gujarat State Legislature; in the memory of the creator of Indian Constitution and Bharat Ratna Dr. Babasaheb Ambedkar. We stand at the seventh position in terms of establishment of the Open Universities in the country. The University provides as many as 81 courses including various Certificate, Diploma, UG, PG as well as Doctoral to strengthen Higher Education across the state.



On the occasion of the birth anniversary of Babasaheb Ambedkar, the Gujarat government secured a quiet place with the latest convenience for University, and created a building with all the modern amenities named 'Jyotirmay' Parisar. The Board of Management of the University has greatly contributed to the making of the University and will continue to this by all the means.

Education is the perceived capital investment. Education can contribute more to improving the quality of the people. Here I remember the educational philosophy laid down by Shri Swami Vivekananda:

“We want the education by which the character is formed, strength of mind is increased, the intellect is expands and by which one can stand on one’s own feet.”

In order to provide students with qualitative, skill and life oriented education at their threshold. Dr. Babasaheb Ambedkar Open University is dedicated to this very manifestation of education. The university is incessantly working to provide higher education to the wider mass across the state of Gujarat and prepare them to face day to day challenges and lead their lives with all the capacity for the upliftment of the society in general and the nation in particular.

The university following the core motto ‘स्वाध्यायः परमम् तपः’ does believe in offering enriched curriculum to the student. The university has come up with lucid material for the better understanding of the students in their concerned subject. With this, the university has widened scope for those students who are not able to continue with their education in regular/conventional mode. In every subject a dedicated term for Self Learning Material comprising of Programme advisory committee members, content writers and content and language reviewers has been formed to cater the needs of the students. Matching with the pace of the digital world, the university has its own digital platform Omkar-e to provide education through ICT.

The University is offering MA in Journalism and Mass Communication course under the School of Humanities of Social Sciences, it aims to emerge its learners as excellent communicators in the global arena by developing skills in thinking, reading, writing, and editing, audio-video production and more.

With all these efforts, Dr. Babasaheb Ambedkar Open University is in the process of being core centre of Knowledge and Education and we invite you to join hands to this pious *Yajna* and bring the dreams of Dr. Babasaheb Ambedkar of Harmonious Society come true.



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Advertising - Copywriting & Creative Planning

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Dr. Babasaheb Ambedkar Open University
(Established by Government of Gujarat)

MAJMC-19

Advertising, Copywriting and Creative Planning

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UNIT: 1**UNDERSTANDING THE
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1.0 OBJECTIVES

At the end of this unit, you will be able to

- Understand the meaning and concept of advertising.
- Nature, aims, objectives and scope of advertising.
- Functions of advertising.
- Role of advertising in the society.
- Career prospects and changing world of advertising.

1.1 MEANING AND CONCEPTS

What comes in our mind when we think of word “Advertising”? The obvious answer pops up is that advertising is meant for selling. But the truth is that it goes far beyond selling stuff. When people didn’t even define the term advertising it was used in history and people were gathered for rallies, information were delivered and new ideas were introduced in society through what we know today as advertising. Advertising has evolved over time and different experts have defined it in many forms.

One of the famous personality Lee Clow, the chairman and global director of TBWA Worldwide quoted “Good advertising is a dialog with people” which clearly indicates that advertising is meant for people of our society.

Advertising is a systematic way of disseminating information about a product or service that a corporation or individual wishes to market to the public. It is a sponsored advertisement that is delivered by words, pictures, music, and action through a media that prospective customers utilise. Some define advertising as communication with the explicit goal of selling a product or service. Experts claim that the concept of payment separates advertising from other types of communication.

Advertising has long been thought of as a form of mass marketing since a single message may reach a huge number of individuals. However, this technique to mass promotion has drawbacks because many people exposed to an advertising message may not be in the marketer's target market, resulting in an inefficient use of promotional money.

Advertising has also historically been seen as a one-way type of business communication in which the message receiver (i.e. target market) is unable to reply instantly to the message (e.g. seek more information). This, too, is evolving. For example, in the next years, technology will be widely accessible that will allow a television viewer to click a button to seek additional information on a product seen on their favourite TV or radio show. Indeed, it is predicted that over the next 5-10 years, advertising would shift away from a one-way communication paradigm and toward a more participatory one.

Publicity is also a kind of communication; however, it is not paid for; rather, it is information that is freely distributed through a medium such as a newspaper, magazine, radio, or television. However, advertising requires money. Advertising cannot purchase or sell on its own; it can

only persuade the buyer and assist the seller. It may also assist the buyer by giving the necessary information about a product or service.

The advertiser contacts potential consumers (also called as the target or target audience) with communications that are intended to convince them to purchase the advertised goods or use the advertised service. Even in a classified advertising (typically located on the second or third page of most newspapers), one may obtain enough information to evaluate whether or not the offered item should be purchased. Typically, the following information is provided to the buyer: price and other data, product quality, service efficiency, availability, and so on.

Typically, the individual advertiser pays the media that publishes the insert directly. A company, on the other hand, routes the advertisement through an organisation that specialises in the production of advertising services for a variety of clients. An organization like this is known as an advertising agency. The advertiser may not always utilise traditional media. Prospective buyers are instead sent information about the product or service. In such cases, there is no payment to any media other than mail. As a result, advertising does not necessarily have to incorporate traditional public media such as newspapers, radio, or television. Direct mail can be used as a media. The majority of modern advertising, however, is done through print or electronic media, which we shall refer to as the large media. Small media, on the other hand, includes direct mail, posters, wayside hoardings, placards and boards at transit stations, public transportation vehicles, shops, and compound walls of large and small buildings. In fact, in recent years, the last-mentioned medium has become a key promotional venue for new beverages that are being widely promoted in both rural and urban regions.

1.2 DEFINITIONS

According to the 'concise oxford dictionary' the verb, 'to advertise' means: to make generally or publicly known. Some British authors describe advertising as communication with a goal, and that goal is to influence the reader's attitude (potential customer). This indicates that advertising is a way of communication that generates a favourable attitude in the communicatee toward the stated product or service. If a message fails to elicit such an attitude shift, it is considered a failure.

The primary objective of all advertising is to persuade readers, listeners, or viewers of an advertisement message to create a favourable attitude toward a company, organisation of business, and its products and services, leading to purchase. If the communicatee already has a

favourable attitude about the product or service, the message strengthens his/her conviction, resulting in fast results. The term advertising has been defined by various scholars.

According to Philip Kotler, advertising is “any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor.”

W.J. Stanton definition of advertising is “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, this message, called an advertisement is disseminated through one or more media and is paid for by the identified sponsor”.

American Marketing Association recognizes the term advertising as – “any paid form of non- personal presentation and promotion of ideas, goods and services by an identified sponsor.”

Ogilvy's simplest, yet most perceptive, definition of advertising is -“a good advertisement is one which sells the product without drawing attention to itself.”

Leo Burnett defines - “Advertising is the ability to sense, interpret... to put the very heart throbs of a business into type, paper and ink.”

Kennedy defines- “Advertising is simply a way of selling something in the most effective method possible. Good advertising creates sales and not just attention”.

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

The Institute of Practitioners in Advertising defines the term as - “advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost”.

The Advertising Standards Council of India (ASCI) code of conduct define advertisement “as a paid-for communication, addressed to the Public or a section of it, the purpose of which is to influence the opinions or behaviour of those to whom it is addressed. Any communication which in the normal course would be recognized as an advertisement by the general public would be included in this definition, even if it is carried free-of-charge for any reason”

1.3 NATURE, OBJECTIVE AND SCOPE OF ADVERTISING

Nature

Advertising is a process which gives information to the public about the product. It is an element of the marketing mix and a part of promotion activities. It is mass communicating of messages bearing on goods and services. It is paid publicity sponsored by the advertisers. It is persuasive, controlled, and identifiable and influences the targeted audience.

- **Elements of marketing mix:** Advertising is an important component of the marketing mix. It is a sort of marketing promotion. But many people consider it as synonymous with marketing. Price, product, promotion and physical distribution are the four main elements in marketing. Advertising is a part of the promotion mix, which is a significant tool of marketing management.
- **Promotion Mix:** Advertising is an essential element of the promotion mix. Personal selling, sales promotion, publicity and advertising are the four elements in the promotion mix. Advertising has been considered as the most effective method for promotion, for it creates demand, stimulates sales and reaches customer quickly and effectively.
- **Mass Communication:** Mass Communication is the basic purpose of advertising. It informs not one person but a group of person who may be expected to purchase the article. The tools of mass communication such as newspapers, magazines, television, radio, billboards, and internet are used for advertising purposes. Print and electronic media have been adopted in many countries for communication. Digital platform are now becoming popular platform for advertising.
- **Paid:** Advertising activity is undertaken by some advertising agencies, which charge the price of advertising. Some advertising may be done on the basis of personal agreements, but here, too, payment is made, through indirectly. In other forms of promotion, the producer or the marketer does the promotion mix generally. Space, time, language are sold by the advertising agencies.
- **Sponsor:** An advertising is sponsored by some identified advertiser, disclosing ideas, messages and information.
- **Messages:** An advertisement carries a message, which motivates and inspires customers to purchase a particular of the goods and

services advertised. The voice and sight combine together make the message very effective. Color plays an important role in carrying the messages very effectively.

- **Controlled:** The time, place message and direction of advertising are controlled to make them effective and purposive. The selection of the medium, messages and time is carefully done to achieve the most economical results. The controlled element distinguishes an advertisement from publicity because, in the latter case, the control technique is not adopted, but in the former case, the control function is a vital necessity.
- **Persuasive:** The advertising message is persuasive and informative enough to motivate potential customers. It is only when it is persuasive and creative that it would increase sales. The advertiser provides information to the prospects who are willing to purchase his goods and services. This is the most efficient means of reaching people.
- **Target Group:** Advertising aims at a target group. Although it does not distinguish between target and non-target group, it is designed to influence the target group. The desire, purchasing power, status, entertainment elements and attractiveness to suit the target group are considered while framing an advertisement.
- **Identifiable:** Advertising is identifiable from the sponsor's point of view as well as from the audience's point of view. The message and presentation should be recognised by receivers or customers.

1.4 OBJECTIVES OF ADVERTISING

The basic objective of advertising of a concern is to increase its sales volume and profits. However, these can be achieved by adopting a variety of strategies, we will mention here some of the principal objectives of an effective advertising campaign

- To increase the sales volume by multiplying product uses or increasing the unit of purchase.
- To facilitate launching a new product or a new brand in the market.
- To support the existing sales force of the organisation in order to make the job of sales personnel less difficult and more efficient.
- To get more access to such consumers who are otherwise inaccessible on account of topographical and transportation barriers.

- To better the dealer relations in order to augment the indirect distribution.
- To augment the industry's sale for the betterment of the entire society.
- To eradicate the wrong consumer notion which are otherwise based on the minds of the consumer.
- To build up goodwill by way of non-commercial advertisements without a profit motive e.g., to motivate people to contribute for some social cause.
- Finally to build up effective brand performance for a particular product or services e.g, 'Nirma' washing powder by Nirma Chemical Works and Fiamma D Wills soap by ITC Group.

1.5 SCOPE OF ADVERTISING

Advertising is frequently viewed as the most effective way of selling a company's tools and services. Advertising's purpose is to deliver a message to current consumers or to potentially target new customers. It enables an organization to communicate a message or piece of information to their client base about a new product or special offer.

Budget Scope: Within the marketing budget, there is usually a budget for advertising and promotion. The money should be allotted in accordance with the kind of advertisement desired by the organisation. The budget allocation must take into account the resources and other criteria.

Deliverable Scope: Once the budget has been established, the marketing strategy may be developed further. A comprehensive scope of work that is required for deliverables can be stated. Agencies can now propose a resource strategy. Allocating the form of deliverables (TV, web, mobile, press, magazine, etc) based on the prior campaign needs may be more insightful following the previous strategy for creative work.

Strategical Scope: Once the deliverables have been assigned, advertising agencies can establish the strategic needs by brand or category and create a scope of work based on previous criteria and payment for comparable strategic deliverables.

1.5.1 Functions of advertising

Advertising creates demand, promotes the marketing system, helps middlemen, presents the image of the organisation and performs some other functions well. No producer can think sales without advertising.

Salesman and sales manager can expect some results only when there is advertising. They can talk about the price, quality, discount and terms and condition of sale by adopting some forms of advertisement. If customers are made aware of the terms and conditions, discounts and prices, they are likely to purchase them if the prices are competitive. New products are advertised to make the public aware of the terms and conditions, discounts and prices, they likely to purchase them if the prices are competitive. New products are advertised to make the public aware of their special qualities and prices. The marketing system may be moulded for the benefit of producers through advertisement.

Consumer demand can be assessed by researchers so that effective methods of advertising may be adopted. If the known products are made known to customers, the market for them will expand. When the potential customers realise that the attributes and prices of new products are suitable, the demand for the new products will surpass that for the old products. Middlemen are benefitted through advertising, because customers are told about the want satisfying qualities and prices of the products. When goods are advertised, customers are made aware of the products and traders have no difficulty in pushing up their sales. Sometimes, the advertiser indicates the place of sale and customers try to buy goods at their place. Advertising media are often referred to as middleman because they bring the customers and the producers together. Advertising brings customers and seller together.

1.5.2 Career Prospects in Advertising Industry

The global impact of Indian talent in the advertising industry is not only being noticed, but also appreciated. Today, Indian agencies handle both domestic and international assignments. This is primarily due to the fact that the industry provides a wide range of services to its clients. End-to-end solutions include client media planning, servicing, media buying, pre and post campaign analysis, creative conceptualization, market research, marketing, public relations services and marketing. The advertising industry is made up of advertising agencies, advertisers, media, ancillary services, and freelancers. Prospective candidates can pursue lucrative careers in any of these constituents.

- **Advertiser:** Every major advertiser, such as a manufacturer, distributor, public sector company, or government, has an advertising department. The advertising manager reports to the CEO, Director of Marketing, or Divisional Head. He is in charge of dealing with agencies and the media. He is involved in

campaign and media planning. He provides the necessary briefing to the advertising agency's Accounts Executive. He is in charge of preparing point-of-purchase materials as well as sales promotions and merchandising. He is in charge of press relations and public relations. He also decides on the advertising budget.

- **Advertising agency:** An advertising agency is a group of specialists hired by customers to develop, produce, and position advertisements in the media. Some of the job opportunities available in an advertising agency include:
 - i. **Advertising Account Executive:** Account Executives serve as a liaison between the client and the advertising firm. He/she is briefed by the client's marketing, sales, or advertising department. He/she informs the agency personnel of this. Indian advertising companies are being engaged to handle accounts that are located all over the world.
 - ii. **Copywriters:** Copywriters, often known as creatives, are the wordsmiths who create the wording for advertisements. They write the text, or 'copy,' for ads. This might include anything from slogans and text for printed advertising and pamphlets to radio jingles and TV commercial scripts. A copywriter's work might be ideal for someone who is creative, inventive, and has good writing abilities. Thus, a copywriter employs written communication abilities to convey a message and capture the attention of readers. Copywriters who have a solid business sense and a grasp of the advertising industry are more likely to produce effective advertising campaigns.
 - iii. **Visualizer:** These are the artists who put what the copywriter has thought out on paper. They, in fact, create the advertisement. Many students excel in fine art/commercial art, graphics, and animation can pursue this as a profession.
 - iv. **Creative Directors:** He is in charge of copywriting and design. To take on this role, he is a senior professional with experience in an existing advertising agency.
 - v. **Production Department:** Printing technology, photography, and typography are just a few of the skills that may be used here.
 - vi. **Media Planner:** Media Planner must divide the advertising budget across the various mediums. He/she must choose the proper media and determines the frequency, size, and location of advertisements. He/she chooses the publishing date. When the ad is published, he receives tear-off copies from the media.

He/she is guided by his own media research or study conducted by an independent organisation.

- vii. **Marketing Research:**As an input to the creative process, market research data becomes quite valuable.
- **The Media:** For potential applicants, several employment opportunities and space are currently accessible in media space selling/marketing departments.
 - **Ancillary Service:** They are required to produce/create advertising. This category includes a wide range of services such as studio services, photographic services and printing services.
 - **Freelancers:** These are self-employed experts with a proven track record of accomplishment. Copywriters, jingle singers, radio announcers, artists, visualizers, and technical writers are among them.

1.6 ROLE OF ADVERTISING IN SOCIETY

The impact of advertising in our lives cannot be underestimated. Advertising has mirrored the times while also taking the lead in influencing society over the years. Ads from any era provide realistic, and sometimes surprising, views into what was significant in society at the time. The varieties of commercials created these days have had a significant effect on people's thoughts by convincing them through appealing advertising methods. As a result, these advertising methods have had a significant influence on society in a variety of ways.

- Advertising has enhanced the process of raising awareness about any product or service in society. It has given consumers the ability to learn more about a service or product before making a purchase.
- Advertising has advanced in terms of originality and innovation. It informs us about new and better goods, assists us in comparing products and features, and generally keeps us up to date on developments and issues.
- It reflects fashion and design trends and enhances our aesthetic sense. It has an educational purpose by teaching us about new items and how to utilise them.
- It assists us in shaping an image of ourselves by providing role models with whom we can identify, as well as providing a means for us to express ourselves in terms of our personalities and sense of style through the items we wear and use.

- Advertising has an influence on a society's economic stability. The effect of advertisements on society increases their urge to buy. This boosts the company's revenues, which benefits the country's economic standing.

The allegation that most advertising messages are tasteless and that advertising adds little to the well-being of society misses the reality that there is no universally recognised set of criteria or priorities within a societal framework. We live in a diverse economy with many consumer groups with varying needs, goals, and aspirations. What is offensive to one group may be very informative to another. In general, advertising strategy suffers from the averaging problem, which many of its detractors overlook. The consumer's freedom of choice is the one widely recognised criterion in modern society; customer purchasing decisions ultimately define what an acceptable practise in the market space is. Advertising has been a significant component in efforts to attain such social welfare goals as smoking cessation, family planning, physical fitness, and the elimination of drug misuse. Advertising serves an informational and educational role, making it critical to the functioning of modern Indian society.

Therefore, advertising must play a crucial role in our society and it does it in several ways. First of all, the ads serve as the historical documents for ex- first movie ad, ads made during civil rights movement and so on. Secondly, when advertising shows certain models whether male or female, they kind of make representations among the society related to genders. Above all these, it creates employment for creative people out there, provides the public with free and inexpensive media, it supports media to work independently, make us aware about the happenings around the world, it brings down the prices and takes quality up, help transforms our views and upgrade our living by making us aware about new products and brands.

The effect of advertising on society has resulted in significant change. It has caused individuals to think outside of their small, stable environment. It has caused society to modify its way of life. Marketers attempt to influence or persuade customers to purchase a specific product. It is also a medium that serves a variety of companies. However, it have a detrimental influence on society by instilling unreasonable expectations for the product local cleaning service near me. When it comes to actual life, the characteristics that are often touted are not always the same. The consumer is disappointed, and the connection suffers as a result.

1.7 CHANGING WORLD OF ADVERTISING

There is no doubt that cybernetics has altered communication methods and means in the late twentieth and early twenty-first centuries. Changes in technology and society have resulted in some fundamental changes in the organisation and techniques of advertising in our time. There was a time when copywriters used typewriters and layout artists took several days to illustrate advertising copy; colour experts decided on the best colour combination through visual inspection, and the process was slow. However, the computer now generates accurate graphics in living colour from stored artwork with the click of a button, and it takes very little time to do so. There was a time when copywriting was solely the domain of men, and especially men with unpredictable working styles. Today, however, copywriting is the domain of women who do not find it strange to work late at night, on holidays, and on Sundays to meet what were once thought to be almost impossible deadlines.

Advertising was once regarded as 'puffery,' 'inherently misleading,' or 'an art of creating wants.' Naturally, the first products advertised were patent medicines and over-the-counter medications for hypochondriac women and less virile men! Those days, thankfully, did not last. Today's advertising is much more than just print ads or even 30-second films.

Today, advertising helps to build brands and strengthen the economy by educating the public about previously unknown products and services, allowing them to make more informed decisions about what to buy, when, where, and how to improve their lives.

Today, television commercials are produced for 30 or 60 seconds and cost millions of dollars. These commercials reach several million people and, if not immediately, at least later, change their living and working habits. Their consumption patterns have an impact on the economy of their country, and their economic behaviour improves their economic benefits. It's a chain reaction, and advertising is at the root of it.

Without a doubt, there are aspects of advertising that require close examination. The general public and government organisations in charge of product quality, safety, and affordability can keep an eye on these aspects for the benefit of society as a whole. As there are public organisations that monitor the performance of the media, there are also agencies that protect the public from unscrupulous actors.

There are cultural differences between countries. Advertising must take these distinctions into account and respect them. In France, for example,

children are not permitted to endorse products. Children's products are not advertised on television, and no child actors are used to promote the product. There would be no singing or speaking endorsed by children. The promotion could be done by adults.

Many countries prohibit the promotion of cigarettes and alcoholic beverages. Armpits, as well as other parts of the human anatomy other than the covered head and limbs, are forbidden in Arabia. Kissing on the lips was illegal in India until recently. Liquor could be advertised on television, but only after 9 p.m. The assumption is that by that time, the children would have gone to bed. Sanitary products are legal in Ireland, 'as long as no diagrams are used.' Slang words are not permitted in advertisements in Portugal.

The changes in communication technology have had an impact on advertising technology. E-mail, the internet, mobile phones, high-definition television, desktop publishing, photocopying and other forms of reprography, new information storage, retrieval, and dissemination systems. All of this has altered the operations of the advertising agency's departments, particularly the creative, copywriting, and layout sections. DTP, for example, has supplanted paste-up and mechanicals. Databases come to the aid of artists and writers. Small advertising agencies can also produce high-quality work on time.

Not only has the entry of women into advertising changed the sociological aspect of the advertising world. There are new areas where advertising can play a role in the most recent societal organisation. Health care, special needs of minority groups, direct marketing and sales promotion in urban and rural areas, small industries in towns and villages, and new needs among men, women, and children living in rural areas are among the areas that are being focused on.

There are new infomercials on radio and television to inform media users about a variety of new ways of living, such as child care, maternity needs, new family entertainments, vacationing, and leisure time utilisation, thereby motivating media users to acquire new products and services.

1.8 SUMMARY

Advertising is a systematic way of disseminating information about a product or service that a corporation or individual wishes to market to the public. It is a sponsored advertisement that is delivered by words, pictures, music, and action through a media that prospective customers

utilize. It has long been thought of as a form of mass marketing since a single message may reach a huge number of individuals. Advertising does not necessarily have to incorporate traditional public media such as newspapers, radio, or television. The majority of modern advertising, however, is done through print or electronic media, which we shall refer to as the large media. Small media, on the other hand, includes direct mail, posters, wayside hoardings, placards and boards at transit stations, public transportation vehicles, shops, and compound walls of large and small buildings. Advertising is often viewed as the most effective way of selling a company's tools and services and its purpose is to deliver a message to current consumers or to potentially target new customers. It enables an organization to communicate a message or piece of information to their client base about a new product or special offer.

Advertising creates demand, promotes the marketing system, helps middlemen, portrays the image of the organization. It brings customers and seller together. The impact of advertising in our lives cannot be underestimated. It has mirrored the times while also taking the lead in influencing society over the years. Ads from any era provide realistic, and sometimes surprising, views into what was significant in society at that time. The varieties of commercials created these days have had a significant effect on people's thoughts by convincing them through appealing advertising methods. Today, advertising helps to build brands and strengthen the economy by educating the public about previously unknown products and services, allowing them to make more informed decisions about what to buy, when, where, and how to improve their lives.

Chapter Highlights

- Advertising is a way of communication that generates a favourable attitude in the customers toward the stated product or service.
- The primary objective of all advertising is to persuade readers, listeners, or viewers of an advertisement message to create a favourable attitude toward a company, organisation of business, and its products and services, leading to purchase
- Advertising is “any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor.”
- The purpose of advertising is to influence the opinions or behaviour of those to whom it is addressed i.e. targeted audience.

- Advertising is an element of the marketing mix and a part of promotion activities. It mass communicates the messages bearing on goods and services.
- It is a paid publicity sponsored by the advertisers which is persuasive, controlled, and identifiable in nature that influences the targeted audience. Price, product, promotion and physical distribution are the four main elements in marketing
- The basic objective of advertising is to increase the sales volume and profits of the product or service. It is viewed as the most effective way of selling a company's tools and services.
- The purpose of advertising is to deliver a message to current consumers or to potentially target new customers. It enables an organization to communicate a message or piece of information to their client base about a new product or special offer.
- New products are advertised to make the public aware of the terms and conditions, discounts, prices and special qualities so that the potential customers can become consumers. When the potential customers realise that the attributes and prices of new products are suitable, the demand for the new products will surpass that for the old products.
- Advertising media are often referred to as middleman because they bring the customers and the producers together
- The advertising industry is made up of advertising agencies, advertisers, media, ancillary services, and freelancers where client media planning, servicing, media buying, pre and post campaign analysis, creative conceptualization, market research, marketing, public relations services and marketing is done.
- The effect of advertising on society has resulted in significant change. It has caused individuals to think outside of their small, stable environment. It has caused society to modify its way of life.
- The changes in communication technology have had an impact on advertising technology. Technologies like E-mail, the internet, mobile phones, high-definition television, desktop publishing, photocopying, new information storage, retrieval, reprography and dissemination systems have secured their stable place and irreplaceable now.

1.9 CHECK YOUR PROGRESS

(i) What is advertising? Explain its meaning and concept.

(ii) Describe the main objectives of advertising with suitable references

(iii) What to you understand by “Marketing mix”? Explain in detail the various elements with suitable examples.

(iv) Elucidate the functions of advertising with examples

(v) Differentiate between the traditional medium and digital medium of advertising. Discuss its advantages and disadvantages.

(vi) Explain the following:

- Advertising agency
- Advertiser

- Copywriter
- Media planner
- Marketing research

(vii) Discuss the impact of advertisements on society. Support your answer with reference.

1.10 REFERENCES

- Handbook of journalism and mass communication by Vir Bala Aggarwal and VS Gupta.
- Mass communication in India by Keval J.Kumar.
- The psychology of advertising by Bob M. Fennis, WolfgangStroebe
- Ogilvy on advertising by David Ogilvy
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- The media handbook: A complete guide to advertising media selection, planning, research and buying by Helen E. Katz

:: STRUCTURE::

2.0 Objectives

2.1 Advertising Types

2.2 Product Advertising

2.3 Public Service Advertising and Social Responsibility Advertising

2.4 Social Responsibility Advertising

2.5 Institutional Advertising and Industrial Advertising

2.5.1 Institutional Advertising

2.5.2 Industrial Advertising

2.5.3 Direct Mail, Collaterals and Retail Advertising

2.5.4 Retail Advertising

2.5.5 Direct Mail and Collaterals

2.6 Mobile Advertising, Online Advertising and OOH

2.6.1 Mobile Advertising

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2.7 Outdoor or Out-Of-Home (OOH) Advertising

2.8 Transit Advertising

2.9 Classified Advertisement and Display Advertisement

2.9.1 Classified Advertisement

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2.10 Summary

2.11 Check Your Progress

2.12 References

2.0 OBJECTIVES

- Types of advertising
- Classification of the advertisements on the basis of Print, Electronic, Digital and Mobile
- Mediums of advertising.

2.1 ADVERTISING TYPES

Advertising is accepted as an important part of any societal system and a large majority of the population feels that it creates better products and services for the society. Advertising messages continuously surround us. Our value structures, attitudes and basic needs affects how one perceives these messages. Advertising can be categorised in various ways. The most common type of advertising are standard or retail advertising or product advertising and public service advertising. In the press, ads are generally classified in ‘classified’ and ‘display ad’ types. In cinema or in television, ads are classified into stills and live.

In addition, contemporary social issues and governmental regulations have induced new types of advertising. Among these are social responsibility advertising, counter advertising, advocacy advertising and image advertising. Where the focus of attention is the medium, the classification is in terms of print, electronic, cinema, outdoor (Out-of-Home or OOH), online and mobile advertising. Let us examine the different types of advertising in detail.

2.2 PRODUCT ADVERTISING

Product advertising is an attempt to persuade customers to buy specific items and services. They are shown in all forms of media and are funded by the company or organisation that has things to sell or services to provide. The product itself, rather than the name of the manufacturer or

producer, is the primary focus. The advertising provides a description about the goods, recalls an image or image of it, and transforms into something special. The goal is to sell and instil a sense of need and desire in the consumer for the goods and service.

A certain atmosphere is produced around the product, as if it were a dream product, for example, satisfying specific requirements and desires. The overall tone is light-hearted, relaxing, and dreamy. Almost never is anything said about the product. These adverts are short on information but long in style. This category includes advertisements for soft drinks, energy drinks, fast eats, and textiles. Consumer durables, such as refrigerators, TV and video sets, musical systems, and furniture, follow suit. The majority of the time, readers, listeners, and viewers are exposed to consumer product advertising. It is the type that encourages certain attitudes and lifestyles.

It promotes purchase and consumption over higher virtues. Consumer advertisements play on emotions, turn real-life human events into stereotypes, exploit concerns, and use direct and indirect persuasive strategies. Thus, consumer advertisements sell glamour and charm rather than soap; they sell a happy and carefree lifestyle rather than soft drinks or chocolates. Indeed, consumer advertisements, more than any other genre, create up a fantasy world in which it never rains or blows, where the ladies radiate charm, the men are macho, and the children are little angels waiting for the goodness of life. As a result, they have a low level of knowledge but a great level of wit, rhetoric, and flair.





2.3 PUBLIC SERVICE ADVERTISING AND SOCIAL RESPONSIBILITY ADVERTISING

Non-profit organisations create this sort of advertising to meet a public need. The print or broadcast media provides free time and space for this form of advertising as a public service. Most broadcasting stations devote some of their broadcast media time to public service programming. The ad is followed by a public service message on a regular basis. They typically last between a few seconds to five minutes, with the most popular lengths being 30 or 60 seconds. This style of advertising focuses on social issues such as family planning, national integration, pollution, care for the elderly and disabled, cautious driving, and anti-alcohol, anti-drug, and anti-smoking campaigns. The major goal is to educate the audience with hard-hitting educational messages. They don't sell goods or services, but rather ideas and thoughts. The goal of public service

advertising is to develop appropriate techniques for effective societal issue campaigns. Developing an understanding of how media can be used most effectively to make these campaigns more effective, as well as identifying public interest in viewing social advertisements. The first non-governmental initiative was launched in the early 1900s, when newspapers ran free advertisements to highlight the issue of child labour. Among the initiatives launched in rural India in the 1990s, a few are for children, women, and girls' child welfare, AIDS awareness, and clean water projects. In the 1980s, family planning slogans included *Ham do Hamare do* and, more recently, *Ham do Hamareek*.

Alyque Padamsee was the first Indian to make a Social Awareness Advertisement with his public service film, 'The Story of Hope,' about handicapped children. Tata Tea launched one of the most memorable advertising campaigns, '*Jaago Re*.' This was the first ad about election knowledge and the responsibility of Indians to exercise their right to vote. In 1980, '*Mile sur meratumhara*' was another ad that was planned and created to perfection. '*Mile sur meratumhara*' is a campaign that many Indians have grown up watching. The Incredible India campaign launched by the Ministry of Tourism in 2009 is based on an ancient Indian adage about hospitality, '*Atithi Devo Bhava*.' The Indian government has launched health campaigns such as 'Kuposhan Bhagao' to combat malnutrition, the DOTS campaign to combat tuberculosis, and Polio Free India. The Polio Awareness ad campaign raised awareness and enlightened people about the Polio Ravivar campaign. The advertisement was in all regional languages, with the keywords '*5 saalkeneecheharbachchahar bar*' hammered in as reminders. Madhuri Dixit announced PM Modi's initiative and a key scheme aimed at addressing the country's declining child sex ratio and empowering the girl child, '*Beti Bachao Beti Padhao*,' from Panipat, Haryana.

TATA TEA

ISS BAAR #SABKELIYE

Jaagore!

Let the victory over Polio continue with two drops of Life.

राष्ट्रीय पल्स पोलियो दिवस
31 जनवरी 2021

भूल ना जाना
दो बूंद जरूर पिलाना

पोलियो चक्र
31
January
2021

To know more, please contact
ASHA/ ANM/Angwadi Worker

NHM Team India

अधिक जानकारी के लिए:- नजदीक स्वास्थ्य केंद्र पर संपर्क करें.

2.4 SOCIAL RESPONSIBILITY ADVERTISING

The ad is followed by a public service message on a regular basis. Safe driving, alcohol consumption, and other advertisements that encourage us to act properly fall under the category of social responsibility advertising. These advertisements are occasionally sponsored by a non-profit organisation or a special public relations group representing a specific industry. Significant campaigns to promote responsible use of natural



resources have grown prevalent, with fire prevention and animal management being two examples. Energy conservation has also gotten widespread attention through advertisements sponsored by non-profit organisations and, in some circumstances, energy providers themselves.

2.5 INSTITUTIONAL ADVERTISING AND INDUSTRIAL ADVERTISING

2.5.1 Institutional Advertising

Marketing and promoting a corporation, corporate, firm, or institution rather than its product or service is what institutional advertising is all about. Rather than promoting sales, the primary goal of institutional advertising is to create a positive image and inspire goodwill towards a specific business. The benefits, ideas, and principles of the company are clearly communicated. It is strongly tied to public relations because of its efforts to build a positive image. The company markets itself rather than its products in this case. Corporate advertising and institutional advertising are other terms for institutional advertising. It makes no direct attempts to market anything. Institutional advertising simply informs the public about what the institution does for society in terms of education, health, the environment, and so on. Radio, television, print, and internet media can all be used for institutional advertising. Institutional advertising promotes a firm, whereas promotional advertising promotes the products and services of a company. One noteworthy example of institutional advertising is advertisements depicting the harmful effects of smoking, advertisements by Idea addressing corruption, advertisements by ITC contributing one rupee for each Classmate notebook sold to villages, and so on. In the instance of ITC, the business began by selling

cigarettes. When it began to develop into other fields, such as stationery and processed goods, it required a facelift. As a result, they collaborated with Child Relief and You (CRY) as part of its education campaign (indirectly promoting their Classmate notebook range). ITC donated Re 1 from every notebooks sold to CRY. All of their notebooks contain messages about the environment. Gulf Oil, the world's largest oil corporation, raises awareness about the issue of oil spills in the ocean and how oil mining endangers marine life. They have also begun an environmental campaign. Adidas has recently begun a programme to donate 10% of its profits to African orphans. This is a method of institutional advertising in conjunction with corporate social responsibility activities for society.

2.5.2 Industrial Advertising

This type varies from others in that it requires machinery and huge outlays. As a result, the descriptions in such advertisements are exact and technical, yet the appeal is grounded and sensible. Because the target audience is technical people from industrial companies, the presentation is primarily factual. Industrial advertising is a method of raising awareness and preference for non-retail goods and services among niche buyers in the manufacturing, process, construction, and service industries.

Every organisation, from the smallest to the largest, should engage in industrial advertising. For example, if a corporation manufactures coffee powder, it will sell it to distributors, who will then sell it to stores and wholesalers, as well as large corporations that have a coffee machine for their staff. Thus, companies who manufacture any product can market it to other companies, such as raw materials, machineries utilised by other companies, spare parts of the machinery that make it operate, and so on.

2.5.3 Direct Mail, collaterals and Retail Advertising

2.5.4 Retail Advertising

Retail advertising is a method of informing consumers of a specific region about the availability or cost of the merchandise at a nearby retail store. It is paid for the retailer and is a cost of doing business just like rent or wages to clerks. It is also tax deductible, which means the retailer's cost of advertising is taken off income tax obligations. Without this tax write-off, it is quite possible that many retailers would drastically reduce advertising outlays.

Most successful retailers advertise consistently. Because of their advertising, their volume and profits are larger than smaller competitors or competing non-advertisers. Without retailers, most people would not find goods readily accessible because it cost too much for manufacturers to sell direct to the ultimate consumer. The money invested by the retailers in media helps to defray all or part of the true cost of newspaper, television etc. Retailers who advertise expect an increase in store traffic. They find that advertising helps liquidate surplus merchandise, ties in with trends and fads and build reputation. They generally expect their investment to pay off in any or all of the following ways

- a. **Increase in store traffic** – an increase in customers is probably the easiest way for merchant to tell that their advertising is working. Customers who come to buy an advertised item not only justify the cost of the ad, they also see the other items in the store. Shopping centre advertising, for example aims primarily at delivering customers to a large, central location.
- b. **Liquidation of surplus merchandise**- Retailers use the potent word ‘sale’ to clear their shelves of goods not sold during regular operations. Sales are an element of inventory control.
- c. **Tie-In with a fashion fad**- Few retailers can predict the life of a trend or fad. Yet even light-hearted fads make money for retailers if their advertising strikes ‘while the iron is hot.’ The proper time is generally after the product has been introduced nationally and has received acceptance by important national, regional or local personalities.
- d. **Enhanced reputation**- the ingredients that go into building a retail reputation are many: quality merchandise, good repair service, prompt delivery, reasonable prices, friendly and well-informed clerks, interest in customers’ needs, extensive stock, good credit policies and so on. People will travel long distances to patronize merchants who fulfil their expectations. Telling the greatest number of potential customers about any or all of a retailer’s strengths is a job for advertising.

However few retailers do not advertise and generally give the following reason

- a. **No faith in advertising**- Retail knows from previous experience that advertising won’t work.
- b. **Small payoff** - Some retailers fail to set advertising objectives for their ads. When the returns are in, they may be disappointed.

Others don't know what to expect, although they are convinced that they can't afford the newspaper or television rates.

- c. **Lack of faith in local media** – when the retailers believe that local media advertisements aren't worth the investment, they won't advertise. They may be suspicious of the circulation figures of the local newspaper. They may feel that the local FM station or Yellow Pages reach too few of the right people. They may have no confidence in direct mail or pass out circulars.
- d. **Concern for the future** – Retailers worry about unemployment, availability of money for expansion and the overall mood of consumer. If they sense difficult business conditions, they may not wish to invest in what they consider a spectacular venture advertising.

2.5.5 Direct Mail and collaterals

Direct mail is advertising literature that is sent through the mails, brochures, broadsheet and letters. If it is not sent through the mail but is used instead to support a company's sales effort, advertising is often called collateral material. Collateral material is not commissionable (as are television, radio, magazine, and newspaper advertising in which ad agencies are paid a 15 percent commission). The material is bought outright by the advertiser or through an ad agency from the creator. Direct mail unlike a broadcast ad that mentions highlights or a brief print ad can do a complete job of selling. Direct mail takes the riffle approach to advertising, as opposed to the shotgun approach. The riffle approach is a straight line appeal from the manufacturer(advertiser) to a specific consumer.

The major types of direct mail are:

- a. **Letters** are most widely used kind of direct mail. Letters are easy to reproduce in quantity and can be accompanied by reply cards, enclosures and other advertising collaterals.
- b. **Circulars, folders, brochures, booklets, stuffers and broadsides** are other types of direct mail. Definition vary from user to user, but most are printed on sheets of paper that permits the most printing and the least waste.
- c. **Catalogs** may be specialised or general but are always an important form of direct mail. Their appearance may differ from company to company, but their purpose is the same to provide customers and prospects with an itemised and illustrated inventory merchandise.

- d. *Self-mailers and postal cards* are less imposing types of direct mail. A *self-mailer* does not hide in an envelope and saves the cost of buying, printing and stuffing the envelope. An advertiser can design any direct mail piece, broadside, letter, circular or booklet as a self-mailer. The major disadvantage of this method is that without an envelope exterior, the piece betrays itself immediately as a direct mail advertisement. It is not always as easy to identify direct mail as such if it arrives inside the envelope. Self-mailers have to allow space for both the recipient's name and address and the sender's return address.
- e. *Poster cards* are available to advertisers through the post office, private companies or the advertiser's own publishing efforts. Advertisers wishing immediate response may buy them or print them on a double, with one section to be used as an easy return.

2.6 MOBILE ADVERTISING, ONLINE ADVERTISING AND OOH

2.6.1 Mobile Advertising

Any sort of advertising that appears on mobile devices such as smartphones and tablet computers is referred to as mobile advertising. Companies can advertise on these devices by sending text messages or by embedding banner adverts on mobile websites. They can also be found via downloadable apps, such as mobile games. Consumers now have more alternatives for how they consume information because to advances in technology. People now spend more time on their smartphones, tablets, and other mobile devices than they do watching television. This is due to the accessibility and low cost of these gadgets, as well as the availability of wireless connections that allow anyone to tap in. Companies modified their advertising campaigns by implementing mobile advertising tactics in order to keep up with changing customer habits. This is because the likelihood of new and existing customers seeing an ad on a mobile device is higher than through traditional channels. SMS text messages were the first type of mobile advertising. Mobile ad campaigns, on the other hand, swiftly evolved into mobile web and in-app advertisements. Cost per install (CPI) is a common mobile advertising model in which payment is based on the consumer installing an app on their mobile device. CPI mobile advertising networks can be incentivized or non-incentivized. The user is given virtual points or benefits to install the game or app in the reward model.

Some of the advantage of mobile marketing are:

- i. Consumers are spending more time on mobile devices.
- ii. Mobile Advertising Reach a Broader Market
- iii. Mobile ads are a better purchase
- iv. Functions for geo-targeting

2.6.2 Online Advertising

New forms of advertising have arisen over the past decade or so in the new digital media; the once-free advertising Internet has now become the advertising medium par excellence to reach people across the world. The overall reach of the Internet makes it an attractive publicity tool with its competitive rates and in particular the accuracy of its measurement of hits, page-views and clicks. Although banners, pop-ups, buttons, display, and now searches, blogs, and social networking sites are popular, 'search engine' advertising has proven to be the most profitable. Every major search engine or search portal has the ability to link search topics with targeted advertising. Interactive marketing, social networking, email marketing, blogging, podcasts, and displays are all forms of internet advertising. Google's AdWords and AdSense were the forerunners in this type of 'contextual' internet advertising, especially after it acquired eQuantive, an advertising company, for \$6 billion in 2007. Google AdSense is used to display advertisements on rediff.com and indiatimes.com. Google has partnered with Yahoo to broaden its advertising reach. Google is predicted to generate two million dollars every hour through search engine advertising. It appears that ad rankings are determined by a combination of bid price and click through rate, and advertisers pay Google only when a surfer clicks on their advertising. Google India provides search and translation services in the following languages: English, Hindi, Tamil, Telugu, Bengali, Gujarati, and Marathi. The YouTube India chapter provides video sharing options to Indians all across the world. It has been heavily used by NDTV for its programmes, and IIT, Chennai has posted over 1600 lectures to the website.

Ads related to **dog beds** ⓘ

Dog Beds - orvis.com
www.orvis.com/ - ★★★★★ 1,028 seller reviews
Shop Our Latest Collection of **Dog Beds**. Satisfaction Guaranteed!

Walmart®: Dog Beds - walmart.com
www.walmart.com/pets - ★★★★★ 81 seller reviews
The Walmart Pets Department Has Everything You Need for Less!

Ads ⓘ






Brand Name Dog-beds
www.drsofostersmith.com/**DogBeds**
Shop Your Favorite **Dog Bed** Brands & Products with Drs. Foster & Smith.

Designer Dog Beds
www.frontgate.com/
★★★★★ 79 reviews for frontgate.com
Top Customer Rated **Dog Beds**.
Ultra Plush **Beds** for Any Size **Dog!**

Chew Proof Dog Beds
www.k9ballistics.com/
Your **Dog** Eats it. We Eat It.
Chew, Dirt, Water Resistant **Dog Bed**

Dog Beds
www.inthecompanyofdogs.com/
Shop Unique Items for **Dog** Lovers!
Trusted Retailer. Free catalog

Shop for **dog beds** on Google Sponsored ⓘ

				
Premium Dog Bed Replace \$115.00 L.L.Bean <small>Special offer</small>	Deep Dish Dog Bed - Multi Br... \$129.00 Orvis	Sofa Dog Bed - Grandin Road \$79.00 Grandin Road	Dura-Ruff Dog Bed Large 48... \$49.99 Drs. Foster an...	Coolaroo Elevated Pet... \$34.00 Walmart

Online advertisements have become an everyday aspect of internet life. It can be difficult for inexperienced marketers to understand the scale and variety of internet ads offered. Google Search Ads, AdWords ads, Pay-per-Click Ads, Bing Ads, Social Media Ads, In-Game ads are some of those.

2.7 OUTDOOR OR OUT-OF-HOME (OOH) ADVERTISING

Until the end of the twentieth century, the advertising sector was mostly unstructured. However, the emergence of national and local OOH agencies has brought some discipline to an otherwise unstable industry. There are some of the top OOH agencies

- Madison Outdoor Media service
- Times OOH
- Jagran Engage
- Ads World
- Prime Site
- Graphic Ads
- Kinetic
- Skyline Outdoor Media
- MPG's (Media Planning Group)Active

Outdoor advertising is mostly the responsibility of local municipalities, and each city establishes its own rules and restrictions for OOH advertisers. Furthermore, there are numerous urban administrations, each fighting for profit from the selling of public spaces. Despite Supreme Court and High Court institutions, advertising companies and civic bodies collaborate to deface the urban landscape. Expressways, national

highways, and even winding roads leading up to the many hill resorts that dot the Indian subcontinent are not exempt.



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2.8 TRANSIT ADVERTISING

Transit advertising is advertising that is placed on or in any method of transportation, including buses, taxis, trains, trams, and subways. Advertisements located in transportation areas such as bus stops, subway entrances, fuel stations, and others are also included. Transit advertising is one of many ways to advertise a product or service and has been popular for a long time. Transit advertising might take the shape of visuals, basic text, or other visual information. In fact, some businesses choose to employ LCD screens or plasma screens strategically positioned inside buses or trains to display digital advertisements.

Some companies even have interactive commercials where interested customers can scan a barcode and watch the advertisement on their phone. The ultimate purpose of transit advertising is to capture your prospective customer's attention and make them aware of your offering.

Transit advertisements are basically classified into two types:

Indoor: This refers to ads that are put inside vehicles and transit shelters. Indoor advertising can take the form of static advertisements (such as

posters, boards, and brochures), video commercials (displayed on video displays), and audio advertisements.



Outdoor: Advertisements placed on the outside of vehicles and transit shelters are examples of this. Roof advertising and aboard advertising are two types of outdoor transportation advertisements. Roof advertising, as the name implies, is advertising placed on the vehicle's roof. Onboard advertising, on the other hand, refers to adverts that are displayed on the vehicle's lateral sides, back, or front.



2.9 CLASSIFIED ADVERTISEMENT AND DISPLAY ADVERTISEMENT

2.9.1 Classified Advertisement

A classified advertisement is a brief statement or advertisement published in newspapers, journals, or periodicals. In a separate part, these

communications are often classified under specified themes, sometimes known as classifications. Classified adverts are relatively low-cost advertisements. These are the most cost-effective forms of ads. These are charged on a per-line/per-word basis. The initial word in the basic classified advertising is capitalised / bold, with the following lines / words in ordinary style in a simple paragraph. They are regular text ads charged by letter, line or column. They usually have a broad column, no graphics and are written by the print media publisher.

CLASSIFIEDS BOOK ONLINE NOW !!!

<p style="text-align: center; background-color: #4CAF50; color: white; padding: 2px; font-weight: bold;">RECRUITMENT</p> <p>Modern English School Nursery to Class VII, Science & Commerce Imran Nagar, Vapi (E) - 395191 MOB: +91 9376125585</p> <p>Wanted : Male Principal</p> <ul style="list-style-type: none"> • Schooling through English Medium • Qualification: M.Sc, M.Com, M.A. with B.Ed, M.Ed, Phd, Net. • Age: 40 to 50 Years • Salary : Attractive & Negotiable • Interview at Vapi Only. • Rs.500/- will be given as TA / DA <p><small>Send your biodata, recent Photo & Degree Certificates by Courier before 30th April.</small></p> <p><small>Soft Copies on:</small> rafique.modern.maa@gmail.com</p> <hr/> <p>HIRING Nurses for United Kingdom and Singapore for Gov Hospital HSC & TTM. Client Interview on 15th & 16th January. Call. Allwyn: 9728144115 / 117. (CL00414526)</p>	<p style="text-align: center; background-color: #4CAF50; color: white; padding: 2px; font-weight: bold;">WANTED</p> <p>Teachers for Little Flower Mat. Hr. Sec. School, Ashoknagar Chennai - 83 Contact - 044 24894612 / Email: lfmhssan@gmail.com</p> <hr/> <p style="text-align: center; background-color: #4CAF50; color: white; padding: 2px; font-weight: bold;">LOST & FOUND</p> <p>I Sushant Patanjali would like to inform that I have misplaced my original B.D.S marksheet Of 3rd Year issued by Swami Vivekanand Subharti University Meerut, U.P Year 2016. Enrolment No. 100210397. If found Please Contact: 9811089400.</p> <hr/> <p>IT is notified for the information that my original qualifying examination certificate of main secondary examination of year 1999 and Roll No. 6152251 issued by CBSE has been actually lost. Rahul Madan.H No: 253 Block A-1 Sushant Lok-II Gurgaon. (0003-2018/19)</p> <hr/> <p style="text-align: center; background-color: #4CAF50; color: white; padding: 2px; font-weight: bold;">CHANGE OF NAME</p> <p>I, G N Varma Percheria S/o Late P V R Raju, Resident of D/ no: 68-8-16/1, Ashok Nagar, East Godavari District, Kakina, Andhra Pradesh. Pin: 533003 have changed my name from G N Varma Percheria to Goutham Narasimha Varma Percheria vide affidavit no. 6173 dated 17/03/2018 at Secunderabad.</p> <hr/> <p>I, Dhanireddy Janardhan Reddy S/o Dhanireddy Venkata Reddy, born on 31/01/ 1999.R/g: Mulapalli, P.O. Reddy Charita, Dist: Prakasam, Andhra Pradesh- 523373 have changed my name from Dhanireddy Venkata Janardhan Reddy to Dhanireddy Janardhan Reddy vide affidavit before Notary Bangalore, Karnataka, dated: 9/02/2018.</p> <hr/> <p style="text-align: center; background-color: #4CAF50; color: white; padding: 2px; font-weight: bold;">LOAN</p> <p>PERSONAL Loan, need Money? upto 5 lakhs, Contact - 8618946242, 8th Mile Circle, Bangalore. (210)</p>	<p style="text-align: center; background-color: #4CAF50; color: white; padding: 2px; font-weight: bold;">EDUCATION</p> <p style="text-align: center; background-color: #FFC107; color: black; padding: 2px; font-weight: bold;">Assured Placement in MNCs with handsome salary.</p> <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">Learn from Industry experts. SAP, SAP HANA, AWS, DevOps</p> <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">WITH LIVE PROJECT AND PRACTICAL SESSION</p> <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">Easy Instalment Facility.</p> <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">TRIOTECH : 9830191436</p> <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">www.triotechsolutions.co.in</p> <hr/> <p style="text-align: center; background-color: #4CAF50; color: white; padding: 2px; font-weight: bold;">ICLC</p> <p style="text-align: center; font-size: 0.8em;">International Centre for Language and Communication Self Improvement Solutions</p> <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">INTERVIEW READY PACKAGE FOR GUARANTEED JOB INTERVIEWS ON COURSE COMPLETION</p> <ul style="list-style-type: none"> •SPOKEN ENGLISH •SOFT SKILLS TRAINING •GROOMING & ETIQUETTE •PERSONALITY DEVELOPMENT <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">Avail our introductory offer !!</p> <p style="text-align: center; font-size: 0.8em;">1 / 425 Jodhpur Park, 7th Floor, Kolkata-700068 (Above Standard Chartered Bank)</p> <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">Call Us For Details On 9831013742 / 6290374620</p>	<p style="text-align: center; background-color: #4CAF50; color: white; padding: 2px; font-weight: bold;">OBITUARY</p> <p style="text-align: center; font-weight: bold; font-size: 1.1em;">शोकसभा</p> <div style="text-align: center;">  </div> <p>बड़े दुःख के सन्दर्भित किया जाता है कि हमारे प्रिय श्री अमित कुमार जैन (अपरा) पुत्र श्रीमती मेना सुन्दरी जी - स्व. श्री दत्तेल सिंह जी शैव, का स्वर्गवास दिनांक 12-8-18 को हो गया है उनकी शोकसभा दिनांक 14-8-18 को प्रातः 9.30 बजे से 11.30 बजे तक चाटीवार समाज हॉल, केनेडी ब्रिज, ओपेरा हाकर, मुम्बई में रही गयी है।</p> <p style="text-align: center; font-size: 0.8em;">शोककुल -></p> <p>श्रीमती मना सुन्दरी (माता) सुन्दर सिंह, अमर, अशोक, श्रीमती रीना जैन (पत्नी) दिनेश, अरुण, संजय एवं अशिका - अशिकेत (पुत्री - दामाद) समस्त शैव परिवार।</p> <p>बहन-बहनौई : अरुणा - ज्ञानचन्द जी, मंजू - डॉ. प्रकाश, कुमुकुम -अश्वप जी, सरिता - स्व. रमेश जी, उषा (बहने)। ससुराल पक्ष: कुसुमलता - स्व. प्रकाशचन्द जी (ससुर - श्वशुर), अमय, संजय एवं पारथक परिवार</p> <p style="text-align: center; font-size: 0.8em;">प्रतिष्ठान : EARTH STAR भारत जीवनमूढ बृत्त वाग्दा-कुर्ली कॉम्प्लेक्स, मुम्बई</p>
<p style="text-align: center; background-color: #4CAF50; color: white; padding: 2px; font-weight: bold;">MAA</p> <p style="text-align: center; font-weight: bold; font-size: 1.1em;">Multispeciality Hospital</p> <p style="text-align: center; font-size: 0.8em;">Sita road Chandausi Sambhal.</p> <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">Required Team Doctors</p> <ol style="list-style-type: none"> 1.General Physician (M.D.Medicine) 2.General surgeon (M.S.) 3.Gynaecologist (M.S./DGO). 4.Orthopedic surgeon (MS/D ortho) 5.Radiologist / Sonologist (DRME) <p style="text-align: center; font-size: 0.8em;">Interested Doctors are contact to Dr. M. L. Pal (Chairman) M: 9837564456 / 9837564466 maamultispecialityhospital@gmail.com</p> <p style="text-align: center; background-color: #0070C0; color: white; padding: 2px; font-weight: bold;">Salary package according to experience.</p> <p style="text-align: center; font-size: 0.8em;">(CL00416503)</p>			

Regular Classified Ads includes:

Personal Ads: People often place personal classified ads in newspapers because they wish to express personal messages. Birthday wishes, season's greetings, personal successes, anniversaries, personal and professional announcements, and even simple notes for friends, relatives, and family members might be included in these messages.

Educational Ads: While admission announcements make up the majority of education ads in newspapers, there are numerous other sorts of education ads. As a new coach or private instructor, one may put their advertising in the education section. Coaches that are on a tight budget often choose to use the classified format.

Recruitment Ads: Newspaper recruitment ads can help employers fill openings in their workplaces. The majority of small and medium-sized firms prefer to place their advertising in the Situation Vacant adverts that include information on the job profile. In the Situations Vacant area, job applicants generally include their abilities and qualifications.

Matrimonial Ads: Each and every potential groom and bride will place an ad in the marriage section of a newspaper. Text ads or images of the potential bride or groom might be included in the ad. As a rule, parents and relatives will place marriage advertising in order to reach a wider audience.

Obituary Ads: Obituary ads often contain photos of the dead, coupled with the message chosen by the advertiser, in addition to the text. Most of these messages are linked to memorials, funeral invitations, and condolence notes.

Public Notices: Public announcements are often printed under the public notice and tenders category, where the general public is alerted about different alterations and modifications brought about by various new rules and regulations, laws, and contract requirements. This type of ad has a lot of information, therefore it makes sense to publish it in classified format.

Property ads: It's common to see real estate advertising for the sale and purchase of individual apartments, flats, and homes in the classifieds. Most of the time, these ads are placed in newspapers by individual property owners, brokers, and landlords.

Business ads: Business classified advertisement in the newspaper are usually about various business proposals, sales promotions, business offers and when businesses are seeking partners for their future ventures.

2.9.2 Display Advertisement

Display advertisements can occupy a full page or be restricted to a quarter of an entire page or else be spread across half a page. It can be published on any page based on the advertiser's preference with additional charges for choosing the front, back or third page of any

image or image of it, and transforms into something special. The public service advertising is followed by a public service message on a regular basis. The ad is followed by a public service message on a regular basis. Marketing and promoting a corporation, corporate, firm, or institution rather than its product or service is what institutional advertising is all about while Industrial advertising is a method of raising awareness and preference for non-retail goods and services among niche buyers in the manufacturing, process, construction, and service industries. Informing consumers of a specific region about the availability or cost of the merchandise at a nearby retail store is retail advertising. Letters, Circulars, folders, brochures, booklets, and broadsides, Catalogue, Self-mailers, postal card and post cards are some of the types of direct advertising. Furthermore any sort of advertising that appears on mobile devices such as smart-phones and tablet computers is referred to as mobile advertising. Advertising on any digital platform with any interactive media is online advertising. The ultimate purpose of transit advertising is to capture your prospective customer's attention and make them aware of your offering. A classified advertisement is a brief statement or advertisement published in newspapers, journals, or periodicals. Digital advertisement can be published on any page based on the advertiser's preference with additional charges for choosing the front, back or third page of any newspaper. With this unit the reader can gain effective, efficient and knowledge about advertising.

Chapter Highlights

- Product advertising is an attempt to persuade customers to buy specific items and services. They are shown in all forms of media and are funded by the company or organization that has things to sell or services to provide.
- Consumer advertisements play on emotions, turn real-life human events into stereotypes, exploit concerns, and use direct and indirect persuasive strategies. consumer advertisements sell glamour and charm rather than soap; they sell a happy and carefree lifestyle rather than soft drinks or chocolates
- Public service advertising focuses on educating the audience on social issues with hard-hitting educational messages. They don't sell goods or services, but rather ideas and thoughts.
- Social Responsibility Advertising aims to raise awareness of the risks associated with excessive usage of a product or service. Safe driving, alcohol consumption, and other advertisements that encourage us to act properly fall under the category of social

responsibility advertising. These advertisements are occasionally sponsored by a non-profit organization or a special public relations group representing a specific industry.

- Institutional advertising simply informs the public about what the institution does for society in terms of education, health, the environment, and so on. Radio, television, print, and internet media can all be used for institutional advertising.
- Industrial advertising is a method of raising awareness and preference for non-retail goods and services among niche buyers in the manufacturing, process, construction, and service industries.
- Retail advertising is used to inform consumers of a specific region about the availability or cost of the merchandise at a nearby retail store. It is also tax deductible, which means the retailer's cost of advertising is taken off income tax obligations.
- Direct mail is advertising literature that is sent through the mails, brochures, broadsheet and letters. Direct mail unlike a broadcast ad that mentions highlights or a brief print ad can do a complete job of selling.
- Any sort of advertising that appears on mobile devices such as smartphones and tablet computers is referred to as mobile advertising. Companies can advertise on these devices by sending text messages or by embedding banner adverts on mobile websites. They can also be found via downloadable apps, such as mobile games.
- Interactive marketing, social networking, email marketing, blogging, podcasts, and displays are all forms of internet advertising.
- Outdoor advertising is mostly the responsibility of local municipalities, and each city establishes its own rules and restrictions for OOH advertisers. Furthermore, there are numerous urban administrations, each fighting for profit from the selling of public spaces.
- Transit advertising is advertising that is placed on or in any method of transportation, including buses, taxis, trains, trams, and subways. Advertisements located in transportation areas such as bus stops, subway entrances, fuel stations, and others are also included
- A classified advertisement is a brief statement or advertisement published in newspapers, journals, or periodicals. In a separate

part, these communications are often classified under specified themes, sometimes known as classifications.

- Display advertisements can occupy a full page or be restricted to a quarter of an entire page or else be spread across half a page. It can be published on any page based on the advertiser's preference with additional charges for choosing the front, back or third page of any newspaper.

2.11 CHECK YOUR PROGRESS

1. Explain all types of advertising with examples.

2. Differentiate between mobile advertising and online advertising. Explain with examples.

3. Elucidate product advertising. Explain with references.

4. Explain all kinds of direct advertising.

5. Draw advertisements on the following:

- Public service advertising
- Product advertising
- Social responsibility advertising

2.12 REFERENCES

- Advertising: Types, Trends and Controversies by Evelyn P. Mann
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UNIT: 3**HISTORY OF ADVERTISEMENT****:: STRUCTURE::****3.0 Objectives****3.1 Advertising in the Pre-Printing Era****3.2 The Industrial Revolution****3.3 Advertising between the World Wars and The Great Depression****3.4 Present Day Advertising****3.5 History of Indian Advertising****3.6 Challenges to Indian Advertising****3.7 Case Study: Coca Cola Advertising****3.8 Summary****3.9 Check Your Progress****3.10 References**

3.0 OBJECTIVES

- Knowledge about advertising in pre- printing era and later industrial revolution.
- Advertising between the World Wars and the Great Depression.
- Understanding about the present day advertising.
- History and challenges of Indian advertising.

3.1 ADVERTISING IN THE PRE-PRINTING ERA

It has been wrongly thought that the advertising role is very new. Evidence suggests that advertising was performed by the Romans; nevertheless, the oldest evidence of its usage in this nation goes back to

the Middle Ages, when the use of a man's surname denoted his vocation. The use of signage as a visual statement of the tradesman's role and a way of finding the source of products was the next stage in the history of advertising. This technique is still widely used. In primitive times, merchants depended on their loud voice to attract attention and educate customers about the availability of products and services. If there were a lot of rivals, he depended on his own personal charisma to draw attention to his wares. To highlight the benefits of his items, the shopkeeper frequently had to resort to persuasion. As a result, the vendor was doing all of the advertising himself. The growth of retail establishments has made merchants increasingly concerned with luring customers. It was critical to inform consumers about the availability of goods. Some form of outside promotion was required. Signs at shops and prominent locations across the city, as well as announcements in written materials, were occasionally employed. When consumers were eventually drawn to the shop and happy with the service at least once, they were still vulnerable to competing forces; hence, the merchant's signs and ads reminded them of the merchant's services' ongoing availability. Traders would sometimes chat to current and past customers on the street or join social groups in order to maintain touch with current and future consumers. In the pre-printing era, some forms of advertising, through signboards and town criers, did exist. While the oral traditions have no recorded history, at some places signboards, especially set in terracotta have survived. The signboards were used to identify places, traders and artisans and to inform people about the location of certain goods and services. The symbol of a goat signified a dairy, a mule working a mill signified a bakery. A cobbler would hang a shoe outside the shop to signify the shoe shop. Thousands of years ago, the Greeks used criers to announce the sale of slaves.

Advertising as it is known today (a mediated communication via mass media) can be traced back to the invention of the printing press, with movable types in 1441. Newspapers began as a medium for ads. Newspaper carrying news items gained a firm foothold only in the latter part of the 18th century. The Times, in fact continued to carry classified ads on page one till 1966, except for a brief period over a hundred years ago.

The first visible signs of advertising came in the form of advertising hand cards and later posters. Now known as leaflets, handmade cards carrying information about goods and services sold by various merchants were distributed on streets. Then came posters, were so popular that at one

time during the 19th century, so many posters were pasted on the walls of London that it looked like a city made of paper. An interesting tradition that it began in the UK was that no one would remove or paste posters over existing ones till the glues was fresh. In other words, the posters remained at least for a day or so.

3.2 THE INDUSTRIAL REVOLUTION

Manufacturers were no longer limited to local markets after the Industrial Revolution since they could create more items in less time. They needed to persuade consumers all throughout the country, and sometimes even over the world, about the advantages of their products over rivals'. Newspapers, which had grown less expensive and more widely distributed, were the ideal medium for reaching this large number of potential clients. These early advertising simply described the items and stated the price. Illustrations were possible by the mid-nineteenth century. The language evolved as well, becoming more convincing. And, by the late nineteenth century, when manufacturers faced greater competition and realised the value of advertising in getting their products known and marketed, the first advertising agencies were established. They supplied the services of illustrators and copywriters to create design advertisements. They started researching the company and product, as well as the target market, and they also started keeping track sales in connection to advertising campaigns.

The Industrial Revolution gave an impetus to marketing. The use of expensive machinery required production on a mass scale to break even and then make profits. Also, with similar products available, companies needed persuasive communication to create demand for particular brands. The need for distinct branding made advertising widespread. Late 19th century advertising witnessed magazines becoming an important advertising medium. Interestingly the invention of the bicycle gave rise to competitive advertising.

Around the same time, when some medicines were patented, the idea of the brand was born. Dr Drake and Lydia Pinkham are said to have introduced medicines to advertising. George Rowell brought out the first American Newspaper Directory in 1860. Francis W. Ayer was the first to sign an open contract in 1875. Advertising historians consider John Powers to be the first copywriting superstar in the 1880s. Adolphus Green is said to have brought the concept of branding around in 1890s. Albert Laskar is remembered for shaping the modern advertising agency in the beginning of the 20th century. An ad for facial soap that appeared in

1909 is considered a major turning point in the business because it introduced sex in advertising. A skin you love to touch has the graphic of a man kissing the cheek of a woman he held close. David Ogilvy considered copywriter Helen Lansdowne Resor, who wrote the copy for the ad, the greatest of her ilk.

3.3 ADVERTISING BETWEEN THE WORLD WARS AND THE GREAT DEPRESSION

The advertising industry faced significant obstacles during the Great Depression of the 1930s, when success was hard to come by. The decade was tough for advertising due to economic constraints, political assaults, and the necessity to reinvent their pitches. Indeed, the advertising industry's accomplishments in establishing its cultural and economic prominence throughout the 1920s may have exacerbated the Great Depression's problems. "Every advertisement is an advertisement for success," claimed an advertising campaign in 1926. Between 1929 and 1933, advertising spending fell by more than 60%, from small classified ads to large campaigns in national media, and it did not recover to pre-crash levels until after World War II. Although advertising firms emphasized the fallacy of cutting back on promotion during difficult times and claimed that advertising might help bring the country out of its recession, many businesses, with sales plummeting, saw advertising as an unnecessary cost.

After first seeking to stifle the economic downturn by exhortation, advertising companies began to reduce down. High-paying workers were let off, and competition for accounts got fiercer. Advertisers pushed agencies to accept lower commissions, and agencies wooed new clients away from competitors. Despite the tense atmosphere, numerous new advertising firms made inroads, some by emulating the florid methods of tabloid newspapers and comic strips. Other agencies pioneered radio advertising as commercials became the medium's primary support. Advertising styles, as one might assume, did not respond consistently to the Depression. Advertisers rehashed themes from more affluent times in the early years. However, by 1932, there was a noticeable trend toward hard-sell advertising. Although advertisements continued to depict an overly wealthy, racially and culturally homogeneous America, ominous threats, fear appeals, and persistent requests to buy grew increasingly frequent. According to Roland Marchand's *Advertising the American Dream* (1985), ads used tropes such as the "parable of the sickly kid" or presented pictures of defeated, prematurely aged fathers to warn of the grave repercussions of not consuming the proper goods. Along with this,

pictures of sunbeams promised a bright future, while clinched fists represented the desire to persist and buy despite adversity. While commercials showed stressed-out customers, the advertising industry was besieged by a resurrected consumer movement and the possibility of regulation by New Dealers. A bill proposed in 1933 suggested giving the Food and Drug Administration authority to ban false and misleading advertising of items controlled by it. Advertising interests pushed hard to derail the legislation. The 1938 revisions to the Pure Food and Drug Act included a softer definition of "misleading" than previous versions. The Wheeler-Lea Act, also approved in 1938, provided the Federal Trade Commission broad authority to take action against deceptive advertising. Previously, the Commission's mandate has simply been to safeguard rivals. The new regulations made no significant impact to advertisers, but industry efforts to pre-empt government control by self-regulation, along with public disgust over the decade's most obscene exposure, appear to have reduced obvious dishonesty in advertising throughout the 1930s. Even yet, as the Japanese attack on Pearl Harbor loomed, advertising executives felt themselves under siege by power-hungry bureaucrats and extreme ideologues.

Despite the difficulties of the Depression, advertising and the consumer culture it fostered gained strength in a variety of ways. Economic constraints on workers and their families in major cities, as Lizabeth Cohen documented in *Making a New Deal* (1990), undermined prior loyalty to ethnic local merchants and drove customers into chain stores providing low-priced, mass-produced goods. With nationwide advertising efforts, commercial radio became an effective means to reach customers. In the countryside, consumption-based inducements to upgrade accompanied rural electrification initiatives. By 1940, virtually all Rural Electrification Administration cooperative households had radios, and more than half had washing machines. Although wartime shortages quickly replaced Depression-era America's privations, the industry's problems throughout the 1930s signified a postponement, not a rejection, of advertising's promises of satisfaction via purchase.

3.4 PRESENT DAY ADVERTISING

The earliest advertising would have appeared strange to us since they merely displayed a product or service being sold for a fee and made no mention of the organisation selling it. This type of branding appeared considerably later, during the 19th century, when merchants and manufacturers began stamping their names on things. To "brand" anything literally means to burn something with a mark, which is what

businesses soon started doing. It simply goes to show how slow development can be at times, because it took over a century for manufacturers to discover that placing their names on their products may help them gain repeat business. It would be another several decades before corporations made a truly big leap in advertising by actively attempting to persuade people to buy something by informing them about some unique, exceptional value that it held. This marked the beginning of advertising and marketing as we know it in the twentieth century.

From the days when newspapers were the only medium through which producers could inform the public about what they had to offer, came the era of radio, which not only allowed producers to reach a much broader audience, but also delivered the message much more swiftly and efficiently. Radio commercials were oddly comparable to the “native ads” that we see on the Internet nowadays. Native advertisements make the ad appear to be the product itself, and we’ll look at this technique in more detail below. When listeners listened to their favourite radio shows, they were always “brought to them by” whichever corporation was advertising during that programme. People were not used to this because there was no precedent for it at the time, so they connected the advertiser so strongly with the content that they assumed the advertiser was the creator. Television was the next stage. Television advertising arrived on the scene and irrevocably altered the game. Now that the public was familiar with the structure of advertising, they understood what they were looking at when they saw it on TV, but the antipathy to those commercials that we have now did not exist—they did not despise the interruption. It was well received because, in a way, everyone regarded the advertisements as a chance to learn about what was available for them to buy.

After a few decades of technological development, television advertisements gave birth to Internet advertising, and the rest is history. The introduction of the Internet on a broad scale occurred in the 1990s, but no one could have foreseen what happened next. When the twenty-first century arrived, the advertising business exploded like a wildfire that couldn’t be put out. As the Internet became a resource that every developed nation on the world utilised on a regular basis, advertisers followed suit and placed their advertising in every free area they could find. They progressed from sponsoring websites to banner advertising, to even more banner ads, to mobile applications, to ads that track you around the internet. Podcasts, which debuted in the 2000s, were initially free of advertising, but by the next decade, as we all know, commercials

had infiltrated them as well. Podcasts have replaced radio as the new medium. Though radio is still available, the selections are becoming increasingly limited, whereas podcasts are virtually infinite. You may find a podcast for any topic or hobby you desire, and you can even avoid the advertisements if you want. Not only that, but you may listen to them whenever you choose, rather than being limited by what and when the radio station chooses to play. Advertisers are fully aware of this, which is why they are increasingly focusing their efforts on podcasts that their audiences listen to. The main line is that advertisers will go wherever the attention is, which means they will identify every location where people are looking and place their advertising as near to their sight line as possible.

3.5 HISTORY OF INDIAN ADVERTISING

The evolution of Indian advertising mirrors the evolution of the Indian press. The Bengal Gazette or the Calcutta General Advertiser was the first newspaper founded on January 29, 1780 by James Augustus Hickey. Its initial edition included a few advertising, most of which were educational. Until the end of the 18th century, advertising meant simply informing, and early newspapers and magazines reported births, funerals, and arrivals of ships from England, sales of home furniture, and so on. Some newspapers, such as the Bengal Journal (founded in 1785), even offered to print government advertisements for free. Several of these publications' front pages were entirely devoted to ads. But before long, persuasive copy began to replace mere information. This is evident from the appearance of punch lines such as 'superior to anything of the kind hitherto imported' and 'warranted of such first quality'.

Advertising language now contained terms like 'elegant,' 'most exquisite and excellent,' and 'handsome.' By the early nineteenth century, discounts and special services were increasingly being given. By the end of the nineteenth century, the advertising pattern exhibited a clear shift in the direction of aggressive selling. Through the advertisement columns of newspapers and magazines, new items and services entered the market. Even daily newspapers, which began to develop about this time, advertised themselves in existing publications. The power of advertising increased rapidly with the growth in trade and commerce.

Two events were responsible for the growth of Indian advertising agencies in the early 20th century. The first was the Swadeshi Movement (1907-1911) which gave an impetus to indigenous industries; the second was the installation in 1907 of the first linotype machine by the

Statesman of Calcutta. In a few years of time other papers too installed the new machine which made it possible to produce a cheap newspaper with a large national circulation. The first Indian ad agency, the Indian Advertising Agency was launched around this time and still going strong. The Calcutta Advertising Agency started operations in 1909 and B Dattaram's in 1915. The main functions of these agencies was to secure advertisements from manufacturers retailers and other business firms to get them published in the press.

However the Indian advertising agencies found it difficult to compete with the British agencies. The major British agencies of the 1920's and 1930's were: Alliance Advertising Associates, Publicity Society of India. They catered to the needs of the affluent British and Indian elites living in metropolitan cities. Mass consumer items like tea and cigarettes were rarely advertised by them. The idiom and language of their advertising copy was alien to the Indian experience.

Ad agencies established during this period included Alliance Advertising Association Ltd. At Bombay started by the British India Corporation of Kanpur to sell its manufactured goods. Mr.L.A Stronachand Co. with its branch in London. It provided production and media services to advertisers and so even manufacturers of competing products or brands had to use his services.

3.6 CHALLENGES TO INDIAN ADVERTISING

The Gulf War in 1989 and the entry of CNN followed by a plethora of channels, has changed the face of Indian advertising for goods. Two developments followed. With so many channels the audience became fragmented. The lure of watching more than one programme resulted in channel surfing, giving media planners' sleepless nights. This resulted in media innovations of the kind no one imagined. Several breaks within programmes for commercials, sponsorships, road block strategies (broadcasting an ad on various popular channels at the same time so that the surfer is exposed to the ad, whatever he/she stops), anchor-persons talking about the product and product endorsement in popular serials were used, among many other innovations.

With television bringing films to the home, doosayers declared the deaths of feature films on the theatrical circuit. Media planners also feared the loss of a popular media choice. However innovations happened here too. The rise of multiplexes has turned film watching into a lifestyle experience. The print media also witnessed tremendous media innovations as television was not only competing with it on news, but

was also faster, 3-dimensional and often live in. Newspaper improved their packaging and added several niche supplements to cater the needs of the various groups.

Ads began appearing in all shapes and sizes, which was unheard of in the pre-liberalisation days. It is common for a pizza company to book a heart shaped ad on Valentine's day, an ad may run diagonal on the page and paste-ups of various materials can be seen plastered over magazines among many other innovations. Outdoor media has also witnessed tremendous innovation. Cut-outs on billboards, light and music displays, perforated boards to avoid damage from high velocity winds, the use of printed, multi-colour and laser half tone printed paste-ups against hand painted boards, the use of laser beams to project brand messages and electronic scrolls, especially during fairs and congregations are some examples.

Indian advertising remains a bastion of male dominance at least in the top positions. There are about 800 accredited advertising agencies and excerpts for a couple of instances, women have not been heading these agencies. Advertising is a preferred choice of profession for thousands of youngsters in India today.

The digital marketing world continues to expand at a breakneck pace. With the continuous proliferation of internet websites, deciding where to position your ad might be difficult. You must seek out new websites, assess them, and adjust your marketing strategy accordingly. The internet is no longer the sole place where you can play digital games. Personal assistants, smart gadgets, Augmented Reality, and even Virtual Reality are all becoming more prevalent in the digital environment. Another problem that might require a lot of resources and time is finding new digital marketing outlets and establishing tactics to make the most of them. Using ad optimization tools might assist you in overcoming this obstacle. Use these tools to make sure your advertising appear on the appropriate website and reach the right people. It will relieve you of the stress of conducting research and will save you time and money, resulting in a great return on your investment.

3.7 CASE STUDY: COCA COLA ADVERTISING

Coca-Cola has been the finest advertising brand for the past 100 years. Sure, Nike and Apple have competed for the best for the past 40 years, but they'd have to wait until 2080 to challenge Coke. There is a lesson to be learned from Coke advertising. Coca-Cola advertising has been extremely constant in terms of approach, but never in terms of

inventiveness. With so many Coke advertisements on the market, Coke must remain artistically fresh in order to surprise and excite customers and maintain their brand beloved by so many.

Coca-Cola returned in India in the 1990s at a time when PepsiCo was already entrenched. Coca-Cola has since been embroiled in an advertising war with PepsiCo. The real brand wars between the two giants began in 1996 during the much hyped Reliance World Cup. The Coca-Cola campaign was topical and said that it was the official drink, to which PepsiCo retorted with 'nothing official about it.' The global players have made strategic use of stars from films and cricket in view of their popularity. If coke has Amir Khan and Aishwarya Rai, Pepsi has had Shahrukh Khan, Saif Ali Khan, PrietyZinta. Kajol and Amitabh Bacchan. Coke while retaining the international baseline, has Indianized its campaigns to suit the cultural milieu and match its archival Pepsi's strategy. If the international tag line was 'life tastes good', it was 'life ho to aisi' in India. However the brand achieved a sort of benchmark when it is added 'thandamatlab Coca-Cola'.

Thanda is a generic name used by an average Indian when he/she ask his/her guests. Kya lenge, thandayagaram. It is interesting to find celebrity endorsement began almost a century ago in the Coca-Cola advertising campaign. 'You must feel a smile to act one' said Joan Crawford in a Coke ad before she became the Chairman of the Board of PepsiCo. Coca-Cola has been the part of many controversies. It was once hauled up for painting its slogans on the ancient rocks in Rohtang Pass and later for having pesticides in its products. Rival PepsiCo was also embroiled in the same controversy. The company used its brand ambassadors Amir Khan and Rani Mukherjee for damage control through paid advertising. Coke launched Vanilla Coke with great fanfare in the Indian market in 2004 with cine star Vivek Oberoi in an Elvis Presley get-up endorsing the product. However the product did not succeed despite the hype.

The Coca-Cola and PepsiCo campaigns according to analysts may contribute nothing about brand knowledge but are definitely entertaining. The campaigns have come a long ay from selling Coke as a carbonated drink to a lifestyle brand. As a part of its CSR initiative, Coca-Cola India has undertaken various activities, especially in the field of water harvesting. Analysts feel that this has been a smart move on its part to help undo the criticism on its taking away ground water, an allegation Coca-Cola has been disputing ever since it stepped back in India in the

1990s. The company has issued many ads in the mainstream media to highlight its contribution in this regard.

Coca-Cola as a part of its community initiative began its 'Support my school' campaign in partnership with NDTV on 24th July 2011. This was a nationwide attempt to create awareness of water, sanitation, environment, and healthy active living.

3.8 SUMMARY

It has been wrongly thought that the advertising role is very new. Evidence suggests that advertising was performed by the Romans; when the use of a man's surname denoted his vocation. The use of signage as a visual statement of the tradesman's role and a way of finding the source of products was the next stage in the history of advertising. It was critical to inform consumers about the availability of goods. Some form of outside promotion was required. Signs at shops and prominent locations across the city, as well as announcements in written materials, were occasionally employed. While the oral traditions have no recorded history, at some places signboards were used to identify places, traders and artisans and to inform people about the location of certain goods and services. Advertising can be traced back to the invention of the printing press, with movable types in 1441. Newspaper carrying news items gained a firm foothold only in the latter part of the 18th century. The Times, in fact continued to carry classified ads on page one till 1966.

Manufacturers were no longer limited to local markets after the Industrial Revolution since they could create more items in less time. Newspapers, which had grown less expensive and more widely distributed, were the ideal medium for reaching this large number of potential clients. The need for distinct branding made advertising widespread. Late 19th century advertising witnessed magazines becoming an important advertising medium. The advertising industry faced significant obstacles during the Great Depression of the 1930s, the decade was tough for advertising due to economic constraints, political assaults, and the necessity to reinvent their pitches. Between 1929 and 1933, advertising spending fell by more than 60%, from small classified ads to large campaigns in national media, and it did not recover to pre-crash levels until after World War II. Advertisers pushed agencies to accept lower commissions, and agencies wooed new clients away from competitors. To "brand" anything literally means to burn something with a mark, which is what businesses soon started doing. From the days when newspapers were the only medium through which producers could inform the public, came the era of radio,

which not only allowed producers to reach a much broader audience, but also delivered the message much more swiftly and efficiently. Television advertising arrived on the scene and irrevocably altered the game. Now that the public was familiar with the structure of advertising, they understood what they were looking at when they saw it on TV, after a few decades of technological development, television advertisements gave birth to Internet advertising, and the rest is history. They progressed from sponsoring websites to banner advertising, to even more banner ads, to mobile applications, to ads that track you around the internet.

The evolution of Indian advertising mirrors the evolution of the Indian press. The Bengal Gazette or the Calcutta General Advertiser was the first newspaper founded on January 29, 1780 by James Augustus Hickey. Its initial edition included a few advertising, most of which were educational. The Gulf War in 1989 and the entry of CNN followed by a plethora of channels, has changed the face of Indian advertising for goods. The lure of watching more than one programme resulted in channel surfing, giving media planners' sleepless nights. This resulted in media innovations of the kind no one imagined. Advertising is a preferred choice of profession for thousands of youngsters in India today.

Chapter Highlights

- Advertising was performed by the Romans, the oldest evidence of its usage in this nation goes back to the Middle Age. The use of signage as a visual statement of the tradesman's role and a way of finding the source of products was the next stage in the history of advertising.
- The first visible signs of advertising came in the form of advertising hand cards and later posters. Now known as leaflets, handmade cards carrying information about goods and services sold by various merchants were distributed on streets. Then came posters, were so popular that at one time during the 19th century, so many posters were pasted on the walls of London that it looked like a city made of paper.
- By the late nineteenth century, when manufacturers faced greater competition and realized the value of advertising in getting their products known and marketed, the first advertising agencies were established.
- Dr Drake and Lydia Pinkham are said to have introduced medicines to advertising. George Rowell brought out the first American Newspaper Directory in 1860. Francis W. Ayer was the first to sign an open contract in 1875. Advertising historians

consider John Powers to be the first copywriting superstar in the 1880s. Adolphus Green is said to have brought the concept of branding around in 1890s.

- Every advertisement is an advertisement for success," claimed an advertising campaign in 1926.
- To “brand” anything literally means to burn something with a mark, which is what businesses soon started doing.
- Radio commercials were oddly comparable to the “native ads” that we see on the Internet nowadays. Native advertisements make the ad appear to be the product itself.
- When the twenty-first century arrived, the advertising business exploded like a wildfire that couldn't be put out. As the Internet became a resource that every developed nation on the world utilized on a regular basis, advertisers followed suit and placed their advertising in every free area they could find.
- The evolution of Indian advertising mirrors the evolution of the Indian press. The Bengal Gazette or the Calcutta General Advertiser was the first newspaper founded on January 29, 1780 by James Augustus Hickey. Its initial edition included a few advertising, most of which were educational.
- Two events were responsible for the growth of Indian advertising agencies in the early 20th century. The first was the Swadeshi Movement (1907-1911) which gave an impetus to indigenous industries; the second was the installation in 1907 of the first linotype machine by the Statesman of Calcutta.

3.9 CHECK YOUR PROGRESS

- i. Write a short note on advertising in pre printing era.

- ii. Write down the history of Indian advertising.

iii. Explain the types of advertising with suitable references.

iv. Elucidate the challenges faced by Indian advertising.

v. Explain the advertising strategy of any company of your choice with suitable reference.

3.10 REFERENCES

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:: STRUCTURE::

- 4.0 Objectives**
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4.0 OBJECTIVES

At the end of this unit, you will be able to

- Understand the outline of advertising agencies.
- Gain knowledge about the functions of advertising agencies.
- Knowledge about different types of advertising agencies.
- The selection criteria of an advertising agency.
- The relationship between client and an advertising agency.
- The organisational structure of an advertising agency.

4.1 ADVERTISING AGENCIES

The outstanding accomplishments of the advertising world mirror the accomplishments of advertising agencies. People typically see the advertising company's insiders as magnificent, even magical magicians capable of weaving colorful products and people out of a colorless environment. These perceptions are, to some part, the job of agency workers. The rest is up to individuals who have a creative eye for advertising. No matter how much of a myth or magic is connected with the advertising industry, the creative people who work in it are to be praised for their spontaneous or immediate effusion of bright and new ideas. Advertising, on the other hand, isn't just about imagination and inspiration. It's a lot of effort, though. The history of advertising agencies will be briefly discussed. B. Dattaram & Sons of Bombay was the first agency in India. As far as the world is concerned, the first agency was N.W. Ayer & Sons of the United States, which was founded in 1875. As a matter of fact, long before Ayer, there were Western press agents who sold advertising space in newspapers and periodicals.

It was decided that Ayer & Sons would represent the publishers and adhere to the rates set by them, instead of altering charges according to the market pricing. In this way, the United States was able to standardize its advertising pricing across the country. For the same media, advertising agencies were responsible for ensuring that the same rates were applied to various advertisers.

The old practice of press agents charging various rates for different firms was still in place when this new practice came into effect. They knew they could rely on the agents to represent their economic interests with this new practice. As a result, agencies moved their loyalties from the media to advertising, which was good to everyone.

Media exposure was not enough for Ayer and Sons. Consumers may now choose from a variety of services such as the development of more artistic advertising, providing relevant drawings and photographs (graphics), media selection guidance, market research, etc. As a result of this, agencies began to embrace the supplied services as part of their normal services and contracts with advertisers. They began using these services to find new clients and maintain existing ones. Advertiser-specific services are provided by agencies today, from conception of messaging to medium and model selection, from identifying USPs to conducting in-depth market research and analysis.

It's the same as going to the tailor. It develops the advertisements, determines how, when, and where they will be distributed, and then delivers them to the customer. The majority of advertising agencies are independent of any organizations. These agencies go to great lengths to market their clients' products. Many of them have a team of experts in their industries, which makes it easier for firms or organizations to get in touch with potential customers. To define *“The work of a tailor is to collect the raw material, find matching threads, cut the cloth in desired shape, finally stitch the cloth and deliver it to the customer.”*

4.2 FUNCTIONS OF ADVERTISING AGENCY

Advertising agency performs the following functions for their client:

1. **Market research:** The agency researches the client's product or service, compares it to rivals, and examines its price, packaging, market ranking, and customer opinion of it and the competitor's product. The agency always does a competitive advertising analysis. The agency conducts a thorough examination of the present and prospective markets for the product and service. The research determines the types of people who can benefit from the product or service. The research determines the kind of people who can utilise the product, as well as their demographics and location. The agencies also investigate the human and geographic variables that influence the product or service, as well as the impact of trade and economic conditions on the organization. The information is derived from a variety of sources, including interviews, field studies, trade associations, and so on.
2. **Formulation of Plan:** The agency recommends the following strategy for formulating a plan of action-
 - a. Money spent on each media channel
 - b. Channels of media to be employed-newspaper, magazine, television, radio, web, outdoor
 - c. Market or markets to be reached
 - d. Changes in the distribution pattern if any
 - e. Pricing to the consumer, retailer and whole-seller
 - f. Copy and creative thrust to be used in each media channel
 - g. Merchandising factor (salesman, dealers, and distributors) to be contacted and brought into the effort.
3. **Planning execution:** Once the client has agreed the overall budget and strategy, the creative team at the agency takes over from the media and research personnel. It is the responsibility of the advertising copywriter to adapt the advertising message into

words and images. Writers who are adept in the use of words and the motivations that drive customers begin by producing copy. Working alongside copywriters, art directors and crew visually implement the authors' efforts.

Layouts are created for print advertisements. These are created by art directors, who also choose typefaces. These sheets are then mechanically pasted up by assistants. Outside of the agency, freelancers generally execute the final rendering of the art. The authors, art directors, and producers create frame-by-frame 'storyboards' for TV advertisements.

For TV and radio commercials, the agency often purchases individual advertising announcements rather than the whole sponsorship of the show. Although the actual filming and taping are done by outside production firms, agency personnel are engaged in every stage of the commercial's development. Keeping all of these preparations and materials on track in order to fulfil production and media deadlines is a function of the agency known as 'traffic control.' It is the duty of traffic to ensure that these radio and television ads are completed on schedule and that client and legal authorization are acquired.

4. **Analysing the effectiveness of the campaign:** The agency checks the appearance and performance of an ad or commercial after it has been broadcast. If a magazine ad is printed incorrectly, it is the agency's responsibility to return and re-run it. If a TV commercial does not air as scheduled, the agency must be notified and fresh showings must be requested. The agency gets bills from its suppliers, such as television production companies, photographers, and typesetters, and then bills the customers. The agency will use a service formula in which they will charge the client's expense plus a portion of the agency's earnings. In the case of ads in magazines and newspapers, as well as TV and radio commercials, the agency bills the advertisers for the full amount of space and time, and the medium allows advertising agencies to earn commissions. This has been a long-standing practise since the beginning of advertising.

4.3 TYPES OF ADVERTISING AGENCY

The primary types of advertising companies that are now serving the advertising industry are as follows:

1. Full service agencies

A full-service advertising agencies offers a variety of marketing services. A full-service agency offers advertising-related services such as copywriting, artwork, ad production, media strategy, and so on. It also offers pricing, distribution, packaging, and product design services.

4.4 STRUCTURE OF FULL SERVICE AGENCY

i. Creative Department:

It's their job to represent the agency. They perceive not just pictures but also shapes and formats. The creative director is in charge of the department. The team develops creative concepts, writes copy, and creates graphics for the campaign.

ii. Client (Account) Service Department:

This department is in charge of the agency-client interaction. Agent-client communication is facilitated via account service. They are expected to be proactive and keep up with client business, marketing issues, and ad objectives. They prepare proposals, coordinate approvals, develop budgets, choose media, and issue press releases, among other things. They operate as an equal partner to the customer and must assure client satisfaction.

iii. Media Department:

Media buying and planning is the responsibility of this department. To establish media strategy, plan particular media use, and choose specific media, the director of media planning is responsible. In addition to assisting with negotiations and best bargains, media buyers also come up with new and creative concepts. For the greatest possible results, buyers and planners work together.

iv. Accounts:

Every agency, like other offices, requires a management office led by a senior manager to oversee personnel, financial, and accounting controls.

4.5 FUNCTIONS OF FULL SERVICE AGENCIES

In a full service agency, the advertiser receives a wide variety of services. Along with providing research, creative, and media services, full service agencies are typically involved in the advertiser's marketing efforts as well. So, an agency may help with package design, sales advertising or dealer aids. They might also help with sales meetings or product testing,

sales forecasting, or distribution and business strategy guidance. These benefits include the ability to recruit and retain top people, provide several services that may need a coordinated approach and examine proposals from an objective outside perspective based on extensive experience.

According to estimates, marketers that work with full-service advertising agencies still account for the majority of national advertising media spending, even if alternative types of agency have emerged in recent years. Services supplied by an agency are typically determined by its size and organizational structure. It also depends on the individuals that comprise the agency.

4.5.1 In-House Agency

The advertiser owns and operates an in-house ad agency. In some cases, organizations just utilize internal agencies, while in other cases, they blend internal and external efforts. Advertising and promotional expenditures can be reduced by employing in-house agencies. Companies with big advertising expenditures spend a lot of money to outside agencies in the form of media commissions. These commissions are paid to the in-house advertising agency under an internal framework. Internal advertising companies can also supply complementary services such as sales presentations and force literature, package design, or public relations for a fraction of the cost of outside agencies. Saving money is not the only reason explaining why the companies use in house ad agencies. Time savings, bad experience with outside agencies and the increased knowledge and understanding of the market that comes from working on the advertising and promotion for the product or service day by day are also reason. Companies can also maintain tighter control over the process and more easily coordinate promotions with the firm's overall marketing programmes.

4.5.2 Specialised Agencies

These agencies do not provide the entire ranges of advertising services. Rather they provide specialized services in a particular area like media buying, copy writing etc. Companies which do not want to avail the complete ranges of advertising services may opt for those specialized agencies which meet their specific requirements. Creative Boutiques and Media Buying agencies are some examples.

- a. **Creative Boutiques:** A creative boutique is a special kind of agency that provides only creative services. It is usually smaller in size with

a few members who concentrate only on creative execution of the client's marketing communication. A creative boutique will have writers and artists as its staffs. There is not staff for media, research or strategic planning. The full service agencies is also sub contract work to creative boutiques when they are very busy or want to avoid adding full time employees to their pay roll. The client may seek outside for creative talent for two reasons:

- Because he wants extra creative efforts.
- Its own employees of the in-house agency or the agency he has appointed do not have sufficient skills in this regards.

b. **Media Buying Agencies:** A media buying agency is a specialised agency which buys media time and space in bulk from various media and sells them to the different advertisers according to their needs. The task of purchasing advertising media has grown more complex as specialised media proliferates, so media buying service have found a niche by specialising in the analysis and purchase of advertising time and space. Agencies and clients generally develop their own media plans and then hire the buying services to execute them.

4.6 AGENCY SELECTION CRITERIA

A great advertising strategy is the foundation for effective and profitable advertising. How does the agency come up with a strategy like that?

Advertisers will only consider a certain agency's services after learning how it fulfils its duties.

The agency must:

- Examine the marketing plan as a whole, including the advertising plan;
- The market should be segmented into manageable portions;
- To reach every section, devise a plan;
- Construct a message/messages that are in line with the overall marketing goals;
- Formulate a list of the most useful media, and contact them;
- Buy space and time according to the advertising budget finalized in consultation with the advertiser;
- Analyse and compare the client's advertising strategy with those of the competition;
- Re-evaluate and revise the ad campaign's efficacy on a regular basis.

If an advertiser is looking for an agency, when does he or she start? When a firm becomes large, it usually needs the services of an agency. It may be surprised to learn that its own advertising department is no longer able to provide the necessary services, especially when it comes to arranging a large campaign. However, one does not have to wait for development before contacting an advertising firm. Improved services are available to even tiny businesses. Everyone, large or little, wants to grow. Growing a business involves increasing sales, which improves the company's image and public acceptability. In this case, advertising may be of great assistance to the company.

Dissatisfaction with the services of an agency which does business with the company may arise for the following reasons:

- Unsatisfactory services
- Business deals that are irregular and untimely
- Service delays
- Non-compliance with billing arrangements
- Special demands from the company are not taken seriously.
- Other factors that the company deems to be crucial.

The advertiser must document these instances of discontent and bring them to the notice of the agency as soon as possible. Other accounts handled by the agency should be discreetly inquired about. In certain cases, the agency seeks to opt out of an arrangement because it wants to create a connection with a competitor of the company's. Inability of the advertising agency to keep up with the growing amount of business and come up with fresh concepts is one of the most prevalent causes of this problem. It is also necessary to revise a financial agreement when the agency believes that the customer is requesting for new services (not in the original agreement). As long as the client is willing to do so, there will be no difficulty. In contrast, if an agency and a client cannot come to an agreement, the gulf will only grow. Each person's willingness to work with the other determines the outcome of the situation.

There are however, two major issues that are not negotiable:

- Marketing philosophy and strategy are fundamentally different. The agency may believe that the customer is making unreasonable expectations and proposing and implementing unrealistic methods. It may legitimately reject the client's ideas, believing that no amount of advertising would enhance the marketing approach.

- Business development that comes out of nowhere might have a negative impact on the relationship. Small businesses may find it difficult to get the attention of an agency that has suddenly grown to enormous proportions. An agency that is too tiny to manage the volume of new business from a client that has unexpectedly risen in size may also be perceived as such by the client.

4.7 AGENCY-CLIENT RELATIONSHIP

Even though the accounts executive is primarily responsible for keeping a cordial relationship between the agency and the advertiser, there are some ground rules that must be followed in order to handle difficulties efficiently. Vice-chairman of Philip Morris Inc. George Weissman laid forth 10 expectations that companies have of their advertising agencies.

1. We expect your people to be with the consumers, the retailers, the wholesalers and in the front lines, where the business is done and the battle is fought.
2. We expect your people to say on your account and not be taken away by competitors. We as you, have investment in them and, if they are good, we want them.
3. We expect total involvement at all levels of agency management.
4. We expect you to have the same corporate affirmative action policy on personnel on our accounts as we do.
5. We expect your people to give us every crazy idea they might have, even though the rate of rejection is high and the work load heavy.
6. We expect your people to know the industry as well as we do.
7. We expect excellence in everything you do. We have built a corporate reputation and a corporate success based on outstanding quality of product, advertising, merchandising and most important of all – people.
8. We expect to be presented with options good advertising dependent on mutual creativity.
9. We expect your people to be honest with us and not ‘yes’ us.
10. We expect that your people will know our business almost as well as we do, and that goes from the technical to the marketing, so that if there are potential for interesting advertising, it will be created.

Client servicing is not the same as 'keeping the client pleased.' It is the business of acting as a liaison between the customer and the various divisions of the advertising agency. Account Management or Client

Servicing represents the agency to the client and vice versa. Its executives bring in new clients for the agency. It also supervises the operations of the other departments to ensure that everything goes well and that the client receives the services for which he has paid.

In an agency, most projects begin with a client's request for some work to be done. An opportunity or a problem, depending on how you look at the request. People who consider a client's request to be a problem may be better off working in another field. Afterwards, the client service team goes to the customer's office to get the brief. Instead of just taking a brief and executing it, smart agencies examine and analyze it so that any evident blunders may be communicated immediately. After that, it's time to do some analysis of the issue. Everything from the market, to the competitors, to the client's history and brand life cycle needs to be considered.

A skilled client-service executive is expected to organize the strategy first before executing it on the customer. The use of research, proprietary or non-proprietary planning tools, the voluntary awareness and help of the creative department and the media, as well as a healthy dose of common sense. Here, the client is informed on exactly how the agency plans to fulfil the client's request. This would be followed by a vague process of creative briefing, which would take place once the customer had agreed to the plan at the beginning. Briefing the creatives is a difficult task. It's a problem that's being addressed by a variety of entities. If you're an agency, you may wish to keep your creatives in their studios away from the customer.

The subsequent step is to purchase and sell the creative product. The creative team returns to offer ideas. Once the customer approves, the agency proceeds to the next stage of releasing or placing the work. This is the process of exposing the work to potential customers by printing it in newspapers or magazines, broadcasting it on radio and television, or displaying it on outdoor media. Once the material is in the media, any responsible agency would monitor the outcomes and assess the campaign's efficacy.

Finally, the most important stage is the billing and collection of your client's dues.

4.8 ORGANIZATION STRUCTURE OF ADVERTISING AGENCY

Corporate management is at the ad agency's highest level. These are the persons in charge of running the agency's day-to-day operations, reporting to the board of directors, acquiring new clients, and generally running the show. This group is also involved in day-to-day account administration and creative tasks at a smaller agency. Under this corporate management level, the agency is divided into two basic parts –

- a. The *business side* which is responsible for client relations, evaluating and purchasing media, research, traffic and production and
- b. The *creative side* which actually creates the TV commercials, magazine and newspaper ads and other elements of the campaign.

The larger the organization, the more employees employed in each of the three domains, and the greater the degree of expertise within each field. A small agency could have a manager, an account executive, and an artist/copywriter. In a small, regional advertising agency with eight or nine employees and a half dozen local accounts, the entire workforce may share account management, media selection, and creative functions.

Organizational Chart - Business

Account Management	Media	Research
Management Supervisor	Media Supervisor	Research Director
Account Supervisor	Senior Media Buyer	Senior Research Director
Account Executive	Media Buyer	Researcher
Assistant Account Executive	Assistant Media Buyer	Research Trainee
Account Trainee	Assistant Media Planner	

Account Management: Account management's primary job is to work directly with the customer to identify the marketing objective and develop a plan to achieve that program. Account management then communicates the client's objective to the agency's other divisions, bridging the gap between the agency's resources and the client's demands.

Media: The media department of an agency is in charge of putting advertising where it will reach the right people at the right time and in the right place while being cost efficient.

Research: The primary role of the research department is to help the creative process by focusing on understanding consumer trends in a changing market. Interviews, focus groups, and market research studies are used to accomplish this.

Organizational Chart - Creative

Art	Copywriting
Art Supervisor	Copy Chief
Art group head	Copy group head
Senior Art Director	Senior writer
Assistant Art Director	Junior writer
Art assistant	Assistant Copywriter
Illustrator	Copy Trainee
Broadcast	Production and Traffic
Producer	Print production
Associate Producer	Traffic Supervisor
Assistant Producer	Traffic Manager

Art: The art staff conceives the graphic for ads and commercials. Ideas are first developed through layouts and storyboards and ultimately realized through photography, illustrations that are used for print and broadcasting.

Copywriting: The copy people deal with spoken and printed words, crafting them around with ideas so that they can work as effective advertising.

Broadcast: The broadcast group at an agency is responsible for the creation and execution of radio and television advertisement. Although agency people do not serve as directors of these commercials, they are totally involved in recording and shooting.

Production: On print advertising the production staff works with the agency's art and creative people and outside suppliers such as typographers and color separators. On radio and television commercials the production staff works with its own and outside producers to create the final version of advertising.

Traffic: Traffic staff directs the flow of ads and commercials through the agency. This works includes the client approvals. Finally they see to it that the whole job arrives at the publication or the broadcast station on time.

4.9 MAJOR ADVERTISING AGENCIES

The largest multinational group of advertising agencies active in India is WPP which includes four Indian agencies: JWT (formerly HTA), Ogilvy and Mather, Contract and the media buying agency, Mindshare. This one group alone accounts for 60% of the total Indian advertising business. India's top ten advertising agencies are all the part of international advertising networks, most of them are subsidiaries.

Top India's advertising agencies

WPP

Lowe

Redifussion

EuroRSCG

Dentsu

Leo Burnett

Percept-Hakuhodo

Publicis-Ambience

BBDO- R K Swamy

FCB Ulka

Mudra Communications

Madison

MAA

Pressman Advertising and Marketing

Concept

Top world's advertising agencies

Saatchi & Saatchi

Ogilvy and Mather

McKinsey & Company

Havas Canada

Smartsites

Webitmd

Leo Burnett Worldwide

Aegis Group

4.10 SUMMARY

Accomplishments of the advertising world mirror the accomplishments of advertising agencies. Advertising isn't just about imagination and inspiration. It's a lot of effort, though. The history of advertising agencies will be briefly discussed. B. Dattaram & Sons of Bombay was the first agency in India. As far as the world is concerned, the first agency was N.W. Ayer & Sons of the United States, which was founded in 1875 long before Ayer, there were Western press agents who sold advertising space in newspapers and periodicals. It was decided that Ayer & Sons would represent the publishers and adhere to the rates set by them, instead of altering charges according to the market pricing. In this way, the United States was able to standardize its advertising pricing across the country. For the same media, advertising agencies were responsible for ensuring that the same rates were applied to various advertisers. Advertiser-specific services are provided by agencies today, from conception of messaging to medium and model selection, from identifying USPs to conducting in-depth market research and analysis.

It develops the advertisements, determines how, when, and where they will be distributed, and then delivers them to the customer. The majority of advertising agencies are independent of any organizations. These agencies go to great lengths to market their clients' products. Many of them have a team of experts in their industries, which makes it easier for firms or organizations to get in touch with potential customers. Nowadays, marketers that work with full-service advertising agencies still account for the majority of national advertising media spending, even if alternative types of agency have emerged in recent years like full

service, In-house and specialized agencies. Services supplied by these agencies are typically determined by its size and organizational structure. It also depends on the individuals that comprise the agencies. In a full service agency, the advertiser receives a wide variety of services. Along with providing research, creative, and media services, full service agencies are typically involved in the advertiser's marketing efforts and may help with package design, sales advertising or dealer aids. They might also help with sales meetings or product testing, sales forecasting, or distribution and business strategy guidance. The advertiser owns and operates an in-house ad agency. In some cases, organizations just utilize internal agencies, while in other cases, they blend internal and external efforts. Advertising and promotional expenditures can be reduced by employing in-house agencies. Companies with big advertising expenditures spend a lot of money to outside agencies in the form of media commissions. Specialized agencies do not provide the entire ranges of advertising services. Rather they provide specialized services in a particular area like media buying, copy writing etc. Advertising agencies are an integral part of advertising industry not only in India but worldwide and agencies take all the efforts for selling the product of the clients. They have a group of people expert in their particular fields, thus helping the companies or organizations to reach their target customer in an easy and simple way.

4.11 CHAPTER HIGHLIGHTS

- B. Dattaram & Sons of Bombay was the first agency in India.
- The first advertising agency in the world was N.W. Ayer & Sons of the United States, which was founded in 1875.
- **Market research:** The advertising agency researches the client's product or service, compares it to rivals, and examines its price, packaging, market ranking, and customer opinion of it and the competitor's product. The agency always does a competitive advertising analysis. The research determines the types of people who can benefit from the product or service and the kind of people who can utilize the product, with their demographics and location, as well as the impact of trade and economic conditions on the organization. The information is derived from a variety of sources, including interviews, field studies, trade associations, and so on.

- **Formulation of Plan:** The agency recommends money spent, channels of media, market or markets to be reached, changes in the distribution pattern, pricing to the consumer, retailer and whole-seller, copy and creative thrust to be used in each media channel and merchandising factor.
- **Planning execution:** It is the responsibility of the advertising copywriter and creative team to adapt the advertising message into words and images. Layouts are created for print advertisements, execution of the final rendering of the art, creating frame-by-frame' storyboards' often purchases individual advertising announcements and engaging in every step of commercial development to execute the commercial as planned.
- **Analyzing the effectiveness of the campaign:** An advertising agency checks the appearance and performance of an advertisement or any commercial after it has been broadcasted. If a magazine ad is printed incorrectly, it is the agency's responsibility to return and re-run it. If a TV commercial does not air as scheduled, the agency must be notified and fresh showings must be requested.
- Keeping all advertisement production preparations and materials on track as planned in order to fulfill production and media deadlines is a function of the agency known as 'traffic control.'
- **Full service agencies:** These advertising agencies offers a variety of marketing services and offers advertising-related services such as copywriting, artwork, ad production, media strategy, and so on. It also offers pricing, distribution, packaging, and product design services. The full service agencies functions with creative department, client service department, media department and accounts department.
- **In-House agencies:** Companies with big advertising expenditures spend a lot of money to outside agencies in the form of media commissions. These commissions are paid to the in-house advertising agency under an internal framework. Internal advertising companies can also supply complementary services such as sales presentations and force literature, package design, or public relations for a fraction of the cost of outside agencies. Saving money is not the only reason explaining why the companies use in house ad agencies.

- **Specialized agencies:** These agencies do not provide the entire ranges of advertising services. Rather they provide specialized services in a particular area like media buying, copy writing etc. Companies which do not want to avail the complete ranges of advertising services may opt for those specialized agencies which meet their specific requirements
- **Creative boutique:** It is a special kind of agency that provides only creative services. It is usually smaller in size with a few members who concentrate only on creative execution of the client's marketing communication. A creative boutique will have writers and artists as its staffs. There is not staff for media, research or strategic planning. The full service agencies is also sub contract work to creative boutiques.
- **Media buying agencies:** These are specialized agency which buys media time and space in bulk from various media and sells them to the different advertisers according to their needs.
- Client servicing is the business of acting as a liaison between the customer and the various divisions of the advertising agency. It represents the agency to the client and vice versa. Its executives bring in new clients for the agency. It also supervises the operations of the other departments to ensure that everything goes well and that the client receives the services for which he has paid.
- Corporate management is at the ad agency's highest level. Under this corporate management level, the agency is divided into two basic parts –
 - i. The *business side* which is responsible for client relations, evaluating and purchasing media, research, traffic and production and
 - ii. The *creative side* which actually creates the TV commercials, magazine and newspaper ads and other elements of the campaign.

4.12 CHECK YOUR PROGRESS

1. What do you mean by an advertising agency? Explain the functioning of an advertising agency.

2. Explain the different types of advertising agencies.

3. Elucidate the structure and functions of full- servicing advertising agencies.

4. Write down the steps to keep in mind while finalizing an advertising agency.

5. Write short note on an agency and client relationship.

6. Explain the organizational business structure of an advertising agency.

7. List down names of national and international advertising agencies (10 each)

4.13 REFERENCES

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:: STRUCTURE::**5.0 Objectives****5.1 Concept of advertising copy****5.2 Elements of Ad Copy****5.3 Advertising Layout and Design****5.4 Techniques for Producing Ideas****5.5 Copy Structure and Copy Platform****5.6 Classifications of Copy****5.7 Writing the Copy****5.8 Summary****5.9 Chapter Highlights****5.10 Check Your Progress****5.11 References**

5.0 OBJECTIVES

- Understanding the concept and elements of advertising copy
- Advertising layout and design
- Techniques for producing ideas
- Copy structure and Copy platforms
- Classifications and writing of copy

5.1 CONCEPT OF ADVERTISING COPY

Text of a print, radio or television advertising messages that aims at catching and holding the interest of the prospective buyers and at persuading the customer to make a purchase all within few short seconds. The headline of an advertising copy is said to be the most important part and quite often a small change in its wording brings, disproportionate

results. Although a short advertising copy is more common in consumer product advertising. According to the UK advertising guru David Ogilvy “people do read and listen or attend to lengthy advertisements, if they are skilfully written.”

Most advertising copy is based on advertising/consumer research and is composed by professional copywriters hired by advertising agencies. Also called advertising copy, ad copy or just copy. At this stage, copywriters generally collaborate with artistic or production teams to create the actual advertisements. From beginning to end the process of ad creation involves a multitude of decisions that require understanding of both the product and the consumer as well as knowledge of the various formats and media.

Behind every good advertisement is a creative concept, a big idea that makes the message distinctive, attention getting, memorable. Through great ideas may be hard to come by, but some advertising experts argue that for an advertising campaign to be effective, it must contain a ‘big idea’ that attracts the consumer’s attention, gets a reaction and sets the advertiser’s product or service apart from the competitors.

However, several methods can guide the guide the creative team’s search for a major selling idea and offer alternative solutions or options for developing effective advertising. These methods include the ‘incubation’ technique, the process of lateral thinking and the story telling process.

Copywriters are the craftsman who convey their ideas through words and pictures. In practice, coming up with ideas or ‘concepts’, as they are grandly called in the advertising industry is an important part of the copywriter’s role. And with many concepts, the visual idea springs to mind at the same time as the headline. It’s only natural that a concept should develop in this way since images tend to conjure up words in our heads while words paint pictures in our minds. The traditional creative team within an ad agency consists of a copywriter and art director. It really doesn’t matter who comes up with each idea just so long as, between you, some great ideas are generated. Very often a weak idea, or even a downright bad one, can be turned on its head or looked at from another angle and turned into a great idea. So, don’t be too quick to jump to conclusions but remember to try and think laterally and explore all those other creative possibilities.

Copywriting is the art of knowing what you want to say, who you want to say it to, where to say it and how to say it so your audience listens to you.

That means:

- grabbing their attention (the headline)
- giving them the information they need to act on (body copy)
- telling them what to do next (response details)

5.2 ELEMENTS OF AD COPY

Copy is an essential component of every advertising campaign; without it, no advertising agent is recognised; moreover, without innovative and convincing copy, an advertising campaign is rendered ineffective. Copy is the glue that holds the advertising industry together, and it's the reason why advertising is growing and thriving. A copy provides a strong return on investment for the advertiser where an advertising agency is less concerned with originality in the production of content, such a company will go out of business. In any advertising agency, the creative department is in charge of copywriting and development.

Ad copy serves the purpose of increasing familiarity with the brand name, features, motive, and desire in order to establish credibility and offer a rationale for choosing a certain brand over all other competing brands. The existence of a copy is the reason why most advertising agencies seek for great copywriters. Copywriting is a laborious and arduous effort that necessitates critical thought and the conceptual frameworks to briefs in order to generate salesmanship content that may elicit purchases from the target audience. Many products are vying for huge market shares, therefore they spend a lot of money on advertising to get enough attention to generate traffic.

The goal of a copy is to highlight the unique selling point so that the target audience is pulled to the brand, patronises it, and continues to patronise it for as long as it exists in the market. The copywriter is concerned with every aspect that will appear in the overall advertising message. He ensures that all copy elements are interplayed appropriately and creatively to achieve a good sales return once the campaign is launched. A copywriter is a person who has had professional advertising training and has worked for a number of years in an advertising agency. Advertising is seen as a highly creative profession since there are no standards dictating how copy components should be used.

Advertising copy is the sum of all the elements of a creative work. These are elements annex to produce a ready-to-disseminate advertising message. The elements that make up a copy include: Headlines, sub-

headline, text, pictures, sounds, and every other thing that would make the success of the advertising campaign; be it, electronics, print or social media. The following are the elements of an advertising copy



1. The headline, 2. The sub-head, 3. The body copy 4. The caption, 5. The blurb of balloon, 6. The box and panels, 7. Slogans, logotype and signature.

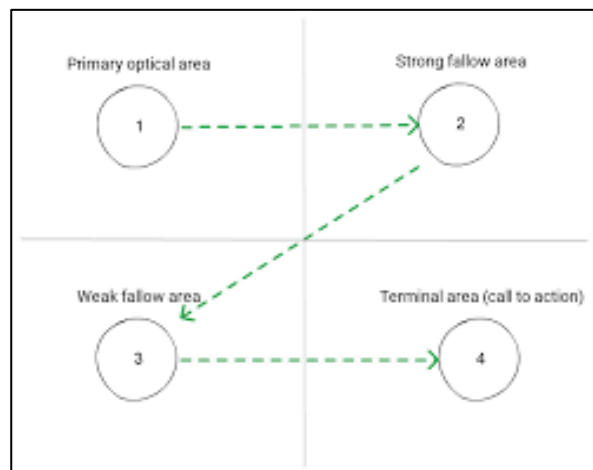
- **The headline:** Copy interface is the first point of contact for every user, and it is often shown with a big typeface. Adjacent to an eye-catching graphic, the title serves as the advertisement's call-to-action. It encourages potential customers to learn more about the brand.
- **The sub-head:** The subhead is usually placed after the headlines, although some copywriters show the subhead first before the headlines for the sole purpose of drawing attention to the entire copy. There is a smaller typeface used for the subhead, which is smaller than the headlines but larger than the body of the text.
- **The body-copy:** In the copy, this is the illustrative text, which is always smaller than the headline and the subhead. A brand's identity is conveyed in the body text in a few succinct yet unique phrases that stick in the memory of the audience. It explains a brand in the greatest conceivable manner.
- **The Caption:** These are written in a smaller typeface than the body content in order to illustrate sales points by demonstrating and discussing them simultaneously. Captions are less important to the advertisement's primary selling elements than body content.

- **The blurb of balloon:** This is a word used in advertising to indicate that the illustration of an advertisement copy is coming out of the mouth of one of the characters in the advertising campaign. They are sometimes used as headlines and shown in huge format.
- **Box and Panel:** These are elements of a copy that display unique and distinctive information in addition to what the advertising currently displays. They're used in things like coupons, special deals, and contest rules.
- **Slogans, logotype and signature:** These components may be seen in almost every commercial. They are company identifiers; they distinguish one firm from another, especially when competing brands are offered. For instance: Jio, Vodafone and AIRTEL, all these organizations offer telecommunication services, if they have none of these elements, they might just confuse customers in a bid to identify with their preferred brand.

5.3 ADVERTISING LAYOUT AND DESIGN

Effective advertisements are successful because they capture the attention of the readers and are simple to read, allowing the eyes to naturally travel from one element to the next. There are several terms related to layout design that needs some discussion.

- **Flow(Eye Movement):** Right-to-left eye movement is the most common. Advertisements should thus direct readers to start at top left, then go down to lower left. This may be accomplished by first grabbing the reader's attention. Copywriters may accomplish similar results by crafting compelling headlines.

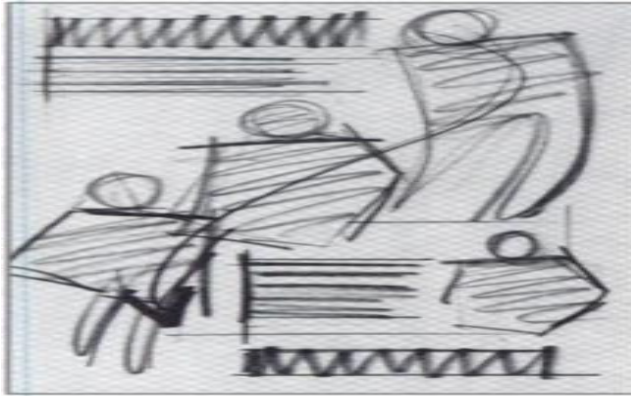


- **Dominance (Emphasis):** In advertisement usually one element is emphasized more than other element. It is important that the emphasized element relates to the most important point of the advertising messages. Generally, the emphasized element may be an illustration or photograph or the headline. Emphasis can be obtained by making the elements usual in shape and size, by making it bolder, by surrounding it with an abundant of white space, by putting it in the optical centre of the advertisement or by putting it in colour and the other elements in black and white.
- **Balance:** Balance may be formal (symmetrical) or informal (asymmetrical). The balance of the advertising is determined by the weight of the elements. Dark elements, for example, are heavier than light elements, and so on. Elements that are larger in size are smaller than those that are smaller in size. Thick elements are heavier compared to thin ones. It's more important to use illustrations or pictures than text or logos or slogans in a marketing campaign. In comparison to black and white, colour has more weight. It's true that unusual shapes weigh more than regular ones. Formal balance occurs when weight is evenly divided at the top and bottom of the advertising, or on the right or left side of the advertisement. For example, if the image or photograph, title, or body content are centred in the advertising, the advertisement has formal balance. Informal balance arises when various weights appear in different parts of the advertising.
- **Proportion:** The connection of width to height or the size of one element to that of another is referred to as proportion. In general, unequally sized components are more appealing than evenly sized elements. Rectangles, for example, are more fascinating than squares. The size of each advertisement element should be commensurate to its importance or relevance.
- **Unity:** The term unity refers to the cohesion of the parts inside the advertising, which appear to be connected. The simplest approach to achieve unity is to run an imaginary line or axis through the point from which two or more parts sprout forth. The edge of an image or photograph, for example, may be level with the edge of a headline. When two or more elements have a similar axis, the elements are held together. Unity may be produced by using pieces that are similar in shape, size, and colour. The use of the same typeface for the headline and body content might help to create unity. Borders and boxes can also be used to establish unity.

Layouts

Many creative directors, graphic personnel and layout artists design advertisement in stages. These stages includes thumbnails, roughs and comprehensive.

- **Thumbnails:** Thumbnails are sketches. They are miniature in sizes. Generally one-fourth the size of the actual advertisement. Thumbnails are used to generate a variety of approaches or possible advertisement. Only one or two are chosen for rough.



- **Roughs:** Roughs depicts the selected thumbnails in the exact size of the actual advertisements. Typically these contain a letter rendering of the headline and a drawn rendering of the illustration or photograph.



- **Comprehensives:** A comprehensive is a detailed layout that is a perfect facsimile of the actual advertisement. Usually it is used for client approval before the actual advertisement is produced.



5.4 TECHNIQUES FOR PRODUCING IDEAS

- **Gathering Information:** Gather specific information (elements directly related to the product or services) and general information (observed information about life and events). Then digest this material and give it a mental work over.
- **Incubate:** Next is the incubation period, forget about it and let the subconscious mind go to work and eventually the idea will appear 'out of nowhere'.
- **Mull, develop and adapt:** Finally shape, develop and adapt the idea to advertising. The idea of consciously forgetting about the project and letting the subconscious mull ideas over time is typical of the creative writing process. Insights may come from sub-conscious mind as mental pictures and images.
- **Lateral Thinking:** This process explores new relationships, breaking established thought patterns to generate new ideas and escape old ways of thinking. Since ideas are turned upside down and looked at in new ways, this concept is called out of the box thinking.
- **Story-telling:** Advertising at its best is a form of story-telling. The most compelling advertisement have all the components of a short story. They introduce characters, intensify tensions and problems, develop towards a conflict and then offer a resolution that is usually provided by the product or service. Some of the best television commercials could be called lyrical; they have the poetic quality of condensing legendary and mythic stories familiar to the targets culture into spots as brief as fifteen seconds. To create effective advertisements, ad creator must be familiar with the targets' cultural interest, e.g

the music, books and magazines they enjoy; the movies they are likely to be seen; the problem that typically occupy their minds. Familiarity with the classics and with various film genres allows creative to envision memorable commercial spots. However, creatively the big idea may be conceived, the ad must do more resonate with the consumer. The consumer, who views the advertisement, must be able to understand, among other things the product benefit and selling messages.

- **Creativity Strategy:** the creative aspect of advertising is guided by specific goals and objectives that require development of a creative strategy. A creative strategy focuses on what the advertising message will say or communicate and guides the development of all messages used in the advertising campaigns.

5.5. COPY STRUCTURE AND COPY PLATFORM

Ads seems to work best when you

Know your prospect

Know your client

Copy Structure

The purpose of a headline is to attract attention and to bring the reader to the ad. A *headline* that offers nothing to the reader in terms of either benefit or interest may be effectively mask the cleverest ad, and one that's offering the most useful service. The *text* should spring from the headline and follow through the promise it offers. It should explain and clarify the facts and claims. It should be a logical progression of ideas, covering all of the points one mean to cover, even if it's done only with an illustration. Copy can appeal to the intellect and reason or it can appeal to emotions or it can do both.

The text of an ad designed to cause action should lead naturally to a call for action. What precisely do you want your readers to do? Call now? File for future reference? Send a coupon? Send for brochure? Remember something? Experienced copywriters know that the call for action works. It's not so much that when readers are told to do something there are less likely to do it. The copy usually ends with a logo and a signature for identification and impression and sometimes also a slogan.

Copy Platform

The professional copywriter usually develops a concept, sometimes called the copy platform, which is a clear statement of the copy objective, focus and approach. This is an attempt to articulate, as clearly and as simple as possible, what the copy shall say and how it shall say it. Shall it be extensive or brief? What tone shall it take? Shall it be breezy and light, or formal? What message shall it try to convey? What is the rationale behind the approach? The purpose of this copy platform, whether it's specifically articulated on paper or merely understood in the copywriter's mind, is to serve as a guide to actually writing a copy. Many copywriters use it to present their clients for a clear understanding of how the ad will come out.

5.6 CLASSIFICATIONS OF COPY

Our society has become picture oriented. Watching television has made it expect to see and watch news event and to see products in use. It is appropriate that a new event and to see product in use. It appropriate that a new product be announced by a product we associate realism and authenticity with images. However to make advertisement more interesting there are the classifications of copy which are also known as advertisement appeals.

- i. **Reason why copy:** Any copy that features a reward in the headline or illustration and explains why it is true is called reason why copy. Advertising should always give consumers a reason to buy the product. The reason why approach is most common in print than in broadcast advertising. In print, readers can proceed at their own speed from headline to copy. In the broadcast media, the speed is controlled by the sender and a less than attentive listener or viewer is likely to miss the reasons why an opening lead is true.
- ii. **Humorous Copy:** Advertisement can be made more appealing by a touch of humour. Humorous copy may have the following generalisations-
 - a. Humorous messages attract attention
 - b. Humorous messages may detrimentally affect comprehension.
 - c. Humour may distract the audience, yielding a reduction in counter-argumentation.
 - d. Humour tends to enhance source credibility.
 - e. Humour should be related to the target audience.

- f. A humorous context may increase liking for the source and create a positive mood.
- iii. **Descriptive copy:** When copy includes description of the product or service and the description becomes the major focus of the advertisement, the copy is called descriptive. This happens when the appearance of the product or reward it promises needs strong emphasis in the copy to make it clear to prospective buyers.
- iv. **Testimonial copy:** Advertisers tends to prefer celebrities who are widely known, easily recognised well liked and who have not endorsed a wide variety of products. The principal advantage of using celebrities is their ability to attract immediate attention.
- v. **Straight copy:** Straight copy has a very straight message. It identifies the needs of the people you call it in simple words.
- vi. **Dialogue Copy:** When two or more persons are shown communicating with one another and solving their problems is called a dialogue copy. But the dialogue should be well written, should be interesting, convincing and persuasive. Poor dialogue is dull and unnatural dialogue is unconvincing.
- vii. **Narrative Copy:** the story is the main in the narrative copy. Almost everyone likes to hear an interesting story. The story is one of the oldest forms of literature and is a reliable approach to communicating an advertising point. Among the common forms of narrative copy are the short story, the picture and caption and the comic strip.

5.7 WRITING THE COPY

The artistry of advertising lies in the ability to manipulate symbols and ideas in order to inform and persuade people. As in any art form, there are no rules that can guide anyone in doing this, except to list those factors that seem to work most consistently and yet remember some of the successful ads are those that violate the rules. Two universally accepted axioms are that an ad must always be simple and it must look sound, as if it's worth paying attention to. And obviously it must complete it must contain all the information you want to convey. These axioms if indeed they are axioms spring from the fact that few ads are successful when these rules are ignores. Beyond that, clarity is essential. No matter how an ad is written, it must be understood and easy to read.

It should be grammatical despite the fact that there are many examples of successful advertising that are clearly ungrammatical. A breach of

grammatical rules however should be deliberate and designed to serve a specific purpose. The rules of grammar are not arbitrary, nor are they engraved in stone. But the purpose of the rules of grammar is consistency, understanding and clarity. Unless there is a conscious reason to do otherwise, copy should be grammatically sound. There are some other guidelines that professional copywriters also find useful...

- *Talk to the reader, the listener, or the viewer.* Don't announce, don't preach and don't get carried away by words and lose sight of the message.
- *Write short sentence,* with easy and familiar words. You want the reader or listener to do the least possible work to get your message. Even when you are talking to very bright people, communication is of the essence, not language manipulation.
- *Don't waste words.* Whether you use three or a thousand words, make sure each is exactly that one you need. Make sure each word is exactly the right one to convey your meaning.
- *Try to avoid being formal.* You are talking to people as people. You are not writing an insurance contract for lawyers. An ad is information and persuasion.
- *Use the present tense and the active voice.* ("all professional copywriters have extensive experience in preparing material," rather than "...extensive experience in the preparation of material."). If you want a formal style, it should be deliberate and you should have a clear idea of why you are using it.
- *Punctuate correctly.* Punctuate to help the reader, and not merely to follow specific rules. The less punctuation the better, within the bounds of clarity, but don't be afraid to use it if it helps the flow of an idea. Don't be afraid to use contractions and personal pronouns, just as you would have in chatting informally with prospect. After all, that's what you are trying to accomplish in your ad.
- *Watch out for clichés.* They turn some people off. More significantly, people don't hear them as they pass mindlessly off the tongue without bothering to visit the mind, and the point you are trying to make is lost. Again, unless you are doing it deliberately. Try to use bright, cheerful language that keeps the reader alert and maintains attention. To the enthusiastic and existing is to be well along on the way to being interesting.

Writing is not the manipulation of words, it is the expression of ideas. Words, grammar and punctuation are merely the tools and devices we use

to express ideas most clearly. To think of copy as a configuration of words is the same as thinking of a symphony as a configuration of notes.

Rules for copy writing in a nutshell

- i. Gain a thorough understanding of the consumers to whom the message is to be addressed.
- ii. State what consumers want to hear.
- iii. Know the language of the reader and talk to him in his own language.
- iv. Stress on one appeal preferably.
- v. Do not talk too many things.
- vi. Employ the present tense.
- vii. Be specific.
- viii. Avoid fine writing, write simply.
- ix. Make sure that the copy is readily understandable to consumers at the first instance.
- x. Break the copy into paragraph, not only for the purpose of conveying the message properly but for easy reading also.
- xi. Make no untrue statements or statements which are likely to be doubted by readers.
- xii. Brevity is the best gift of copy.
- xiii. Say maximum in minimum space.
- xiv. Thoughts should be conveyed properly.
- xv. Make the copy interesting which will lead the readers to read rest of the body text.
- xvi. Use short rather than long words wherever possible, but do not discard the long word if it reflects your meaning more exactly.
- xvii. Copy should be timely, relevant, crispy and juicy.

5.8 SUMMARY

Most advertising copy is based on advertising/consumer research and is composed by professional copywriters hired by advertising agencies. They are also called advertising copy, ad copy or just copy. Copywriters generally collaborate with artistic or production teams to create the actual advertisements. From beginning to end the process of ad creation involves a multitude of decisions that require understanding of both the product and the consumer as well as knowledge of the various formats and media. Behind every good advertisement is a creative concept, a big idea that makes the message distinctive, attention getting, memorable. Through great ideas may be hard to come by, but some advertising experts argue that for an advertising campaign to be effective, it must contain a 'big idea' that attracts the consumer's attention, gets a reaction

and sets the advertiser's product or service apart from the competitors. It's only natural that a concept should develop in this way since images tend to conjure up words in our heads while words paint pictures in our minds. The traditional creative team within an ad agency consists of a copywriter and art director. It really doesn't matter who comes up with each idea just so long as, between you, some great ideas are generated.

Copy is an important feature of every advertising campaign. Copy is the glue that holds the advertising industry together, and it's the reason why advertising is growing and thriving. A copy provides a strong return on investment for the advertiser where an advertising agency is less concerned with originality in the production of content where the creative department is in charge of copywriting and development. The existence of a copy is the reason why most advertising agencies seek for great copywriters. Copywriting is a laborious and arduous effort that necessitates critical thought and the conceptual frameworks to briefs in order to generate salesmanship content that may elicit purchases from the target audience. The goal of a copy is to highlight the unique selling point so that the target audience is pulled to the brand, patronises it, and continues to patronise it for as long as it exists in the market. The copywriter is concerned with every aspect that will appear in the overall advertising message. He ensures that all copy elements are interplayed appropriately and creatively to achieve a good sales return once the campaign is launched. Advertising is seen as a highly creative profession since there are no standards dictating how copy components should be used and components should be used and advertising copy is the sum of all the elements of a creative work. These elements produce a ready-to-disseminate advertising message that would make the success of the advertising campaign; be it, electronics, print or social media. Effective advertisements are successful because they capture the attention of the readers and are simple to read, allowing the eyes to naturally travel from one element to the next. The purpose of a headline in copy structure is to attract attention and to bring the reader to the ad. The *text* should spring from the headline and follow through the promise it offers. It should explain and clarify the facts and claims. The text of an ad designed to cause action should lead naturally to a call for action. An ad copy must be complete it must contain all the information you want to convey. Writing is not the manipulation of words, it is the expression of ideas. Words, grammar and punctuation are merely the tools and devices we use to express ideas most clearly. To think of copy as a configuration of words is the same as thinking of a symphony as a configuration of notes

5.9 CHAPTER HIGHLIGHTS

- Advertising copy is text of a print, radio or television advertising messages that aims at catching and holding the interest of the prospective buyers and at persuading the customer to make a purchase all within few short seconds.
- Copywriting is the art of knowing what you want to say, who you want to say it to, where to say it and how to say it so your audience listens to you.
- Copywriters are the craftsmen who convey their ideas through words and pictures. In practice, coming up with ideas or ‘concepts’, as they are grandly called in the advertising industry is an important part of the copywriter’s role. A copywriter is a person who has had professional advertising training and has worked for a number of years in an advertising agency.
- Copy is an essential component of every advertising campaign; without it, no advertising agent is recognized; moreover, without innovative and convincing copy, an advertising campaign is rendered ineffective.
- Ad copy serves the purpose of increasing familiarity with the brand name, features, motive, and desire in order to establish credibility and offer a rationale for choosing a certain brand over all other competing brands.
- The goal of a copy is to highlight the unique selling point so that the target audience is pulled to the brand, patronizes it, and continues to patronize it for as long as it exists in the market.
- Advertising copy is the sum of all the elements of a creative work. These are elements annex to produce a ready-to-disseminate advertising message. The elements that make up a copy include: Headlines, sub-headline, body copy, the caption, the blurb of balloon, the box and panels, Slogans, logotype and signature, that would make the success of the advertising campaign; be it, electronics, print or social media.
- Effective advertisements are successful because they capture the attention of the readers and are simple to read, allowing the eyes to naturally travel from one element to the next.
- **Flow (Eye Movement):** Right-to-left eye movement is the most common. Advertisements should thus direct readers to start at top left, then go down to lower left. This may be accomplished by first grabbing the reader's attention.

- **Dominance (Emphasis):** In advertisement usually one element is emphasized more than other element. . Emphasis can be obtained by making the elements usual in shape and size, by making it bolder, by surrounding it with an abundant of white space, by putting it in the optical centre of the advertisement or by putting it in colour and the other elements in black and white.
- **Balance:** Balance may be formal (symmetrical) or informal (asymmetrical). The balance of the advertising is determined by the weight of the elements. For example, if the image or photograph, title, or body content are centred in the advertising, the advertisement has formal balance. Informal balance arises when various weights appear in different parts of the advertising
- **Proportion:** The connection of width to height or the size of one element to that of another is referred to as proportion. The size of each advertising element should be commensurate to its importance or relevance
- **Unity:** The term unity refers to the cohesion of the parts inside the advertising, which appear to be connected.
- **Story-telling:** Advertising at its best is a form of story-telling. The most compelling advertisements have all the components of a short story. They introduce characters, intensify tensions and problems, develop towards a conflict and then offer a resolution that is usually provided by the product or service.
- **Copy structure:** The *text* should spring from the headline and follow through the promise it offers. It should explain and clarify the facts and claims. It should be a logical progression of ideas, covering all of the points one mean to cover, even if it's done only with an illustration. Copy can appeal to the intellect and reason or it can appeal to emotions or it can do both. The text of an ad designed to cause action should lead naturally to a call for action.
- **Copy Platform:** The professional copywriter usually develops a concept, sometimes called the copy platform, which is a clear statement of the copy objective, focus and approach.
- When copy includes description of the product or service and the description becomes the major focus of the advertisement, the copy is called descriptive copy.
- An advertisement must always be simple and it must look sound, as if it's worth paying attention to and must contain all the information you want to convey also it must be understood and easy to read and should be grammatically correct.

5.10 CHECK YOUR PROGRESS

1. Elucidate the concept of advertising copy. Explain the elements of advertising copy.

2. Who is copywriter? Explain the role of a copywriter in production of an advertisement.

3. Explain the advertising layout.

4. Write down the guidelines to follow while writing an ad copy.

5. Write short note on:

- a. Story telling

b. Copy structure

c. Copy platform

d. Descriptive copy

e. The blurb of balloon

5.11 REFERENCES

- Copywriting: Successful writing for design, advertising and marketing by Mark Shaw
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UNIT : 6

**INTEGRATED MARKETIN
COMMUNICATION (IMC) –
ADVERTISING APPROACH**

:: STRUCTURE::

6.0 Objectives

6.1 What Is Marketing?

6.2 Marketing Mix

6.2.1 Concept of IMC

6.3 Elements Of IMC

6.3.1 Direct Marketing

6.3.2 Digital Marketing

6.2.3 Personal Selling

6.4 Reasons for the Growing Importance of IMC

6.5 Promotional Management

**6.6 Developing the Integrated Marketing Communications
Program**

6.7 Stages Involved In Developing The IMC Program

6.7.1 Review Of The Marketing Plan

6.7.2 Promotional Program Situation Analysis

6.7.3 Analysis Of Communication Process

6.7.4 Budget Determination

6.8 Summary

6.9 Check Your Progress

6.9 Reference

6.0 OBJECTIVES

At the end of this unit, you will be able to

- Concept and elements of IMC
- Growth and promotion management of IMC
- Development of IMC

6.1 WHAT IS MARKETING?

The American Marketing Association (AMA) defines marketing as, “The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisational objectives.”

Effective marketing necessitates managers understanding the interconnectedness of activities such as sales and promotion and how they may be integrated to create a marketing programme. The AMA definition acknowledges that the primary notion in marketing is exchange. To have an exchange, two or more parties must have something of value to give to another, a desire and desire to join into a partnership, and the capacity to express this to each other. Advertising and promotion play an essential part in the exchange process by teaching customers about a company's product or service and convincing them that it can meet their requirements or desires.

The traditional notion of marketing has given way to a new concept known as relationship. This has resulted in a renewed emphasis on developing, maintaining, and improving long-term relationships with individual consumers as well as other stakeholders for mutual benefit. Several reasons have contributed to the shift toward relationship marketing. Some of them are as follows:

1. Customers have grown considerably more demanding, and companies are recognising this. Customers want outstanding customer value, which includes high-quality products and services that are reasonably priced, easy to buy, delivered on time, and backed up by excellent customer service.
2. They also need customised products and services that are catered to their unique requirements and desires.
3. Advances in information technology, along with flexible production methods and new marketing strategies, have resulted in mass customization, in which a company may produce a product or provide a service in response to the demands of a specific client in a cost-effective manner. Computers, vehicles,

clothing, and other items and services may now be configured and personalised thanks to advances in technology.

4. Another important reason why marketers are emphasising relationship marketing is that it is frequently more cost efficient to keep clients than to gain new ones. Marketers are paying more attention to a client's lifetime value since studies show that minimising customer defections by only 5% may enhance future earnings by up to 90%.

All of these factors have clearly demonstrated why organizations have recognised the necessity of building long-term relationships with their consumers rather than having a one-time exchange or transaction with them.

6.2 MARKETING MIX

Marketing facilitates the exchange process and the development of relationships by carefully examining the needs and desires of consumers, developing a product or service that meets these needs, offering it at a certain price, making it available through a specific location or channel of distribution, and developing a promotion or communication programme to generate awareness and interest. The marketing mix includes the four Ps: product, pricing, place (distribution), and promotion. The fundamental aim of marketing is to combine these four aspects into a marketing programme in order to promote the possibility for trade with customers in the marketplace. Marketers must understand the challenges and options associated with each component of the mix. They must also understand how these components may be integrated to create an efficient marketing effort. Consumer research must be conducted to assess the market, and the acquired data must be used to build an overall marketing strategy and mix. The promotional campaign must be integrated into a successful marketing strategy and coordinated with other marketing activities. A company can spend a lot of money on advertising or sales promotion, but it has little chance of succeeding if the product is of low quality, is overpriced, or does not have enough distribution to customers. Marketers have long understood the significance of integrating the parts of the marketing mix into a comprehensive marketing plan.

6.2.1 Concept of IMC

According to American Association of Advertising Agencies, *“Integrated Marketing Communication is a concept of marketing communications planning that recognises the added value of a comprehensive plan that evaluates the strategic roles of a variety of*

communication disciplines- for example general advertising, direct response, sales promotion and public relations and combines these disciplines to provide clarity, consistency and maximum communication impact.”

For many years, mass media advertising dominated the promotional role in most organizations. In almost all areas of marketing communication, organizations depended heavily on their advertising agency for assistance. Although most marketers utilised extra promotional and marketing communication tools, sales promotion and direct marketing firms were typically considered as auxiliary services, and were frequently hired on a project-by-project basis. Public relations agencies were employed on an ongoing basis to manage the organization's publicity, image, and contacts with the appropriate publics, but they were not considered as vital players in the marketing communications process. These organizations fail to recognise that a diverse set of marketing and promotional techniques must be integrated in order to successfully interact with target markets and project a consistent image. During the 1990s, several companies saw the need for a more strategic integration of their promotional materials. These companies began to move toward the integrated marketing communications (IMC) approach, which entails synchronising the numerous promotional components and other related marketing operations that interact with a company's consumers. As marketers came to embrace the notion of integrated marketing communications, they began to request that their ad agency coordinate the use of a range of promotional methods rather than depending just on media advertising. A large number of companies have also begun to go beyond traditional advertising agencies and use various kinds of promotional experts to create and implement various components of their advertisements.

The American Association of Advertising Agencies focuses on the practise of enhancing communication impact via the use of all kinds of marketing. It necessitates the development of a comprehensive marketing communications plan that understands how all of a company's marketing actions, not only promotion, connect with its customers. Consumer perceptions of a company and/or its various brands are a synthesis of the messages they receive or contacts they have, which include media advertisements, price, package design, direct marketing efforts, publicity, sales promotions, websites, point-of-purchase displays, and even the type of store where a product or service is sold. The integrated marketing communications strategy aims for a company's complete marketing and

promotional efforts to portray a consistent, cohesive image to the marketplace. It advocates for a centralised messaging role to ensure that everything a corporation says and does communicates a consistent theme and stance. The IMC strategy provides organizations in determining the most suitable and successful means for interacting with and establishing relationships with their customers, as well as other stakeholders like as workers, suppliers, investors, interest groups, and the general public.

At the corporate level, various aspects of a company's business practises and philosophies, such as its mission, hiring practises, philanthropies, corporate culture, and methods of responding to inquiries, all have dimensions that communicate with customers and other stakeholders and influence relationships. Companies convey signals to consumers and other stakeholders about all parts of their marketing mix, not simply promotion, at the marketing level. A high price, for example, may represent quality to buyers, as it may the shape or appearance of a product, its packaging, its brand name, or the image of the stores where it is sold.

6.3 ELEMENTS OF IMC

- ***Promotion Mix***

The coordination of all seller-initiated attempts to establish channels of information and persuasion in order to sell products and services or promote a concept has been characterised as promotion. While implicit communication happens through the different marketing mix parts, the majority of an organization's communications with the marketplace come as part of a well planned and managed promotional programme. The promotional mix refers to the basic instruments utilised to achieve an organization's communication goals. Advertising, sales promotion, publicity/public relations, and personal selling have traditionally been part of the promotional mix. Direct marketing and interactive media, on the other hand, should be considered promotional mix instruments because current marketers utilise them extensively to engage with their target markets. Each component of the promotional mix is seen as an integrated marketing communications instrument with a specific purpose in an IMC campaign. Each may take on a number of shapes, and each has its own set of benefits.

- ***Advertising***

Advertising, according to the American Marketing Association, is any paid form of non-personal presentation and promotion of ideas,

commodities, or services by an identified sponsor. Advertising may be used to create a long-term image for a product (such as CocaCola) or to generate fast sales (a Big Bazaar ad for a weekend sale). Advertising can effectively reach customers who are geographically distributed. Various types of advertising (such as television) may need a big budget, but others (such as newspapers) may not. Advertising may have an influence on sales because buyers may assume that a widely marketed brand must offer "excellent value." It is difficult to make broad generalisations about advertising because of its many different forms and applications. However, the following characteristics can be mentioned:

1. Pervasiveness-advertising allows the vendor to repeatedly repeat a message. It also enables the customer to receive and compare communications from other rivals. Large-scale advertising conveys a favourable message about the seller's size, strength, and success.
2. Advertising gives chances for dramatising the company and its products via the artistic use of print, sound, and colour.
3. Impersonality-the audience does not feel compelled to pay attention to or respond to advertising. Advertising is a monologue in front of the audience, not a discussion.
4. No quick feedback-due to the non-personal character of advertising, there is no instant feedback from the message receiver (unless in direct response advertising). As a result, before sending the message, advertisers must evaluate how the audience will understand and respond to it.
5. Advertising is seen as a particularly cost-effective means of connecting with large audiences. A single message broadcast on the major network's prime-time television reaches millions of people.

The nature and aim of advertising varies from one sector to the next and/or from scenario to situation. The goals of an organization's advertising activities frequently change, as do the role and function of advertising in the marketing programme. One advertiser may aim to elicit an immediate response or action from consumers, whilst another may want to build awareness or a good image for its products or services over a longer period of time.

- ***Sales Promotion***

According to American Marketing Association, sales promotion is defined as a variety of short term incentives to encourage trial or

purchase of a product or service, which is designed to supplement and coordinate personal selling and advertising efforts. Consumer-oriented sales promotion is aimed towards the ultimate consumer of a product or service and includes competitions, discounts, premiums, rebates, sweepstakes, and other similar tactics to elicit a stronger and faster customer reaction. Exchange sales promotion is aimed at marketing intermediaries like wholesalers, distributors, and retailers. Some of the promotional tools used to entice the trade to stock and promote a company's products include promotional and merchandising allowances, pricing deals, sales contests, and trade exhibitions.

- ***Publicity/Public Relations***

According to the American Marketing Association, publicity is defined as the non-personal stimulation of demand for a product, service, or business unit through the placement of commercially significant news about it in a published medium or the acquisition of favourable presentation of it on radio, television, or stage that is not paid for by the sponsor. It is often presented in the form of a news item, editorial, or statement about a company and/or its products and services. Publicity, like advertising, includes non-personal communication to a large number of people; but, unlike advertising, publicity is not directly paid for by the organization. The company or organisation tries to persuade the media to cover or print a favourable article about a product, service, cause, or event in order to influence awareness, knowledge, views, and behaviour. Publicity techniques include news releases, press conferences, feature articles, photos, videos, and videotapes.

6.3.1 Direct Marketing

The use of mail, phone, fax, e-mail, or the Internet to interact directly with or request a direct response from individual consumers and prospects is referred to as direct marketing. Direct marketing encompasses much more than direct mail and mail-order catalogues. It entails a number of operations, including as database management, direct selling, telemarketing, and direct response advertisements distributed by direct mail, the Internet, and different broadcast and print media. Some organizations, such as Tupperware, Discovery Toys, and Amway, do not use any additional distribution channels and instead sell their products directly to consumers through independent contractors. Direct response advertising is a significant method of direct marketing in which a product is marketed through an ad that urges the consumer to purchase directly from the producer. The availability of credit cards and toll-free phone

lines has also made purchasing items via direct response advertisements easier.

6.3.2 Digital marketing

Unlike traditional forms of marketing communication, such as advertising, which are one-way in nature, new media allow users to perform a number of activities, including receiving and altering information and pictures, making queries, responding to questions, and, of course, making purchases. Digital marketing allows for a two-way information flow in which consumers may participate in and alter the shape and content of the information they get in real-time. Thousands of businesses, ranging from huge international organisations to tiny local businesses, have created websites to advertise their products and services by informing existing and future customers, as well as to entertain and connect with them. Marketers utilise the Internet to undertake direct marketing, personal selling, and public relations operations more successfully and efficiently, in addition to advertising on the Internet. While the Internet is primarily a promotional media, it may also be seen as a marketing communications tool in and of itself.

6.3.3 Personal Selling

Personal selling is described by the American Marketing Association as "face-to-face engagement with one or more prospective customers for the goal of delivering presentations, answering questions, and securing orders." Personal selling is the final component of a company's promotional mix. Personal selling is the most successful method towards the end of the purchasing process, especially in terms of increasing customer preference, conviction, and action.

6.4 REASONS FOR THE GROWING IMPORTANCE OF IMC

The IMC method is being used by both big and small companies, and it has gained popularity among organisations selling consumer goods and services as well as business-to-business advertisers. There are several reasons why advertisers are embracing the IMC strategy, some of them are as follows:

1. One basic reason is that organizations see the importance of strategically integrating the different communications activities rather than allowing them to run independently. Companies may minimise redundancy, build on synergy across promotional

materials, and build more efficient and successful marketing communications programmes by coordinating their marketing communications activities.

2. The shift to IMC also shows advertisers' adaptation to a changing environment, notably in terms of customers, technology, and media. Consumer demographics, lifestyles, media consumption, and purchasing and shopping habits have all changed dramatically.
3. Analysts believed that traditional media advertising has become excessively expensive and ineffective due to a movement in marketing spending from media advertising to other types of promotion, notably consumer and trade centred sales promotions. In many areas, rising price competitiveness has also led in advertisers allocating more of their promotional spending to price promotions rather than media advertising.
4. A shift away from depending on advertising-focused approaches to communication issues, which stress mass media such as network television and national publications. As they build their marketing communication plans, many companies are turning to lower-cost, more focused communication methods such as event marketing and sponsorships, direct mail, sales promotion, and the Internet.
5. A transfer in marketplace power from manufacturers to retailers- due to retail sector consolidation, small local merchants are being supplanted by regional, national, and worldwide chains, moving marketers' attention to sales promotion techniques.
6. The rapid expansion and development of database marketing- many companies are creating databases that contain consumer names, geographic, demographic, and psychographic profiles, purchasing habits, media preferences, credit ratings, and other information. Instead of depending on mass media, marketers are leveraging this information to target customers using a range of direct-marketing tactics such as telemarketing, direct mail, and direct- response advertising.
7. Demands for more responsibility from advertising agencies, as well as changes in how agencies are rewarded, are pushing many agencies to investigate a variety of communication methods and less expensive alternatives to mass media advertising.
8. The internet's fast expansion, which is altering the fundamental essence of how organizations conduct business and how they communicate and engage with customers.

This marketing revolution is having an impact on everyone involved in the marketing and promotional process. Companies are realising the need to alter their marketing and promotion strategies for their products and services. They can no longer be bound to a single communication medium (such as media advertising); rather, they should employ whatever contact techniques give the greatest manner of communicating with their target audience. Most agencies know that their ability to comprehend all aspects of promotion and assist their clients in developing and implementing integrated marketing communications strategies is critical to their future success.

6.5 PROMOTIONAL MANAGEMENT

A company creates an integrated marketing communications plan by combining the promotional-mix elements and balancing their strengths and limitations to create a successful promotional campaign. Promotional management is integrating the parts of the promotional mix in order to create a regulated, integrated programme of effective marketing communications. To reach marketing and promotional goals, the marketer must decide which promotional instruments to employ and how to mix them. Companies must also distribute the overall promotional expenditure across the promotional mix elements. Many variables are considered by companies when creating their IMC programmes, including the kind of product, the target market, the buyer's selection process, the stage of the product life cycle, and the distribution channels. Companies that provide consumer goods and services typically rely on mass media advertising to interact with their customers. Personal selling is more commonly used by business-to-business marketers, who sell expensive, risky, and frequently sophisticated products and services. Personal selling is very crucial in consumer goods marketing. A consumer products company keeps a sales team to contact marketing intermediates (wholesalers and retailers) who deliver the product or service to the end user. While company sales representatives do not communicate with the end user, they make an important contribution to the marketing effort by gaining new distribution channels for the company's product, securing shelf position and space for the brand, informing retailers about advertising and promotional efforts to users, and encouraging dealers to merchandise and promote the brand at the local market level.

Advertising and personal selling activities fluctuate based on the sort of market sought, and even businesses in the same sector may allocate their

promotional efforts differently. Advertising is used by companies selling high-quality goods to persuade consumers of their superiority, justify higher costs, and preserve their image. Low-quality or difficult-to-differentiate brands frequently compete on a pricing or "value for money" basis, and may rely more on sales marketing to the trade and/or consumers. An organization's marketing communications campaign is often created with a specific goal in mind and is the result of a thorough marketing and public relations strategy.

6.6. DEVELOPING THE INTEGRATED MARKETING COMMUNICATIONS PROGRAM

Creating IMC plans is often the most complex and thorough stage in the promotional planning process. Decisions on the role and relevance of each element, as well as their coordination with one another, must be made at this point of the planning process. Because each promotional mix element has its own set of objectives, as well as its own budget and plan for reaching them, choices must be taken and activities must be carried out in order for the promotional programmes to be implemented.

For example, the advertising programme will have its own set of objectives, which will generally involve communicating a message or appealing to a certain audience. A budget will be established, giving the advertising manager and the agency an indication of how much money is available for producing ad campaigns and acquiring media to spread the ad message. The formulation of the message and the media strategy are two critical components of the advertising programme. Message development, also known as creative strategy, is the process of identifying the core appeal and message that the marketer intends to send to the target audience. The media strategy entails deciding which communication channels will be utilised to deliver the advertising message to the intended audience. Decisions must be made on which forms of media will be utilised (for example, newspapers, magazines, radio, television, and billboards), as well as specific media selections (e.g., a particular magazine or TV program). This work necessitates a detailed assessment of the advantages and limits of the media alternatives, as well as their costs and capacity to successfully deliver the message to the target market. After determining the message and media strategy, actions must be made to put them into action. A similar process occurs for the other parts of the IMC programme as objectives are established, an overall strategy is formed, message and media strategies are chosen, and actions are made to put them into action. While the

marketer's advertising agency may be employed to execute some of the other IMC duties, they may also hire other communication experts such as direct-marketing and interactive, as well as sales promotion agencies, as well as public relations companies.

6.7 STAGES INVOLVED IN DEVELOPING THE IMC PROGRAM

The following are the phases involved in developing the IMC programme:

6.7.1 Review of the Marketing Plan

The marketing plan and objectives are reviewed as the first stage in the IMC planning process. Before establishing a promotional strategy, marketers must understand where the firm (or brand) has been, its present market position, where it aims to go, and how it intends to get there. Marketing strategies can take many shapes, but they all include five essential components:

- a. A thorough scenario study that includes an internal marketing audit and evaluation as well as an external examination of market competition and environmental variables.
- b. Marketing objectives that offer direction, a time period for marketing efforts, and a system for assessing performance.
- c. A marketing strategy and programme that includes the identification of target audiences as well as choices and strategies for the four parts of the marketing mix.
- d. A programme for carrying out the marketing strategy, including the assignment of particular responsibilities.
- e. A method for monitoring, analysing, and providing feedback on performance in order to retain appropriate control and make any required adjustments to the overall marketing plan or techniques.

As a result, promotional planners must understand the function that advertising and other promotional mix components will play in the entire marketing strategy.

6.7.2 Promotional Program Situation Analysis

The scenario analysis in the IMC programme focuses on the elements that impact or are significant to the formulation of a promotional plan. It covers internal as well as external analysis. Internal analysis- evaluates important aspects of the product/service offering and the company itself. The company's skills, its capacity to create and implement a successful

programme, the relative advantage and disadvantage of conducting promotional tasks in-house vs employing an external agency, distinctive product features, and so on. External analysis focuses on aspects such as consumer characteristics, market segmentation, positioning strategy, and rivals.

6.7.3 Analysis of Communication Process

This step of the promotional planning process investigates how the firm can interact with its target market clients. The firm's communication aims pertain to what it hopes to achieve with its promotional campaign. They are frequently scrutinised in terms of the nature of the message to be transmitted or the communication effects to be obtained.

6.7.4 Budget Determination

Determine the tentative promotional budget.

6.8 SUMMARY

Effective marketing necessitates managers understanding the interconnectedness of activities such as sales and promotion and how they may be integrated to create a marketing program. Marketing facilitates the exchange process and the development of relationships by carefully examining the needs and desires of consumers, developing a product or service that meets these needs, offering it at a certain price, making it available through a specific location or channel of distribution, and developing a promotion or communication program to generate awareness and interest. The marketing mix includes the four Ps: product, pricing, place (distribution), and promotion and these promote the possibility for trade with customers in the marketplace.

Integrated Marketing Communication is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines. During the 1990s, several companies saw the need for a more strategic integration of their promotional materials. These companies began to move toward the integrated marketing communications (IMC) approach, which entails synchronizing the numerous promotional components and other related marketing operations that interact with a company's consumers. The integrated marketing communications strategy aims for a company's complete marketing and promotional efforts to portray a consistent, cohesive image to the marketplace.

The IMC method is being used by both big and small companies, and it has gained popularity among organizations selling consumer goods and services as well as business-to-business advertisers. Companies are realizing the need to alter their marketing and promotion strategies for their products and services. They can no longer be bound to a single communication medium. A company creates an integrated marketing communications plan by combining the promotional-mix elements and balancing their strengths and limitations to create a successful promotional campaign. Creating IMC plans is often the most complex and thorough stage in the promotional planning process. IMC program objectives are established as formation of overall strategy, Choosing of message and media strategies, and direction to put them into action

Chapter Highlights

- The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives is marketing.
- The marketing mix includes the four Ps: product, pricing, place (distribution), and promotion.
- Integrated Marketing Communication is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines
- The integrated marketing communications strategy aims for a company's complete marketing and promotional efforts to portray a consistent, cohesive image to the marketplace. It advocates for a centralized messaging role to ensure that everything a corporation says and does communicates a consistent theme and stance.
- The IMC strategy provides organizations in determining the most suitable and successful means for interacting with and establishing relationships with their customers, as well as other stakeholders like as workers, suppliers, investors, interest groups, and the general public.
- The coordination of all seller-initiated attempts to establish channels of information and persuasion in order to sell products and services or promote a concept is known as promotion.
- The promotional mix refers to the basic instruments utilized to achieve an organization's communication goals. Advertising,

sales promotion, publicity/public relations, and personal selling have traditionally been part of the promotional mix.

- Advertising, according to the American Marketing Association, is any paid form of non-personal presentation and promotion of ideas, commodities, or services by an identified sponsor.
- Sales promotion is defined as a variety of short term incentives to encourage trial or purchase of a product or service, which is designed to supplement and coordinate personal selling and advertising efforts.
- Publicity is defined as the non-personal stimulation of demand for a product, service, or business unit through the placement of commercially significant news about it in a published medium or the acquisition of favorable presentation of it on radio, television, or stage that is not paid for by the sponsor.
- The use of mail, phone, fax, e-mail, or the Internet to interact directly with or request a direct response from individual consumers and prospects is referred to as direct marketing. Direct response advertising is a significant method of direct marketing in which a product is marketed through an ad that urges the consumer to purchase directly from the producer.
- Digital marketing allows for a two-way information flow in which consumers may participate in and alter the shape and content of the information they get in real-time. Thousands of businesses, ranging from huge international organizations to tiny local businesses, have created websites to advertise their products and services by informing existing and future customers, as well as to entertain and connect with them.
- Personal selling is face-to-face engagement with one or more prospective customers for the goal of delivering presentations, answering questions, and securing orders.
- The IMC method is being used by both big and small companies, and it has gained popularity among organizations selling consumer goods and services as well as business-to-business advertisers.
- Review of the marketing plan, Promotional program situational analysis, Analysis of communication process and Budget determination are the stages involved in developing the IMC program.

6.9 CHECK YOUR PROGRESS

i. Explain the concept of IMC with suitable references?

ii. Write down the elements of IMC with brief explanation.

iii. What do you mean by Marketing? Write a short note on marketing mix.

iv. State the importance of IMC in present market.

v. How an IMC program is developed?

vi. Explain the stages involved in IMC program development with examples.

6.10 REFERENCE

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:: STRUCTURE::

- 7.0 Objectives**
- 7.1 Overview of Digital Advertising**
- 7.2 Defining Digital Advertising**
 - 7.2.1 Types of Digital Advertising**
 - 7.2.2 Display Advertisement**
- 7.3 Social Media**
- 7.4 Search Engine Marketing (SEM)**
- 7.5 Native Advertisement**
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- 7.7 Email Marketing**
- 7.8 Global Picture of Digital Marketing**
 - 7.8.1 Digital Advertising In India**
 - 7.8.2 Indian Digital Advertising Trend On 2021**
 - 7.8.3 Over the Top (OTT) Advertising**
- 7.9 Digital Advertisement Frauds**
- 7.10 Types of Digital Ad Fraud**
- 7.11 Summary**
- 7.12 Check Your Progress**
- 7.13 References**

7.0 OBJECTIVES

At the end of this unit, you will be able to

- Understanding the concept digital advertising
- Learning about types of digital advertising

- Brief description about global picture of digital advertising
- Knowledge about digital advertising in India

7.1 OVERVIEW OF DIGITAL ADVERTISING

Traditional media communication medium was thought to be highly important a few decades ago, but in recent years, digital media has prospered significantly and has become a very crucial mode of communication in marketing and advertising for brand sustainability. Using the mechanism of digital media channels, digital marketers connect and communicate with customers in an effective and cost-effective manner. Because of the development and popularity of this new medium, marketers have been giving information and advertising campaigns to their customers for the last decade by leveraging digital innovation, and it has now become very easy to establish brand sustainability through digital advertising.

Entrepreneurs may now use new media to advertise and disseminate their offers and new goods to customers. More intriguingly, they no longer require computers but rather high-tech mobile phones, portable computers, and through the portal, the real-time exchange of information can be transmitted anywhere and at any time to their customers. Millions of people watch different brands on the company' websites, YouTube, and online portals, and it was a major challenge for advertisers to establish their brands. With the emergence of new interactive media, entrepreneurs gained new business options as well as new business and advertisement perspectives.

Customers demonstrated their passion for their favourite brands by sharing and discussing them on new interactive media platforms such as Twitter, YouTube, and Facebook. These media also reduce the phenomenal cost of advertising and enhancing the effect of many folds. Through the use of this new medium, business organisations may reach out to customers and connect with them, as well as their interactions, such as browsing or purchasing, and organizations can trigger or stimulate their buying behaviour through various practises and monitoring modes. These solutions are often appreciated for marketing, but individual users are especially relevant for creating individual marketing actions on workers and customer relationship management.

Now the question is

What is digital media advertising and why do you need it?

How do you create digital ads that are engaging to your audience?

7.2 DEFINING DIGITAL ADVERTISING

The practise of distributing promotional content using online platforms such as social media, search engines, websites, and any other programme that can be viewed digitally is known as digital advertising. Considering consumers spend the bulk of their time online, digital advertising allows you to take your brand straight to where your audience is.

Its ability to monetize on the popularity of well-known websites like as Facebook, YouTube, Yelp, Google Search, and others. They offer you ad space on their websites in order to provide services to their own consumers. When you advertise on a platform, you are essentially funding the platform that your consumers enjoy.

And, before we go any farther into this aspect of digital media advertising, here are some facts you should be aware of:

- Google estimates that consumers conduct 3.5 billion searches each day.
- 92 percent of these customers will choose companies that appear on the first SERP.
- The search volume on Google is growing annually by around 10 percent.
- 35% of searches include products.
- 34% of local searches using the phrase "near me" lead to people coming to the proper shop.
- Digital ad revenues for 2018 for the first time exceeded the \$100 billion mark.

How it works

Digital advertisements are used to study, administer, measure, evaluate and enhance online publicity efforts using web-based advertising technologies. The advertisement of digital media is not just fast digital advertising on Twitter, Pinterest or Yahoo. Digital marketing effortlessly integrates with the user experience of your target customers on the site and leads them back to your own website and company. It does it naturally and without intrusion. To optimise the relevance for your target market, digital advertising may be customised. In turn, the conversion rates are maximised. And as digital, in connection with your advertisement, you can trace nearly each move your client makes.

7.2.1 Types of Digital Advertising

In the past decade digital advertising has taken over and will only continue to expand and dominate the marketing sector. It is therefore important to maintain the trends up for organizations, advertisers and marketers. There is a vast range of internet advertising. There are six main types of digital ads: display, social media, native, search, video, and email marketing. Many of the different types of digital advertising overlap in their characteristics or can even be used as complementary tools. For example, social, native, and display advertising can show up on a Facebook newsfeed, but each will be seen differently by the user. Another example is how video ads can also be used as a display ad.

7.2.3 Display Advertisement

Display advertising is the simplest form digital advertising and consists mostly of pictures and text. These will generally appear on websites or mostly on blogs as banners, landing pages, popups and flash advertisements. The primary distinction between advertising and other forms of display is that ads are not displayed in search results. Display advertising are usually fairly inexpensive and easy to use.

Display advertising may be seen on the Internet almost anywhere. This kind of ad is probably not important to the majority of the visitors, as it is generally only an ad space on the page without any targeting. However, since there will be more individuals who will look at the ad because it is more inexpensive than other kinds of publicity. For instance, many marketers are using display advertising to support hotels, games, events, performances and dresses that may all be displayed on the website at the same time. The advertising are not always intended as being viewed by a huge number of people, but to reach a certain audience.

7.3 SOCIAL MEDIA

Social media is becoming the greatest hub for digital publicity simply due to the enormous number of users and the easy targeting of the public. As noted, owing to the nature of the site, a lot of various kinds of digital crossover marketing with social advertisements. A social networking platform shows a display, native advertisements and video ads. There are nevertheless two kinds, whether on Instagram (as shown above), Facebook, Youtube or other platforms, that are particular for Social Network. Paid social media advertisements are mostly native ads; they are designed for the use of promotional ads and the target audience for specific individuals. They are identified by the social networking

platform as sponsoring or advertising. Organic social media publicity is a type of word of mouth marketing. The influencers in their posts, videos or tales, as seen through the example, are those that share a product or service. The influencers are the ones who mean that this is an ad, not the social platform. Organic social advertisements are excellent for building a loyal brand, and companies can quickly obtain feedback.

7.4 SEARCH ENGINE MARKETING (SEM)

The most trustworthy kind of digital advertising may be search engine marketing because it user-friendly is dependent on keywords. The two major SEM subtypes are search engines optimisation (SEO) and pay per click ((PPC). Google and Bing are among the most prominent SEM platforms. While hundreds of results are present in search engines, 90% of people stop their first page searches. That is why it is important to employ SEM to ensure your listing appears on the top few pages. PPC and advertising campaigns allow companies to appear on the top page and/or last several results.

SEO takes a long while to go on the first page, on the other hand, but it is worth it so much. Search engines display results based on relevancy, so companies are more likely to be present on the top page and earn visitors for free by optimising a website for certain keywords. Websites are normally linked, keywords are targeted and meta-described, while large amounts of content are constantly created.

7.5 NATIVE ADVERTISEMENT

Native advertising is comparable to display advertising, but when it comes to placement and public targeting it is more planned and purposeful. They are sponsored listings which are incorporated and hidden in the stream. In-feed, search advertisements, recommendations widgets and sponsored listings are four kinds of native advertising. Native publicity is based on internet habits and history of the audience and shows advertising that might be of importance to them.

Native ads are the least obstructing to users, as they are most likely to be aware of what they view. Users find native advertisements more often than not useful, as they are so relevant. When consumers are searching for a product at Amazon, most usually the first few results are sponsored items relevant to what the customer wants. Native advertisements are identified as website or platform sponsored.

7.6 VIDEO ADS

Video advertisements are the easiest form of internet marketing since they sound like it exactly. It's just a video that somehow promotes a company or a product. Video advertisements may show up as commercial commercials, or be included as native ads or display ads before viewing other videos on YouTube, Hulu or Facebook. The above example is a Smartphone ad and a video native ad in Facebook before watching a YouTube video.

The most difficult element of video ad production is the time and work it takes to produce a fascinating aesthetically appealing video, to communicate the message, to speak to a brand and to make music or audio sounds emotionally attractive. Although digital advertising is the most time intensive, it is shown successful. Viewers can digest the material and learn more about the company without much effort and advertising can get their attention quicker.

Many video illustrate a new product and the appearance and work of the items. The caution is to ensure the video is meaningful without the audio, as consumers often cannot listen to the sound due of the time and location of the announcement. Many advertisers employ music, which works well with video, when it comes to audio in video ads rather than dialogues.

7.7 EMAIL MARKETING

Email marketing is an easy method to contact an already interested target group efficiently. Because users must enter the email list! The creation of an email list does not cost anything, and email marketing managers are often quite inexpensive. An email list is a group of devoted clients of a company who are certain to be interested. Usually when you visit a website, these lists are gathered and an e-mail requests are sent. Email campaigns may be delivered to consumers for a number of reasons after an email list is obtained. These might be specials or discounts, different blogs or other material or significant corporate advertising.

7.8 GLOBAL PICTURE OF DIGITAL MARKETING

According to Advertising Age (2015) a range of valuable information to assist us understand the size, size and kinds of worldwide advertising marketplaces. As of 2015, the major markets on the world market are US(182.7),China(50.3), Japan (45.6), Germany (24.9),UK (24.3), Brazil (17.3), France (13.0), Australia(12.5), South Korea (12.4), Canada(11.5),

Russia(10.3), Italy (8.8), Argentina(8.5), Indonesia (7.9) and Mexico (7.3).

The world's largest 15 advertisers are : Procter & Gamble Co. from US (11.4); Unilever from Rotterdam/London(7.9); L'Oreal from France (5.9); Toyota Motor Corp from Japan (3.4), General Motors Co. from the US (3.3); Volkswagen from Germany (3.2); Nestle from Switzerland (3.1); Coca Cola Co. from the US(2.8); Mars Inc from the US(2.8); PepsiCo from the US (2.7), Sony Corp. from Japan(2.7); McDonald's Corp. from the US (2.7); Reckitt Benckiser Group from the US (2.5); Ford Motor Co. from the US (2.4); and Nissan Motor Co. from Japan (2.1).

In terms of the world's largest advertising agencies, conglomerates increasingly own these. This means that many of the agencies is owned by the same parent company. These are Interpublic, Omnicom, Publicis, WPP and Dentsu. The following list details both the world's largest agency networks and the conglomerates that own them:

1. Young & Rubicam Group owned by WPP
2. McCann Worldgroup owned by Interpublic Group of Companies
3. Dentsu (Japan) owned by Dentsu Inc.
4. DDB Worldwide Communication Group owned by Omnicom Group
5. BBDO Worldwide owned by Omnicom Group
6. Ogilvy & Mather owned by WPP
7. TBWA Worldwide owned by Omnicom Group
8. Publicis Worldwide owned by PublicisGroupe
9. Dentsu Aegis Network owned by DentsuInc
10. J. Walter Thompson Co. owned by WPP
11. Epsilon owned by Alliance Data Systems Corp.
12. Leo Burnett Worldwide owned by PublicisGroupe
13. Havas Worldwide owned by Havas
14. FCB owned by Interpublic Group of Companies
15. IBM Interactive Experience owned by IBM Corp.

7.8.1 Digital advertising in India

According to recent Dentsu report the rise of digital advertising has exponentially expanded every day in terms of its influence. At Rs56,490 crore, the Indian advertising sector now experiences 17.5% de-growth compared to 2019. However, by the end of 2021 it is expected that it would bounce back and expand by 10.8% to reach Rs 62,577 crore. In addition, by 2022, Rs. 70,343 crore would be expected to rise by

11.59%. On the other hand, in 2020 digital advertising even increased by 15.3 per cent from the previous year from Rs 13,683 to 15,782 crore till 2019. It is expected that by 2021 Rs 18.938 crore would increase at 20 percent, while by 2022 Rs 23.673 crore will grow at CAGR 22.47 percent.

According to Ashish Bhasin, CEO, APAC and Chairman, India, Dentsu International “Digital advertising, as per the last DAN digital report, has been growing approximately by 26-27% for the last four to five years. I think going forward, excluding the year 2020, I anticipate a growth by 23-24%,”

7.8.2 Indian digital advertising trend on 2021

- In the cities of Tier 1, 2 and 3, digital usage went parallel. Similarly, the digital activity has increased in the suburban and rural areas. This has focused on regional languages, which leads brands to enhance the output of vernacular content and reach the wider public.
- Video was reported as the most preferred ad type in India by Mobile Marketing Association and Group M. The nation has been the sixth most important market in the consumption of video advertising. This increase in digital engagement has led to increased online transactions, purchases and brand involvement activity after it is viewed. Thus, a stronger video business era is growing and provides digital advertisers with a huge chance to enhance their businesses.
- A Nielsen survey revealed that home-based audience consumption of video content worldwide has increased by 60 percent. According to media reports, the amount of live video sessions in 2020 aggressively increased by social media content providers and influencers. Today, Indian audiences constitute a large internet consumer base, with viewers from Tier 1, 2, 3 cities, as well as semi-rural and rural locations. This development opens the way for increased audience participation with influencers, particularly micro- and nano influencers in 2021, according to media sources. Brands should revisit their influencer-driven advertising strategies to seize on this potential for high commitment, authenticity and economic branding. Reports expect large companies collaborating with equity partners, which will encourage their connections with brands to be deeper and more open. The most important component for greater commitments in

the year 2021 will be to use the data to design advertisements that impact people.

- The audiences with access to internet and connected devices are now enormous, and the trend is expected to continue. You can use numerous displays and platforms to view digital information. Brands must thus continue to pursue these trends by simply accessing their ad contents across devices and establishing the proper digital media platform to display their advertisements.
- Knowing that your consumer is crucial to understand your behaviour, personality and purchasing patterns in digital advertising. Brands will have to take use of their consumer data to review their advertising campaigns and maximise ROI. Data can assist companies segmenting their customers according to a number of characteristics - the demographics of consumers, their Internet activities and communications, consumer trends, etc. In turn, companies may filter their content and revisit their ads and improve their chances to engage their audience more effectively.
- Therefore, publishers today are improving their consumer data platforms to allow deeper segmentation and better targeting. In order to enable advertising companies to target their people accurately, ZEE5 has invested much to improve its consumer data in what it calls Infonomix.
- Growing digital usage has made it simpler for companies to learn customer preferences to become increasingly consumers online. A research by KPMG and Eros Now has revealed that Indian viewers have spent an average of up to 70 minutes a day on video platforms, and 87% have accessed cellphone material. Brands can utilise first-hand information and insights from consumers with so many viewers engaged via digital devices.

7.8.3 Over the top(OTT) advertising

Over-the-top (OTT) advertising refers to promotional content displayed to people streaming digital media content over the Internet. OTT ads vary from other video digital advertising. OTT advertisements are adverts that are displayed on a TV screen on a smart TV or streaming device. OTT Ads allows you to distinguish critically by viewing more than one individual, where mobile video captures an audience. In short, OTT is not used for online browsing, but is utilised to consume content.

A report by KPMG India & EROS now titled ‘The Future: Now Streaming’ indicates that 80% of those who subscribe to OTT platforms

have said that their entertainment needs are met by OTT platforms and 38% of these users are ready to give up on traditional content viewing mediums such as TV.

According to a report by PWC OTT is gradually becoming India's favourite entertainment platform. The report further indicates that India's OTT video market will grow at a 21.8% CAGR from INR 4464 Cr in 2018 to INR 11976 Cr in 2023.

With rising numbers of viewers shifting from traditional platforms to digital, many brands have tapped into OTT platforms as a key advertising channel. Over-the-top (OTT) platforms have grown exponentially, and advertising budgets will be significantly increased in 2020-21. OTT combines digital marketing and television advertising's brute force, as well as programmatic targeting.

Here are a few reasons why brands should budget for OTT advertising.

- On OTT platforms, each user is assigned a unique user ID for the device. This ID can be safely shared to advertisers so that they can use the audience data to accurately target and send out relevant advertising on their OTT applications. For example, if your start-up is a sports equipment company aimed at millennials, OTT platforms allow you to carefully target people who have expressed an interest in sports and fitness-related content. This form of targeting allows you to tailor your material to your target audience. Targeting can be based on the device being used, the region, the type of content, ad preferences, gender, age, browsing behaviours, suggestions, and so on.
- Although it is commonly seen that visibility measurements do not function for OTT, brands still have a way of gaining insight into ad viewability. OTT platforms do not allow third parties scripts to operate on their contents because a user's viewing experience may be interrupted in the event that a script is not running as planned. An advertiser / agency can do this through a deal to publishers to safely display their adverts without upsetting the experience of content consumption. The demand-side buying platforms (DSPs) can provide reporting insights into ad completion rates in OTT .
- A Freewheel analysis shows that over 1/3 of OTT visits are longer than an hour and 98 percent of premium Video advertisements are completed by viewers. Brands can give relevant content according to the interests of the target audience by using OTT advertising. In

OTT advertising, brands can deepen their awareness of the person of the consumer and give content to improve their relationship with the viewer.

- The size of the public makes it tough to make your ad relevant for every viewer in traditional TV advertising. You may specify your target audience and generate relevant and compelling adverts on an OTT platform. Better engagement will lead to higher ROI than traditional types of advertising.
- Since publishers and agencies have access to their user ID on OTT platforms, ad targeting can be improved. If an advertiser chooses to play well and does not shoot an ad several times with the same user, it can maintain a list of advertising and roll the ads off to that particular user on its OTT app. Who-so-ever has been using OTT apps would have the same commercial experience throughout the show. This means that the advertising are less unpleasant, less repeated and more credible for the brand and purchasing purposes.
- OTT offers advertisers many more undiscovered chances to reach their viewers through programming. A popular web hosting service, for example, that sent out OTT adverts on famous films reported an 18 percent increase with OTT alone. As a result, OTT is the "top-of-the-funnel" advertising strategy by addressing unique users who constantly use OTTs and watch content.

7.9 DIGITAL ADVERTISEMENT FRAUDS

Fraud assaults are perhaps one of the main strands of any corporate or financial system, and digital online advertising is just worse. This is mainly because online digital advertisements have an open platform and real-time transaction requirement, but fraud prevention is not the basic framework on which digital advertising is constructed.

Fraud in digital advertising networks can be either deliberately or passively generated. For example, a person may purposefully engage in fraudulent behaviour in order to gain financial gain, resulting in actively generated fraud that is often hostile and has a major financial impact. Digital advertising systems, on the other hand, are fundamentally based on a computer and networking environment and are vulnerable to the network effects. Ad fraud, or invalid traffic (IVT), is the act of representing online advertising impressions, clicks, conversions, or data events, in fraudulent ways, in order to generate revenue. It significantly

impacts an advertiser's return on media investment, often jeopardising brand reputation. Digital ad fraud is indeed a key concern for Indian advertisers. Mobile ads, the leading type of digital advertising for India, account for 62 percent of all digital ad fraud.

According to a report published in Forbes it is a simple matter for fraudsters to **auto-reload** webpages, **auto-refresh** ad slots, do **ad stacking** (5 - 100 ads stacked on top of each other in the same ad slot), **pixel stuffing** (stuffing ads in invisible 0x0 or 1x1 pixel wide ad slots), or **ad injection** (injecting more or different ads) — all to get more ad impressions and earn more money. They can also use **datacenter traffic** (bots from data centers), **redirect traffic** (pages that redirect to other pages in infinite loops), **pop-unders**, **push notifications**, mobile **apps with hidden browsers** that load webpages, **fake apps** designed solely to load ads, or **malware** on mobile devices. Again all of these techniques give fraudsters more quantities of ads to sell.

7.10 TYPES OF DIGITAL AD FRAUD

Primarily there are three types of ad fraud

- **Bot Fraud:** Users who display aberrant / unreliable habits and actions. Identification of faked browser information of abnormal system features.
- **CTV and Mobile App Fraud:** Identification of faked traffic originating from fraudulent practises by the CTV channel/mobile app operator, including but not limited to evidence of impression laundering, hidden advertisements, non-human traffic, stacked and hidden Ads, or nonhuman bot traffic. Identification may entail reverse engineering app code to see if it engages in impression manipulation activity, simulating app traffic in a sandbox environment to evaluate operational behaviour, and so on.
- **Site Fraud:** Identification of faked traffic originating from the site's operator's fraudulent practises, including but not limited to evidence of impression laundering, hidden ads, non-human traffic, stacked and hidden adverts, or non-human bot traffic.

Tips to prevent digital ads fraud

It is critical to verify that digital advertisements are safe and genuine.

- i. Third Party Verification Provider
- ii. Understanding frauds and its technique as an industry
- iii. Invest in quality inventory

7.11 SUMMARY

Digital media has prospered significantly and has become a very crucial mode of communication in marketing and advertising for brand sustainability. Using the mechanism of digital media channels, digital marketers connect and communicate with customers in an effective and cost-effective manner. The development and popularity of this new medium have been giving information and advertising campaigns to their customers for the last decade by using digital innovation. Advertisers no longer require computers but rather high-tech mobile phones, portable computers, and through the portal, the real-time exchange of information can be transmitted anywhere and at any time to the targeted audience.

With the emergence of new interactive media, entrepreneurs gained new business options as well as new business and advertisement perspectives. These media also reduce the phenomenal cost of advertising and enhancing the effect of many folds. Using new medium, business organizations can reach out to customers and connect with them, as well as their interactions, such as browsing or purchasing, and companies can stimulate and grow the buying behaviour of customers and their targeted audience. To optimise the relevance for your target market, digital advertising may be customised. In turn, the conversion rates are maximised. And as digital, in connection with your advertisement, you can trace nearly each move your client makes.

In the past decade digital advertising has taken over and will only continue to expand and dominate the marketing sector. Although digital advertising is the most time intensive, it is shown successful. Viewers can digest the material and learn more about the company without much effort and advertising can get their attention quicker. It is therefore important to maintain the trends up for organizations, advertisers and marketers.

Chapter Highlights

- The practise of distributing promotional content using online platforms such as social media, search engines, websites, and any other programme that can be viewed digitally is known as digital advertising.
- Because of the development and popularity of this new medium, marketers have been giving information and advertising campaigns to their customers for the last decade by leveraging

digital innovation, and it has now become very easy to establish brand sustainability through digital advertising.

- Digital advertisements are used to study, administer, measure, evaluate and enhance online publicity efforts using web-based advertising technologies.
- Digital marketing effortlessly integrates with the user experience of your target customers on the site and leads them back to your own website and company.
- Display advertising is the simplest form digital advertising and consists mostly of pictures and text. These will generally appear on websites or mostly on blogs as banners, landing pages, pop-ups and flash advertisements. Display advertising is usually fairly inexpensive and easy to use. is probably not important to the majority of the visitors, as it is generally only an ad space on the page without any targeting.
- Social networking platform are the greatest hub for digital publicity just because of the enormous number of users and the easy targeting of the public. Social media advertisement shows a display, native advertisements and video ads. Paid social media advertisements are designed for the use of promotions and the target audience for specific individuals. Social media publicity is a type of word of mouth marketing.
- The search engine marketing is a kind of digital advertising it user-friendly is dependent on keywords. SEM to ensure your listing appears on the top few pages The two major subtypes of search engine marketing are search engines optimisation (SEO) and pay per click ((PPC). Google and Bing are among the most prominent SEM platforms.
- Native advertising is sponsored listings which are incorporated and hidden in the stream. In-feed, search advertisements, recommendations widgets and sponsored listings. it is more planned and purposeful.
- Video advertisements may show up as commercial commercials, or be included as native ads or display ads before viewing other videos on YouTube, Hulu or Facebook It's just a video that somehow promotes a company or a product
- Email marketing is an easy method to contact an already interested target group efficiently. Because users must enter the email list! An email list is a group of devoted clients of a company who are certain to be interested.

- Over-the-top (OTT) advertising refers to promotional content displayed to people streaming digital media content over the Internet. OTT advertisements are adverts that are displayed on a TV screen on a smart TV or streaming device
- Ad fraud, or invalid traffic (IVT), is the act of representing online advertising impressions, clicks, conversions, or data events, in fraudulent ways, in order to generate revenue. Digital ad fraud is indeed a key concern for Indian advertisers. Mobile ads account for 62 percent of all digital ad fraud.
- Bot Fraud CTV and Mobile App Fraud and Site Fraud are types of digital ad frauds.
- As of 2015, the major markets on the world market are US(182.7),China(50.3), Japan (45.6), Germany (24.9),UK (24.3), Brazil (17.3), France (13.0), Australia(12.5), South Korea (12.4), Canada(11.5), Russia(10.3), Italy (8.8), Argentina(8.5), Indonesia (7.9) and Mexico (7.3).
- Indian advertising sector now experiences 17.5% de-growth compared to 2019.However, by the end of 2021 it is expected that it would bounce back and expand by 10.8% to reach Rs 62,577 crore. In addition, by 2022, Rs. 70,343 crore would be expected to rise by 11.59%

7.12 CHECK YOUR PROGRESS

- i. What do you mean by digital media advertising? Explain the types of digital media with suitable references.

- ii. What are creative advertisements? How do you create digital ads that are engaging to your audience?

iii. How does digital advertising works? Explain with suitable references.

iv. Explain the need of digital advertising in present times.

v. Digital marketing has made world a global market. Express your views with examples.

vi. Elucidate the impact of digital advertising on Indian market.

7.13 REFERENCES

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- Ogilvy and Mather on digital advertising by Miles Young
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UNIT : 8

ADVERTISING CAMPAIGNS

:: STRUCTURE::

8.0 Objectives

8.1 Ad Campaign- Meaning

8.2 Process of Planning the Ad Campaign

8.3 Defining Target Market and Market Segmentation

8.4 Advertising Objectives

8.5 Ad Budget

8.6 Creative Considerations

8.7 Ad Gurus of India

8.8 Summary

8.9 Check Your Progress

8.10 References

8.0 OBJECTIVES

At the end of this unit, you will be able to

- Understand the meaning of advertising campaign.
- Knowledge about planning process of ad campaign.
- Better understanding about target market and market segmentation.
- Objectives of advertising and its budget.
- Creative considerations.

8.1 AD CAMPAIGN- MEANING

A series of advertisements with the same or similar message, placed in one or more of the advertising media over a period of time, is referred to as an advertising campaign. An advertising campaign must be co-ordinate

with other marketing efforts and activities. This means the campaign must be correlated with the personal selling activities of the sales force, those of the distributors of the product and with the various other promotional efforts, which may be a part of marketing mix. An advertising campaign is a well-planned strategy that is used across many channels to attain particular goals such as greater brand awareness, increased sales, and improved communication within a given market. All of this is made possible through advertising.

Advertising campaign may be described as a group of commercials that have a visual and verbal identity and promote a single idea in order to define target audiences. Various media vehicles are utilised for reaching the chosen audience with the desired message. To present a project or service, develop an identity, increase awareness of the product or service and encourage a sale is the goal of a multi-media campaign. A campaign can target either a company or a customer. In any case, it's reasonable to assume that the study has already identified the target's needs and issues. Addressing those requirements and fixing those difficulties is the objective of all advertising campaigns and the first step in capturing customer interest. Addressing those requirements and overcoming those difficulties is in the best interests of the consumer. Ineffective communications frequently acknowledge the problem but do not provide a solution.

In an advertising campaign, strategy is considered the most important part of the campaign, almost its nerve centre. A campaign can be defined as a uni-focus, short term communication programme, making use of various media, aimed at a defined target audience. Advertising campaigns are cost intensive and hence are planned to precision to achieve the desired response. According to Cambridge Dictionary, an ad campaign is, *“a planned series of advertisements that will be used in particular places at particular times in order to advertise a product or service and persuade people to buy it or use it.”*

8.2 PROCESS OF PLANNING THE AD CAMPAIGN

A campaign is an organised effort or course of action to attain an organization's objectives/goods. After doing a market study, it is done in a systematic manner to include a series of advertising published in various media. A campaign may be defined as a time-limited programme. It consists of several steps:

- Analysing the market opportunity for advertising.

- Setting advertising objectives.
- Allocating a budget for the campaign.
- Choice of media.
- Creating of Ads and presenting them before release.
- Post-testing of Ads or measuring the Ad effectiveness.

- **Analysing Market Opportunity**

These elements are interconnected. The selection of media and the budget are intertwined. Creating a message costs money as well. Other Marketing Mix tools must be considered in an advertising campaign. There is a market potential for advertising analysis. Advertising is extremely successful when there is a demand for the product or when the product is in the growth or maturity phase of the Product Life Cycle (PLC); however, advertising is not very effective when the product is in the decline stage of the PLC. It must be supplemented with other forms of promotion. Advertising is effective if the product can be distinguished by its qualities. If there are hidden features in a product, advertising may emphasise them so that buyers are aware of them. For example, salt to iodised salt. Advertising opportunities abound in items with emotional attractions, such as clothing, textiles, and beauty treatments. Advertising potential is also connected to the company's available finances.

- **Setting advertising objectives.**

After assessing the potential and doing a market study, objectives must be established. When we talk about objectives, we must decide if they are to convey the benefits of the products, to raise awareness, to repeat advertising, or to increase sales. The message must be unique. It should capture the audience's attention. We can understand the objectives of many ads. (i) Yeh Dil Mange More. (ii) Thanda Matlab Coca Cola. (iii) Maggie 2 minute Noodles. The ad is directed both on the mother (for the case of preparation) and children (for the excitement and taste).

The campaign also includes the production of a Message. A creative message exceeds a regular message. While the message's primary function is to transmit information, it also serves as a source of amusement, inspiration, curiosity, imagination, and creativity. The dramatisation of the commercial is crucial and unique to advertising. The message comes to life via creativity. Creativity is defined as the capacity to produce novel, one-of-a-kind, and suitable ideas. It must be relevant to the intended audience.

- **Allocating a budget for the campaign**

The budget, or the amount of money invested, is the most essential aspect of the advertising campaign that will be carried out over a certain time period. The budget is determined by the length of the advertisement. The budget can be set in a variety of ways. These method could be:

- a. Comparative parity method
- b. Affordability
- c. A fixed percentage of turnover.
- d. Budget based on functions to be performed
- e. Regression analysis
- f. Adaptive control method
- g. Compromise method.

- **Choice of media**

Choosing the media is another aspect of the advertising campaign. There are several types of media. A single medium can be used, or a variety of media can be used. There are several options available, including television, radio, cinema, magazines, newspapers, and so on. When selecting a medium, we must also consider the media vehicle, for example, if a newspaper is one medium, the media vehicle may be Times of India or any other newspaper.

- **Testing**

It is important to pre-test the message for efficacy, attractiveness, and recall value before distributing it. Because creating an advertisement takes a lot of time, money, and resources, it's important to test it first. This may be accomplished by presenting the advertisement to a limited group of qualified people before to its publication, and making any required adjustments. Advertiser wants to assess how successful the ad is once it has been released. This is accomplished by sales figures, product demand, and other tests such as the day after recall (DAR) test, among others.

8.3 DEFINING TARGET MARKET AND MARKET SEGMENTATION

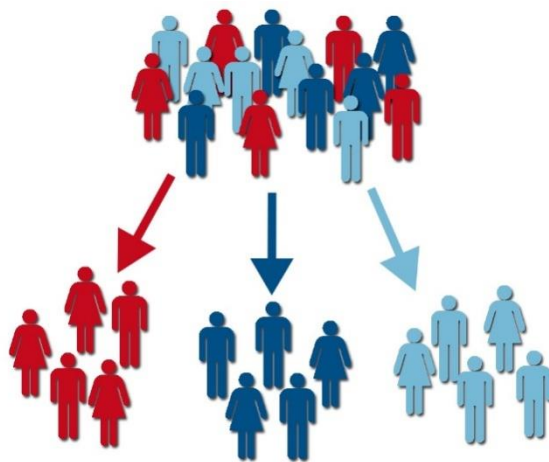
Target Market:

Target marketing entails identifying the most profitable market segments. As a result, firms may choose to concentrate on only one or a few of these areas. They may create items or services to cater to each category.

Target marketing varies from mass marketing (in which a firm may opt to create and sell a single product to all consumers) and product differentiation (where a company offers a variety of products to a large market). Marketers are shifting away from bulk marketing efforts in favour of targeting smaller niches with customised marketing programmes.

Market Segmentation:

A market segment is a collection of people, groups, or organisations who have similar interests, features, and characteristics. Similar needs, desires, and expectations may exist throughout the customer categories. Market segmentation is the process of establishing market segments and breaking a large customer base into sub-groups of consumers made up of present and prospective customers. Market segmentation is a consumer-focused approach that may be used to nearly any sort of market. Researchers generally seek for shared features such as same wants, common hobbies, similar lifestyles, or even similar demographic profiles when splitting or segmenting audiences. As a result, market segmentation presumes that various groups necessitate different marketing programmes, as different customers are often targeted through different offerings, pricing, promotions, distributes, or some combination of marketing characteristics. Southwest Airlines' single-minded emphasis on short-haul, point-to-point, major-city flights, for example, allowed them to thrive while its competitors floundered. Because of the airline's concentration on certain segments, they were able to do a better job of determining what their target group truly valued (for example, convenience, low price, on-time departures and arrivals, among other things).



After identifying and profiling consumer categories, the marketer must determine which segment to target. Customers will have varying expectations. For example, some consumers may appreciate a differentiated, high-quality service, whilst others may be more price-sensitive. Regardless, not all businesses have the capacity to provide sufficient service to all consumers. Attempting to service the whole market might lead to tragedy. The ultimate goal of segmentation is to find high-yielding segments. These are likely to be the most profitable client segments, or they may have room for expansion.

Segmentation Variables:

After defining segmentation the next is to consider is how firms may segment their markets. The conventional factors that may be utilised for market segmentation fall into five major categories: (i) Demographic, (ii) Geographic, (iii) Psychographic, (iv) Behavioural, and/or (v) Product-Related Factors

- **Demographic Segmentation**

Demographic segmentation is separating the market into recognisable categories based on physical and factual data. Age, gender, income, employment, marital status, family size, race, religion, and nationality are examples of demographic factors. These segmentation methods are useful for segmenting consumer markets since demographic factors are generally straightforward to assess.

- **Geographic Segmentation**

Geographic segmentation entails identifying prospective markets based on their location. Climate, terrain, natural resources, and population density, among other geographic factors, may be considered in this segmentation technique. Because one or more of these characteristics can distinguish clients from one region to the next, markets can be separated into regions. Individuals who live in humid and cold areas, for example, will choose warm, sunny places for their vacations. This problem might have a significant impact on airline competitiveness for specific destinations, particularly during peak vacation seasons.

- **Psychographic Segmentation**

Markets might be segmented based on personality traits, values, reasons, interests, and lifestyles using psychographic segmentation. A psychographic factor can be used alone or in combination with other segmentation factors to segment a market. When purchasing habits are

linked to a customer's personality or lifestyle, psychographic variables are employed. Various consumers may react to a company's marketing efforts in different ways. Affluent business travellers, for example, who are accustomed to high standards of living, will expect an airline's service to match their lifestyle.

- **Behavioural Segmentation**

The segmentation of the market based on individual buying behaviours is known as behavioural segmentation. The advantages desired from the product, as well as the identification of certain buying behaviours, such as shopping frequency and volume of purchase, are all evident in behaviour - based segmentation. A customer relationship management system, for example, might incorporate frequent-flyer profiles and provide important information about their previous purchases. The frequency with which people travel is frequently determined by their profession. Individuals with a higher level of living will be able to travel more frequently. A badly managed airline may lose the return business of its passengers. Furthermore, it may lose trust with future customers who have had contact with dissatisfied travellers.

- **Product-related Segmentation**

These factors are determined by the product or service being advertised. In the airline business, such factors include the purpose of the travel, the length of the journey, the passengers' country of origin, and so on. For example, if travellers are travelling for business, they may need to plan their short trip at the last minute. When addressing business travellers, it is important to divide them into four categories: corporate, independent, incentive, and conference travellers.

8.3 ADVERTISING OBJECTIVES

Many advertising campaigns are rendered ineffective due to a lack of clarity on the main objective of a given campaign as well as the advertising programme of which the campaign in question may be a component. It is important to do a detailed assessment of the projected contribution of various parts of the marketing mix in order to obtain at least a rough estimate of the weightage that may be assigned to advertising, including sales promotion, in the effort.

Advertising has three main goals: to inform, persuade, and recall. Informative advertising raises brand, product, service, and concept awareness. It publicises new goods and programmes and can educate

individuals on the features and benefits of new and established items. Companies typically have more specific, quantifiable objectives within these broad aims. Advertising campaigns are designed to achieve a certain specific objective. Typical objectives include creating a brand and increasing brand recognition. The rate of success or failure in achieving these objectives is calculated using effectiveness measures.

In modern management, objectives serve various purposes. One of its functions is to act as communication and coordination devices. They serve as a conduit for communication between the customer, the agency account executive, and the creative team. They also assist to coordinate the activities of other groups, including copywriters, radio professionals, media buyers, and research specialists.

A second function of objectives is to serve as decision-making criteria. If two alternative campaigns are created, one of them must be chosen. Instead of depending on an executive's aesthetic judgement, he or she should be able to flip the aim and choose the criterion that would most easily attain it. An objective's associated role is to assess results. This function requires that there must be a metric connected with the objectives, such as market share or brand awareness. At the end of the campaign, the chosen metric is used to assess the campaign's success.

Advertising goals, like organisational goals, should be operational. They should be effective decision-making criteria and establish standards against which results may be assessed. Furthermore, efficient communication tools should be available to bridge the gap between strategic and tactical choices. A handy and appealing advertising goal includes a framework such as quick sales and market share. To evaluate the outcome of a campaign, the measure is generally easily available. There are clearly some situations- mail order advertising and some retail advertising- when immediate sales are a good operational objective and others in which they can play a role in guiding the advertising campaigns.

However, targets including an increase in immediate sales are often ineffective for two reasons: 1. Advertising is only one of many factors influencing sales, and it is difficult to isolate its contribution to those sales; and 2. The contributory role of advertising often occurs primarily over the long run. Advertising is only one of the many forces that influence sales. The other forces include price, distribution, the sales force, packaging, product features, competitive actions, and the changing buyer needs and tastes. It is extremely difficult to isolate the effect of advertising.

8.4 AD BUDGET

The advertising budget includes the expense of developing the advertising strategy and putting it into action. The advertising budget may be breakdown into

- a. Product categories
- b. Media categories
- c. Sales and regional territories
- d. Advertising production and placements costs

The advertising manager needs to know not only how much will be spent for various advertising items, but also when these expenditures will have to be made.

A major exercise after determining the size of the budget is its allocation according to a variety of parameters which are described below:

Media: Media expenditures are often the greatest portion of an advertising budget. The money committed to buying space in the selected medium may typically account for a significant portion of the entire advertising budget. The usage of media will be determined by the needs of the strategy, the availability of media in the nation, and the amount to which the target audience is exposed to the selected medium. Promotional programmes in a nation like India should consider the reach of widely utilised media as well as the audience's traits and skills, such as literacy level or general awareness level.

Sales Territories: The marketing and sales departments and the advertising departments must work together in allocating the total advertising expenditure by sales territories. Various factors like the number of dealer outlets in a given territory, population, number of salesmen, sales potential and character of the media reaching the area in question will determine this distribution. The major criterion of allocation should be the sales potential.

Total Exposure: The overall audience exposure is determined by the frequency, continuity, and account of advertising, in addition to the reach of the medium. Within the budget constraints, each advertiser must create the pattern of coverage, frequency, continuity, and quantity of advertising that he thinks ideal for attaining the advertising objectives.

Products to be advertised: The advertising budget should be divided into the goods that will be marketed and the quantities that will be spent on each. Several companies' manufacturing schedules are controlled by the

seasonal trend of sales. Certain seasonal considerations must be taken into account when allocating advertising budgets for these items.

8.6 CREATIVE CONSIDERATIONS

Some campaigns are noteworthy, while others are forgettable. What are the essential elements of a successful campaign? Experts have differing viewpoints. A marketing campaign is always focused on achieving a certain goal. The objective might be to increase sales, generate top-of-mind awareness about the promoted product, persuade, respond to competition, and grow the brand, and so on. Some ads use the same technique for a long period, while others are 'seasonal.' Successful campaigns, according to research, have a longer lifespan. Brainsfair (1992) comments, "Brands can enjoy the lifespan a giant tortoise but not their advertising campaigns".

When is it appropriate to discontinue an advertising campaign? Most advertising agencies would discontinue a campaign if it no longer worked, however some effective efforts outlast their usefulness. According to Brainsfair (1992) the reasons for this are:

- Successful campaigns often lead to career advancement for those who are responsible for their success,
- Positive consumer research and
- Change of agency

Some campaigns that are truly the result of collaboration between the marketing and advertising teams, both from the advertiser and the ad agency, are the Prestige pressure cooker, Dettol, milkmaid, and Dunlop radial tyre campaigns.

Some Advertisement Campaign

In the absence of empirical study, it is impossible to determine whether campaigns exceeded their goal, however some noteworthy campaigns from the previous century include Volkswagen's "Think Small" campaign. The Volkswagen Beetle went on to become the best-selling vehicle. Apple Macintosh's 1984 advertisement, which aired just once during the Super Bowl, depicts a lone woman in shorts and sports shoes being pursued by the "thought police." She smashed a hammer into a huge screen, where Big Brother rambled in front of spellbound clones, alluding to George Orwell's novel 1984. "Introducing Macintosh. Why 1984 won't be like 1984." said the voice over at the end of the commercial. Coca-Cola's-'It's the real thing', Pepsoco's 'the Pepsi

generation; Nike's 'Just do it'; De Beer's 'A Diamond is for ever were all great campaigns.

In the Indian context, some advertising campaigns including the Surf campaign with Lalitaji; Onida campaign and its Devil, the Wills 'Made for each other' campaign, the Close-up campaign 'Toothpaste with clove oil', the Rin campaign 'Rin ki chatkar. Naya Nikhar'; Hamara Bajaj, Chal meri Luna, yeh Fevicol ka jod hain and the Modern Bread campaign are all time favourites.

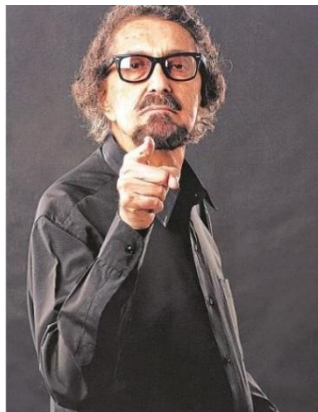
The Indian advertising agency has also produced some very memorable public service campaigns like the one during Prime Minister Rajiv Gandhi's time, 'Mile Sure Mera Tumhara' on the theme of national integration. The pulse polio campaign by Amitabh Bacchan, eye donation by Aiswarya Rai, the Kargil Hero campaign etc.

Erickson mobile phone's 1990 campaign 'Coming for dinner', the BPL campaign 'Believe in the Best', the Prestige ad 'Jo Biwi se kare pyar wow prestige ko kaise kare inkar', the PepsiCo campaign with Shahrukh Khan, the coke with Aamir Khan's Thanda Matlab Coca-Cola, Vodaphone Zoozoo are some of the examples of top of the mind campaigns.

8.7 AD GURUS OF INDIA

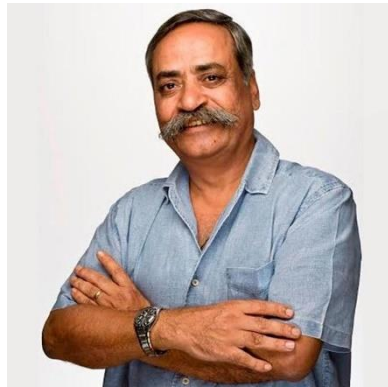
Without mentioning or deliberating the few stalwarts who drove the transition or continue to do so, any study of Indian advertising would be inadequate. Indian advertising has become increasingly globalised as a result of individual contributions in a variety of ways. A few people, though, who have been in the forefront of this transformation, should be mentioned.

- **Alyque Padamsee**



When it came to the advertising profession, Alyque Padamsee was regarded as a god. Father of Modern Indian Advertising, he inspired a generation of advertising professionals and passed on his talent to many others. Padamsee has established over 100 companies throughout the course of his career, which spans five decades. His company, Lintas, was founded in India, and he served as its CEO for more than a decade. He then became the Regional Coordinator for Lintas in South Asia. Padamsee created some of India's most memorable ads. Lalitaji for Surf, Cherry Charlie for Cherry Blossom Shoe Polish, the MRF Muscle Man, the Liril girl, the Kamasutra pair, and Hamara Bajaj are some of the mascots he developed.

- **Piyush Pandey**



Piyush Pandey has been associated with some great campaigns such as Kuch Khas Hain Zindagi Mein for Cadbury Dairy Milk, Har Ghar Kuch Kehta hain for Asian Paints, Vodaphone Zoozoos, Chal Meri Luna, Khusboo Gujarat Ki for Gujarat government, Desh Ka Mel for Indian Railways. Piyush is acknowledged as an industry leader. In fact, The Economic Times, India's largest business newspaper declared him, "the most influential man in Indian advertising." Under his leadership as reported by CNBC-TV18, Ogilvy has grown to be one of the most creative agencies in India.

- **Prahlad Kakkar**



Prahlad Kakkar is the leading Indian ad film director best known for his work on the famous Pepsi TV commercial, “yehi hain right choice,” “Everest ka tikha lal”, “I love you Rasna”, “Maggie Pichkoo” and the list is still going on. Prahlad has ruled the Indian ad filmmaking business and won several awards for technical excellence, innovation and creativity in advertising over the years in India. Some of his famous works include corporate ads for brands including Pepsi, Kit Kat, Nestle, Maggi Sauces, Whirlpool and much more.

- **Elsie Nanji**



Elsie Nanji began her career three decades back in O&M, then she had her experience in Lintas, Enterprise and Ambience. She has many awards to her credit, including the prestigious International Award at London and the Art Director of the Year award in India for three consecutive years. Her selection as first jury member at the Asia Pacific Adfest at Chiangmai Thailand in 1997 was worth mentioning. She has been associated with the launch of Flying Machines in the 1980s, the relaunch of Thumbs-Up in 1987 with the ground breaking ‘Taste the Thunder’. Elsie’s other famous and epoch making campaigns in the mid 90s were the ‘I Love Sil Jams’ and the (in)famous Tuff shoes featuring Madhu Sapre and Milind Soman.

- **Prasoon Joshi**



Prasoon Joshi is the Chairman Asia Pacific & CEO of McCann Worldgroup India. He has been awarded Padma Shri by Government of India. His notable campaigns include NDTV India-Sach Dikahte Hain Hum, Saffola- Abhi Toh Main Jawan Hoon and the Cannes winning- Thanda Matlab Coca-Cola campaign with Aamir Khan, LG, Marico, Perfetti, Alpenliebe, Chrolomint, Tata Indicom etc. His Happydent television commercial is considered by experts as India's best ad till date.

8.8 SUMMARY

Advertising campaign may be described as a group of commercials that have a visual and verbal identity and promote a single idea in order to define target audiences. An advertising campaign must be co-ordinate with other marketing efforts and activities. This means the campaign must be correlated with the personal selling activities of the sales force, those of the distributors of the product and with the various other promotional efforts, which may be a part of marketing mix. Various media vehicles are utilized for reaching the chosen audience with the desired message. To present a project or service, develop an identity, increase awareness of the product or service and encourage a sale is the goal of a multi-media campaign. To present a project or service, develop an identity, increase awareness of the product or service and encourage a sale is the goal of a multi-media campaign. A campaign can target either a company or a customer. In any case, it's reasonable to assume that the study has already identified the target's needs and issues. In an advertising campaign, strategy is considered the most important part of the campaign, almost its nerve centre. A campaign can be defined as a uni-focus, short term communication programs, making use of various media, aimed at a defined target audience. Advertising campaigns are cost intensive and hence are planned to precision to achieve the desired response. A campaign is an organized effort or course of action to attain an organization's objectives/goods. After doing a market study, it is done in a systematic manner to include a series of advertising published in various media. A campaign may be defined as a time-limited program. Analysing the market opportunity for advertising. Setting advertising objectives, allocating a budget for the campaign, choice of media, creating of Ads and presenting them before release, post-testing of Ads or measuring the Ad effectiveness are some of the steps followed while planning and executing an advertising campaign.

Target marketing entails identifying the most profitable market segments. As a result, firms may choose to concentrate on only one or a few of these areas It varies from mass marketing (in which a firm may opt to

create and sell a single product to all consumers) and product differentiation (where a company offers a variety of products to a large market). Market segmentation is the process of establishing market segments and breaking a large customer base into sub-groups of consumers made up of present and prospective customers. Market segmentation is a consumer-focused approach that may be used to nearly any sort of market. It presumes that various groups necessitate different marketing programmes, as different customers are often targeted through different offerings, pricing, promotions, distributes, or some combination of marketing characteristics. The factors that may be utilized for market segmentation fall into five major categories and they are Demographic, Geographic, Psychographic, Behavioural, and/or Product-Related Factors. Advertising campaigns are designed to achieve a certain specific objective. Typical objectives include creating a brand and increasing brand recognition. The rate of success or failure in achieving these objectives is calculated using effectiveness measures. The advertising budget includes the expense of developing the advertising strategy and putting it into action. The advertising manager needs to know not only how much will be spent for various advertising items, but also when these expenditures will have to be made. A marketing campaign is always focused on achieving a certain goal. Most advertising agencies would discontinue a campaign if it no longer worked, however some effective efforts outlast their usefulness. . Coca-Cola's-'It's the real thing', Pepsoco's 'the Pepsi generation; Nike's 'Just do it'; De Beer's 'A Diamond is forever were all great campaigns.

8.9 CHAPTER HIGHLIGHTS

- A series of advertisements with the same or similar message, placed in one or more of the advertising media over a period of time, is referred to as an advertising campaign.
- An advertising campaign is a well-planned strategy that is used across many channels to attain particular goals such as greater brand awareness, increased sales, and improved communication within a given market. All of this is made possible through advertising.
- Advertising campaign may be described as a group of commercials that have a visual and verbal identity and promote a single idea in order to define target audiences.
- A planned series of advertisements that will be used in particular places at particular times in order to advertise a product or services and persuade people to buy it or use it is known as advertising campaign.

- An advertising campaign consists of analyzing the market opportunity for advertising, setting advertising objectives, allocating a budget for the campaign, choice of media, creating of Ads and presenting them before release, post-testing of Ads or measuring the Ad effectiveness are some of the steps followed while planning and executing an advertising campaign.
- Advertising is extremely successful when there is a demand for the product or when the product is in the growth or maturity phase of the Product Life Cycle (PLC); however, advertising is not very effective when the product is in the decline stage of the PLC.
- Target marketing entails identifying the most profitable market segments. As a result, firms may choose to concentrate on only one or a few of these areas. They may create items or services to cater to each category.
- A market segment is a collection of people, groups, or organizations that have similar interests, features, and characteristics. Similar needs, desires, and expectations may exist throughout the customer categories.
- Market segmentation is the process of establishing market segments and breaking a large customer base into sub-groups of consumers made up of present and prospective customers. Market segmentation is a consumer-focused approach that may be used to nearly any sort of market.
- Market segmentation fall into five major categories and they are demographic, geographic, psychographic, behavioural, and/or product-related factors.
- Advertising has three main goals: to inform, persuade, and recall. Informative advertising raises brand, product, service, and concept awareness. It publicizes new goods and programs and can educate individuals on the features and benefits of new and established items
- Advertising is only one of the many forces that influence sales. The other forces include price, distribution, the sales force, packaging, product features, competitive actions, and the changing buyer needs and tastes.
- The advertising budget includes the expense of developing the advertising strategy and putting it into action. The advertising budget may be breakdown into product categories, media categories, sales and regional territories and advertising production and placements costs.

- The objective of marketing campaign is to increase sales, generate top-of-mind awareness about the promoted product, persuade, respond to competition, and grow the brand.

8.10 CHECK YOUR PROGRESS

i. What do you mean by ad campaign? Explain its planning process.

ii. Explain market segmentation and its factors.

iii. Elucidate the objectives of advertising.

iv. Define advertisement budget and explain the parameters of ad budget.

v. Write down the essential elements of successful ad campaign with suitable references.

vi. Write about any 5 ad gurus of the nation.

8.11 REFERENCES

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- Strategic advertising campaigns- volume10 by Don E. Schultz, Dennis G Martin, William P. Brown.
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:: STRUCTURE::**9.0 Introduction****9.1 Objectives****9.2 Evolution of Brand Management****9.3 Brand Life-Cycle- Understanding Product Life-Cycle****9.4 Brand Image****9.5 Brand Identity****9.6 Brand Equity****9.7 Brand Positioning and Role of Advertising****9.8 Key word****9.9 Check Your Progress****9.10 References**

9.0 INTRODUCTION

The term brand is derived from the branding technique. Farmers and cowboys alike used a hot branding iron to burn the owner's initials on animals. This allowed farmers to identify their own cattle and purchasers to differentiate particular farmers' animals from other, perhaps inferior, livestock. Many sources have their own meaning for the term "brand," and that definition has evolved drastically over time. At least, according to certain contemporary experts on brands and brand management. According to the American Marketing Association (AMA), a brand is a name, sign, symbol, design, or a combination of these that is designed to identify and differentiate one seller's products or services from those of another seller. This definition incorporates many conventional brand

aspects, such as visual identity and distinct exterior features connected with corporations and brands.

The previously stated definition of a brand has been the primary notion behind how company executives, stakeholders, and workers perceive the brand. For almost a century, people have had a general understanding of the subject. The premise, however, has to be refined and developed into more current norms and criteria. The American Marketing Association's definition is still relevant, but numerous changes must be made for it to be practical for a company functioning in today's market. The evolution of brand thinking is evident in the old definition of a brand that can be found in The Pocket Oxford Dictionary of Current English (1934), that defines brands as particular kinds of goods, as an indelible mark and stamp.

Our view of brand advertising is that it mostly serves to publicize the advertised brand. Advertising seldom seems to persuade. Advertising in a competitive market needs to maintain the brand's broad salience-being a brand the consumer buys or considers buying. This turns on brand awareness, but together with memory associations, familiarity, and brand assurance. Publicity can also help to develop such salience. This publicity view of advertising should affect both the briefs that are given to agencies (e.g., that cut-through is more important than having a persuasive selling proposition) and how we then evaluate the results. But since few advertisements seem actively to seek to persuade, how much do the advertisements themselves have to change, rather than just how we think and talk about them?

9.1 OBJECTIVES

At the end of this unit, you will be able to

- Concept and evolution of Brand and Brand management
- Knowledge about Brand & Product Life Cycle
- Understanding about Brand Image, Brand Identity and Brand Equity
- Brand Positioning
- Role of advertising

9.2 EVOLUTION OF BRAND MANAGEMENT

Consumer behaviour is possibly the most unpredictable input in the gamut of issues studied by market researchers. There is no easy answer to why consumers behave the way they do and what leads to change in their

perceptions about the product and services. A onetime research certainly is not adequate to determine the domain of the mind. The decline of some of the best performers in the last three decades has established that present success does not ensure continued success. A number of reasons can be ascribed to this phenomenon.

Better exposure: It leads to sophistication of consumers and their preference for high quality goods at low cost for better options.

Competitive atmosphere: Nowadays in markets sans boundaries, global players offer products at nearly similar prices, but with better guarantees, and with an aura around such products.

Changing lifestyles: it has been brought about by availability of finance for everything, making people not only aspire for things but also being able to actually go out and buy them.

According to various analysts there has been a tremendous shift in distribution. Major retailers with great purchasing power and their own brand of products have been pushing established brands off their shelves. Manufacturers could find themselves in a dilemma if their product is not stocked at big malls. One has seen many manufacturers using a twin policy – keeping their product in malls where they can and also opening exclusive retail outlets. Levi's, Gap, Rebook and Nike among many other brands available both in malls and exclusive outlets.

The trend has been catching on fast in India also, especially with the mushrooming of shopping malls in the last few years. Tata's Westside sources most of its product from elsewhere, but has Westside's branding on a majority of the products, from fashion products, apparel and household goods to footwear. Shoppers Stop an early entrant in the shopping mall category, houses various brands but also has some products with its brand name, "Stop". Similarly fashion like Ritu Kumar, Rohit Bal and Satya Paul have opened their exclusive outlets, while making their presence felt in malls to cater to the masses.

Another visible trend has been the rise in consumer power. Today, an average consumer is market and media savvy. He/she access company website before venturing out to buying products. Brand differentials are also analyses and understood better by consumers today than a decade ago. There are no mass markets or aggregated individuals today, but markets are made of networked consumers, communities and group which do have impact on brands.

In fact, there has been a paradigm shift not only in consumer expectations but also among organisations and a realisation that the value provided at a point of time is not perennial. A deliberate attempt is needed not only to retain it, but to upgrade it to match consumer expectations. The star performers failed because they did not realize that their strategies, skills or business processes would become irrelevant with time. Customer now demand not only consistent quality or an improved price-performance ratio, but more customization and the availability of products, anytime and anywhere.

Brand management has evolved. Gone is the paternalistic brand, talking at its consumers. The shift from traditional broadcast communication to a two-way model, the decline in the effectiveness of paid media and subsequent rise in importance of earned media signify a huge transformation in the way marketers approach brand management. In a world where marketers are mere custodians of the brand, how can they ever hope to successfully grow it? This gets right to the heart of how the brand behaves. It's not just about what it says. It's about how it acts. Brands are becoming more open, more collaborative. And that means a shift in approach for brand managers, not just in the well documented new skill sets required of modern marketers, but crucially in mind set too. In retaliation to a view held by many marketers that loyalty is an unachievable 'nice to have', we believe effective brand management requires a cultivation of trust, grown from authentic behaviour and collaboration with the people who'll be buying their products and services.

9.3 BRAND LIFE-CYCLE- UNDERSTANDING PRODUCT LIFE-CYCLE

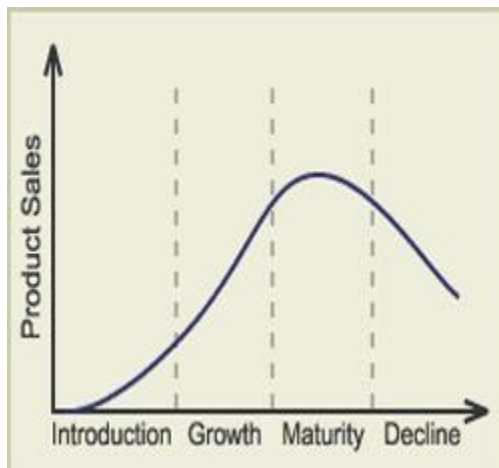
We have a life cycle in which we are born, develop, mature, and eventually die. Similarly, products have a life cycle, progressing through a series of stages from introduction to demise. The product life cycle is divided into four key stages: introduction, growth, maturity, and decline. The journey of a product from development to decline is described by the product life cycle. The length of each step of the product life cycle varies depending on the product. A product's Life Cycle can be completed in a matter of months, but another product's Life Cycle can last for many years. One product may take years to mature, whilst another may take only a few months. As a result, it is correct to claim that the length of each step varies depending on the product. Because the Product Life Cycle is connected with changes in the marketing environment, such as the

amount of competition, product demand, consumer knowledge, and so on, marketing managers must adjust their marketing strategy and marketing mix appropriately. Product Life Cycle can be defined as *"the change in sales volume of a specific product offered by an organization, over the expected life of the product."*

- **Stages of Product Life-Cycle**

The four major stages of the product life cycle are as follows:-

1. Introduction
2. Growth
3. Maturity and
4. Decline



1. *Introduction*

At this stage, the product is new to the market and few potential customers are aware of the existence of the product. The price is generally high. The sales of the product are low or may be restricted to early adopters. Profits are often low or losses are being made, this is because of the high advertising cost and repayment of developmental cost. At the introductory stage:-

- The product is unknown,
- The price is generally high,
- The placement is selective, and
- The promotion is informative and personalized.

2. *Growth Stage*

At this stage, the product is becoming more widely known and accepted in the market. Marketing is done to strengthen the brand and develop an image for the product. Prices may start to fall as competitors enter the market. With the increase in sales, profit may start to be earned, but advertising cost remains high.

At the growth stage:-

- The product is more widely known and consumed,
- The sales volume increases,
- The price began to decline with the entry of new players,
- The placement becomes more widely spread, and
- The promotion is focused on brand development and product image formation.

3. *Maturity Stage*

At this stage, the product is competing with alternatives. Sales and profits are at their peak. Product range may be extended, by adding both with and depth. With the increases in competition, the price reaches its lowest point. Advertising is done to reinforce the product image in the consumer's minds to increase repeat purchases.

At maturity stage:-

- The product is competing with alternatives,
- The sales are at their peak,
- The prices reach to its lowest point,
- The placement is intense, and
- The promotion is focused on repeat purchasing.

4. *Decline Stage*

At this stage, sales start to fall fast as a result product range is reduced. The product faces reduced competition as many players have left the market and it is expected that no new competitor will enter the market. Advertising cost is also reduced. Concentration is on remaining market niches as some price stability is expected there. Each product sold could be profitable as developmental costs have been paid at an earlier stage. With the reduction in sales volume, overall profit will also reduce.

At decline stage:-

- The product faces reduced competition,
- The sales volume reduces,
- The price is likely to fall,
- The placement is selective, and
- The promotion is focused on reminding.

9.4 BRAND IMAGE

Customers' current perceptions of a brand are referred to as brand image. It is described as a distinct set of connections in the minds of target consumers. It represents what the brand now stands for. It is a collection of beliefs about a certain brand. In a nutshell, it is the consumer's view of the product. It refers to how a certain brand is positioned in the market. Brand image is more than simply a mental image; it also conveys emotional worth. A company's brand image is nothing more than its personality. It is the result of contact and observation by persons outside of an organisation. It should make everyone aware of an organization's mission and vision. The total impression produced in the minds of customers by all sources is referred to as brand image. Consumers have a variety of associations with the brand. They build brand image based on these connections. The subjective opinions of associations bundle that customers have about the brand are used to build an image of the brand. Volvo is synonymous with safety. Toyota is synonymous with dependability. The concept behind brand image is that the buyer is buying not just the product/service but also the image connected with that product/service. Brand pictures should be positive, one-of-a-kind, and memorable. Brand communications such as advertising, packaging, word-of-mouth marketing, other promotional tools, and so on can help to strengthen brand images.

Brand image develops and expresses the character of a product in a distinct manner that differs from the image of a rival. The brand image is made up of different connections in the minds of customers, such as characteristics, advantages, and attributes. Customers' functional and mental links with the brand are referred to as brand characteristics. They might be particular or abstract. The basis for the purchasing choice is the benefits.

There are three kinds of advantages:

- i. The advantages of functionality what you do better (than others), emotional advantages (how you make me feel better (than others),
- ii. and rational benefits/support (why do I believe you) (more than others).
- iii. Brand characteristics are a consumer's overall evaluation of a brand.

Brand image is produced automatically and does not need to be created. The brand image encompasses the attractiveness, simplicity of use, usefulness, celebrity, and overall worth of the product. Brand image is a subset of brand content. When customers buy a product, they are also purchasing its image. When consumers buy a product, their objective and mental feedback is captured in the form of brand image. Customers' expectations are being exceeded by a positive brand image. A positive brand image boosts an organization's goodwill and brand value.

Advertising is crucial in the development of a brand's image. It educates customers about the brand's practical capabilities while also inspiring the brand with symbolic values and meanings relevant to the consumer. Advertising strategists, planners, or creatives in an advertising agency seeking for distinctive emotional values to contribute to the brand. They seek strategies to elicit emotional involvement since this demonstrates a stronger link between the brand and the target client.

9.5 BRAND IDENTITY

The brand's outer presence, including its name and visual look. The identity of a brand is its primary means of customer awareness and represents the brand's difference from competitors. To build a successful brand-customer connection, you must construct a compelling brand identity and customer value proposition, rely on customer feedback, and be able to listen and respond correctly in order to improve your company's products that meet customers' wants and wishes. A brand identity is an organization's central concept. It encapsulates what you want to be, giving the company something to strive for. Many companies make the mistake of not taking the time to consider who they are and what kinds of companies they want to become. While articulating revenue targets is simple, establishing a brand identity necessitates a distinct thought approach.

A brand identity should be centred on consumer advantages, distinguishable from competitors, and, of course, achievable given the organization's capabilities. Once determined, the brand identity becomes the organization's central set of associations, which it attempts to develop or sustain on a continuous basis. An effective customer value proposition expresses the brand's functional, emotional, and self-expressive benefits in a straightforward and concise manner. When compared to competitors, it is presented in a superior or unique manner. While brand identity is a big-picture goal, the value proposition is the plan for getting there, connecting the brand to the consumer experience.

- **Brand Identity Vs Brand Image**

Brand Identity	Brand Image
The source or the company creates the brand identity.	The receiver or customer perceives the brand image.
In terms of brand identity, brand messaging is intertwined.	The customer unties the brand message in the form of brand image.
The broad definition of brand identity is "who you actually are?"	The broad definition of brand image is "How does the market view you?"
It is substance centred or strategic in character.	Its nature is either tactical or appearance focused.
The reality of a company is represented by its brand identity.	Consumer perception is represented through brand image.
"Your want" is represented through brand identity.	The brand image conveys "the point of view of others."
It is long-lasting.	It's just a surface level thing.
Identity is forward-thinking.	Image is gazing back.
Identity is in use.	Image is a passive medium.
It represents "where you desire to be."	It represents "what you've got."
It is the entire promise that a company offers to its customers.	It is the overall customer perception of the brand.

9.6 BRAND EQUITY

Building great brands and developing brand equity is getting increasingly difficult in today's world. Greater pricing competition, increased competitiveness through product launches and store brands, and fragmentation of advertising and market sectors are just a few of the challenges faced by the industry in today's highly competitive climate. Let us now attempt to understand Brand Equity.

There are many various definitions of Brand Equity, but they all have a few things in common:

Monetary Values: The amount of extra income that can be expected from a branded product over and above what can be expected from an identical but unbranded product. Grocery stores, for example, commonly sell unbranded copies of name brand items. The same companies manufacture both branded and unbranded items, however they are labelled with a generic brand or store brand name, such as Hawkins. Even though the ingredients are similar, store brands retail for much less than name brand rivals. The monetary worth of the brand name is represented by this price difference.

Intangible: The intangible worth of a product that cannot be quantified by price or characteristics. Pepsi and Coca-Cola have produced several intangible benefits for their goods by connecting them with movie stars. Children and adults alike desire to consume their products in order to feel connected to these celebrities. The marketing image that has been established, rather than the ingredients or characteristics, drives demand for their products. Buyers are prepared to pay exorbitant price premiums over lesser-known brands that may offer comparable, if not superior, product quality and features.

Perceived Quality: The total impressions of quality and image associated with a product, regardless of its actual characteristics. Mercedes-Benz and BMW have made their brands associated with high-quality, luxury vehicles. Years of marketing, image development, brand nurturing, and quality manufacturing have led consumers to expect excellent quality from everything they create. Consumers are likely to consider Mercedes and BMW to be of higher quality than other brand-name vehicles, even if this image is false.

In a nutshell, Brand Equity is a collection of assets and liabilities associated with a brand, its name, and symbol that contribute to or detract from the value offered by a product or service to a business and/or its

consumers. So, in general, we can conclude that Brand Equity includes the capacity to provide value to your company's products and services. This extra value may be leveraged to your company's benefit in order to charge higher prices, decrease marketing expenses, and provide more options for consumer purchase. A poorly managed brand might actually have negative Brand Equity, which means that potential consumers have such negative opinions of the brand that they assign less value to the product than they would if all of its attributes/features were objectively appraised.

The soft drink industry is one of the greatest instances of Brand Equity. Coca-Cola would be nothing more than flavoured water if it didn't have a brand name and all of the marketing money that has gone into it. Coke is one of the most known brands in the world, and Pepsi in India, thanks to the company's long-term marketing efforts and protection, enhancement, and nurturing of their brand name.

Brand equity may bring strategic benefits to your organisation in a variety of ways:

- Allow you to demand a higher price than competitors with less brand equity.
- Strong brand identities make it easier to choose low-cost and non-essential items.
- Brand name can give comfort to buyers unsure of their decision by reducing their perceived risk.
- Keep your items in the public eye.
- When presenting new items, use this as leverage. Frequently regarded as a quality indicator.
- High brand equity ensures that your items are considered by the majority of customers.
- Buyers' knowledge of your brand, approval of its image/reputation, and trust in its quality can lead to greater rates of product trial and repeat purchase.

9.7 BRAND POSITIONING AND ROLE OF ADVERTISING

The target consumer's rationale for purchasing your brand above others is referred to as brand positioning. It guarantees that every brand activity has a consistent goal; that it is driven, directed, and delivered by the brand's benefits/reasons to purchase; and that it focuses on all points of customer interaction.

Brand positioning must ensure the following:

- Is it unique/distinctive in comparison to competitors?
- Is it essential and compelling for the niche market?
- Is it applicable to all of the key geographic marketplaces and business owners?
- Is the proposition validated by items that are distinctive, suitable, and original?
- Is it sustainable - can it be supplied continuously across all points of customer contact?
- Is it beneficial to the organization's financial goals?
- Is it capable of assisting and boosting the organisation?

To build out a distinct market position, a niche market must be carefully selected, and a distinguishing advantage must be devised. Brand positioning is a channel through which an organisation may communicate to its consumers what it hopes to accomplish for them and what it wishes to signify to them. Customers' perceptions and opinions are shaped by brand positioning. Brand positioning is the practise of developing a brand offer in such a way that it has a distinct place and value in the minds of the target consumer. For example, Kotak Mahindra promotes itself in the minds of its customers as a single entity—"Kotak "- that can provide a tailored and one-stop solution for all of their financial service's needs. It has a top-of-mind recall that is unassisted. It wants to stick to the slogan "Think Investments, Think Kotak." The competitive attitude you wish to take will impact the positioning you pick for your brand.

Brand positioning entails finding and defining points of resemblance and distinction in order to determine the correct brand identity and generate an appropriate brand image. The cornerstone to marketing strategy is brand positioning. A solid brand positioning guides marketing strategy by defining the brand's features, its distinctiveness and similarities to other brands, as well as the motivations for purchasing and utilising that specific brand. Positioning is the foundation for acquiring and expanding the necessary consumer knowledge and perceptions. It is the single characteristic that distinguishes your service from the competition. For example, Kingfisher represents youth and enthusiasm. It exemplifies the brand in full flight.

There are several types of positioning mistakes, such as-

1. **Under positioning:** This is a circumstance in which customers have a hazy and ambiguous perception of the brand.

2. **Over positioning:** This is a circumstance in which clients have a very limited understanding of the brand.
3. **Confused positioning:** This is a circumstance in which clients have mixed feelings about the brand.
4. **Double Positioning:** This is a circumstance in which customers reject a brand's claims.

Advertising has a central role to play in developing a brand positioning. It educates customers about the brand's practical capabilities while also inspiring the brand with symbolic values and meanings relevant to the consumer. Advertising strategists, planners, or creatives in an ad firm seeking for distinctive emotional values to contribute to the brand. They seek strategies to elicit emotional involvement since this demonstrates a stronger link between the brand and the target client. Companies utilize advertising to propagate their brand among the masses as well as to sell items and services directly to the general public. Repetition of the company's messaging fosters brand recognition. Advertising is crucial for businesses attempting to influence customer behaviour since it is a cost-effective way of mass selling and communication.

- **Creates awareness:** One of the primary functions of advertising is to raise awareness of a product or service, such as the brand name and pricing. By emphasising the brand's distinguishing qualities, you may raise awareness of your product or service. Due to today's fierce competition, awareness is critical.
- **Persuasion:** Marketers attempt to persuade customers of the superiority of their products over competitors on the market by using persuasive messaging. Persuasion may be accomplished through innovative advertising messaging, product demonstrations at trade shows, free gifts, premium offers, and contests.
- **Recall:** If target consumers already have a favourable attitude about a company's product or service, a reminder purpose may be required since happy customers might become targets for rivals' appeals. They should continuously reminding them of their market presence. The 'Raymond - the complete man' campaign, for example, is intended to remind customers.
- **Brand Image:** Advertising helps in the formation of a positive image of the brand in the minds of the target audience. There are numerous aspects that can assist to build the brand image in the minds of the target audience, such as the personality of the person who supports the brand, the content of the advertising message,

the nature and kind of packaging, and the sort of programmes or activities supported.

- **Brand Loyalty:** Advertising helps in the formation of brand loyalty, which leads to repeat purchases and positive referrals to others from existing consumers. Sales promotion, successful personal selling, timely and efficient direct marketing, and other tactics all contribute to the development of brand loyalty.

To Sum It Up

Many sources have their own meaning for the term "brand," and that definition has evolved drastically over time. According to the American Marketing Association (AMA), a brand is a name, sign, symbol, design, or a combination of these that is designed to identify and differentiate one seller's products or services from those of another seller. This definition incorporates many conventional brand aspects, such as visual identity and distinct exterior features connected with corporations and brands. Consumer behaviour is possibly the most unpredictable input in the gamut of issues studied by market researchers. Consumer behaviour is possibly the most unpredictable input in the gamut of issues studied by market researchers. There has been a tremendous shift in distribution. Major retailers with great purchasing power and their own brand of products have been pushing established brands off their shelves. Customers now demand not only consistent quality or an improved price-performance ratio, but more customization and the availability of products, anytime and anywhere. Product Life Cycle is connected with changes in the marketing environment, such as the amount of competition, product demand, consumer knowledge, and so on, marketing managers must adjust their marketing strategy and marketing mix appropriately. The concept behind brand image is that the buyer is buying not just the product/service but also the image connected with that product/service. Brand pictures should be positive, one-of-a-kind, and memorable. Brand communications such as advertising, packaging, word-of-mouth marketing, other promotional tools, and so on can help to strengthen brand images. When consumers buy a product, their objective and mental feedback is captured in the form of brand image. The brand's outer presence, including its name and visual look is brand identity. .To build a successful brand-customer connection, you must construct a compelling brand identity and customer value proposition, rely on customer feedback, and be able to listen and respond correctly in order to improve your company's products that meet customers' wants and wishes. Building great brands and developing brand equity is getting increasingly

difficult in today's world. Building great brands and developing brand equity is getting increasingly difficult in today's world. Building great brands and developing brand equity is getting increasingly difficult in today's world. The target consumer's rationale for purchasing your brand above others is referred to as brand positioning. It guarantees that every brand activity has a consistent goal; that it is driven, directed, and delivered by the brand's benefits/reasons to purchase; and that it focuses on all points of customer interaction. Brand positioning is the practise of developing a brand offer in such a way that it has a distinct place and value in the minds of the target consumer. Advertising is crucial for businesses attempting to influence customer behaviour since it is a cost-effective way of mass selling and communication.

9.9 KEY WORDS

- **Brand:** It is a name, sign, symbol, design, or a combination of these that is designed to identify and differentiate one seller's products or services from those of another seller.
- **Product life cycle:** It is divided into four key stages: introduction, growth, maturity, and decline. The journey of a product from development to decline is described by the product life cycle.
- **Brand image:** It develops and expresses the character of a product in a distinct manner that differs from the image of a rival.
- **Brand Identity:** The identity of a brand is its primary means of customer awareness and represents the brand's difference from competitors is known as brand identity.
- **Brand Equity** is a collection of assets and liabilities associated with a brand, its name, and symbol that contribute to or detract from the value offered by a product or service to a business and/or its consumers.
- **Brand positioning:** It is a channel through which an organisation may communicate to its consumers what it hopes to accomplish for them and what it wishes to signify to them.

9.10 CHECK YOUR PROGRESS

1. What do you mean by Brand? List the factors for establishing any brand.

2. What is the product life cycle? Explain all the stages with the suitable reference of the product in the market.

3. Differentiate between Brand image and brand identity.

4. Explain brand equity in detail.

5. Explain the role of advertising in influencing customer behaviour.

6. What is brand positioning? Explain the stages of brand positioning.

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UNIT: 10**MEDIA BUYING & PLANNING****:: STRUCTURE::****10.0 Objectives****10.1 Introduction****10.2 Media Planning Vs Media Buying****10.3 Role of A Media Planner****10.4 Role of Media Buyer****10.5 Media Brief****10.6 Media Audit****10.7 Steps to Guide Media Planning****10.8 Challenges of Media Planning****10.9 Budget Restrictions****10.10 Keywords****10.11 Check Your Progress****10.12 References**

10.0 INTRODUCTION

Media planning is the process of deriving the best strategy to reach the largest target audience through an effective use of the marketing mix, using appropriate channels. Media planning starts with an analysis of the consumer behaviour patterns of a customer's target audience. This could be TV, radio, print or online. The next step is to devise a relevant

advertising strategy across those channels. This should ensure that the customer's campaign is the most frequently seen, with a minimum amount of wastage, by intended audiences. The selection of media for advertising can sometimes prove tricky for small firms with limited budgets and know-how. Advertisements through national-level television and newspapers, are often too expensive for a company that services only a small target market (although local newspapers can be used). The important challenge is to translate marketing requirements into attainable media objectives and then to execute and monitor the strategy to achieve the desired goal. The act of finding, analysing, and selecting media channels and platforms to reach a certain target audience is referred to as media planning. The set of decisions involved in conveying the promotional message to prospective customers is referred to as media planning. It is the process of delivering an advertising message to the intended audience via the relevant channel at the appropriate time and location. The media plan specifies the best approach for the advertiser's message to reach the market. In general, the objective of the media strategy is to discover the mix of media that allows the marketer to deliver the message to the greatest number of prospective consumers in the most effective way at the lowest cost. The end-to-end process of media planning and execution involves collaboration between various stakeholders. This includes advertisers, planning agencies, creative agencies, broadcasters and monitoring agencies, all of whom are involved during different stages of the process.

Media planners decide how, where, when, and why a company will disseminate media material in order to increase visibility, reach, engagement, and ROI through paid advertising. A media planner is in charge of creating a coordinated media plan for a specific advertising budget. The more that budget is optimised – or stretched, as they say in the media business – to reach the most people for the least amount of money, the more ROI may be created. The only goal of media planning is to bring a brand in front of the appropriate audience at the right moment and convince them to buy a product or service. A media channel is a broad media category or medium that is used to send advertising messages to potential customers. Television, print, radio, outdoor advertising, and events are examples of traditional media channels. Controlling wasteful advertising is made easier with media planning. It guarantees that advertising resources are used to their full potential. In a media strategy, media objectives are determined while keeping the organization's advertising goals in mind. The media strategy is specified

in the media plan. Media strategy refers to plans of action aimed to achieve media goals.

However, media strategists can no longer expect to conduct an effective marketing campaign without utilising a wide range of digital platforms. Paid social media ads, search engine marketing, email, native advertising, audio streaming services, and other digital media channels are examples. After determining the target demographic, media strategists strategize which channels would be most successful. The next stage is to assess which media vehicles and content kinds may be successful. The media sector changes rapidly, so major players within the sector will always be looking for innovative solutions to new business challenges. Customers are more aware of their needs and are therefore more demanding. Planning agencies need to constantly come up with innovative new campaigns to engage them.

The media plan stems from the advertising plan. The advertising plan, in turn, is developed from the marketing plan. The marketing strategy takes into account the entire marketing environment and establishes marketing objectives. To achieve these goals, companies develop marketing strategies. There is a strategy in place to put these initiatives into effect. The advertising plan is developed from the marketing plan and establishes a promotional strategy as part of the marketing strategy.

The planning should concentrate on:

- i. Whom to reach,
- ii. When and where to reach,
- iii. The total target group,
- iv. The frequency of exposure,
- v. The affordable cost involvement.

After rationalisation of all the above issues, decisions are taken to formulate the media plan. Media planning involves the coordination of three levels of strategy development – a) Marketing Strategy, b) Advertising Strategy, c) Media Strategy. Based on the marketing strategy, the advertising strategy and media strategy are generated.

10.1 OBJECTIVES

At the end of this unit, you will be able to

- Understand the concept of Media planning.

- Learn the difference between Media planning and Media buying.
- Gain knowledge about Media audit and Media brief
- Steps to guide Media planning
- Challenges of Media planning and the budget restrictions

10.2 MEDIA PLANNING VS MEDIA BUYING

The advertising system is made up of several elements, including media planning and buying. Despite the fact that media planners and media buyers are two separate jobs, they collaborate in supportive roles to achieve a shared goal on behalf of their clients: planning and executing successful, on-target, and on-budget advertising campaigns.

In a media planning process much more than great creative is required for a successful ad campaign (though that is a crucial ingredient). Finding the target audience and the most successful messaging for reaching them takes a lot of time and effort. Similarly, the message must be broadcast on television, in the newspaper, on the radio, on billboards, and so on. Here's where media buyers and planners step in. They may be compared to the bread slices in a creative sandwich.

To begin, media planners combine information about the customer's goals, their product or service, and the general market to assist the client in developing an effective message and the optimal distribution strategy. Though an advertising agency or team will eventually translate the customer's aims into visual reality, the media planner is the one who assists the client in determining what to translate in the first place. The media buyer then comes in to push the advertisements out into the world once they've been developed. Media buyers negotiate with suppliers using the media planner's approach – think of it as a blueprint or game plan – to have the advertisements placed in the most favourable places for the target market.

10.3 ROLE OF A MEDIA PLANNER

A media planner develops a media strategy for a certain product or service. The media planners would follow a set of steps to determine:

Target Audience: What audience should the advertising be directed at, and how many members of that group will be reached through various media?

The Media Mix: To put it another way, the best combination of media sources for your message. The media planner will do research to determine the best locations and methods for reaching your target

demographic. You may consider mobile search, streaming services, and social media for the millennials listed above, for example. The media planner does research to determine not just where the advertisements should appear, but also when and how frequently they should show in a specific source — for example, on Hulu between the hours of 7 and 10 p.m. on weeknights.

The Budget: The media planner should collaborate with you to find the most effective way to spend your advertising money. This entails not only determining overall expenditures, but also assigning suitable amounts to various sources, such as 25% on radio, 50% on digital, and so on. The quantity and severity of failures are determined by your product or service as well as your budget.

10.4 ROLE OF MEDIA BUYER

The people that place your advertising in front of your target demographic are known as media buyers. All of the media planner's hard planning is for nothing if there are no media buyers. Media buyers put the media planner's strategy into action by contacting vendors (those who sell ad space) and acquiring ad space at the lowest feasible price. They achieve this by considering the media mix stated in the media plan, as well as the target audience and budget. In this sense, media buyers and salesmen share many of the same abilities. They must acquire and apply knowledge of the most beneficial ad placements for different markets, as well as successfully negotiate pricing on behalf of the firm that is putting the advertisements. In order to carry out the agreed media strategy, they must also collaborate closely with the media planner.

The following are some of the qualities that a good media buyer possesses:

Research: Fostering understanding of the media landscape, including the different media outlets and the markets they best serve. This covers conventional ad mediums such as television, radio, print, and billboards, as well as the rapidly expanding digital arena, often known as search engine marketing (SEM) or pay-per-click advertising (PPC).

Interpersonal Skill: Maintaining and developing supplier connections. This is especially true for more traditional settings, but operating in the digital ad sector may require greater automation.

Negotiation: The capacity to stick to a budget and negotiate the greatest pricing for the finest ad space (also known as inventory). Again, the character of the discussions is influenced by the location. Bidding in the

digital world (for pay-per-click advertisements) is increasingly resemble an algorithm at work rather than a traditional auction.

Monitoring: Once the plan is in action, keep an eye on it and make modifications as appropriate. Here, the media buyer and media planner may collaborate.

10.5 MEDIA BRIEF

The media brief is a priceless resource that answers all of our basic inquiries so that we may research, organise, and deliver the finest possible media programme to meet our customers' goals. The media brief may be thought of as a checklist for media planners to use while putting together a media strategy for a client.

The following should ideally be included in a solid media brief.

1. *Marketing Information Checklist:* This should include marketing objectives and suggested strategies, product features, distribution channels, brand category, spending level and ad expenditure of near competitors, as well as ad expenditure on the brand for the current and prior years, as well as planned allocation.
2. *The objectives:* The media brief must state the goal or goals that the proposed advertisement is attempting to achieve. This should state whether the goal is to introduce a new product, raise brand awareness, reinforce current position, reposition current brand, re-launch a declining brand, elicit direct response, improve or enhance the company's reputation, or change people's attitudes toward the company, brand, or product category. It would also identify the source of business, i.e. the present and potential users' target audience profiles.
3. *Product category information:* The media planner must have a solid understanding of the product category and the positioning of the brand in question. This assists in determining the brand's strengths and shortcomings, as well as creating realistic goals. To establish the scheduling pattern, the data covers the following major areas: category definition, competitor brands, market share of various brands, sales volumes of each brand, and so on.
4. *Location/geography:* The media brief assists the planner in gaining a better understanding of his media markets. In other words, if the product is only available in metros, the planner will limit his media options to vehicles that reach the metros' target population. If, on the other hand, the product is being introduced across the country, the media planner will take into account the

consumption pattern in various geographical places in order to provide proportional weightage to work areas where the product is used the most.

5. *Seasonality/Timing*: The seasonality of the product is an essential factor for the media planner to consider. Some items are season specific in the Indian setting, where there are severe weather in various regions of the nation at the same time. Woolen items are always accessible in mountainous areas, particularly Himachal Pradesh and the upper portions of Uttar Pradesh, but woollen products are typically not available in southern India, save maybe in some parts of Karnataka. For a few months in the winter, the North endures extreme cold, resulting in a surge of advertising. In addition, the planner must keep track of sales patterns, influencing variables such as festivals, holidays, and weather, expenditure considerations, particular sales campaigns, and client required budget constraints, among other things.
6. *Target Audience*: A media planner should take into account the demographics of people who buy the existing product category as well as those who buy competing brands. Information on buying cycles, purchase points, frequency of purchase, and other factors must be included in buying habits. This helps the planner in understanding customer characteristics by category, brand, and competition; demographics—age, income, education, employment, and motivation; and specific market segments such as physicians, architects, and children. Information on media consumption for heavy and light users of various media vehicles is also available.

10.6 MEDIA AUDIT

Media auditing is the process of ensuring that a customer's purchased media is in the correct places at competitive pricing. Being in the "proper places" is crucial in this case: first, the audit must determine if the media was transmitted, and if so, whether the placements are acceptable for the target audiences, settings, and activities that the advertising client required for his brands. To provide an extreme example, it's pointless to advertise denture fixative on a kids' TV show, no matter how inexpensively the airtime in that show was purchased.

Media is usually the most expensive line item in a marketing budget (the cost of creating an ad is normally approximately a sixth of the total media expenditure). For some businesses, media space or time (i.e., airtime on television or radio) is the single most expensive purchase they make,

surpassing even the cost of raw goods. It is just smart business practise because the numbers involved are substantial and can be cost-controlled through a media audit.

It's simpler to answer who doesn't in some markets! In markets where sophisticated solutions are feasible, the majority of large marketers utilise media auditors. At their most basic level, media audits assist marketers in comparing their media rates to those of their competitors. Media audits can report on the efficacy of media strategy for a certain time period on a tactical level. This involves recommending alternative media to replace or augment the current mix. Finally, at the process level, media audits may examine methods used by marketers and map them against industry "best practises," reducing waste. As a result, a media audit may be thought of as a periodic assessment of the ever-changing media landscape from the advertiser's perspective.

Scope of Media Audit

An independent media audit team acts as independent consultant to brand marketers. To assess whether the marketer's media agency & their offering are aligned to the business needs of the client. In order to that a media audit team provides the following services: ·

- Process Audit
- Planning Audit with New Media Options
- Buying Audit

Thus Media Audit scrutinizes processes of media buying, scheduling, planning, rates across media and compares it with a benchmark. Media Audit essentially examines whether client got what it ordered, and if you they are paying for what they intended.

10.7 STEPS TO GUIDE MEDIA PLANNING

The process of developing the media plan involves a series of steps. These steps includes five steps as under:

Steps in Development of Media Plan: 1. Market analysis 2. Media objectives 3. Media strategies 4. Selecting Media Mix 5. Budget and Media Buying 6. Evaluation and follow up

1. **Market Analysis:** Every media plan begins with the market analysis or environmental analysis. Complete review of internal and external factors is required to be done. At this stage media planner try to identify answers of the following questions: i. Who

is the target audience? ii. What internal and external factors may influence the media plan? iii. Where and when to focus the advertising efforts?

The target audience can be classified in terms of age, sex, income, occupation, and other variables. The classification of target audience helps media planner to understand the media consumption habit, and accordingly choose the most appropriate media or media mix.

2. **Media Objectives:** Media objectives describes what you want the media plan to accomplish. There are five key media objectives that a advertiser or media planner has to consider - reach, frequency, continuity, cost, and weight.
 - a. Reach - Reach refers to the number of people that will be exposed to a media vehicle at least once during a given period of time.
 - b. Frequency - Frequency refers to the average number of times an individual within target audience is exposed to a media vehicle during a given period of time.
 - c. Continuity - It refers to the pattern of advertisements in a media schedule. Continuity alternatives are as follows: ▪ Continuous: Strategy of running campaign evenly over a period of time. ▪ Pulsing: Strategy of running campaign steadily over a period of time with intermittent increase in advertising at certain intervals, as during festivals or special occasions like Olympics or World-Cup. ▪ Discontinuous: Strategy of advertising heavily only at certain intervals, and no advertising in the interim period, as in case of seasonal products. Cost - It refers to the cost of different media Weight - Weight refers to total advertising required during a particular period.
3. **Media Strategies:** Media strategy is determined considering the following:
 - a. Media Mix - From the wide variety of media vehicles, the advertiser can employ one vehicle or a mix suitable vehicles.
 - b. Target Market
 - c. Scheduling - It shows the number of advertisements, size of advertisements, and time on which advertisements to appear.
 - i. Seasonal Pulse: Seasonal products like cold creams follows this scheduling.
 - ii. Steady Pulse: According to this scheduling one ad is shown over a period of time, say one ad per week or one ad per month.
 - iii. Periodic Pulse: A regular pattern is followed in such scheduling, as in case of consumer durable, and non durable.
 - iv. Erratic Pulse: No regular pattern is followed in such scheduling.
 - v. Start-up Pulse: Such

scheduling is followed during a new campaign or a launch of a new product. vi. Promotional Pulse: It is for short time, only for a promotional period. Reach and frequency Creative Aspects - Creativity in ad campaigns decides the success of the product, but to implement this creativity firm must employ a media that supports such a strategy. Flexibility - An effective media strategy requires a degree of flexibility. Budget Considerations - In determining media strategy cost must be estimated and budget must be considered. Media Selection - It covers two broad decisions - selection of media class, and selection of media vehicle within media class.

4. **Media Mix:** Media mix means the advertising strategy encompasses the use of more than one type of advertising media to get its message across the target audience. A combination of media types is known as the media mix. No advertiser can rely only on one medium to reach his audience. Even a small advertiser having a small media budget has thousands of media from which to choose. A typical media mix for consumer products, such as a soft drink, will include television, outdoor, POP and even the print media. This combination plays a crucial role in reaching the maximum number of consumers at the minimum cost. Once a media plan is ready, the decision is to be made about the media mix. Selecting the media mix involves several considerations.
5. **Budget and Media Buying:** Budget Allocations: classifies spending by medium, region, and time of year Media Buying a. Occurs once plan is approved b. Buyers work with media representatives to negotiate final prices for the various activities Competitive Strategies and Budget Considerations: Advertisers always consider what competitors are doing, particularly those that have larger advertising budgets. This will affect the media, mechanics, and methodology elements of the media mix. It sometimes makes sense to use media similar to the competition's if the target audiences are the same or if competitors are not using their media effectively. Media planner should analyze the company's "share of voice" in the market place.
6. **Evaluation and Follow-up:** Evaluation is essential to assess the performance of any activity. Two factors are important in evaluation of media plan:

- How successful were the strategies in achieving media objectives?
- Was the media plan successful in accomplishing advertising objective?

10.8 CHALLENGES OF MEDIA PLANNING

One of the key challenges here is that all stakeholders involved are located in different locations and / or geographies and communication between them is difficult. In addition, maintaining a repository of all communication and documentation can be costly and time-consuming. Maintenance and analysis of historical data is also challenging as it is expensive and data retrieval is often slow and time sensitive. The key challenges are real-time access to campaign data and the lack of a single interactive collaborative platform. Challenges faced during the planning process are:

People / process

- Limited visibility between advertisers, agencies and broadcasters
 - Lack of alignment and collaboration between various stakeholders residing in different geographies
 - Low level of automation and standardization of key business processes
 - Lack of visible governance policies and procedures Information
 - Real-time historical data is generally not available for timely analysis
 - Data inaccuracy, if it is not at a centralized location
 - Lack of decision support systems, resulting in: Lack of customer insight Inability to accurately plan for future demand Data silos / data explosion IT infrastructure
 - Lack of integration between applications
 - No customized workflow for each activity / stakeholder
 - Standard reporting / analytical tools are not available
 - Lack of collaboration tools between stakeholders spread across geographies
1. The media environment is changing at a rapid pace. This is hardly breaking news; marketing firms are well aware of the enormous influence that digital technology and changing customer behaviour have had on their campaigns over the last ten to fifteen years.

2. In the world of advertising, television ruled supreme for decades. The major responsibilities of media agencies were limited to campaign planning and procurement over a limited number of channels. Only 10 years ago, the first smart phone had not yet been launched, Facebook was not available to the general public, and Twitter was only three months away from its introduction. Consumers are now more likely to encounter advertising on a vertical screen than on a horizontal one, thanks to Apple Pay, wearables, and a variety of other technologies upsetting the current quo.
3. To be relevant in such a fast changing world, media agencies must react swiftly. Organizations require not simply people with a broader range of abilities than ever before, but also cutting-edge tools that enable them to accomplish more difficult tasks.
4. In the age of big data, marketing automation, and programmatic advertising, agencies want employees with a wide range of skills. At high-performing agencies, strategists, data analysts, content creators, developers, econometricians, and search technologists are just a few of the many skill sets on display.
5. Finding the right talent, on the other hand, is only one part of the process, and no one is an expert in all of these fields. As a result, media companies must adopt a more strategic approach across the board - a task that is often easier said than done.
6. However, deciding on a media strategy has not yet become a standardised job. A variety of issues contribute to the plan's difficulties in implementation and diminish its efficacy.
7. Inadequate information, inconsistent terminologies, time constraints, and difficulty measuring effectiveness are just a few of the issues.
8. While there is a wealth of data about markets and the media, media strategists sometimes want more than is available. Some data are simply not measured, either because they cannot be measured or because doing so would be too expensive. For example, continuous measurements of radio listenership exist, but owing to sample size and expense restrictions, only periodic

listenership studies are reported. Some audience size measurements in television and print have limitations.

9. Measurement timing is also an issue; certain audience measurements are only collected at certain periods of the year. This data is then extrapolated to subsequent months, requiring future planning choices to be based on data that may or may not represent current practises. There are no data on the audiences for new series, and audience data collected over the summer on current shows may not accurately predict how well they would perform in the winter because summer viewing is typically lower. Advertisers get access to these shows before they air, but they do not have access to viewership data.
10. Small advertisers, who may not be able to afford to acquire the information they want, face an even greater shortage of information. As a result, their judgments are based on limited or out-of-date information supplied by the media, or no information at all.

10.9 BUDGET RESTRICTIONS

Most marketers will see major budget cuts in 2021 as finance teams put the brakes on expenditure in order to safeguard cash flow. Rather than making broad cutbacks across all paid advertising programmes, teams should focus on smart selected cuts that may help minimise losses, stabilise cash flow, and, in certain circumstances, even improve long-term performance.

Guiding principles when drawing up your marketing plan and budget:

- Review all marketing spending in detail
- Consider churn and acquisition costs
- Evaluate performance quickly
- Run experiments to find new winning combinations

To Sum It Up

The set of decisions involved in conveying the promotional message to prospective customers is referred to as media planning. The media plan specifies the best approach for the advertiser's message to reach the market. In general, the objective of the media strategy is to discover the mix of media that allows the marketer to deliver the message to the

greatest number of prospective consumers in the most effective way at the lowest cost. Media planners decide how, where, when, and why a company will disseminate media material in order to increase visibility, reach, engagement, and ROI through paid advertising. The only goal of media planning is to bring a brand in front of the appropriate audience at the right moment and convince them to buy a product or service.

The media plan stems from the advertising plan. The advertising plan, in turn, is developed from the marketing plan. The advertising system is made up of several elements, including media planning and buying. In a media planning process much more than great creative is required for a successful ad campaign. The media planner follows a set of steps to determine the targeted audience, the media mix and the budget. Media buyers put the media planner's strategy into action by contacting and acquiring ad space at the lowest feasible price. They achieve this by considering the media mix stated in the media plan, as well as the target audience and budget. Research, Interpersonal skills, Negotiation and Monitoring are some of the qualities a good media buyer should possess.

The media brief is a priceless resource that answers all of our basic inquiries so that we may research, organise, and deliver the finest possible media programme to meet our customers' goals. It may be thought of as a checklist for media planners to use while putting together a media strategy for a client. Media auditing is the process of ensuring that a customer's purchased media is in the correct places at competitive pricing. It scrutinizes processes of media buying, scheduling, planning, rates across media and compares it with a benchmark and essentially examines whether client got what it ordered, and if you they are paying for what they intended. Apart from budget restriction, media planning faces various challenges as media environment is fast paced and is changing rapidly each day.

10.10 KEYWORDS

- **Media Planning:** The act of finding, analyzing, and selecting media channels and platforms to reach a certain target audience is referred to as media planning.
- **Media planner:** He/She is in charge of creating a coordinated media plan for a specific advertising budget.
- **Media strategy:** media objectives are determined while keeping the organization's advertising goals in mind. The media strategy is specified in the media plan. Media strategy refers to plans of action aimed to achieve media goals.

- **Media Buyers:** The people that place your advertising in front of your target demographic are known as media buyers. Media buyers put the media planner's strategy into action by contacting and acquiring ad space at the lowest feasible price.
- **Media Brief:** The media brief is a priceless resource that answers all of our basic inquiries so that we may research, organize, and deliver the finest possible media program to meet our customers' goals.
- **Media auditing:** It is the process of ensuring that a customer's purchased media is in the correct places at competitive pricing, it may be thought of as a periodic assessment of the ever-changing media landscape from the advertiser's perspective.

10.11 CHECK YOUR PROGRESS

1. What do you mean by media planning? Write down the factors involved in strategy development of media planning.

2. Differentiate between media planning and media buying.

3. Write down the roles of : a) Media planner b) Media buyer.

4. What should be kept in consideration while writing a media brief?

5. Write down the steps involved in development of media planning.

6. Write down the challenges of media planning.

7. Explain the guiding principle of marketing plan and budget.

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:: STRUCTURE::**11.0 Objectives****11.1 Globalisation and Advertising****11.2 Cross Cultural Advertising****11.3 Paradox in Global Marketing Communications****11.4 Convergence and Divergence of Consumer Behaviour****11.5 Global-Local Dilemma****11.6 Challenges In Cross Cultural Advertising****11.7 Summary****11.8 Check Your Progress****11.9 References**

11.0 OBJECTIVES

At the end of this unit, you will be able to

- Understand the concept of globalisation and advertising
- Understand the concept of cross cultural advertising
- Knowledge about global marketing communications
- Challenges in cross cultural advertising.

11.1 GLOBALISATION AND ADVERTISING

Globalization has accelerated in the early twenty-first century. The extent to which economic activity transcends national boundaries is increasing in this era of global commerce and economic integration. The commercial products and services of multinational corporations have been promoted to people from many cultural backgrounds. Worldwide trade has experienced spectacular development in a more global economic context, leading in increased international advertising across various cultures. Advertising and marketing can be standardised between cultures, and the

dispute over whether or not advertising can be standardised across cultures has raged ever since. Globalization is converting the globe into a "homo cultural" marketplace, where all buyers, regardless of culture, may be convinced by the same commercial appeals and ideals. However, there is a growing body of research that puts severe doubt on various assertions and shows that advertising is heavily impacted by local culture. Advertising is all about persuading people that a thing is right for them. They will get some advantages by acquiring it, whether be it in terms of lifestyle, reputation, convenience, or monetary gain. When a marketing effort is carried out in another country, however, different values and views of what promotes status or provides convenience exist. Because of these alterations, the original advertising strategy is no longer viable. As a result, cross-cultural advertising campaigns need knowledge of a certain culture, and creative execution must still account for cultural differences.

Effective advertising must come from and be a part of a culture, reflecting the target audience's language and beliefs. It's not a simple choice between a gleaming worldwide creative strategy and execution that ignores local requirements, motives, and purchasing habits, or a local campaign that closely corresponds to local buying reasons but is less professional. To create effective cross-cultural advertising that can be quickly modified to local circumstances, the finest aspects of the two techniques must be blended.

Cross-cultural knowledge is essential for developing successful localised advertising that reflects the cultural values and conventions of the target audience. Understanding cross-cultural differences or similarities in advertising strategy, expressions, manifest values and norms allows us to determine which parts of advertising may be shared across nations and which must be tailored to local cultures. In most situations, a consumer's attitudes, awareness, and conduct are mainly shaped by the framework of their own culture, which not only informs but also shapes and alters interpersonal communication.

Globalization is a series of practices that act on several levels and in numerous dimensions at the same time and in different ways. Among the aforementioned dimensions, one may discover economic, political, cultural, intellectual, and ecological manifestations of globalisation, as well as the vast web of interdependencies that connects all of these domains.

Globalization should be seen as a multi-faceted phenomena influenced by a variety of sources, powers, and forces. Globalization has a major impact

on a company's advertising strategy and how it communicates with customers. For multinational corporations, developing and implementing a marketing plan is a big task. The decision to adopt a worldwide, uniform message strategy or to tailor advertising to each local market is a key strategic problem. Few goods have really worldwide usage and messaging context, therefore many firms are using a multi-domestic or international strategy. In the 1920s, advertising began to take on a cultural dimension. Agencies and media people no longer sought to convey objective facts about products; instead, they sought to link products to a specific lifestyle, imbuing them with glamour and prestige in order to persuade potential customers that purchasing an item was a "personally fulfilling and enriching experience."

11.2 CROSS CULTURAL ADVERTISING

Initially, marketing practitioners and researchers considered standardised methods to marketing and advertising techniques in the context of globalisation, but several studies revealed that such standardisation is not valid across cultures. As a result, while delivering messages in commercials, cross cultural advertising considers the local culture. Cross-cultural awareness is critical for creating successful localised advertising that reflects the desired audience's cultural values and conventions. The difficulty of communicating to persons of various cultural backgrounds is a challenge in cross-cultural advertising.

Language, communication style, imagery, and cultural values are all areas where cross-cultural solutions are used. Cross cultural advertising is just a matter of applying common sense and assessing how culture affects the various aspects of an advertising campaign, then altering them to effectively communicate to the target audience. Other difficulties include deciding between uniformity and modification of cultural values material in advertising when dealing with people from many cultures. On the academic front, the goal is to prepare students to develop advertising that successfully connect across cultures.

Marketing products or services to many cultures at the same time is referred to as cross-cultural advertising. It is comparable to the phrase "international advertising," which is defined as "advertising developed, organised, or directed from a single central location for execution in a number of countries, with or without local modifications." The phrase "international advertising" is most commonly used in the context of advertising for brands that are sold in many countries. Global, multinational, multi-country, or cross-national advertising are all terms

used to describe this type of advertising. Only in the setting of cultural and behavioural convergence across the nations where they are delivered would global campaigns be successful; otherwise, they would fail. Because advertising reflects and impacts our cultural values, it cannot be overlooked when creating effective advertising. Cultural value is a significant factor that has a significant impact on behaviour. Human behaviour is dictated by cultural value, which is a constant factor that drives motivation. Value is likewise seen as an important aspect of a person's personality; however, it is acquired via experiences that are then shared both personally and socially.

Cross cultural awareness seeks to reduce the negative effects of cultural differences by establishing common frames for individuals of various cultures to engage within. There are several cross-cultural variations in advertising that should be taken into account in order to successfully include qualities that complement the target market's beliefs, traditions, and perceptions, whether locally or internationally. Language, communication style, visuals, and cultural values are some of the areas where they are used.

Cross-cultural advertising is basically advertising a service or a product to a large number of different cultures at the same time. It's easy to mix it up with other forms of advertising. Cross-cultural advertising, for example, differs from multicultural advertising in that the latter entails the creation of ads with the explicit goal of targeting just a certain ethnic section, such as individuals from a given nation, a specific geographic region, and so on. This advertising technique is quite popular in the United States, where the most common ethnic groups depicted are African-Americans, Hispanics, and Asians.

Cross-cultural advertising, on the other hand, may be regarded the polar opposite: its goal is to deliver a message that everyone can understand and appreciate. This goal is complicated, and it can also be risky: the advertising industry is replete with examples of companies, even well-known companies, who have made disastrous mistakes in commercials due to a lack of knowledge about the target culture. It goes without saying that an advertising that does well in one nation may not perform as well in another. It may occasionally be a complete disaster, putting the firm's reputation at jeopardy. The risk can come in various forms: it can be produced by using inappropriate words, or it might simply be caused by the usage of a certain number or colour. In truth, it is often essential to make minor modifications to the original form of the advertisement in order to fit it to a specific target and prevent unfavourable outcomes. It

may seem somewhat obvious to state that language is the key to effective cross cultural advertising. However, the fact that companies persistently fail to check linguistic implications of company or product names and slogans demonstrates that such issues are not being properly addressed. It is imperative therefore that language be examined carefully in any cross cultural advertising campaign. Understanding the way in which other cultures communicate allows the advertising campaign to speak to the potential customer in a way they understand and appreciate. Generally communication should be straight forward and to the point. But when attempting to relate to different cultural markets each respond to a different style and understanding the style that is appropriate is vital in creating an effective marketing campaign for any business. Know whether each culture prefers direct or indirect communication, aggressive or passive calls to action, emotional or rational appeals, and a fast or slow pace of speech can help to establish connections with consumers. Images are also culturally sensitive. Whereas it is common to see pictures of women in bikinis on advertising posters on the streets of London, such images would cause outrage in the Middle East. The bottom line is that to create ads that appeal to different cultures, remember to be aware of the principles and traditions observed in each culture. The best way to accomplish this is identify your target market's needs, wants and desires. Analyzing all of the images in an ad for cultural acceptance and understanding that different colors and settings evoke different emotions in different cultures. When advertising abroad, the cultural values underpinning the society must be analyzed carefully. Is there a religion that is practiced by the majority of the people? Is the society collectivist or individualist? Is it family oriented? Is it hierarchical? Is there a dominant political or economic ideology? All of these will impact an advertising campaign if left unexamined. For example, advertising that focuses on individual success, independence and stressing the word "I" would be received negatively in countries where teamwork is considered a positive quality. Rebelliousness or lack of respect for authority should always be avoided in family oriented or hierarchical societies.

11.3 PARADOX IN GLOBAL MARKETING COMMUNICATIONS

Advertising frequently appeals to what society lacks. In countries where family cohesion is low, the happy family is more frequently represented in advertisements. Advertising focuses less on family values in nations where family is an important component of one's identity. You don't have to pay attention to family since it's like air. "Think global, act local" is a contradiction in global marketing. Culture has an equal impact on both

thinking and conduct. Even if someone thinks internationally, he or she is still a product of their particular culture. While watching young people throughout the world drink Coca-Cola and wear jeans may lead some to believe that they are all becoming the same, there is enough evidence that the local is more significant to consumers than the global. A worldwide young demographic with similar interests is suggested by global marketers. When global youth cultural trends are widely accessible, however, a regional form of youth culture arises. The Internet is the pinnacle of international communication. The Internet, in particular, is seen to be able to bridge cultural divides. Despite this, it has grown highly localised in the short time it has been around, since individuals in different nations use it in different ways and in different languages. Globalization has not produced globally uniform consumers. Although there is a worldwide convergence of technology, media, and financial systems, desires and behaviors of consumers are not converging. These are examples of paradoxical aspects that marketing and advertising managers have to understand when they enter the global marketplace.

- **The Global-Local Paradox**

The global-local paradox is that the more people know about other countries and cultures, the more they become aware of their own cultural or national identity. Along with unification of the different European nations, when citizens of the various nations learned more about each other, symbols and appeals in advertising became more nationally oriented.

- **The Technology Paradox**

Although technology advancement is becoming more global, the idea that it is making us more global and leading to comparable wants for similar items is incorrect. The acceptance of technical advances and the use of technological items vary greatly. Although one would assume a comparable penetration of personal computers and Internet usage across economically developed nations, the percentages of individuals who own a PC at home varies significantly, even among countries that are equally affluent. Examples in Asia are 65% in Japan versus 92% in South Korea, and in Europe 98% for Finland versus 56% in Italy. The Netherlands and Belgium are neighbouring countries and economically similar. Yet it took the Belgians a much longer time to accept the Internet than the Dutch. Although in the developed countries most people now have access to the Internet, the way people use the Internet still varies considerably, and these differences are not related to national wealth. For example, the

frequency of usage, what people do on the Internet, and the place where people access the internet vary across nations. With converging economic development, only cultural values can explain such differences.

- **The Media Paradox**

The increasing number of satellites and worldwide TV channels is meant to create a global community where anybody may watch any channel. This is only a hypothesis. In fact, there is no such thing as viewer autonomy. Media firms are increasingly deciding what channels people in a country can watch: often just national or local channels, as well as a small number of largely non-profit networks from other nations. Receiving everything accessible via satellite is nearly difficult due to a diversity of methods and coding schemes used by different countries. In some respects, there was greater freedom to receive television shows from other nations in the less technologically sophisticated, non-commercialized Europe of the past, when the airwaves were government controlled, than there is now with the modern technology. Residents in the Netherlands, for example, do not have access to commercial television stations in Belgium, its neighbour. The Internet, which is still regarded as the ultimate global media, has already become localised, since it detects a computer's local IP address and adjusts its content appropriately.

11.4 CONVERGENCE AND DIVERGENCE OF CONSUMER BEHAVIOUR

Industrialization, modernization, prosperity, and technology are meant to usher in a universal civilisation, complete with universal ideals and consumption habits. This is a unique by product of Western thought. In convergence theory, the idea of a rational customer is crucial. Economic convergence is said to lead to better-educated customers who make logical decisions. The presumed global civilization's consumption symbols are mostly Western or American. As a result, worldwide cultural uniformity is often referred to as "Westernization," "Americanization," or "cultural imperialism," implying that Western corporations, through their global brands, impose Western lifestyles on customers in other areas of the world.

In the developed world, countries have economically converged to the extent that the majority of people have enough to eat and have additional income to invest in new technology and other durable goods. Countries may be similar with respect to penetration of such goods, but not with respect to what people do with them or the motives for buying them.

Technology has not brought a global village in which global consumers behave in the same way.

Next to convergence or divergence, in many cases, differences between countries are stable in time. The Belgians drink 10 times as much mineral water as the British and 6 times as much as the Dutch, their neighbours. Although the quality of tap water has improved all over Europe, consumption of mineral water has increased in some areas and remained the same in others. The wealthier countries become, the more manifest is the influence of culture on consumption and consumer behaviour. This phenomenon is reflected in many changes of the past decades, such as increased interest in local music and TV programs, which in turn resulted in localization of most of the international media, such as MTV and CNN. More discretionary income gives people more freedom to express themselves, and that expression will be based in part on their national value system. Wealth brings choice. It enables people to choose leisure time or buy status products or devote free time to charitable work or to self-education.

11.5 GLOBAL-LOCAL DILEMMA

The core dilemma in global marketing is whether to sell an identical product (a global brand) throughout the company's sales area or to make whatever modifications are needed to account for local differences. A global brand can be a mass brand looking to satisfy a common product need in all countries, or it can be a niche brand targeted at common niche segments in every country. Conversely, a global product, via its advertising, can be loaded with local values to add local significance. In both global branding and global advertising, the choice has to be made between standardization and adaptation or some variation in between, called the contingency approach. It is often argued that the standardized approach is not effective. Needs may be universal, but attitudes, motivations, and expressions of needs vary. To find Japanese people drinking Coca-Cola or eating at McDonald's in the Tokyo Ginza does not mean that Japanese core values are changing. At this point in time, the argument for global standardization is based on two assumptions:

- (a) convergence of consumer behavior and
- (b) the existence of globally uniform segments, or global communities with similar lifestyles across borders.

Global Brands-India

The impact of globalisation on some consumer sectors has been discussed below

Soft Drinks

Coca Cola left India in 1977 when a non-Congress government was voted to power for the first time in the post emergency election. After 12 years, rival PepsiCo was allowed entry, masquerading as a processed food venture. It did not receive much favourable media support initially. Coca Cola re-entered the Indian market in 1993 at a time when PepsiCo was doing fair well. Thums Up, which emerged as the answer to Coca Cola left in late 1970s has become the undisputed leader in the Indian market.

Toothpaste

The toothpaste market was always open with many global brands jostling with each other. The entry of the American giant Proctor & Gamble (P&G) has been significant as its marketing strategies are said to have textbook precision.

Detergents

The early phase of liberalisation brought with it a player Proctor & Gamble (P&G), which shook the Hindustan Unilever (HUL) as no one else has done it so far. In 1992 P&G launched Ariel, a compact detergent that forced HUL to come out with Surf Ultra. In 1994 P&G launched its Ariel Super Soaker, a high tech product aimed at Nirma users at the low.

Soaps

In 1991 P&G introduced Camay at a competitive price. Many other soaps such as Dove Premium also entered the market.

Washing Machine

After liberalisation a number of multinationals entered Indian market including Whirlpool, Bausch, Electrolux, IFB and LG.

Car

The car market has seen phenomenal change. Successive governments have undertaken a number of projects on flyovers in urban India, along with the task of improving highways. Though the process of improvement has been gradual and a lot more needs to be done, this has not deterred the best brands from entering the Indian market be it Mercedes Benz, BMW, Ford, Toyota, Peugeot, Mitsubishi or Hyundai.

11.6 CHALLENGES IN CROSS CULTURAL ADVERTISING

One of the most challenging aspects of commercial communication is reaching out to autonomous, self-directed consumers. The issue is that advertising have little influence over the attention of consumers. The difficulty with the audience (viewer, listener, or reader) is that you rarely know what is going on in their heads. You have no idea if they are listening to your message, if they comprehend it, or if it is important to them. They may interpret your words differently and perceive various things in your visuals. They may misunderstand what you say and refuse to believe you.

Advertising is purposive communication that aims to achieve a certain goal or have a specific effect on its target audience. Advertising may also be defined as the communication of meaning, but how can we know what that meaning is? We often understand a term, phrase, or image because we've learnt to link it with incredibly minor cultural differences. Semiotics is the study of the connection between signs and symbols, as well as their function in meaning assignment. Advertisers use semiotics to figure out what interpretations people give to certain symbols. These may differ depending on taste cultures and geographical locations. The inability of some or all parties involved to notice and account for differences in culturally based communication methods causes the majority of the difficulties created by cross-cultural conflicts. They believe that everyone communicates in the same way and follows the same set of norms.

With increased sensitivity to culture and understanding of ethnic diversity, advertising has developed over time. The way communication and advertising operate is influenced by culture. Advertising is persuasion by nature in one culture, but it is also used to establish trust between businesses and customers in another. As a result, models from one culture cannot be applied to others. The fundamental distinction is between communication styles. In both interpersonal and mass communication, several verbal and nonverbal communication styles may be identified, and culture clusters can be formed where one or the other predominate. This has something to do with how individuals digest information. For some people, visuals hold more information than words, while for others, words are the only method to express meaning. People examine advertising from the perspective of their own culture, which may differ significantly from that of their counterparts in other cultures.

Making decisions to standardise or adjust advertising based on the varied points of view of the target audience or consumer is another issue for cross cultural advertising. Those who advocate standardisation are primarily concerned with lowering advertising costs and maintaining a consistent brand image across the world, whereas proponents of adaptation emphasise gaining a competitive edge through local adaption. The goal of customising the advertising is to get maximum reaction and sales effectiveness. It enables flexibility and adaptation to changes in culture, infrastructure, and competition. The visual and linguistic aspects of advertising are particularly susceptible to modification, and the inclusion of local language, models, and scenery improves the likelihood that the commercial will be successful. As a result, more culturally-tied functions are projected to profit more than less culturally-tied activities, such as creative presentation adaption and decentralised campaign execution. In an educational context, advertising departments and schools confront the problem of teaching students to develop commercials and associated materials that successfully connect across cultures. To do so, students must have a thorough grasp of other cultures in order to recognise how culture influences advertising appeals.

Challenges in cross cultural advertising are: (1). Communicating effectively to audiences from diverse cultures, (2) Deciding between standardization advertising and adaptation advertising to local culture of the audiences, and (3). Preparing advertising students to create advertisements for diverse cultures. Advertising can be seen as mass culture based on the characteristics of message content, production and distribution. The advertisements message content can be both low and high culture. The copywriter and creative designer have to consider cultural dimensions that fit the culture of the target audience as well as pay attention to product categories which are tradition-free (global) products and culture bound (local) products.

11.7 SUMMARY

Economic activity transcends national boundaries is increasing in this era of global commerce and economic integration. Globalization is converting the globe into a "homo cultural" marketplace, where all buyers, regardless of culture, may be convinced by the same commercial appeals and ideals. Advertising is all about persuading people that a thing is right for them. They will get some advantages by acquiring it, whether be it in terms of lifestyle, reputation, convenience, or monetary gain. When a marketing effort is carried out in another country, however,

different values and views of what promotes status or provides convenience exist. As a result, cross-cultural advertising campaigns need knowledge of a certain culture, and creative execution must still account for cultural differences.

Globalization has a major impact on a company's advertising strategy and how it communicates with customers. Marketing products or services to many cultures at the same time is referred to as cross-cultural advertising. Global, multinational, multi-country, or cross-national advertising are all terms used to describe International advertising. Because advertising reflects and impacts our cultural values, it cannot be overlooked when creating effective advertising. Cross-cultural advertising, on the other hand, may be regarded the polar opposite: its goal is to deliver a message that everyone can understand and appreciate. Advertising frequently appeals to what society lacks. Advertising frequently appeals to what society lacks. In countries where family cohesion is low, the happy family is more frequently represented in advertisements. The Internet is the pinnacle of international communication.

The Internet, in particular, is seen to be able to bridge cultural divides. There is a worldwide convergence of technology, media, and financial systems, desires and behaviours of consumers are not converging. In convergence theory, the idea of a rational customer is crucial. Economic convergence is said to lead to better-educated customers who make logical decisions, worldwide cultural uniformity is often referred to as "Westernization," "Americanization," or "cultural imperialism," implying that Western corporations, through their global brands, impose Western lifestyles on customers in other areas of the world. The wealthier countries become, the more manifest is the influence of culture on consumption and consumer behaviour. One of the most challenging aspects of commercial communication is reaching out to autonomous, self-directed consumers. The issue is that advertising have little influence over the attention of consumers. The goal of customising the advertising is to get maximum reaction and sales effectiveness. It enables flexibility and adaptation to changes in culture, infrastructure, and competition. The visual and linguistic aspects of advertising are particularly susceptible to modification, and the inclusion of local language, models, and scenery improves the likelihood that the commercial will be successful. As a result, more culturally-tied functions are projected to profit more than less culturally-tied activities, such as creative presentation adaption and decentralised campaign execution.

Chapter Highlights

- Effective advertising must come from and be a part of a culture, reflecting the target audience's language and beliefs.
- Cross-cultural knowledge is essential for developing successful localised advertising that reflects the cultural values and conventions of the target audience.
- Globalization should be seen as a multi-faceted phenomena influenced by a variety of sources, powers, and forces. Globalization has a major impact on a company's advertising strategy and how it communicates with customers.
- International advertising is defined as "advertising developed, organised, or directed from a single central location for execution in a number of countries, with or without local modifications. It is most commonly used in the context of advertising for brands that are sold in many countries.
- Cross-cultural advertising is basically advertising a service or a product to a large number of different cultures at the same time. It's easy to mix it up with other forms of advertising. This advertising technique is quite popular in the United States, where the most common ethnic groups depicted are African-Americans, Hispanics, and Asians.
- Cross-cultural advertising's goal is to deliver a message that everyone can understand and appreciate.
- The global-local paradox is that the more people know about other countries and cultures, the more they become aware of their own cultural or national identity.
- The frequency of usage, what people do on the Internet, and the place where people access the internet vary across nations is technology paradox. For example the percentages of individuals who own a PC at home varies significantly, in Asia are 65% for Japan versus 92% in South Korea, and in Europe 98% for Finland versus 56% in Italy.
- Receiving everything accessible via satellite is nearly difficult due to a diversity of methods and coding schemes used by different countries is media paradox. For example, residents in the Netherlands, do not have access to commercial television stations in Belgium, its neighbour.
- In the developed world, countries have economically converged to the extent that the majority of people have enough to eat and have

additional income to invest in new technology and other durable goods.

- A global brand can be a mass brand looking to satisfy a common product need in all countries, or it can be a niche brand targeted at common niche segments in every country. Conversely, a global product, via its advertising, can be loaded with local values to add local significance.
- In both global branding and global advertising, the choice has to be made between standardization and adaptation or some variation in between which is called as the contingency approach.
- Advertising is purposive communication that aims to achieve a certain goal or have a specific effect on its target audience. Advertising is persuasion by nature in one culture, but it is also used to establish trust between businesses and customers in another. As a result, models from one culture cannot be applied to others.
- Semiotics is the study of the connection between signs and symbols, as well as their function in meaning assignment. Advertisers use semiotics to figure out what interpretations people give to certain symbols.

11.8 CHECK YOUR PROGRESS

- i. Write down the impact of advertising on Globalization. Support your answer with suitable reference.

- ii. What do you mean by cross-cultural advertising? Write down the challenges faced in the same.

- iii. Explain all the paradox in global marketing communications.

iv. What do you mean by Cultural imperialism? Explain with suitable reference.

v. Write short notes on:

a) Convergence

b) Divergence

vi. Explain the impact of globalization on consumer behavior in terms of Indian market. Support your answer with suitable references.

11.9 REFERENCES

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- Cross cultural content analysis of advertising from the United States and India by Niaz Ahmed

UNIT : 12**ADVERTISING & LEGAL
FRAMEWORK****:: STRUCTURE::****12.0 Objectives****12.1 Advertising and Law****12.2 Advertising and Ethics****12.3 The Advertising Standard Council of India (ASCI)****12.4 Code for Commercial Broadcasting Programmes On
Doordarshan****12.5 Code for Commercial Broadcasting Programmes On All
India Radio****12.6 Advertising and Children****12.7 Surrogate Advertising****12.8 Summary****12.9 Check Your Progress****12.10 Reference**

12.0 OBJECTIVES

At the end of this unit, you will be able to

- Understand of advertising law and ethics.
- The advertising standard council of India
- Code for commercial programs on DD and AIR
- Advertising and children
- Surrogate advertising

12.1 ADVERTISING AND LAW

The practice of advertising is strictly regulated in western countries, notably in the United States. Advertisements in India are subject to the same restrictions as content in mainstream media. In reality, most of the rules that apply to print media also apply to advertising, with any appropriate changes. Given here the laws and enactments which specifically concern the field of advertising.

- **Public Morals and Public Policy**

Section 292 and 293 of the Indian Penal Code, 1860 prohibit the dissemination of any obscene matter. The Indian Post Office Act, 1898 imposes a similar prohibition on the transmission of obscene matter through the post. The Customs Act, 1962 allows the detention and seizure of any obscene matter sought to be imported into the country.

- **The Young Persons (Harmful Publication) Act, 1956**

This Act prohibits the dissemination of publications deemed to be harmful to persons under the age of 20 years. The coming of the Internet has changed it all as young surfers can access many sites, which may be perceived as objectionable. The governments of many countries are grappling with this issue.

- **The Indecent Representation of Women (Prohibition) Act, 1986**

This Act forbids the depiction of women in an indecent or derogatory manner in the mass media. This Act broadly covers all mass media depiction that would cover films, television programs, videos and advertising. “Indecent representation” is subjective and culture specific, hence perceptions about it would vary from time to time. An Act to prohibit indecent representation of women through advertisements on in publications, writings, paintings, figures or in any other manner and for matters connected therewith or incidental thereto. The law relating to obscenity is codified in Sections 292, 293 and 294 of the Indian Penal Code. In spite of these provisions there is a growing tendency of indecent representation of women or reference to women in publication, particularly advertisement which have the effect of demeaning women. Though there may be no specific intension, these advertisements, publications have an effect of depraving or corrupting persons. It is therefore felt necessary to have a separate legislation to prohibit effectively the indecent representation of women through advertisements, books, and pamphlets and hence this Act.

- **The Emblems and Names (Prevention of Improper Use) Act, 1950**

This Act forbid the use by any private part of certain names, emblems etc. Many companies may like to use the pictures of political dignitaries and the national emblem to commemorate certain national days. In such a circumstances, permission need to be sought beforehand. For publishing the President and the Prime Minister's pictures, advance permission is needed.

- **The Prevention of Insults to the National Honor Act, 1971**

This Acts forbids bringing into contempt the national flag or the Constitution of India in any manner.

- **The Indian Penal Code (IPC), 1860**

This Act prohibits the publication of matters connected to unauthorized lotteries, while the Indian Post Office Act, 1898 imposes a similar prohibition on the transmission of such matter by post. As publication would mean advertising, the advertisers has to be careful before accepting the work of institution dealing with lotteries.

It also prohibits the publication of appeals using national symbols for furthering the prospects of any candidate at an election. Agencies dealing in political campaigns on behalf of various national parties need to know IPC carefully.

- **The Drug and Magic Remedies (Objectionable Ads) Acts, 1954**

This Acts prohibits ads for the products and services claiming to cure certain medical conditions. However it is not uncommon to see posters and the wall paintings even in the smaller towns claiming magic cure for certain ailments and physical conditions.

- **The Prize Competition Act, 1955**

This Act prohibits the publication of matter with unauthorized prize competitions, while the Prize Chits and Money Circulation Schemes (Banning) Act, 1978 imposes a similar prohibition in respect of chits and money circulation schemes.

12.2 ADVERTISING AND ETHICS

Anyone who questions the relationship between advertising and ethics will be told that advertising and ethics are incompatible. Among the

arguments they may use are that advertising encourages people to buy goods they don't need, promotes an unequal environment, generates stereotypical images, is the most attractive, exaggerates facts, and so on. When consumers are informed about the items and services they are buying through advertising, they are more likely to buy them and thus helping consumers get products of better quality at lower price.

A lot of negative attention has been paid to the advertising business over time. According to a widely held belief, advertisements may impact sales through changing customer perceptions of products. To Michael Schudson (1993), *'Advertising associates a given brand or product with a prestigious person or a romanticized lifestyle and suggests that the use of the product will transform the consumer into a more beautiful, more desirable, or more energetic human being. The consumer believing or half believing this and consciously or sub-consciously coaxed by the ad's suggestion, buys the product.'*

A lot of people believe that advertising is a waste of money that might be better spent on price reductions or product improvements. People often criticize the profession because it promotes negative attitudes in society by appealing to things like jealousy and elitism as qualities that should be emulated. According to many, life-style advertising has widened the divide between rich and poor by creating chasms between those who have and those who don't. While the informative role of advertising is widely acknowledged, many experts argue that competitive advertising just transfers demand from one item to another while raising costs in the process. Advertising is blamed for promoting a desire for material purchases and extravagant consumptions, despite the fact that it broadens consumer choice.

General rules of conduct in advertising

Some rules of conduct are as follows

1. Advertising shall be designed as to conform to the laws of the country and should not offend the morality, decency and religious susceptibilities of the people.
2. No ad shall be permitted with
 - i. Derides any race, case, colour, creed and nationality;
 - ii. Is against any of the directive principles, or any other provisions of the Constitution of India;
 - iii. Tends to incite people to crime, cause disorder or violence or breach of law, or glorifies violence or obscenity in any way;

- iv. Presents criminality as desirable;
 - v. Adversely affects friendly relations with foreign states;
 - vi. Exploits the national emblem, or any part of the constitution or the person or personality of the national leader or state dignitary; or
 - vii. Relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants.
3. No ad message shall in any way be presented as news.
4. No ad shall be permitted the objects whereof are wholly or mainly of a religious or political nature; ads must not be directed towards any religious or political end or have relation to any industrial disputes.
5. Ads for services concerned with the following shall not be accepted:
- i. Money lenders;
 - ii. Chit funds;
 - iii. Saving schemes and lotteries other than those conducted by central and state organizations, nationalized or recognized banks, public sectors undertakings;
 - iv. Matrimonial agencies;
 - v. Fortune-tellers or soothsayers etc and those with claims hypnotism;
 - vii. Foreign goods and foreign banks.

12.3 THE ADVERTISING STANDARD COUNCIL OF INDIA (ASCI)

The profession of advertising, like other professions, has an extensive code of ethics that offers practical instructions to practitioners. The Advertising Standard Council of India (ASCI) is a representative is a representative body of people from the world of advertising and also draws experts from the industry and public domain. The ASCI's overall objective is to preserve and improve public trust in advertising. ASCI strives to ensure that advertising adhere to its self-regulation code, which requires ads to be

- Truthful and fair to consumers and competitors
- Within the bounds of generally accepted standards of public decency and propriety and

- Not to be used indiscriminately for the promotion of products hazardous or harmful to society or to individuals, particularly minors, to a degree unacceptable to society at large.

The ASCI encourages the public to complain about advertisements that they are unhappy with for any reason, and ensures that each complaint is promptly and objectively considered by an impartial 'Consumer Complaint Committee,' which takes into account the advertiser's point of view, and an appropriate decision is communicated to all parties involved. The ASCI's Code of Advertising Practice is extremely broad, and the Council has received thousands of complaints since it went into effect. Although the Council's decisions in dealing with issues are not legally enforceable, history has shown that the concerned advertising agencies have generally followed the Council's advice. ASCI's Code include the following:

- i. Advertising should be so designed as to conform not only to the laws but also to the moral, aesthetic and religious sentiments of the country in which it is published.
- ii. Ads likely to bring contempt or disrepute to the profession should not be permitted.
- iii. Advertising should be truthful, avoid distorting facts and misleading the public by means of implications and omissions.
- iv. Advertising should not be permitted to contain exaggerated claims that inevitably disappoint the public.
- v. Direct comparison with competing brands or firms and disparaging references are in no circumstance permitted.
- vi. Indecent, vulgar, suggestive, repulsive or offensive themes or treatment should be avoided.
- vii. No ad should offer to refund money back.
- viii. Ads must not carry claim of drug to prevent cure any disease or ailment.

Members are also prohibited from placing ads in any medium that are knowingly a copy or plagiarism of any other ad of any kind, make personal attacks, are indecent, vulgar, suggestive, repulsive, or offensive in theme or treatment, concern objectionable medical treatment, or concern a product known to contain habit-forming or dangerous drugs.

Some Random ASCI Judgements

1. Rasna Private Limited ran an advertisement for its different goods with the slogan Rasna- gharkaswad with images of items like Rasna- gharkanimbupani, Rasna- gharkaampanna, Rasna-

gharkajaljira, and so on. Fruits, vegetables, nuts, and other foods were shown on the packaging. The commercial was designed to "obviously mislead customers by means of inference and visual presentation and fraudulently inflate the fruit contents in the product, unless it is proved that the real fruit component fulfils the quantitative standards specified by FDA guidelines," according to an ASCI member. The ad was rejected by the Council on its own. Mudra Communication's advertisement was cancelled.

2. When the ASCI intervened, claiming that the L'Oreal commercial for their 'White Perfect' whitening line was deceptive, the ad was pulled. 'For a smooth skin...BHA gently exfoliates dark, dead cells,' the ad said.
3. Bennett, Coleman & Co. Ltd's Femina ad that appeared in The Times of India, 'Sex, as someone said is not between your legs but in your head'. The complainant felt, 'Narration of the words, reads in conjunction with the visual depicted edges towards pornography. Young minds are corrupted by such naked utterances regarding sex.' The Council felt, 'Headline and the supporting statements read in conjunction with the visuals depicted in the ad(were) indecent and vulgar in the light of generally prevailing standards of decency and propriety, having regards to the ethos of this magazine.' The ad was withdrawn.
4. In the middle of 2005, Hindustan Unilever (HUL) put on air its Liril commercial that depicted a young woman coming out of a shower being chased by a man who licked her back and arms and picked up droplets of water with his lips to depict the fragrance of soap drawing of soap drawing him closer to the woman. The ad was perceived to be 'vulgar and obscene.' An ASCI member lodged a complaint against this ad which was followed by four more such complaints. The Council *suo motodecided* that the 'visual depictions were explicit, with sensual overtones and over actions, not suitable for general viewing in family circles.' The ad was considered 'indecent and offensive.' HUL took a note of the objections and got it edited.
5. In a 2018 advertising for Hindustan Unilever Ltd (Lifebuoy Soap), actress Kajol plays a doctor and says, "Doctor sesuno.....Isiliye Silver Lifebuoy," and the last frame of the TVC shows four individuals in white coats, creating the idea that physicians have approved the product. In the lack of any market research data suggesting that medical experts in general support

the marketed product, such ambiguous and implication-based visual presentation was deemed deceptive.

12.4 CODE FOR COMMERCIAL BROADCASTING PROGRAMMES ON DOORDARSHAN

To ensure that the advertisements broadcast over the commercial service are in keeping with the national policies, a Code of Commercial Broadcasting was formulated. It spells out the general rules of conduct in advertising, discusses the procedure for the enforcement of the Code, and gives excerpts from the Code of Ethics issued by the Advertising Council of India and on corporates the Code of Standards in relation to the advertisement of medicines and treatment. It also discusses standards of practice for radio and television advertisements, as well as advertising agencies.

Rules of telecast of advertisement on DD channels are:

- a. Advertisements should be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the people.
- b. No advertisement shall be permitted the object whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end or have any relation to any industrial disputes;
- c. Advertisement for services concerned with the following are not acceptable: i. Moneylenders, b. Chit Funds and saving schemes other than those conducted by nationalised banks, iii. Matrimonial agencies, iv. Unlicensed employment services, v. Fortune tellers and sooth-sayers etc and those with the claim of hypnotism would be excluded from advertising on TV;
- d. Betting tips and guide books, etc relating to horse-racing or other games of chance shall not be accepted;
- e. No advertisement shall contain references , which are likely to lead the public to infer that the product advertised or any of its ingredients has some special property or quality, which is incapable of being established e.g cure for baldness;
- f. Scientific or statistical excerpts from technical literature etc must be used only with a proper sense of responsibility to the ordinary viewer; irrelevant data and scientific jargon must not be used make claims appear to have a scientific basis they do not possess.

- Statistical of limited validity should not be presented in such a way as to make it appear that they are universally true;
- g. Advertisers on their agents must be prepared to produce evidence to substantiate any claim or illustration;
 - h. Advertisement should not contain disparaging reference to another product or service;
 - i. Imitations likely to mislead viewers through it may not be of such kind as to give room for legal action or deemed as breach of copyright must be avoided;
 - j. Visual and verbal representations of actual and comparative prices and costs must be accurate and should not mislead on account of undue emphasis or distortions;
 - k. Testimonials must be genuine and must not be used in a manner likely to mislead the viewers. Advertisers or the agencies must be prepared to produce evidence in support of any testimonial and any claims it may contain;
 - l. In all other respect, the Director General, Doordarshan will be guided for purposes of commercial telecasting in Doordarshan by the Code of Ethics for Advertising in India as modified from time to time.
 - m. Notwithstanding anything contained herein this Code is subject to such modifications as maybe made/issued by the Government of India from time to time.

12.5 CODE FOR COMMERCIAL BROADCASTING PROGRAMMES ON ALL INDIA RADIO

Individuals or groups taking part in broadcasts are prohibited to do the following:

- a. Criticism of friendly countries;
- b. Attack on religion or communities;
- c. Anything obscene or defamatory;
- d. Incitement to violence or anything against maintenance of law and order;
- e. Aspersions against the integrity of the President, Governors and Judiciary;
- f. Anything amounting to contempt of court;
- g. Attack on a political party by name;
- h. Hostile criticism of any state or centre;
- i. Anything showing disrespect to the Indian Constitution or advocating changes in the Constitution by violence; but

advocating changes by the constitutional means should not be debarred.

This implies that All India Radio channels should abide by this Code, which includes some reasonable restrictions on broadcast of programs. Among those are prohibition of defamatory remarks to communities, inciting violence and which is against the law and order.

12.6 ADVERTISING AND CHILDREN

The use of children in advertising has been illegal in India for a long time due to a lack of explicit laws, norms, and regulations. As a result, the rights of children were often violated. Television and Cable TV Act currently establishes certain precise restrictions for programmes and advertising appearing on television. Some highlights are as follows:

- a. Programme on cable TV should not denigrate children
- b. Programmes meant for children should not contain bad language or explicit scenes of violence
- c. Programmes unsuitable for children must not be shown where large number of children are viewing it
- d. Unhealthy practices showing children begging or acting in an undignified or indecent way are prohibited
- e. A first offence for contravening the Cable Act is punishable with up to two years imprisonment or with fine upto Rs 1000/- or both
- f. There are no specific laws in India that lay down rules about use of children as models in ads.
- g. There is no bar on advertising and sales promotional activities relating to brands in schools. It is not uncommon to find FMCG companies specially the likes of Coca-Cola and PepsiCo, sponsoring events in schools including sporting activities.

Some people believe that children are used in ads because they attract attention, while others believe that over time, especially in nuclear families where children are on their own during the day and have better pocket money than their predecessors had twenty years ago, they have become decision makers. Therefore, they are employed as surrogate salesmen as a result of their exposure to the media. Children are often included in the family decision-making process when purchasing durable things such as electronic items and vehicles.

The ASCI's code of advertising practice has the following guidelines on the use of children in advertising:

1. Ads addressed to children shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm, or which exploits their vulnerability. For example, no ad
 - a. shall encourage children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like,
 - b. should depict children learning dangerously outside windows and over bridges or climbing dangerous cliffs and the like,
 - c. should show children climbing or reaching dangerously to reach products for any other purpose, or show children using playing with matches or any inflammable or explosive substance; or playing with or using sharp knives, guns, or mechanical or electrical appliances, the careless use of which could lead to their suffering cuts, burns, or other injury or
 - d. feature minors for tobacco or alcohol products.

Advertisers may not always breach the ASCI's rules, but if past experience is any guide, youngsters will often imitate and copy adults' actions. Youngsters have lost their lives by copying stunts from commercials, such as the "Thumbs-Up" stunt. The ad of a multinational company selling soaps had the copy Dudhmalai to denote that the soap contained milk and cream, only to be eaten by a very young child who had just started comprehending language. In the case of the Thumbs-Up ad, the company added a few seconds of warning before the ad, that professionals performed the feat reflected in the ad. Thumbs-Up continues to show dangerous feats in its successive campaigns with impunity, using film stars such as Akshay Kumar, Salman Khan etc known for their macho image.

It's understandable if children promote items intended for them, but the current worrying trend involves youngsters requesting products ranging from refrigerators to water filters and washing machines, from wall painting to detergents, and from computers to real estate and mutual funds.

12.7 SURROGATE ADVERTISING

Surrogate advertising is a method employed by certain businesses and advertisers to promote items in secret since the law of the land may prohibit advertising for those products. This includes alcoholic beverages and cigarettes. Surrogate product placement as a front for a cigarette or liquor brand may be done in two ways: one when a surrogate product is

used as a front for a cigarette or liquor brand, and the other when celebrities in films or television shows support such goods. Surrogate advertising refers to the promotion of a product using a dummy product. For example, it is not unusual to see bottled water, soda juice, or perfume promoted alongside various alcohol brands.

Kingfisher is not only a beer brand, it also has bottled water. Wills cigarettes famous taglines 'Made for each other', though used originally to refer to filter and tobacco, and is now used for couples. Whether ads published by and on behalf of these companies and advertising agencies need to be restricted or censored is an issue that has become an important concern for society and consumers at large. The concern is because of the belief that ads have the capacity to influence the minds of innocent consumers into believing what may not be a statement of truth. This may be with possible malicious consequences of loss and damage to them.

Surrogate advertising has been a source of worry across the world because it successfully nullifies the regulations that prohibit certain items from being marketed on television or other forms of mass media. Liquor brands in India have been promoted as ice cream soda and music compact CDs. Such surrogate ads for major liquor firms have enlisted the help of Bollywood megastars. This has offered much-needed respite to these businesses, allowing them to deliver their message to the intended audience while simultaneously avoiding the rigours of legislation that forbids such ads. These corporations co-sponsor a variety of television events. Brands like Pan Parag and Rajnigandha freely air their advertisements without differentiating much between their tobacco (gutka) and non-tobacco (aromatic betel nut) versions. Tobacco and alcoholic beverage advertisements through surrogate means are a contentious subject, and the government has failed to restrict the promotion of surrogate advertisements involving these goods. Soda, Mineral Water, CD & Cassette, Golf Accessories, Awards Fashion Show, and sponsorships are examples of these kind of ads.

Surrogate advertising is not a new phenomenon; it has been used successfully for many years. Cigarette and liquor businesses have been major sponsors of sports events all around the world. Marlboro and Rothmans were important in the world of motorsport, particularly Formula One. The Marlboro branding appears on Ferrari racing vehicles, driver outfits, and team members. Due to strict anti-tobacco regulations in the European Union and the West, the logo is obscured; nevertheless, it is visible in countries such as Malaysia and China.

The Cable TV Regulation Act of 1995 in India forbids the advertisement of liquor and tobacco goods on television networks. Rule 7(2) (viii) (a) of the Cable TV Regulation Act 1995 (CTNA) states that “No advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants”.

By August 2002, the Government of India's Information and Broadcasting Ministry had banned twelve ads. Show-cause warnings were sent to major satellite television stations including as Sony, Zee, Aajtak, and Star, demanding them to explain why they were showing surrogate liquor commercials. As a consequence, all four of these networks ceased airing similar commercials. The Indian government asked them to rigorously follow the Cable TV Regulation Act of 1995. To make things even more rigorous, a private monitoring firm was recruited to keep an eye on all advertising and investigate any breaches of the regulations.





12.8 SUMMARY

Advertising is strictly regulated in western countries, notably in the United States. Advertisements in India are subject to the same restrictions as content in mainstream media. The laws and enactments that specifically concern the field of advertising in our country are Section 292 and 293 of the Indian Penal Code, 1860, The Indian Post Office Act, 1898, The Customs Act, 1962, The Young Persons (Harmful Publication) Act, 1956, The Indecent Representation of Women (Prohibition) Act, 1986, The Emblems and Names (Prevention of Improper Use) Act, 1950, The Prevention of Insults to the National Honor Act, 1971, The Indian Penal Code (IPC), 1860, The Drug and Magic Remedies (Objectionable Ads) Acts, 1954 and The Prize Competition Act, 1955

Relationship between advertising and ethics is told to be incompatible. Among the arguments they may use are that advertising encourages people to buy goods they don't need, promotes an unequal environment, generates stereotypical images, is the most attractive, exaggerates facts, and so on. A lot of negative attention has been paid to the advertising business over time. A lot of people believe that advertising is a waste of money that might be better spent on price reductions or product improvements. People often criticize the profession because it promotes negative attitudes in society by appealing to things like jealousy and elitism as qualities that should be emulated. While the informative role of advertising is widely acknowledged, many experts argue that competitive advertising just transfers demand from one item to another while raising costs in the process. The profession of advertising, like other professions, has an extensive code of ethics that offers practical instructions to practitioners. The Advertising Standard Council of India (ASCI) is a

representative is a representative body of people from the world of advertising and also draws experts from the industry and public domain. The ASCI's Code of Advertising Practice is extremely broad, and the Council has received thousands of complaints since it went into effect. ASCI members are also prohibited from placing ads in any medium that are knowingly a copy or plagiarism of any other ad of any kind, make personal attacks, are indecent, vulgar, suggestive, repulsive, or offensive in theme or treatment, concern objectionable medical treatment, or concern a product known to contain habit-forming or dangerous drugs.

To ensure that the advertisements broadcast over the commercial service are in keeping with the national policies, a Code of Commercial Broadcasting was formulated. There were certain code of conduct made for DD and AIR to follow while telecasting and engaging with audience, viewers and listeners. Also, the use of children in advertising has been illegal in India for a long time due to a lack of explicit laws, norms, and regulations. As a result, the rights of children were often violated. Television and Cable TV Act has established some precise restrictions for programs and advertising appearing on television that includes children as well. Surrogate advertising is a method employed by certain businesses and advertisers to promote items in secret since the law of the land may prohibit advertising for those products. This includes alcoholic beverages and cigarettes. Surrogate advertising refers to the promotion of a product using a dummy product. For example, it is not unusual to see bottled water, soda juice, or perfume promoted alongside various alcohol brands. Surrogate advertising has been a source of worry across the world because it successfully nullifies the regulations that prohibit certain items from being marketed on television or other forms of mass media.

Chapter Highlights

- Section 292 and 293 of the Indian Penal Code, 1860 prohibit the dissemination of any obscene matter. The Indian Post Office Act, 1898 imposes a similar prohibition on the transmission of obscene matter through the post. The Customs Act, 1962 allows the detention and seizure of any obscene matter sought to be imported into the country.
- The Young Persons (Harmful Publication) Act, 1956 Acts prohibits the dissemination of publications deemed to be harmful to persons under the age of 20 years.
- The Indecent Representation of Women (Prohibition) Act, 1986 forbids the depiction of women in an indecent or derogatory manner in the mass media. This Act broadly covers all mass

media depiction that would cover films, television programs, videos and advertising.

- The Emblems and Names (Prevention of Improper Use) Act, 1950 forbid the use by any private part of certain names, emblems etc. Many companies may like to use the pictures of political dignitaries and the national emblem to commemorate certain national days.
- The Prevention of Insults to the National Honor Act, 1971 forbids bringing into contempt the national flag or the Constitution of India in any manner.
- The Indian Penal Code (IPC), 1860 the publication of matters connected to unauthorized lotteries. It also prohibits the publication of appeals using national symbols for furthering the prospects of any candidate at an election.
- The Drug and Magic Remedies (Objectionable Ads) Acts, 1954 prohibits ads for the products and services claiming to cure certain medical conditions.
- The Prize Competition Act, 1955 prohibits the publication of matter with unauthorized prize competitions, while the Prize Chits and Money Circulation Schemes (Banning) Act, 1978 imposes a similar prohibition in respect of chits and money circulation schemes.
- Advertising shall be designed as to conform to the laws of the country and should not offend the morality, decency and religious susceptibilities of the people.
- No ad shall be permitted the objects whereof are wholly or mainly of a religious or political nature; ads must not be directed towards any religious or political end or have relation to any industrial disputes.
- No ad shall be permitted that derides any race, caste, color, creed and nationality, against any of the directive principles, or any other provisions of the Constitution of India, tends to incite people to crime, cause disorder or violence or breach of law, or glorifies violence or obscenity in any way, presents criminality as desirable, adversely affects friendly relations with foreign states, exploits the national emblem, or any part of the constitution or the person or personality of the national leader or state dignitary or relates to or promotes cigarettes and tobacco products, liquor, wines and other intoxicants.
- Ads for services concerned with money lenders, chit funds, saving schemes and lotteries (other than those conducted by central and

state organizations, nationalized or recognized banks, public sectors undertakings), matrimonial agencies, fortune-tellers or soothsayers etc and those with claims hypnotism, foreign goods and foreign banks shall not be accepted.

- The Advertising Standard Council of India (ASCI) is a representative body of people from the world of advertising and also draws experts from the industry and public domain. The ASCI's overall objective is to preserve and improve public trust in advertising.
- The ASCI encourages the public to complain about advertisements that they are unhappy with for any reason, and ensures that each complaint is promptly and objectively considered by an impartial 'Consumer Complaint Committee,' which takes into account the advertiser's point of view, and an appropriate decision is communicated to all parties involved.
- To ensure that the advertisements broadcast over the commercial service are in keeping with the national policies, a Code of Commercial Broadcasting was formulated which spells out the general rules of conduct in advertising.
- Surrogate advertising is a method employed by certain businesses and advertisers to promote items in secret since the law of the land may prohibit advertising for those products. This includes alcoholic beverages and cigarettes. For example: Kingfisher is not only a beer brand, it also has bottled water. Wills cigarettes famous taglines 'Made for each other', though used originally to refer to filter and tobacco, and is now used for couples.
- The Cable TV Regulation Act of 1995 in India forbids the advertisement of liquor and tobacco goods on television networks .Rule 7(2) (viii) (a) of the Cable TV Regulation Act 1995 (CTNA) states that "No advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor or other intoxicants".

12.9 CHECK YOUR PROGRESS

- i. Why do we need laws to regulate advertising content? Explain any two laws.

- ii. Write down the general rules of conduct to follow in advertising.

- iii. Write down a brief note on ASCI. Mention its code for advertising with references.

- iv. List down the rules of advertisement telecast on Doordarshan.

- v. Mention the guidelines to be followed in advertisements with children.

- vi. Elucidate surrogate advertising and its impact on society with suitable references.

12.10 REFERENCE

- International advertising law by Peter W. Schotthöfer, Florian Steine
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- Advertising and public relations law by Carmen Maye, Roy L. Moore, Erik L. Collins
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:: STRUCTURE::

- 13.0 Objective**
- 13.1 Need and Importance of Advertising Research**
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13.0 OBJECTIVE

- To make students aware about the needs and importance of advertising research.
- To introduce students about various advertising procedures and operations.
- To learn about the research that helps to develop effective advertisement.
- To learn about pre-testing and post testing.

13.1 NEED AND IMPORTANCE OF ADVERTISING RESEARCH

For a long time, research was not broadly utilized in advertising and choices were made on an instinctive premise. Be that as it may, with increased competition, mass markets, and mounting costs, an ever increasing number of advertisers have come to depend on research as a fundamental management tool. Advertising people can't stand to overlook research. It is simply too large a venture for advertisers to estimate or depend on gut senses. Research is expected to lessen vulnerability and to give information to creating techniques, strategies and commercials. It is just a tool that advertisers can use to gain information on and better understanding of consumers and how advertisements might communicate with them. Truth to be told, no research will respond to all inquiries regarding consumers or guarantee that an advertisement will work in the marketplace. What it will do is give sponsors consumers' data, offer knowledge into customer questions, and help tight the scope of options and alternative choices.

According to advertising legend David Ogilvy, "*Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.*" Research Director of the Chicago Tribune Pierre Martineau remarked: *Any advertising will be more effective if it can tap the underlying emotional and attitudinal concepts which are important in specific areas as well as utilize the practical advantages of the product. This is an objective of motivation research to prove and to evaluate these underlying forces and thereby to supply directions helpful to the creative people.*

Advertisers depend on particularly two types of research: a. Quantitative Research and b. Qualitative Research. Quantitative Research is utilized to decide the characters of consumers —what their identity is and where they are. Such research is commonly depicted as market research and is finished preceding the arranging of an advertising campaign. This research is intended to accumulate essential data about market, target audiences, and competitors. Furthermore, quantitative research is utilized after a campaign has been executed, to follow its adequacy and memorability. Qualitative research tries to understand how consumers behave and why they behave as they do. Qualitative research can be helpful for giving data to develop ideas as well as for testing alternative creative ideas and executions for the consumer. The Advertising Research Foundation (ARF) defines qualitative research as: *The intent of*

qualitative research is to gain insights concerning consumer attitudes, beliefs, motivations and behaviors. When creatively and perceptively analyzed and reported, qualitative research offers insights which go beyond the surface. The qualitative research approach provides 'feel,' 'texture,' a sense of intensity, and a degree of nuance. Qualitative research is usually reported discursively, often in respondents' own words.

Much of the research in advertising is applied research, which endeavors to take care of a particular issue and is not concerned with theorizing or generalizing to other situations. Advertising researchers want to answer questions such as should a certain product be packaged in black or white? Is India Today a better advertising buy than The Week? Advertising research does not involve any special techniques. They have been adapted, however, to provide specific types of information that meet the needs of this industry. The three functional research areas in advertising are copy research, media research, and campaign assessment research.

13.2 COPY- TESTING

Copy testing is a type of research that contributes in the development of effective advertising and then determines which of multiple advertisements is the most effective. Copy testing occurs at all stages of the advertising process. Copy pretesting indicates what to emphasize and what to avoid before launching a campaign. After the ad's content has been determined, tests are run to find the most successful manner to structure the ideas.

In evaluating the illustration copy of a proposed magazine spread, for example, a researcher would present an illustration of the product photographed from various angles to three or more groups of individuals. Subjects can rate the typefaces used in various variations of the ad to evaluate the headline, and copy can be checked for readability and recall.

In all cases, the aim is to create whether the variable being evaluated has a substantial effect on ad liking or recall. A rough cut of an entire commercial may be produced for television. A rough cut is a film or video version of an advertisement in which amateur performers are used, locations are simplified, and editing and narration lack the smoothness of broadcast (final cut) ads. Variations in the ad can thus be evaluated without incurring huge money.

The final round of copy testing, which takes place after the finished ads have been released, determines whether the campaign is having the

desired effect. Any negative or unexpected results can be addressed before causing severe harm to a company's sales or reputation. This kind of copy testing necessitates clearly specified objectives. Some campaigns, for example, are intended to entice customers away from competitors, while others are intended to keep a company's current customers. Others are designed to improve a company's image and may not be concerned with consumers' purchasing habits. As we will see later, this form of copy testing is integrated with campaign evaluation research.

Copy testing methods can be classified in a variety of ways. The most useful, as stated by

Leckenby and Wedding (1982), implies that adequate copy testing methodologies exist for each of the three aspects of influence in the persuasion process. Although the concept assumes a linear process that begins with the cognitive dimension (knowing) and progresses through the affective dimension (feeling) to the conative dimension (doing).

Typology of copy testing effects

Dimension of impact	Typical dependent variable
<i>Cognitive</i>	Attention Exposure Awareness Recognition Comprehension Recall Engagement
<i>Effective</i>	Attitude change Liking/disliking Involvement
<i>Conative</i>	Intension to buy Purchase behavior

13.2.1 The Cognitive Dimension

In the cognitive dimension, the key dependent variables are attention, awareness, exposure, recognition, comprehension, and recall. Studies that measure attention to advertising can use various methods. A physiological measurement technique, known as an eye-tracking study is also used to determine which a camera records the movement of the eye as it scans printed and graphic material. Analyzing the path the eye follows allows researchers to determine which parts of the ad attracted initial attention.

A tachistoscope (or T-scope) is one method of measuring ad recognition. The T-scope is a slide projector with changeable lighting levels and projection rates that can be changed down to a fraction of a second. Ads are tested to see how long it takes for a consumer to recognize the product, headline, or brand name.

Several methods are used to determine awareness, exposure, and recall. One measurement technique used by the print media taps these variables. Subjects are shown a copy of a newspaper or magazine and asked to recall the advertising they saw or read. The data is used to calculate a “reader traffic score” for each ad.

13.2.2 The Affective Dimension

The affective dimension typically entails research into whether consumers’ attitudes toward a certain product have changed as a result of exposure to an advertisement or a campaign. Projective tests, theatre testing, physiological measures, semantic differential scales, and rating scales are among the tools used to investigate the affective component.

Projective tests are an alternative to the simple “Do you like this ad?” method. Respondents are instead invited to create a picture or tell a story about the ad or the product mentioned in the ad. The analysis of these comments provides more insight and depth into the feelings of consumers.

Theater tests entail bringing an audience to a particular facility where they are shown a TV programme that contains test advertising.

Semantic differential scales and rating scales are used most often to measure attitude change. For these measurements to be most useful, it is necessary to (1) obtain a picture of consumers’ attitudes before exposure to the ad, (2) expose consumers to the ad or ads under examination, and (3) re-measure their attitude after exposure.

13.2.3 The Conative Dimension

The conative dimension is concerned with actual consumer behaviour, and it is often the most essential of all dependent variables. Buying inclination and actual purchase behaviour are the two main areas of activity that are typically measured. In the first category, the standard approach collects pre-campaign predisposition data and re-interviews individuals after the advertisement is in place. Typically, subjects are asked a question like as, “If you were going shopping tomorrow for breakfast cereal, which brand you would buy?” This might be followed by the question, “Would you consider purchasing any other brands?” and “Are there any cereals you would never buy?”

13.3 MEDIA RESEARCH

Reach and frequency are two key terms in media study. Reach is the total number of households or individuals who are allegedly exposed to a message at least once in a specific medium over a given time period. Reach can be thought of as the total universe of households that have been exposed to a message, and it is commonly given as a percentage of the total universe of households that have been exposed to a message.. For example, if 25 of a possible 100 households are exposed to a message, then the reach is 25%. Frequency refers to the number of exposures to the same message that each household or person receives. Of course, not every household or person in the sample will receive exactly the same number of messages. Consequently, advertisers prefer to use the average frequency of exposure, expressed by this formula

$$\frac{\text{Total exposures for all households/persons}}{\text{Reach}} = \text{Average Frequency}$$

Thus, if the total number of exposures for a sample of households is 400 and the reach is 25, the average frequency is 16. A concept closely related to reach and frequency is gross rating points (GRPs). GRPs are useful when it comes to deciding between two media alternatives.

Suppose Program A has a reach of 30% and an average frequency of 2.5, whereas Program B has a reach of 45% and a frequency of 1.25. Which program offers a better reach–frequency relationship? First, determine the GRPs of each program using the following formula:

$$\text{GRPs} = \text{Reach} \times \text{Average Frequency}$$

For A

$$\text{GRPS} = 30 \times 2.5 = 75.00$$

For B

$$\text{GRPS} = 45 \times 1.25 = 56.25$$

In this example, Program A scores better in the reach–frequency combination, and this would probably be a factor in deciding which the better buy is.

13.4 CAMPAIGN ASSESSMENT RESEARCH

Campaign assessment research is based on copy and media research, although its research methodologies differ from those utilized in the other areas. There are two types of assessment research in general. The pretest/posttest method collects data before and after the campaign, whereas tracking studies examine the impact of the campaign by collecting data at several points along the campaign's progression.

To ensure that assessment study is most useful, the campaign's purpose should be stated before the campaign begins. For example, if the goal of the campaign is to improve brand recognition, rather than recollection of ad content or actual sales increases, this should be the dependent variable. Schultz and Barnes (1994) list several campaign objectives that might be examined, including liking for the brand, ad recall, brand preference, and purchasing behavior.

13.5 INTERNET ADVERTISING RESEARCH

The Internet presents unique challenges for audience measuring. Reliable data on who is viewing web pages and banners is critical since advertisers are hesitant to invest money on Internet advertising without such data. Advertisers, like those in other media, want to know who is visiting a website, how frequently they visit, and whether the CPM is reasonable. Obtaining such information, however, is challenging. The early attempts at monitoring web page traffic were made with software programmes that counted the number of "hits," or the number of times someone logged onto the page. These figures were untrustworthy since the systems measured hits differently depending on the server. Furthermore, there were tools available that phoned websites frequently in order to artificially increase the number of hits. Advertisers desired an independent entity to count the numbers, and it wasn't long before Internet rating companies emerged.

ComScore Media Metrix and Nielsen/ NetRatings are the two most recognizable agencies that estimate Internet audiences in 2009. Both companies acquire data from a media panel of consumers. Media Metrix provides its panel members with software that tracks online and offline activities as well as demographic and behavioral information.

Media Metrix tracks Internet usage at home and at work. Similarly, Nielsen/ NetRatings gathers information from panel members in the United States and around the world. The panel sample in the United States is made up of both at-home and at-work users. Nielsen, like Media Metrix, offers its panel members with software that monitors their internet activities.

Both companies encounter a tremendous challenge in acquiring accurate web data. Many people surf the web at work, and many employers have been hesitant to allow ratings companies to deploy tracking software on office computers for concern that the programme could be used to access secret information. As a result, all research firms may understate their office use.

13.6 MEASURING EFFECTIVENESS OF INTERNET ADVERTISEMENT

The Internet has a distinct advantage over traditional media in that it allows for direct measurement of results. Advertisers have traditionally had difficulty connecting exposure to a certain advertisement with a sale. The Internet, on the other hand, is a different matter. Consumers can click on a banner ad on a website to get additional information about a product and even buy it online, in addition to merely viewing it. Not surprisingly, advertisers want to know what viewers do when they visit websites in addition to how many times they visit them. The Internet has a major advantage over traditional media in that direct measurement of results is possible. Advertisers have always struggled to link exposure to a specific advertisement with a sale. The Internet, on the other hand, is a very different story. In addition to reading a banner ad on a website, consumers can click on it to acquire more information about a product and even buy it online. Advertisers, predictably, want to know what viewers do when they visit websites, in addition to how frequently they visit them.

Additional research looked at the efficacy of various types of display ads, such as skyscraper ads (tall and skinny ads on the right and left side of a website), pop-up and pop-under ads (ads that appear when a web page is

opened and must be closed to view the content underneath), square and rectangular ads that appear within the text portion of the website, and floating ads that float above the text portion of the website. According to one survey, pop-up and floating ads annoy customers the most.

Another avenue gaining research attention is viral advertising, which comprises of marketing strategies that exploit pre-existing social networks to enhance brand exposure or sales. According to one content analysis of 360 viral commercials, advertisers primarily built their message strategy on ego-oriented appeals based on themes such as humor and sensuality. The new advertising channel that is attracting the most research attention is mobile advertising particularly to cell phones.

13.7 NEED FOR ADVERTISING EFFECTIVENESS

Measurement of advertising effectiveness will only be relevant if the whole area to be covered is disaggregated and related to various phases in the processing and preparation of the advertising and the hierarchy of its possible impacts. Research techniques may accordingly be applied at four stages.

1. To begin, it is extremely helpful to analyze prior advertising campaigns in order to find recommendations for an analytical framework, unless you are dealing with new marketers or goods. These findings may be used to analyze and create advertising strategies.
2. Studies of customer behavior may be very helpful in creating advertising goals and methods. This type of research may also be used to track changes in the target market.
3. This is followed by a third area that involves pre-testing of ads before they are released. These factors are crucial in evaluating the efficacy of advertising. It gives a good idea of whether or not the target audience would accept an advertisement or a campaign based on the results of the pre-test. This will be utilized to make adjustments and modifications based on the results of the research. If there are any limits, these will be revealed. Since media costs account for most of the cost advertising, a qualitative as well as quantitative of evaluation of the media may also be required.
4. The post-test research involves testing of the reach and impact of advertising after it has been released. Pre-production research and post-testing are complimentary. The former is diagnostic and is concerned with evaluation of noticeability, recognition, recall,

comprehension and behavioral changes, if any brought about by the advertising.

It is important to note that the study of effectiveness of advertising is the joint responsibility of the advertisers and his advertising agency, regardless of who is paying for research and under what head of account it is allocated. A proper understanding of the various aspects of effectiveness requires continuity of observation and use of appropriate research, as and when called for. There can be a strong temptation to pass superficial judgement on the so-called effectiveness of an advertisement or a campaign. It is however, quite possible that a campaign may have proved effective owing to its intrinsic merit and appropriateness or favorable conditions, or a combination of both.

Advertising effectiveness should not be confused with the winning awards such as those given by the Advertising club, Mumbai in coordination with the Commercial Artist's Guild. These All India awards for excellence in advertising have the following guidelines for judging the entries:

- a. Attention
- b. Comprehensibility
- c. Technical execution
- d. Overall impact
- e. Originality

The jury for such awards evaluates the entries on the basis of their knowledge and experience and obviously no research can be used. An award winning entry may be, however have the making of an effective advertisement.

Improvement in effectiveness of advertising can be brought about by careful and considered changes introduced through the combined efforts of an advertiser and the advertising agency, because both marketing and advertising considerations have to be taken into account while evaluating the effectiveness of advertising. Appropriate research provides the basis for considered judgement in specific situations as well as for an objective comparison with earlier experience and can help considerably in making better decisions regarding various aspects of advertising.

13.8 ADVERTISEMENT TESTING- PRE TESTING & POST TESTING

Pre testing

The basic purpose of pre testing various possible advertisements is to establish whether the message content and presentation are likely to perform their allocated task efficiently and what changes or improvements may be helpful.

Pre-test should be conducted in the following situations:

- a. To substitute an ongoing campaign with new campaign
- b. To introduce a new product or a brand.
- c. When there are uncertainties or contradictory views expressed about the content of an advertisement.

A pre-test may be carried out employing relatively small samples. It is, however, important to simulate the actual environment as the one in which the audience would read, see or hear the advertisement. This is especially relevant to the pre-testing television advertisement. The parameters on which measurements are possible and the corresponding methods of pre-testing are indicated. Since advertisements may generate both physiological and psychological responses, measurement techniques cover both. Some of the common methods are:

- a. **Portfolio test:** The technique entails building a portfolio of advertising with usual editorial content. Each of these adverts is then presented to a random sample of respondents who are projected to read a magazine or a newspaper. The respondent is then asked to recollect the advertising as well as any other pertinent information. This indicates the degree of recall of the product and the ads associated with it, as well as content components. To examine the variations of ads, the portfolio test can be applied to matched groups of respondents.
- b. **Consumer Jury:** This approach entails assembling a group of people who reflect the perspectives of potential customers. These people are shown the advertising or commercials, and their feedback on particular parts of content and creative approach is elicited. Using a panel of persons who can be questioned in their different locations in order to get individual perspectives that can subsequently be compiled to arrive at a representative conclusion is one way to modify this process.
- c. **Storyboard Test:** For film/television advertising, a method similar to portfolio testing might be utilized. Storyboards are

turned into film strips or video cassettes in this process. Single frames can be presented in film strips storyboards. Typically, respondents are given 8 to 10 of these experimental commercials. Following the screening, assessments of product and brand recall, as well as message retention and understanding, may be taken. Respondents may be asked to comment on the qualitative characteristics.

Post-testing

Following the publication of an advertisement, post testing is used to see how well it accomplishes its stated goals. This element of evaluating the success of an advertisement or a campaign can give useful feedback if testing is done with the advertising objectives in mind. In most situations, the typical practice of considering additional sales during the advertising period as the result of advertising is incorrect. Sales are influenced by so many elements that they are impossible to quantify. Limiting post-testing to different stages of the purchase process may be more relevant and useful in many situations such as creation of brand awareness, development of favorable attitudes towards a brand or changes in knowledge about an organization or outlook towards it.

13.8.1 Limitations in Post-testing

In most cases, just a portion of the advertising outcomes can be measured. However, quantifying all of advertising's effects may not be possible. Some advertising effects, such as the formation of brand preferences and loyalty, as well as repeat purchases of a brand in the case of low-usage items, take time to manifest and are not always attributable to individual commercials. These findings must be measured over a lengthy time period, during which time changes in other factors invalidate the results. There is obviously, considerable need to expand the application of various methods of measurement. Equally numerous are the problems and unresolved issues in such an effort. Some of the major problems of research in the effectiveness of advertising are:

1. Frequency effects: does scheduling, spacing and timing of advertisements contribute to their effectiveness?
2. Is there any threshold of advertising expenditure which, is not reached, will render such advertising largely ineffective?
3. What is the rate at which advertisements wear out? How many different advertisements should be made for a campaign? How long is the campaign useful?

4. The unresolved dilemma over the effectiveness of the continuous or the intermittent flow of advertising. Should a big impact or a continuous presence made periodically? The execution of advertising is a very important factor in its overall effectiveness.
5. Will a change in attitude prompt a change in behavior? Are attitudinal changes necessary and really possible through advertising?

13.9 SUMMARY

Research is expected to lessen vulnerability and to give information to creating techniques, strategies and commercials. It is just a tool that advertisers can use to gain information on and better understanding of consumers and how advertisements might communicate with them. No research will respond to all inquiries regarding consumers or guarantee that an advertisement will work in the marketplace. Any advertising will be more effective if it can tap the underlying emotional and attitudinal concepts which are important in specific areas as well as utilize the practical advantages of the product. Advertisers depend on particularly two types of research: a. Quantitative Research and b. Qualitative Research. Quantitative research is intended to accumulate essential data about market, target audiences, and competitors and utilized after a campaign has been executed, to follow its adequacy and memorability. Qualitative research tries to understand how consumers behave and why they behave as they do. Qualitative research can be helpful for giving data to develop ideas as well as for testing alternative creative ideas and executions for the consumer. The qualitative research approach provides 'feel,' 'texture,' a sense of intensity, and a degree of nuance. Qualitative research is usually reported discursively, often in respondents' own words.

Much of the research in advertising is applied research, which endeavors to take care of a particular issue and is not concerned with theorizing or generalizing to other situations. Advertising research does not involve any special techniques. They have been adapted, however, to provide specific types of information that meet the needs of this industry. The three functional research areas in advertising are copy research, media research, and campaign assessment research. Copy testing occurs at all stages of the advertising process. Copy pretesting indicates what to emphasize and what to avoid before launching a campaign. In final round of copy testing, which takes place after the finished ads have been released, determines whether the campaign is having the desired effect. Any negative or unexpected results can be addressed before causing

severe harm to a company's sales or reputation. This kind of copy testing necessitates clearly specified objectives. In the cognitive dimension, the key dependent variables are attention, awareness, exposure, recognition, comprehension, and recall. Studies that measure attention to advertising can use various methods. Several methods are used to determine awareness, exposure, and recall. One measurement technique used by the print media taps these variables. Subjects are shown a copy of a newspaper or magazine and asked to recall the advertising they saw or read. The affective dimension typically entails research into whether consumers' attitudes toward a certain product have changed as a result of exposure to an advertisement or a campaign. The conative dimension is concerned with actual consumer behaviour, and it is often the most essential of all dependent variables. Buying inclination and actual purchase behaviour are the two main areas of activity that are typically measured. Reach and frequency are two key terms in media study. Reach is the total number of households or individuals who are allegedly exposed to a message at least once in a specific medium over a given time period. Reach can be thought of as the total universe of households that have been exposed to a message, and it is commonly given as a percentage of the total universe of households that have been exposed to a message. Frequency refers to the number of exposures to the same message that each household or person receives. Of course, not every household or person in the sample will receive exactly the same number of messages. In campaign assessment research pretest/posttest method collects data before and after the campaign, whereas tracking studies examine the impact of the campaign by collecting data at several points along the campaign's progression.

The Internet presents unique challenges for audience measuring. Reliable data on who is viewing web pages and banners is critical since advertisers are hesitant to invest money on Internet advertising without such data. The Internet has a major advantage over traditional media in that direct measurement of results is possible. Improvement in effectiveness of advertising can be brought about by careful and considered changes introduced through the combined efforts of an advertiser and the advertising agency, because both marketing and advertising considerations have to be taken into account while evaluating the effectiveness of advertising. The basic purpose of pre testing various possible advertisements is to establish whether the message content and presentation are likely to perform their allocated task efficiently and what changes or improvements may be helpful while post testing is used to see how well it accomplishes its stated goals. This element of evaluating the

success of an advertisement or a campaign can give useful feedback if testing is done with the advertising objectives in mind formation of brand preferences and loyalty, as well as repeat purchases of a brand in the case of low-usage items, take time to manifest and are not always attributable to individual commercials.

13.10 KEYWORDS

- Any advertising will be more effective if it can tap the underlying emotional and attitudinal concepts which are important in specific areas as well as utilize the practical advantages of the product. This is an objective of motivation research to prove and to evaluate these underlying forces and thereby to supply directions helpful to the creative people.
- Quantitative research is utilized to decide the characters of consumers —what their identity is and where they are. Such research is commonly depicted as market research and is finished preceding the arranging of an advertising campaign.
- Qualitative research tries to understand how consumers behave and why they behave as they do. It can be helpful for giving data to develop ideas as well as for testing alternative creative ideas and executions for the consumer.
- The intent of qualitative research is to gain insights concerning consumer attitudes, beliefs, motivations and behaviors. When creatively and perceptively analyzed and reported, qualitative research offers insights which go beyond the surface.
- Advertising research provide specific types of information that meet the needs of this industry. The three functional research areas in advertising are copy research, media research, and campaign assessment research.
- Copy testing is a type of research that contributes in the development of effective advertising and then determines which of multiple advertisements is the most effective.
- The concept of copy testing assume a linear process that begins with the cognitive dimension (knowing) and progresses through the affective dimension (feelin) to the conative dimension (doing).
- Cognitive dimension is the key dependent variables are attention, awareness, exposure, recognition, comprehension, and recall. Studies that measure attention to advertising can use various methods

- The T-scope is a slide projector with changeable lighting levels and projection rates that can be changed down to a fraction of a second.
- The affective dimension typically entails research into whether consumers' attitudes toward a certain product have changed as a result of exposure to an advertisement or a campaign. Projective tests, theatre testing, physiological measures, semantic differential scales, and rating scales are among the tools used to investigate the affective component.
- The conative dimension is concerned with actual consumer behaviour, and it is often the most essential of all dependent variables. Buying inclination and actual purchase behaviour are the two main areas of activity that are typically measured.
- Reach is the total number of households or individuals who are allegedly exposed to a message at least once in a specific medium over a given time period. Reach can be thought of as the total universe of households that have been exposed to a message, and it is commonly given as a percentage of the total universe of households that have been exposed to a message.
- Campaign assessment research is based on copy and media research, although its research methodologies differ from those utilized in the other areas.
- Effectiveness of advertising is the joint responsibility of the advertisers and his advertising agency, regardless of who is paying for research and under what head of account it is allocated.
- The basic purpose of pre testing various possible advertisements is to establish whether the message content and presentation are likely to perform their allocated task efficiently and what changes or improvements may be helpful.
- Post testing is used to see how well it accomplishes its stated goals. This element of evaluating the success of an advertisement or a campaign can give useful feedback if testing is done with the advertising objectives in mind.

13.11 CHECK YOUR PROGRESS

1. What do you mean by advertising research? Explain its need and importance.

2. What do you mean by copy testing? Explain its typological effects.

3. Explain media research.

4. Write short note on measuring effectiveness of internet advertisement.

5. Explain advertising pre-testing and post- testing.

13.12 REFERENCES

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UNIT : 14**RURAL MARKETING****:: STRUCTURE::**

- 14.0 Objectives**
- 14.1 Overview of Rural Marketing**
- 14.2 Expansion of Rural Marketing**
- 14.3 Corporate Interest in Rural Market**
- 14.4 The Rise of Rural Consumer In India**
- 14.5 Rural Communication**
- 14.6 Effective Messages**
 - 14.6.1 Media**
- 14.7 Rural Advertising-Challenges and Strategies**
- 14.8 The Challenges**
- 14.9 Rural Marketing Successful Case Studies**
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- 14.11 Check Your Progress**
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14.0 OBJECTIVES

At the end of this unit, you will be able to

- Understand basic outline of rural marketing.
- Expansion and corporate interest of rural market.
- Rural advertising: challenges and strategies.
- In depth knowledge of rural marketing with reference to case studies.

14.1 OVERVIEW OF RURAL MARKETING

The Rural Marketing concept defines the deployment of economic activities that bring rural areas closer to urban areas. It include precisely two sections:

- i. Selling of rural (agricultural) products to the urban areas
- ii. Selling of the urban manufactured products in the rural areas

The only distinction between traditional marketing and rural marketing is in the purchasers and/or manufacturers. It is concerned with applying marketing concepts, principles, practices, and theories to rural markets. According to the National Commission on Agriculture,

“Rural marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations, and includes pre and post-harvest operations, assembling, grading, storage, transportation and distribution.” FMCG sector identified ‘Rural’ as place with a population less than or equal to 20,000 peoples. The FMCG sector consists mainly of sub-segment viz., personal care, oral care, and households products.

Rural marketing is a major concern today, however it is significantly more crucial for a rising economy like that of India. Different people have different definitions of rural marketing. This happens as the subject has been relatively unattended by serious academic professionals. The opening up of the domestic economy to external competition and the emergence of purchasing power in the rural areas, business and development professional calls for a better understanding of the concept and processes of rural marketing. In the 1990s, the term “rural marketing,” which had previously been used as an umbrella term to refer to all commercial transactions with rural people, acquired a distinct and significant meaning. Since the 1980s, India’s industrial sector has grown in size and maturity. Its contribution to GDP has expanded significantly. A new service sector has emerged, indicating the transformation from rural to industrial civilization. The rural area has seen overall socioeconomic progress as a result of development programmes implemented by the national and state governments, service organizations, and socially responsible business groups like as Mafatlal, Tatas, Birlas, Goenkas, and others. The 1991-92 economic changes expedited the process by introducing market competition. The rural market for household consumables and durables has steadily expanded.

Agadi&Paramashivaiah (1997) has identified following factors to be responsible for the rural market explosion:

- i. Increase in population, and hence increase in demand. The rural population in 1971 was 43.80 crores, which increased to 52.50 crores in 1981, and 72 crores in 1994;
- ii. A market increase in the rural incomes due to agrarian prosperity;
- iii. Large inflow of investment for rural development programs from government and other sources;
- iv. Increased contact of rural people with their urban counterparts due to development of transport and a wide communication network;
- v. Increase in literacy and educational level among rural folks, and the resultant inclination to lead sophisticated lives;
- vi. Inflow of foreign remittances and foreign made goods into rural areas;
- vii. Changes in the land tenure system causing a structural change in the ownership pattern and consequent changes in the buying behavior;

14.2 EXPANSION OF RURAL MARKETING

India lives in her villages. And so it would appear to India's consumers. Profitable farming and better marketing options in some states have made a large number of villagers potential consumers for Consumer Durables and FMCG (Fast Moving Consumer Goods) companies. The size and profitability of the rural market increases with agricultural development and infrastructure facilities. The greater the agricultural development in an area, the greater the rural market. Villagers now consume everything from branded soaps to cold drinks like Pepsi to electrical appliances like high horsepower tractors. Most of the manufacturers still think that urban areas are the potential markets for their products. But the studies show that the rural share has been increasing over time.

The number of items which sell less than 20 per cent in rural areas has actually declined. Now rural areas absorb more of all items. The demand pattern for consumer products has also changed. So, far the country's mega marketers, the rural reach is increasingly becoming the most important route to growth. Some companies like Hindustan Lever, Nirma, Parle Foods and Marico Industries are making inroads into the inter land, usually displacing unbranded offerings and regional local brands. But

their ingress remained restricted primarily to the 10 product categories with the highest penetration in the rural market.

According to ORG-MARG survey, these products (together with percentage penetration, and brand with highest penetration) were as follows until a few years ago: Toilet Soaps (88.26% penetration – Lifebuoy), Washing Soaps (87.4% penetration –Nirma), Edible Oils (84.67% penetration –Palmolive, Anupam, Mustard Oil), Tea (79.09% penetration –Nirma), Biscuits (59.80% penetration – Parle – G), Coconut Oil (53.76% penetration – Parachute), Safety Razor Blades (45.34% penetration – Topaz), and Shampoos (38.28% penetration – Clinic).

Trends indicate that the rural markets are coming up in a big way and growing twice as fast as the urban, witnessing a rise in sales of hitherto typical urban kitchen gadgets such as refrigerators, mixer-grinders and pressure cookers. According to a National Council for Applied Economic Research (NCAER) study, there are as many ‘middle income and above’ households in the rural areas as there are in the urban areas. There are almost twice as many ‘lower middle income’ households in rural areas as in the urban areas.....

The opportunity appears to be substantial. Rural India is home to 12% of the world’s population, or 126 million homes. There is purchasing power. Rural India accounts for between 30 and 50 percent of the consumption of a variety of consumer goods. Faced with fierce competition in their urban markets, where big media spends and costly consumer promotions are the norm, marketers are foregoing the great rural opportunity. Rural Marketing strategies are bolstered by data indicating the latent purchasing power that consumers in rural areas have.

14.3 CORPORATE INTEREST IN RURAL MARKET

Television is making inroads into rural households. Today’s mass media has a massive reach and access to the rural people, capable of affecting their habits and lifestyles and so driving demand for (branded) products. Corporate entities then create new items for rural consumers and strive to place them appropriately. For example, Hindustan Motors (HM) introduced the RTV (Rural Transport Vehicle), a utility vehicle geared for rural markets. When Titan Industries saw that their watch brand ‘Sonata’ was becoming popular in rural areas, they devised a new strategy adapted to the needs of huge rural consumers.

The recession, along with the behaviour on that rural consumer have not been fully utilized, has compelled businesses to implement new

approaches. This is being done by Hyundai Motors India Limited (HMIL), Coca Cola India, DCM, and Shriram Chemicals Limited. Surprisingly, multinationals such as Hindustan Lever Ltd. Have done more to penetrate the rural market than several Indian private sector grants or even the public sector. There are three strong reasons that give multinationals this advantage of tapping rural markets.

First: the companies need the resources to understand a large and diverse rural economy. The kind of exploratory study of behavior that is needed to understand the peculiarities of each segment of the rural market will necessarily be expensive.

Second: even if the companies have the resources, they need to believe the expenditure is worthwhile. This belief must co-exist with the recognition that the exercise need not always result in a profit-generating project.

Third: companies must not treat the rural market as a dumping ground for lower end products designed for an urban audience. Instead, they must use their technological expertise to create specific products for the rural economy.

Following are the specific reasons as to why corporate houses take enormous interest in rural markets in India.

Untapped Potential: for marketing of branded goods and services for the following two reasons:

- i. **Large Consumers:** About 12 per cent of world's population, or 126 million household's, lives in rural India. Purchasing power exists. Between 30 and 50 per cent of the consumption of a number of consumer goods comes from rural India. As per the projections of National Council for Applied Economic Research (NCAER), the number of middle and high income households in rural India is expected to grow from 80 million to 111 million by 2007....The absolute size of rural India is expected to be double than that of urban India.
- ii. **Largely Untapped Markets:** Penetration levels for many products are low in rural areas. Research Organizations like NCAER, ORG-MARG have made substantial studies to show that rural markets are growing at five times the rate of urban markets.

14.4 THE RISE OF RURAL CONSUMER IN INDIA

According to Nielsen report dusty untarred country roads, impoverished villages lacking even basic infrastructure, and the stereotypical naive village simpletons can now only be found in Bollywood films. The rural reality is refreshingly different. Tar roads are gradually supplanting village roadways. There are over 3.1 million kilometers of rural routes, enabling improved connection and access. Not surprisingly, there has been an expansion in the penetration of education infrastructure, health care, and market access for commodities sales. 68 percent of rural Indians must travel fewer than 5 kilometers to get to a hospital. Rural India has grasped all chances that have come its way with both hands.

- **Infrastructures:** Power and basic infrastructure are available in 95.6 percent of villages. The government has made advances toward improving rural infrastructure, with roads connecting more than 70% of the communities. Electricity is currently available to at least three out of every five rural households. (2011 Census) Improved road connectivity has a direct impact on communities' economic conditions. Traveling to the neighbouring city is simpler and thus more frequent. Employment and trade prospects are also more diverse, resulting in better-paying positions or higher earnings.
- **Communications:** Roads are no longer the exclusive means of communication. There has also been an increase in communication. Mobile phones and Direct-to-Home (DTH) services have served as change process, linking even the most isolated villages to the outside world. According to data from the Indian Readership Survey (IRS) 2008, Economic Survey, FY11, and Census 2011, tele density increased from 0.7 percent to a healthy 21 percent between 2001 and 2010. Meanwhile, according to Telecom Regulatory Authority of India (TRAI) data, the subscriber base in rural has increased seven times in the last four years, outpacing the three-fold growth in metropolitan regions. Digital media is just as easy to access. According to Television Audience Measurement (TAM), the reach of digital media in rural India greatly exceeds that of urban India.
- **Literacy:** Education is a top concern for Indians across the country. Literacy rates in India improved by more than 9% in 2011, reaching 74%. This shift in attitudes is also noticeable among rural Indians. According to 2011 census data, rural literacy is 68.9 percent, an increase of nearly 10.2 percent since the 2001

census. This is an outstanding figure given that rural India's population currently stands at 857 million, exceeding even China. The government, too, is encouraging this shift in mindset. According to a recent UNICEF report, India now has more than seven lakh rural schools.

- **Confidence:** The average rural consumer no longer bases his purchasing decision solely on the cost. Although the buyer is still price conscious, he or she is also concerned with quality, brand, and look. It is not enough for a product to be functional; it must also be long-lasting. This new customer is self-assured in his understanding of the market and his own wants. Nearly 35% of rural super consumers are technologically aware and 234 have the internet. Increased smartphone adoption, along with low 4G data rates, ensures that the rural super consumer is always linked to the world around them. Furthermore, as the prices of LED and LCD TVs decline, television as a medium becomes even more important for marketers looking to engage with a rural population.
- **Brand Consciousness:** A brand signifies something different to a rural consumer than it does to an urban consumer. They purchase items based on their utility and quality. Purchases for status are less typical. A high-tech smartphone, for example, means nothing more than speedier connectivity and enhanced convenience. While not as cost-conscious as it once was, value for money remains a top objective. A brand also implies to the rural consumer that he is receiving benefits that go beyond the actual product value. A branded product is a quality assurance. The rural super-consumer realizes the consequences of a penny-wise, pound-foolish policy. They are unwilling to compromise on quality and reliability. It is no longer sufficient to just give this consumer product options such as sachet packs. The shift in consumer attitudes from volume to value is notable. In rural India, branding has always been built on the twin pillars of trust and utility.
- **Aspiration:** Aspiration is now more crucial than ever in this consumer buying decisions. The great majority of people possess a two-wheeler. Mostly because improved road connectivity, the city is never far away. Neither is the desire to live a life similar to that of a city dweller. Television also plays an important role in raising awareness of city life. When confronted with a plethora of options, purchasing decisions are influenced by simplicity of use

and comfort as well as dependability and longevity. Taking advantage of this need could pay out handsomely.

- **Life-style orientation:** Previously, the normal rural customer would buy for utility purposes. Choice was restricted to what was available in village shops, and brands meant only as much money and durability to him. Today, that fundamental understanding of branding has evolved. Sixty-four percent expressed an interest in fashion and trends. And 60% stated they liked to experiment with new products. The desire to live in a city is a relatively new phenomenon. According to the Nielson survey, they enjoyed social trade outlets such as bazaars and fairs. A same proportion stated that they were health-conscious and engaged in some type of workout regimen.

14.5 RURAL COMMUNICATION

Rural communication has recently emerged as a key concern for communicators in both profit-oriented corporations exploring rural areas to expand marketing their products, as well as those in social service institutions attempting to reach social (particularly health-related) messages in rural, tribal, and far-flung areas of the countryside. It is, therefore, important for us to understand this entire issue, including its key concepts and communication scenario in rural areas. There are a number of factors that make rural messages effective. Effectiveness of the media to be used for rural communication is important. Factors that affect media effectiveness are: (i) audience profile, (ii) media preferences, (iii) channel and programs viewed; and (iv) audience behaviour.

14.6 EFFECTIVE MESSAGES

A major challenge for rural communicator is how to make the communicated messages effective. The message must be meaningful to rural consumer. Message decisions need to take into account the following aspects for their effectiveness:

- **Languages:** The message has to be understood. This requires communicating in a language that is meaningful to the consumer. This suggests:
 - A message that is simple
 - The use of appropriate words
- **Pictorial Presentation:** The use of visuals as part of the message is important in rural markets as literacy levels are low. This includes:

- Use of pictures and colors
- Use of symbols, including logos
- **Message form:** The effective communication to rural consumer should be:
 - Utilitarian
 - Narrative
- **Source of the Message:** Credibility of the source is critical for rural markets.
- **Context Association:** Associations create interest, hold attention and provide meaning.

The aspects that have influence include:

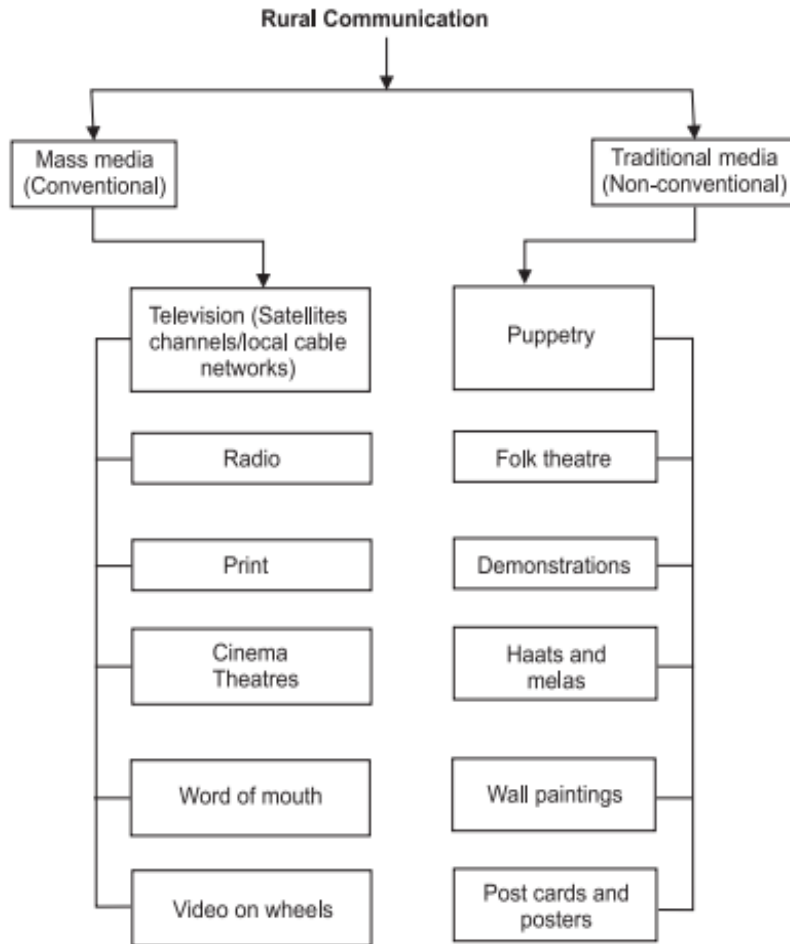
- Products of interest to the rural consumer
- Relevant settings

14.6.1 Media

It is important to understand the media that is being adopted by rural marketers. The forms of media used are of two types:

- (i) **Mass Media (or Conventional Media):** Including Television (Satellite channels/local cable networks), Radio, print, cinema/theatres, word of mouth, video on wheels. These are also termed as modern media.
- (ii) **Traditional Media (Non-Conventional Media):** Including Puppetry, Folk theatres, demonstrations, Haats and Melas, wall paintings, post cards and posters.

Much is known about use of conventional media for rural communication, and their potential has been enormously utilized by profit-oriented commercial organizations as also by the social service organizations for social-marketing



14.7 RURAL ADVERTISING-CHALLENGES AND STRATEGIES

Advertising is a type of promotional mix that promotes in the growth of sales. In rural areas, the audience is sensitive, and their reactions to any type of media utilized for the purpose can be unexpected. Rural advertising are faced with several challenges in India. Although there are latent opportunities within these challenges, the problems and challenges are plenty.

14.8 THE CHALLENGES

Spread and Diversity: One of the major issues is the enormous number of consumers distributed around the country, many of whom are uninterested in the mainstream media. Another issue is the market's heterogeneity. Rural markets differ according to geography, demography, and other factors. The limitations are the limited reach of mass media, as well as

differences in languages and culture, implying the necessity for region-specific communications.

Low Literacy Levels: Indicate that it would be unrealistic to use print media.

Poor Infrastructure Facilities: Such as lack of roads, telecom facilities, postal services, etc. This undermines the utility of press, and even TV viewership is affected by low voltage and uncertain supplies.

Unique Media Habits: Almost all the readership is secondary, household press subscription is almost non-existent; magazines are largely not read.

Low-Spending Capacity: Rural consumers have less disposable incomes so as to buy products.

Lack of Research Data: There is a complete lack of syndicated research services on media access, reach and media habits, in rural India. Although efforts of are few and far between. Hence decisions on message and media-mix are largely dependent on feedback from sales networks.

Selective Attention to/Retention: Of messages by rural target population adding to noise levels in communication. This problem is further compounded by low product-availability.

Linguistic and Socio-cultural differences: Languages, cultural and social norms differ from place-to-place creating problems for marketer in designing the message.

Strong Kinship Ties: In rural areas, Male members of families act as information drivers, influencer and buyers of products, and the women have to depend upon them. Hence, it becomes difficult for communicators to reach the females directly.

Different Leisure Time Activities: For people in rural areas, as agricultural activities have no fixed timings, and often requiring work during nights and in odd hours. The difficulty, therefore, is to find the time slot for the ads, as the leisure times are situation-based.

Strategies

Managing the challenge of spread and diversity requires:

Languages: The message has to be understood.

- Identifying geographical locations with a larger concentration of rural consumers;

- Locating potential consumers with a higher propensity to spend; and
- Localizing decisions on media and message using region-specific budgets

Use of audio visual medium: Literacy rates being less in rural areas, and TV and Radio having much more reach in rural masses compared to print media, communication through electronic media (mainly TV & Radio) must be given priority over press. These channels have greater growth rates.

Appropriate communication mix: Needs to be used giving priority to local promotional tools over advertising, as advertising in rural areas is marked by selective attention and retention. Usually a 70: 30 plan is recommended. 70 per cent budget should go on promotion (effective utilizing local promotion activities like wall paintings, stalls, hoardings, etc.) and 30 per cent on advertising.

Tailor made communication: Ad messages should be modified to suit to regional requirements, in order to counter linguistic, social and cultural differences.

Use of publicity vans/animals: Especially in remote/tribal and hilly areas. These help spreading advertising messages. Vans can also carry the products to induce brand trial. Animals like elephants can carry banners on them and be paraded in villages.

Use of stalls and haats: Especially in village festivals to spread messages and can also include brand trials.

Appropriate Scheduling: Generally, during the post-harvest periods, farmers and cash-rich and in the right frame of mind to consider buying new products. Ads can be slotted around this time.

Use of cinema halls, railway stations and bus depot: Especially in those states/regions having maximum exposure to cinema. Cinema halls railway stations and bus depot present an exciting audio-visual media option for the rural market.

Selective Communication strategy: Most of the advertising and promotional tools should be used only in the villages having larger market size and potential.

14.9 RURAL MARKETING SUCCESSFUL CASE STUDIES

Case 1: Gyaandoot

Gyandoot (information messenger) is a community network that was conceived, constructed, and made operational by Rajesh Rajora, an I.A.S. officer in Dhar district, with the active help of the Madhya Pradesh government. The pilot project began on November 29, 1999, and was officially launched on January 1, 2000. It is regarded as a major milestone in e-governance. The Village study project was chosen as a joint winner in the Stockholm Challenge Award's public services and democracy category from 600 entries based on the criteria of innovation, user need, sustainability, and transferability. Panchayats have paid the entire project's cost, which is estimated to be roughly Rs. 25 lakh, with no assistance from the government. Panchayats spent an average of Rs. 75,000 to create each Soochanalaya (Information Centre). As a result, Gyandoot is a self-sustaining community-owned low-cost internet project. Pentium multi-media colour computers, dot matrix printers, UP systems, and telephones are installed in all 31 Dhar district Soochanalayas; 29 of the 31 Soochanalayas have optical fibre connectivity. The Gyandoot Samiti, a society that supports the initiative, has created indigenous software to power the internet and other services. The software is basic and menu-driven in Hindi, requiring just minimal data entering on the client's end. Soochaks, or local entrepreneurs, run the Soochanalayas. Soochaks are chosen by local committees to administer Soochanalayas on a commercial basis. Gyandoot is a need-based effort that involves villages and the community. The services chosen are based on a knowledge of information centre services such as current and prevailing mandi (agricultural produce auction centre) pricing, the absence of which frequently deprives farmers of the greatest prices for their agricultural produce. Thus the services offered by Gyan doot network are:

- Agricultural produce auction centre rates
- Online registration of applications
- Online public grievances redressal
- Rural e-mail facility
- Village auction site
- Online matrimonial site
- Information on government programs

The Soochnayas also provide online application forms requested by local administration and state government departments. Up-to-date and current

information on the public distribution system, lists of low-income households, beneficiaries of social and rural development programs, information about government subsidies, and so on, making government functions visible and sensitive. The web-based newspaper caters to the local news readership, providing micro-news about events and happenings in the surrounding towns. The website offers research tools to students in grades X to XII, including question banks created by a team of specialists to aid with exam preparation. The site also contains employment news for semi-skilled employees.

Case 2:

Mahindra Finance- BHARAT KO PEHECHANTE HUM

Mahindra Finance began operations as a captive financier more than 20 years ago. It is now India's largest rural NBFC, having reached two important milestones. Customers are the key to their success. Customers' objectives and self-belief catalyzed their expansion. The stories of this change were incredibly inspiring and needed to be shared with the rest of the world.

New TVC Campaign – “Bharat Ko Pehchante Hain Hum”- the goal was to represent a separate India, one that operates under its own set of laws and is bound by its own set of constraints. More significantly, they wanted to capture the events and journeys of their clients. Mahindra Finance has to communicate that they are facilitating large-scale transformations in rural lives. The new TV commercial campaign was inspired by genuine experiences of Mahindra Finance customers. Mahindra Finance came up with the creative idea of using crowd sourcing to create a 'Customer Stories Book,' which finally led to the creation of their new TV ads. Mahindra Finance sponsored an internal contest called 'Footprints' to capture and collect real customer tales from all walks of life. Employees across India captured real-life situations in which Mahindra Finance has transformed their customers' lives. Eventually, 700 similar anecdotes were recorded.

The new Television ad campaign was inspired by the genuine stories of Mahindra Finance clients. The TV commercials emphasized how their consumers are achievers who are self-motivated and driven to succeed in life. The phrase, 'Bharat ko pehchante hai hum,' is suitable, as Mahindra Finance has extensive experience in assisting customers in making their dreams a reality. Two of the four TV commercials were chosen for the campaign. Two edits were developed for each of the two TVCs - one for

45 seconds and another for 25 seconds, which would be screened as part of the campaign.

The campaign's goal was to raise awareness and brand equity for Mahindra Finance among 25-44 year old males in SEC B and C (semi-urban cities) and R1 and R2 (rural towns) (rural locations). Based on this goal, a PAN-India television campaign in eight languages was launched across several national and regional television channels. The television channels used for the campaign were General Entertainment Channels (GECs) and News Channels in all eight languages, based on the target profile of Mahindra Finance clients.

The advertising reached 67 percent of their target audience. Mahindra Finance's unaided brand recall increased by 9 percent among their target group, from 38 percent in FY'14 to 47 percent in FY'15, and consideration for their brand increased by 7 percent, from 34 percent in FY'14 to 41 percent in FY'15 (data from Nielsen's Brand Health Survey FY'14 and FY'15). The TV commercial campaign earned good word-of-mouth feedback from people all around the country. The TVC was beneficial in promoting Mahindra Finance's brand saliency because to its success stories and tagline "Bharat ko Pehchante hai hum."

14.10 SUMMARY

Rural marketing is concerned with applying marketing concepts, principles, practices, and theories to rural markets. *It involves all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations, and includes pre and post-harvest operations, assembling, grading, storage, transportation and distribution.* Rural marketing is a major concern. However it is significantly more crucial for a rising economy like that of India. Opening up of the domestic economy to external competition and the emergence of purchasing power in the rural areas, business and development professional calls for a better understanding for rural marketing. Since the 1980s, India's industrial sector has grown in size and maturity. Its contribution to GDP has expanded significantly. A new service sector has emerged, indicating the transformation from rural to industrial civilization. The rural area has seen overall socioeconomic progress as a result of development programs implemented by the national and state governments, service organizations, and socially responsible business groups and others Profitable farming and better marketing options in some states have made a large number of villagers potential consumers for Consumer Durables and FMCG (Fast Moving

Consumer Goods) companies. Villagers now consume everything from branded soaps to cold drinks like Pepsi to electrical appliances like high horsepower tractors. Most of the manufacturers still think that urban areas are the potential markets for their products. The demand pattern for consumer products has also changed. So, far the country's mega marketers in the rural reach is increasingly becoming the most important route to growth. Some companies like Hindustan Lever, Nirma, Parle Foods and Marico Industries are making inroads into the inter land, usually displacing unbranded offerings and regional local brands.

Television is making inroads into rural households. Today's mass media has a massive reach and access to the rural people, capable of affecting their habits and lifestyles and so driving demand for (branded) products. Rural communication has recently emerged as a key concern for communicators in both profit-oriented corporations exploring rural areas to expand marketing their products, as well as those in social service institutions attempting to reach social (particularly health-related) messages in rural, tribal, and far-flung areas of the countryside. . In rural areas, the audience is sensitive, and their reactions to any type of media utilized for the purpose can be unexpected. Trends indicate that the rural markets are coming up in a big way and growing twice as fast as the urban.

Chapter Highlights

- Rural is a place with a population less than or equal to 20,000 peoples. The Rural Marketing concept defines the deployment of economic activities that bring rural areas closer to urban areas.
- "Rural marketing," is an umbrella term to refer to all commercial transactions with rural people, acquired a distinct and significant meaning.
- *Rural marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all the aspects of market structure or system, both functional and institutional.*
- The size and profitability of the rural market increases with agricultural development and infrastructure facilities. The greater the agricultural development in an area, the greater the rural market.
- Rural India is home to 12% of the world's population, or 126 million homes. There is purchasing power. Rural India accounts for between 30 and 50 percent of the consumption of a variety of consumer goods

- Rural communication has recently emerged as a key concern for communicators in both profit-oriented corporations exploring rural areas to expand marketing their products, as well as those in social service institutions attempting to reach social (particularly health-related) messages in rural, tribal, and far-flung areas of the countryside.
- A major challenge for rural communicator is how to make the communicated messages effective. Effectiveness of the media to be used for rural communication is important. Factors that affect media effectiveness are: (i) audience profile, (ii) media preferences, (iii) channel and programs viewed (iv) audience behaviour.
- Conventional media for rural communication, and their potential has been enormously utilized by profit-oriented commercial organizations as also by the social service organizations for social-marketing
- Spread and diversity, low literacy rate, poor infrastructure, low spending capacity, lack of research data, selective attention/retention, linguistic and socio-cultural differences are some of the challenge that are often faced in the process of rural advertising
- Some of the strategies that can be used while dealing with rural advertising should be use of effective language, use of audio visual medium, use of publicity vans, use of stalls in haats and melas and selective communication strategy.

14.11 CHECK YOUR PROGRESS

- i. What is rural marketing? Comment on expansion of rural market in India with example.

- ii. What do you mean by rural advertising? Explain the challenges faced by marketers in rural area.

iii. State the factors affecting rise of rural consumers in India. Support your answer with suitable references.

iv. What is rural communication? What are the problems faced by rural communicator?

v. Elucidate the strategies used for effective rural advertising with examples.

14.12 REFERENCES

- Rural marketing: challenges and opportunities by Dinesh Kumar and Punam Gupta
- Fundamentals of rural marketing by Dr. M A. Soudatti
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- Advertising and marketing in rural India: Language, culture and communication by Tej K. Bhatia
- Rural marketing: Indian perspective by Awadhesh Kumar Singh and Satyaprakash Pandey